



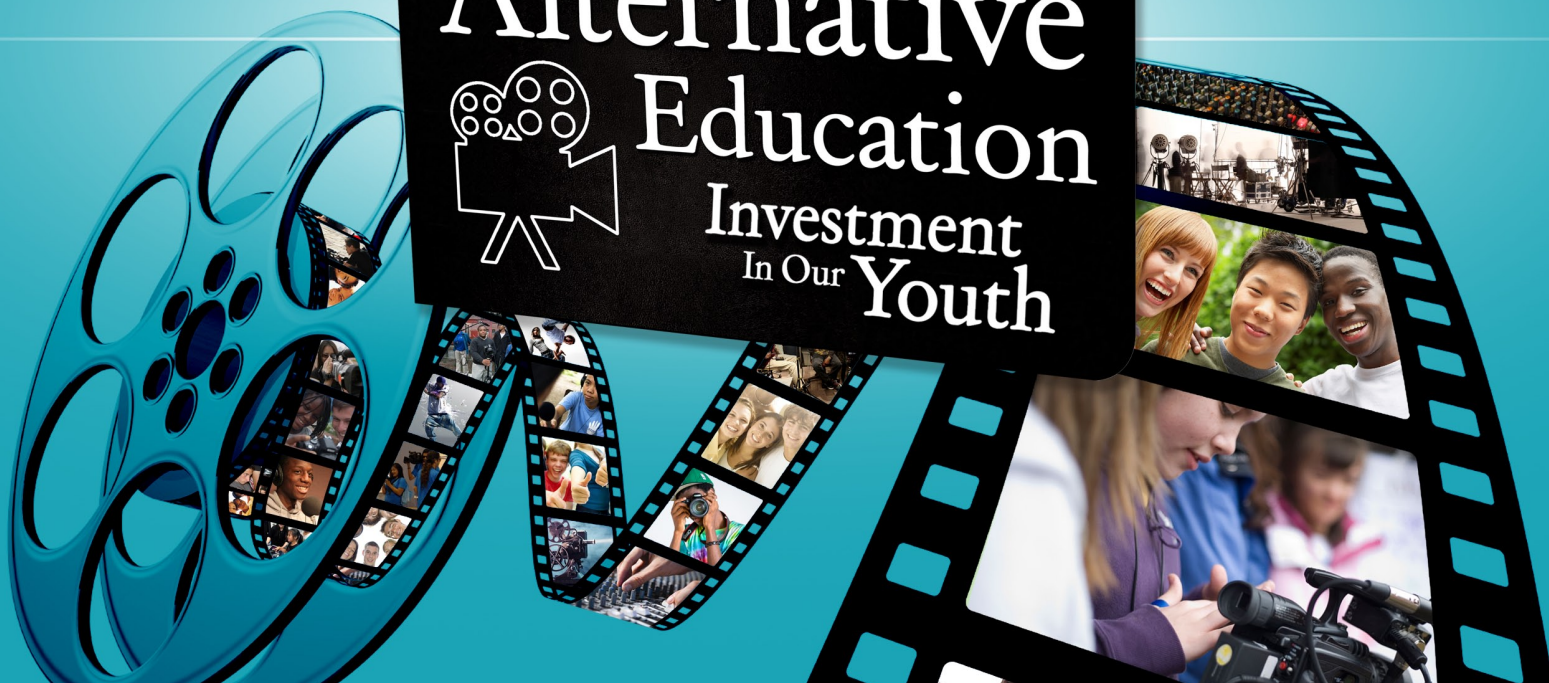
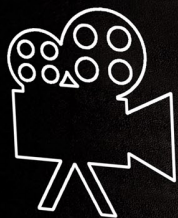
Adolescents deserve to increase their knowledge, express their talents and positively impact their communities and society in general.

Our mission at B-Roll Media & Arts, Inc. is to enable disadvantaged and underserved youth the opportunity to learn and grow.

Our organization seeks to assist youth, through training in the visual and media arts to become constructive contributors to society.



Alternative
Education
Investment
In Our Youth



Our Founder

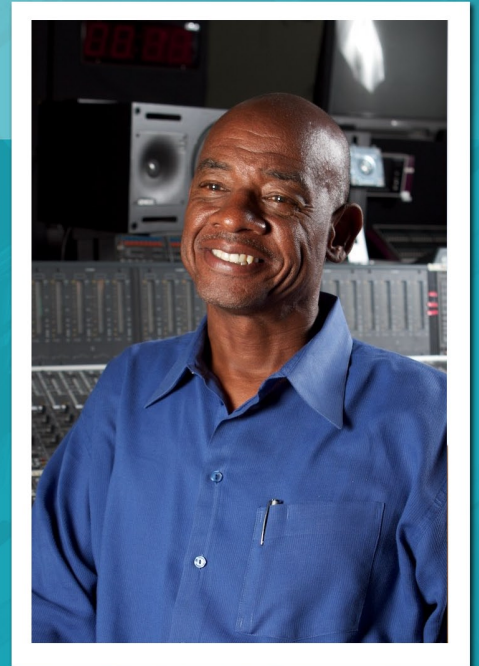
Robert Ervin Jackson

Visual & Media Professional
Manager, Leader and Teacher

- U.S. Navy Veteran
- American University, B.A. Visual Media (Minor in Audio Technology)
- BET / Director of Audio Operations / 35 Direct Reports / \$20M budget
- NBC / Technical Manager / 50 personnel / \$1.5M budget
- CNN / Director of Operations / 75 Direct reports / \$3M budget
- NPR / Audio Engineering Supervisor / 25 Direct reports

"Having enjoyed a successful and fulfilling career, I am passionately committed to sharing my experience and knowledge with young people eager to learn and gain skills in the field of visual and media management."

Robert E. Jackson



Robert Ervin Jackson
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Laurel, Maryland 20723
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www.B-RollMedia.org

Our Company



- Established in 2012, B-Roll Media & Arts Inc. is a Maryland-based non-profit organization.
- As a 501©(3) non-profit organization, B-Roll Media & Arts, Incorporated provides free-of-cost media arts training and education to underprivileged youth ages 13 through 21, as well as young people with learning disabilities or Individualized Educational Plans (IEPs) residing in the state of Maryland.
- Our mission is to redress educational and vocational deficits in underserved communities, giving young people unique opportunities to learn new skills and build confidence.
- Through mentorship and specialized training, our program encourages personal growth and guides participants toward rewarding and financially sustaining careers.
- Our participants are taught and mentored by industry experts with years of experience in audio recording, television, film and fine arts.
- We offer our services in schools, community organizations and donated professional spaces such as Lion and Fox Recording and Drums Unlimited Rehearsal Space.
- Our ten award-winning board members have over 150 years of combined media and business experience and a shared passion for youth education and advocacy.
- Our five signed teachers, with 150 years combined professional experience, are eager to move forward with the project.
- B-Roll hosted its first Media Expo on June 7, 2014 in Silver Spring, MD to publicly announce its position as a non-profit organization. In this highly successful event, we dialogued with parents, teachers, youth advocates and children about our mission and plans for the future.

*"We may not be able to prepare the future for our children,
but we can at least prepare our children for the future."*

- Franklin D. Roosevelt



What We Do

We offer our young students free-of-charge audio arts and visual media courses, professional opportunities and mentoring in order to enhance and expand their vision of the future. We build strong foundations for real careers through:

- Teaching
- Training
- Building skills
- Mentoring

B-Roll Media enhances the quality of life of our community's underserved youth by providing exciting, interactive and highly personalized training in media arts and sciences. Our holistic approach helps participants gain specialized knowledge and experience.

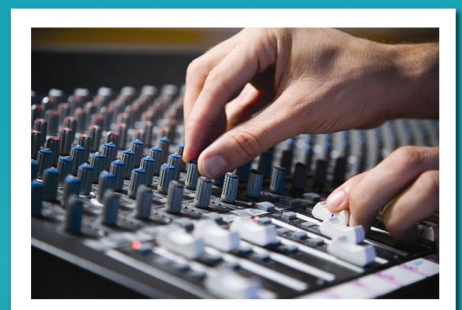
Our students build confidence by participating in hands-on learning activities that prepare them for entry-level positions in the media and arts industries.

Our workshops and classes:

- Emphasize hands-on interactive learning.
- Encourage teamwork and supportive learning.
- Present "real-world" environments for learning.
- Foster communication skills.
- Increase self-esteem through mentorship with industry professionals.

Students learn and work in the art and science of audio recording and sound reinforcement.

Students learn and work in the art and science of video and film production, digital story telling, preproduction and postproduction.



Our Plan of Action

The officers and directors administer this program with plans to:

- Gain accreditation from the State Board of Education.
- Seek primary financial support from the State of Maryland.
- Seek secondary financial support from Maryland athletes.
- Utilize radio, television broadcast facilities, recording studios, theaters, corporate audio visual companies and concert sound facilities.
- Recruit participants from area schools, recreational and rehabilitation programs and churches.
- Frequently and satisfactorily enlist students to use the facility, tools, resources and activities.
- Advertise the program.
- Establish a credible reputation within the area as a qualified resource for training and education.



Recruiting participants will require the staff of B-Roll Media & Arts to be active within the community.

B-Roll Media & Arts, Inc. expects to reach over 300 participants per year. Our goal is to enroll 100 participants per quarter, while retaining at least 40% of the previous quarter's enrollment.

B-Roll Media & Arts Inc. will initially operate at various locations within the State of Maryland.

The B-Roll Media & Arts, Inc. program has already commenced. In an eight week pilot project, eight students ages 13 to 15 from Benjamin Tasker Middle School were successfully trained in television production. Learning under our superb guidance, students effectively produced three live-streaming internet shows. The June graduation and ceremonious launch of B-Roll Media & Arts, Inc. was recorded and live-streamed entirely by the students as part of their final exam.

The event can be viewed at <https://vimeo.com/100162730>



What We Need

B-ROLL MEDIA & ARTS, INC. Forecast of Receipts and Disbursements Years 2015 through 2017

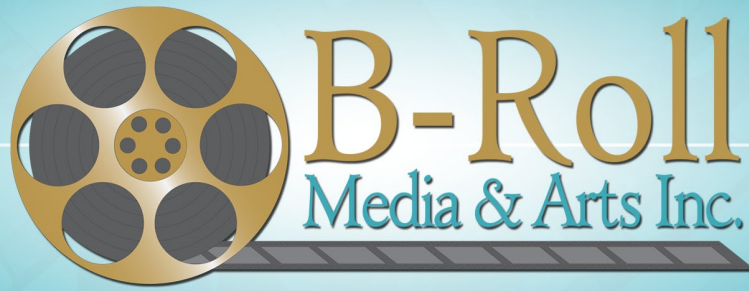
Receipts:

	<u>2015</u>	<u>2016</u>	<u>2017</u>
From Maryland State	\$125,000	\$200,000	\$250,000
From Professional (Athletes)	\$125,000	\$200,000	\$250,000
From Private Fundraising	\$40,000	\$40,000	\$40,000
<u>Totals:</u>	<u>\$290,000</u>	<u>\$440,000</u>	<u>\$500,000</u>

Disbursements:

Line 14	Fundraising Expenses	\$5,000	\$7,000	\$10,000
Line 17	Payroll-Instructors (Directors)	\$187,000	\$337,000	\$337,000
Line 20	Occupancy Costs			
	Rents	\$10,000	\$24,000	\$24,000
	Utilities	\$3,000	\$6,000	\$6,000
Line 21	Depreciation	-	\$3,000	\$3,000
Line 22	Outside Services	\$5,500	\$2,000	\$2,000
Line 23	Other Expenses:			
	<u>Program Expenses:</u>			
	Studio Equipment	\$25,000	\$4,500	\$4,500
	Leased Computers & Peripherals	\$18,000	\$3,250	\$3,800
	<u>Resources:</u>			
	Marketing & Promotion	\$10,000	\$6,500	\$8,500
	Office Expenses	\$5,400	\$4,580	\$4,710
	Printing	\$3,600	\$800	\$800
	Licenses & Permits	\$5,000	\$2,000	\$2,000
	Insurances	\$6,000	\$6,000	\$6,000
	Legal & Accounting	\$3,500	\$5,000	\$6,000
	<u>Totals:</u>	<u>\$287,000</u>	<u>\$411,630</u>	<u>\$418,310</u>

<u>NET RECEIPTS OVER DISBURSEMENTS</u>	<u>\$3,000</u>	<u>\$28,370</u>	<u>\$81,690</u>
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www.B-RollMedia.org

*Thank you for your time and consideration.
We look forward to receiving your support.*

Robert E. Jackson



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Laurel, Maryland 20723
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