



Small Holes Media

New Commonwealth Racial Equity and Social Justice Fund

"SHINE A LIGHT ON CHANGE"

Television Show Concept by Stacy Barton at Story Dog Workshop

"Shine a Light on Change" is a telethon for the Local NBC affiliate in Boston, produced to raise money for the Massachusetts-based *New Commonwealth Racial Equity and Social Justice Fund*. Turning the traditional telethon on its ear, we leave the studio and bank of wired phones behind to head out on a safe and socially distant road trip. All across America, we shine a light on local communities making racial equity and social justice a reality in their cities and neighborhoods.

A simple van and small, mobile television crew stop in unexpected, sometimes out of the way places, to shine a light on individuals and organizations inspiring action in their community. The focus is not on the rich and famous, but everyday people, American citizens like those watching from home.

Creating a show that helps families understand how they, too, can make a difference, the on-camera host is an inquisitive purple puppet, Pippin, an eager young lass from Boston who wants to know how *she* can make a difference? Seeking answers from regular people, and a handful of willing celebrities, she stops at porches and street corners to ask, "What are you doing to make a difference?"

Much like the endearing monsters of Sesame Street, this little self-appointed reporter is an inquisitive tike, ready to interview newfound friends in neighborhoods far from home. But don't be fooled, this isn't a kid's show. With the guileless, unaffected honesty of a child, Pippin's pointed questions and eager excitement lead to profound and poignant discoveries. As Pippin travels America from Boston to South Carolina, from Indianapolis to Milwaukee, and Denver to LA, she shines a light on the change she finds in education and civil rights, in businesses and the arts, with sports teams and city leaders.

In between stops, from her front seat in the TV crew's van, Pippin bounces along, tapping her cell phone and encouraging viewers to text/call the number on their screen, inviting everyone to "make a difference for Boston and beyond." But she doesn't stop there, all along the way Pippin also encourages viewers to send photos of how they are "making a difference in their hometown" to a dedicated hashtag like #shinealight. These images will then be culled and placed into a post-production video, set to the score of the finale. This compelling video will Shine a Light on Change from the NBC 10 website as well as the website for *New Commonwealth Racial Equity and Social Justice Fund*.

By the time Pippin and her crew make it back to the NBC studio in Boston, a few of her famous friends (TBD Alicia Keys and John Legend) have agreed to join her in a powerful grand finale medley of Unity. With encouragement from the stars to support Pippin's cause, they sing with passion, while cutaway video of the people and places Peppah has seen bring home this heartwarming finale.