

I Am An American

Written By Omar Dyer

Directed by Omar Dyer

Starring Omar Dyer as  
Mad Comedian

Directed by OMAR DYER Written by OMAR DYER Starring MAD COMEDIAN Guest Appearances  
BLACK AMANDA BYNES Guess Host KEVIN HART (PUPPET) Narration by OMAR DYER Production  
by COACHES! 101 PRODUCTIONS Distributor COACHES! 101 A NJ NON-PROFIT Copyright @  
OMAR DYER and COACHES! 101

## Synopsis / Treatment

The creation of I Am An American comes from the soundtrack of Street Rapper: Open Mic Stopped & Frisked, which was released in December of 2016. The song was to advocate for the changing of a law known as “Stand Your Ground.” This video is an animated version of the song, using live footage from some of the people harmed and even killed by police brutality. The story was written by Omar Dyer, voiced by Omar Dyer, and composed by TheFanNJ, who is a pen name for Omar Dyer. TheFanNJ is a musical composer and blogger on the internet, who advocates for social change. Omar Dyer created this song because of the fact that he was stopped and frisked in New York, and after being stopped and frisked – he went on a comic rant at all the New York comedy clubs.

This video recaptures some of the civil rights leaders of the past, with one of the future, and it combines musical talent with political activeness. It’s a documentary film that express a large concern in what is happening in America with the law known as “Stand Your Ground. As it tries to paint a picture of what most men who are minorities in this country face. The short film video starts with bullet facts pulled from news sources. Then it goes into a series of questions from kids in the video about police officers killing black people. And from there it jumps into one of the most polarizing figures during the civil rights movement.

As the video documentary rolls on the song begins with a speech from Malcolm x Shabazz. In the speech, the civil rights activist talks about how the public and the press stress the facts of police brutality. After the small speech, is followed by a song that was voiced by Omar Dyer, where as the lyrics were written by Omar Dyer. The song was composed by TheFanNJ – using Music Maker software as its base. The theme of the song was created by Omar Dyer to fit in his low budget street version album that was professionally done in the comfort of Omar Dyer’s home.

### Mini Bio 1 paragraph

Omar Dyer is a writer and producer for his brand and legal pen name: TheFanNJ. He has written five books self published through his own self financed digital press company. He has been a freelance writer since 2000, working with Harper Collins, and a few other children’s press. He became a musical producer when, he interned for Apple, on the iTunes project. He started rhyming at the age of 12, and later battled some of NYC best at the age of 16.

TheFanNJ is the pseudonym for all of the writings done by Omar Dyer in the writing world. In the musical world, he is a composer with a mythical history. A history that people can’t believe it’s true until they listen to the sound. TheFanNJ growing up, true story played the bass guitar, the drums, and the trombone all the way up until he was 13, when I went to play football.

Mad Comedian, is a fictional character from the web show that always rapping about celebrities and beating them in a rap battle.

I Am An American

## Project Script

### Introduction

#### Scene 1

##### Character Roll

Mad Comedian voiced by  
Omar Dyer

Alfred's friend played By  
Alphonse Phillippe Mouzon

Alfred played by  
Donald Gooden

Malcolm X voiced by  
Omar Dyer

Rev. Dr. Martin Luther King Jr voiced by  
Omar Dyer

Captain Will voiced by  
Omar Dyer

Detective Mertua played by  
Danny Glover

Martin Riggs played by  
Mel Gibson

Terrence Krutcher  
Wiz Khalifa

#### Theme Summary:

The video starts with information titles on guns and black members of the community. And it goes into a small clip of kids talking about cops and black people. The video then ventures into a documentary song about police brutality in America.

INT: Word phrase “1 out of 3 children are exposed to guns.” “2 out of 3 minority kids stare down the barrel of a gun at 16.” “So for every white child, 3 black kids are staring at a gun barrel”

Alfred:

Momma says, Police man kill black people.

Alfred's Friend  
(repeat 5 times)

Yeah is that true.

Is that true!  
Is that true!  
Is that true!  
Is that true!

INT: Clip of a cop in a park rolling on the ground as the screen fades into cops having an interaction with a black male in St. Louis Louisiana – then a face shot of Malcolm X, with credit rolls

Malcolm X  
(original voice)

The controlled press, the white press enflames the white public  
against Negroes.

INT: Screen transitions to a white man in a court yard. The white man takes five steps to the gate, as the gate opens. The white man walks into the park with a water fountain and chairs. Sitting in one of the community chairs was a blackman, as the white man walks to the blackman – he sits down on the water fountain.

The police are able to use it to paint the Negro community as a  
criminal element.

INT: White guy sitting down on the water fountain next to a blackman holding a microphone, while sitting down on a community bench.

I Am An American  
Mad Comedian  
(Voiced by Omar Dyer)

Just because I am black,  
“Doesn’t mean I am an animal.”

Just Because I am wearing a hoodie,  
“Doesn’t mean I will steal your goodies.”

Just because I am poor,  
“Doesn’t make me a criminal.”

INT: Mad Comedian holding a microphone waiving one hand in the air from side to side.

Just because I live in the ghetto,  
“Doesn’t mean I belong in a police state.”

INT: Transition into a video clip of Terrence Crutcher walking on a highway with his hands in the air followed by a female cop, and finally shot while his hands were in the air.

Just because you’re a cop,  
“Doesn’t give you the right to justifiably murder me.”

INT: Transitions into a meeting room, where Malcolm X is giving his speech as a white women, who looks like Melina Trump, walks in with a white robe, in protest, while laying down on the floor, and getting up.

Just because we have a different language,  
“Doesn’t mean I am uneducated.”

Just because we speak a different slang,  
“Doesn’t mean you are superior to me.”

INT: Transitions into a face shot of Dr. Rev. Martin Luther King Jr. who is being voiced by Omar Dyer.

I believe in the dream, that one day our content  
Will live up to our character, and our character  
Will surpass the instincts of prejudice,  
Just because you are arresting me  
Doesn’t me I am resisting.

INT: Transition to Malcolm X on a podium in a meeting hall giving his speech.

I Am An American

Malcolm X  
(Original voice)

The police are able to use the press, to make the white  
Public think that 90% or 99% of the Negro community,  
Are a criminal element.

INT: Transition into a camera view that's behind Malcolm X looking at the audience in the room.

And once the white public is convinced

INT: Transition into a face shot of Mad Comedian, and Barack Obama listening to Malcolm X speak.

That most of the Negro Community is a criminal element.  
Then this automatically paves the way,  
For the police to move into the Negro community

INT: Camera pans to the right, while zooming out to a full view of the room as Malcolm X continues to present his speech.

Exercising Gestapo tactics, stopping any black man  
who is on the sidewalk, whether he is guilty or  
whether he is innocent, whether he is well dress  
or whether he is poorly dress, whether he is educated,  
or whether he is dumb, whether he is a Christian  
or whether he is a Muslim. As long as he  
is black and a member of the Negro community,  
the white public thinks that the white policeman  
is justified.

INT: Transition into a face shot of Mad Comedian at the podium – the camera views is from a side angle, as Mad Comedian gives his rap speech.

Mad Comedian  
(Mad face)

Stop attacking me with your clubs and night sticks.  
Stop standing on my hands and legs.  
Stop throwing me to the ground,  
Why do you need 10 people to put me down.  
Stop pulling out your gun  
Because if you're black a bullet has  
your name on it son.

INT: Transition to a face shot of Mad Comedian, and the camera view eclipse the entire room as Mad Comedian gives his rap speech.

I Am An American

Stop attacking me with your clubs and night sticks.  
Stop standing on my hands and legs.  
Stop throwing me to the ground,  
Why do you need 10 people to put me down.  
Stop pulling out your gun  
Because if you're black a bullet has  
your name on it son.

INT: Transitions into a clip of Wiz Khalifa getting stopped by airport police, and questions with no sound as Mad comedian continues to rap his song speech.

Just because I am black,  
"Doesn't mean I am an animal."

INT: Transition to a clip of a police officer on a street corner, pulling out his gun and chasing teenagers. While wrestling a young girl to the ground at a pool party gone wrong.

Just because I wear a hoodie,  
"Doesn't mean I will steal your goodies."

Just because I am poor,  
"Doesn't make me a criminal."

Just because I live in the Ghetto,  
"Doesn't mean I belong in a police state."

INT: Transitions into Barack Obama sitting in the White House's Oval Office, voicing a negro spiritual song—reinvented by Sam Jackson.

Barack Obama

I can hear my neighbor saying I can't breathe,  
Now I am in a struggle because I can't leave.

INT: Barack Obama standing up, as the camera pans to the left, and Barack Obama walks over to Mad Comedian who is sitting down.

Mad Comedian  
(Starts to stand up)  
Calling out the violence of these racist police,

Barack Obama  
(Standing next to Mad Comedian)

We ain't gonna stop until people are free.

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I Am An American

Mad Comedian  
(Standing next to Obama, while looking at him)

We ain't gonna stop until people are free.

INT: Transitions into a clip of Wiz Khalifa having a conversation with the airport police, with audio displayed.

Wiz Khalifa

What are you going to do put me in jail. You can't do nothing, we can have all the conversation you want. You'll end up on TMZ. And you can be as famous as you want to be.

Cop

Get on the ground.  
Stop resisting.  
Stop resisting.

Wiz Khalifa

I am not resisting sir.

Cop

Stop Resisting.

Wiz Khalifa

I am not resisting sir.

INT: Transitions to a police precinct and in front of the precinct is standing from left to right is Mad Comedian, Dr. Rev. Martin Luther King Jr. and Malcolm X. Mad Comedian opens the door first, followed by Dr. Rev, Martin Luther King Jr. as Malcolm X walks in and spots a second pair of doors. The camera pans from left to right, catching Mad Comedian opening the second pair of doors, followed by Malcolm X – as Dr. Rev. Martin Luther King Jr. walks into the doors, and up to the police precinct window, followed by Malcolm X. The camera transition to the inside of the captain's office as Mad Comedian opens the door and walks into the office, followed by Dr. Rev Martin Luther King Jr. and finally Malcolm X. Mad Comedian sits down, as the camera pans into a face shot of him.

Police Captain  
(Sitting down at his desk)  
Gentleman, what brings you here; Mister King, Mister Little and who are you?

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I Am An American

INT: Camera pans to the face of Mad Comedian and follows him as he stands up

Mad Comedian

I am Trayvon Martin

Dr. Rev. Martin Luther King Jr.

INT: Camera transitions to a face shot of Rev. Martin Luther King Jr.

I am Shaun Bell.

Malcolm X

INT: Transition to a face shot of Malcolm X

And I am here for the thousands of Americans killed by police  
brutality.

Mad Comedian

INT: Transition to a standing up Mad Comedian

I am also Mad Comedian and I am An American.

Dr. Rev. Martin Luther King Jr

INT: Transition to a standing up Dr. Rev. Martin Luther King Jr.

I am Martin Luther King Jr. the greatest civil rights leader in  
American history and I too am an American.

Malcolm X

INT: Transition to Malcolm X standing up and speaking.


And I am Malcolm X Shabazz, and I am here because black lives  
matter.

End

I Am An American

Project Clip Art

# Mad Comedian in I Am An American



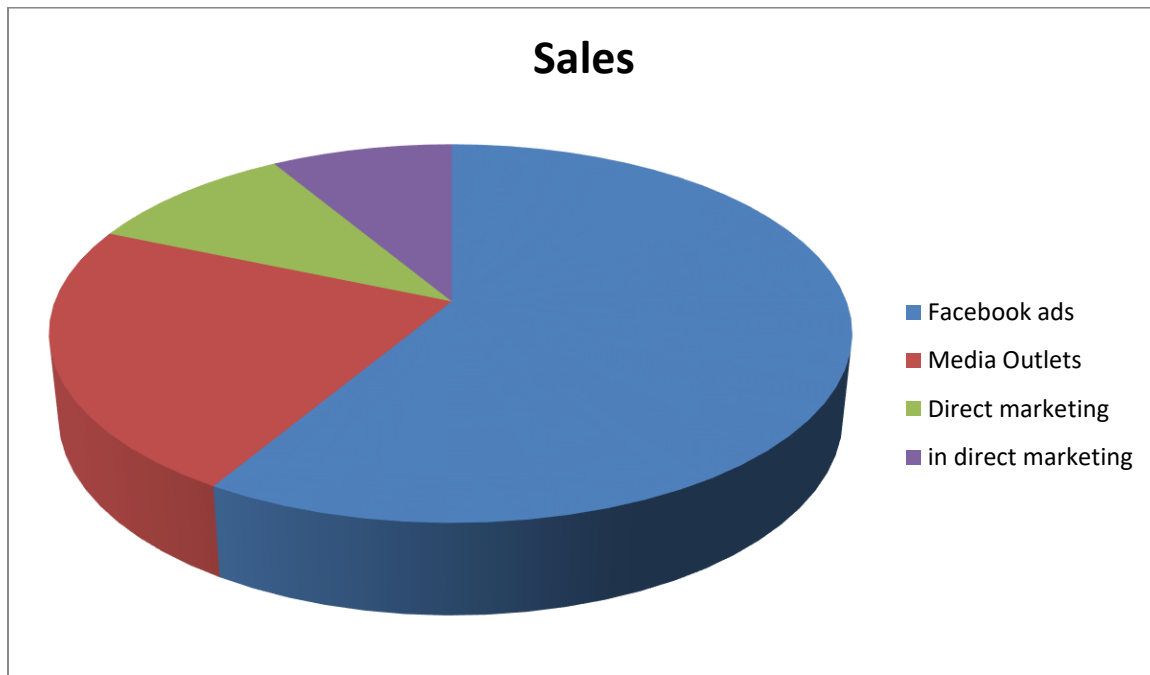
**Written By** Omar Dyer **Produced By** Coaches! 101 Productions **Soundtrack** Street  
**Rapper:** Open Mic: Stopped & Frisked **Copyrights:** Omar Dyer, TheFanNJ & Coaches! 101 A NJ  
Non-Profit

## Budget Summary

The software used in this short music video documentary, is MovieStorm INC. The cost to make the film was \$1,000 for the rights to use the software and its technology. Below is a budget outline of what the actual cost was for this music video documentary.

1. Moviestorm ----	\$225
2. Microsoft Express ----	\$99
3. Microphones	\$99
4. Acer Laptop	\$249
5. Samsung Laptop	\$349

The Budget summary consists of actual equipment purchased to use on the project. The next portion of this budget review is the budget analysis. The budget analysis is a synopsis of the marketing cost of this project.



The graph shows, the amount of time spent on Facebook advertisements – since we have three public profile pages, outside of the mandatory starting page, with all over 10,000 followers. With how Facebook is set up, each campaign can run from \$50 to max \$2,000 and reach over 7 million consumers. This is our platform, and most of our marketing ads will showcase on this social media service. Coaches! 101 Productions believes it can reach more public exposure.

**Media Outlets:** A third of our marketing demands will reach into media outlets such as “Outfront,” Clearview Channel,” and cable networks. These are media streams that will help the project achieve exposure for the duration of the project.

**Direct Marketing:** Coaches! 101 Productions plans on using the vast majority of marketing tools and ways to directly engage with the general public. For this product Coaches! 101 Productions plans submit this product to online streaming sites such as World Star Hip Hop, Distribber, and iTunes – to gain exposure and purchases.

**Indirect Marketing:** Coaches! 101 Productions strategy for an indirect marketing campaign are to submit this production for 8 film festivals and use those as bullet points to gain exposure.

### Total Cost of Projected Budget

#### Whole Sale cost for retail chains

The total whole sale cost of this budget which includes the purchases for retail sales and holding that consists of \$250,000. This includes the purchases of 50,000 copies of the production at whole sale price of \$4.99. That is the minimum allowed for purchasing under department stores, and brick & mortar stores, nationwide standards. And based on the structured contract obligation the pre-sales of this product are subjected to the presale terms, mentioned at the end of this offer sheet. \*Distribution centers such as Barnes and Nobles, Target, and Walmart, will not let a product into the building without retaining these numbers.

#### Production expenditures

During the duration of the project, Coaches! 101 a self-financed company will be spending \$7,000 on the projected project, on the platform of social media. This will allow the production to gain creditable exposure for the product.

#### Manufacturing Centers

Coaches! 101 uses, Amazon Studios, and Createspace; a product of Amazon has it main manufacture of this product. Through Amazon, there's a worldwide imprint for impressions, and availability of purchasing online. Yet, online purchasing power; is 2% of the consumer goals. This product is believed to gain at least 9% of its purchasing goals; based of our hospitality.

#### Online Distribution centers

Coaches! 101 will be working with private online distribution aggregators to bring the content to distributor codes, built for selling goods online – in a bilateral contract with a funding partner. The aggregator will submit our content to online distribution centers like: iTunes, Hulu, World-Star hip-hop and other social media viewing sites for professional content.

## I Am An American

### Project Goals

Our goals for I am An American is to raise awareness with the level of police brutality, and start a discussion, on the level of police brutality – while trying to heal the community harmed by police brutality. Coaches! 101 is a member of the RIAA (Recording Industry Association of America, and we want this project to reach 50,000 copies for presale, and then sent to whole sale distribution centers for resale. A pre-sale gold status, whether through an online distribution center, or a whole sale center – will allow this product to reach a viral market and bloom, as a traditional purchase.

We are projecting that with pre-sale turnout in the first few weeks will lead to a marketable interest that allows the product to hold weekly sales rates. This is a product that will have no tour dates, for the soundtrack album and will only be marketable as a video content for the streams that are available.

### Budget cost over-runs

The over running cost of this projected budget will be for marketing purposes, which should be excluded for investment purposes, while being excluded for funding partners. If you are a sponsor, and endorsing partner – you will be excluded from managing cost over-runs on this budget.

### Sponsorship packaging

The package a sponsor will take depends on the market; and contract buy ins; with contract buy outs. We have pre-sale marketing packages that allows funding partners to achieve tax credits in both state and federal tax liabilities on the physical amount invested in the product based on the contract disclosed. We have marketing endorsement contracts where there is no tax liabilities, and exclusive buy ins on capital gains or what is disclosed as stock options from Corporate Profit Sharing Agreements, or Individual Profit Sharing Agreements. Marketing endorsements are subjected to a delayed in payment based on the net shares for funding partners. The funding partners are purchasing pre-sale content, and will be subjected to suggested royalties until the contractual agreement is met. Then after the selected number was sold during resale, the endorser will start to regain investment given on the advertisement contract of the product. We are marketing two packages for our funding partners, or our endorsing individual or corporation.

## I Am An American

### Corporate Statement

Our funding goals are to raise \$1,000,000 dollars for the physical production of this documentary musical video. The moneys raised will go to the distribution portion of the production's life span. And in order to gain marketability the production will need to be certified gold by the Recording Industry Association of America. We are asking you to purchase the whole sale goods, to be resold on the market at a valued rate. And we have profit sharing agreements that will allow your company to regain capital gains, working capital tax credits and residual compensation for each unit sold during resale.

Coaches! 101 believes this video documentary is a strong viable production that will spark both negative and positive debates on the topic. The positive discussion in the companies view is much needed and will bring light to a growing concern. When you sign up, pledge or become part of the distribution of the product – the by-laws drafted by Coaches! 101 Productions will be strong enough to protect those from public perception. We have a non-disclosure agreement where Coaches! 101 Productions will protect the rights of our sponsors – endorsers and funding partner by withholding the companies name and interest in the credit rolls. Coaches! 101 Production also have disclosure forms in case companies liability settings allows them or needs them to show public support of our project.

### Statement from Omar Dyer

I wrote this song, I produced this song – as I done it all from the comfort of my home. I am an advocate that protest for civil rights, and I used this platform to find a way to connect with the new generation, while keeping the hopes of the previous generations alive. My number one goal is to stand up against the law known as Stand Your Ground – since the adoption of the law; more than 1 million people have been killed. The source of the killing is justifiable murder, as I believe that there is no such thing as justifiable murder. I am a humanitarian and I can't sit idle by while humans are being murder for a non-justifiable cause. I Am An American, was produced to create a debate on how we can stop police brutality and change laws that are killing people, with the term justifiable murder. I use my platform on social media to spread word of these causes – I also use my s-corporation to protect my views as a private citizen. I work a regular job just like everyone else, and I too can be harmed by the lack of respect that has been facing Americans since the Civil Rights movement – which is criminal justice reform.

## I Am An American

This document was created by Coaches! 101 A NJ Non-Profit doing business as Coaches! 101 Productions; legal representative Omar Dyer. In this document contains the script, budget analysis and important information regarding funding and stock options. Please be advised that our legal representative is a notary public in the state of New Jersey, and as an employee of the company, Omar Dyer doesn't represent the actions in this documents.

Omar L Dyer  
(Legal Representative)

Signature of legal Representative:

