

The Seeds of Isaac

(Working Title)

A Documentary Series for Television



Fascinating Learning Factory

WGAW Regis. 2002

The Seeds of Isaac

The Seeds of Isaac is a landmark documentary television series detailing the outstanding contributions of Jews throughout history in a variety of significant human endeavors.

In an age when hatred is running rampant throughout the world and much of it is focused in the Middle East, The Seeds of Isaac will remind us of Jewish contributions and strengths.

Format

Each one-hour program will focus on a specific area of endeavor and, through archival footage, dramatic recreations, and in-depth interviews, reveal some of the remarkable contributions that Jews have made throughout time.

We will select a well-known and respected Jewish person (or perhaps a rotating series of people; i.e. Richard Dreyfus, Winona Ryder, Paul Newman, etc.) as our host(s). The host will open each segment in an appropriate historic location, setting the context of what is to follow. We then are led, through flowing visuals and relevant music, into the first segment, which will most likely be in the past since the shows will follow a chronological timeline.

Each person featured will be presented with the most dramatic and relevant visual and auditory materials available. We will strive to uncover new images and archival materials.

Imaginatively produced on-location footage will create a sense of immediacy and presence, even for places and events that occurred thousands of years ago. Woven into the narrative about the individuals' lives and contributions will be interviews with scholars, historians and others with important perspective and insight.

As each story is told, we will see how the larger context of a specific field, such as science or medicine, was shaped and moved forward by the work of four to



Military

Moshe Dayan, Bibi Netanyahu, Sarah Aaronson, Alfred Dreyfus

Inventors

Emile Berliner, Denis Gabor, H. Joseph Gerber, Charles Ginsberg, Hedy Lamarr

Business

Baron von Rothschild, Gerald Levin, Michael Eisner, Maurice Greenberg

Publishing/Journalism

Arthur Ochs Adler, Mort Zuckerman, Cy Newhouse

Entertainers

The list is endless

Entertainment Business

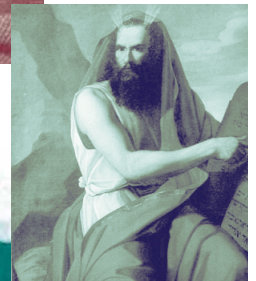
Louis B. Mayer, Irving Thalberg, Sam Goldwyn, Sid Bernstein

Religion

Jesus, Mary, Saul of Tarsus, Moses, Sarah, Abraham, Noah

Times of Crisis

unknown heroes of the Holocaust, the Exodus and the development of Israel



There will be 13 programs in the first series but, because of the wealth of resources on these topics, it is possible that more than one program can be produced on any given area. The programs will be engaging, entertaining, and enlightening. They will increase the self-esteem and awareness of the Jewish audience and educate everyone about the contributions Jews have made to civilization past and present, and relate them to the larger tapestry of Jewish Culture.



The potential return on investment from the production company are based on the following possibilities and their relative (conservative) estimated income:

- First airing on PBS or a cable channel: \$50,000 to \$100,000 per hour.
- 2nd-5th airings: \$45,000 to \$65,000 per hour
- Merchandising and ancillary sales:
 - Videotapes for home viewing: \$19.95 per episode — unknown number of sales.
 - Videotapes to schools or synagogue groups: \$150-\$200 per episode 500-1000 possible sales.
 - Supplemental materials to accompany videos — TBD



Birch's critically acclaimed films include eleven Emmy-winning National Geographic Society Specials. Birch also produced and wrote the largest one-day documentary project in history, *A Day in the Life of America*, a PBS special for which she utilized twenty-three film crews scattered throughout the country to film during one twenty-four period.

Birch began her career with Bill Burrud Productions' *Animal World*, one of the pioneering series to deal with and popularize conservation-oriented documentaries. Assignments have taken her to Jerusalem, Bali, Egypt, Japan, the Soviet Union, Ireland, France, Spain, the People's Republic of China, and other countries, providing her with extensive experience in dealing with foreign governments and institutions.

Norman H Strassner

Director — is an award winning, DGA director with 18 years of broadcast experience in Hollywood. He worked on such programs as *Entertainment Tonight* and *Real People* as well as in-house for CBS and NBC news.

He has directed and co-written several educational series for classroom distribution and has directed, written, edited and produced many programs for various corporate, educational and broadcast clients.

By way of his experience as a broadcast video editor, he created the Strassner line of broadcast linear editing systems which is still in wide use throughout the industry. He is an accomplished software designer and engineer with a wide knowledge of broadcast and computer technology.

Richard Lerner

Director of Photography — is an accomplished cinematographer/videographer, and lists the following documentary programs among his many credits: *Nova*, *PBS Bookmark*, *BBC Horizon*, *BBC Nature*, *BBC Audubon World*, *PBS Scientific American Frontiers*, *PBS/Chedd Angier Race to Save The Planet*, *PBS/Chedd Angier Pride Of Place*, *PBS/Malone Gill BreakThrough*, *PBS/Blackside Portrait Of America: Alaska*, *Turner Broadcasting Jacques Cousteau's 75th Birthday Party*, *Turner Broadcasting Omnibus*, *BBC The Nitty Ditty Dirt Band's Alaskan Caravan*, *Nashville Network*.

Lerner was also the Director of Photography for the Academy Award Winning documentary, *A Story of Healing*. He was a co-producer of Touchstone's *Instinct* and has also served as producer on several independent feature films.



