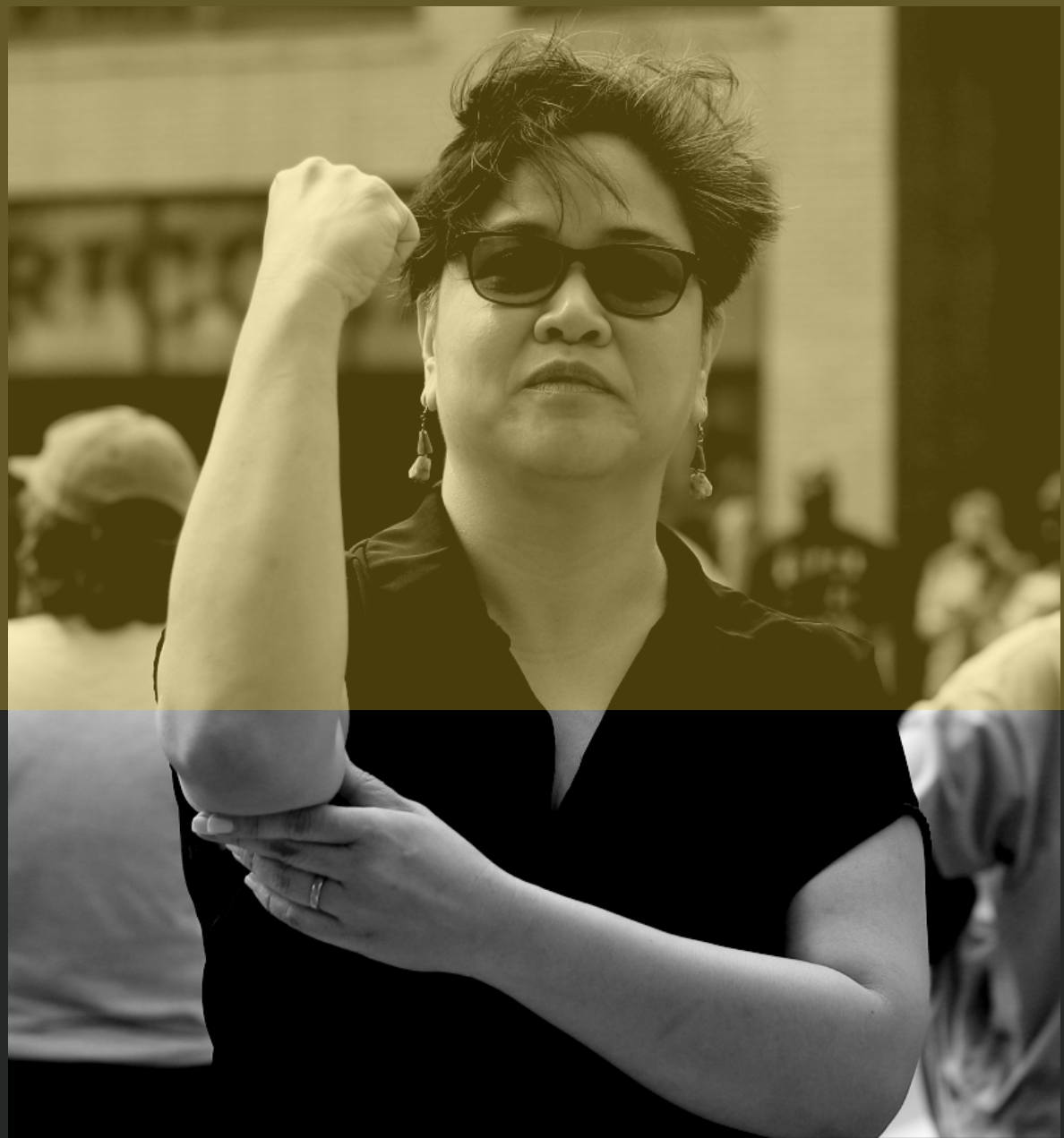


BLACK LIVES MATTER
PSA FOR THE DEAF.

UNSPEAKABLE.



THE 5Ws

*WHO:

Written + Directed by Emmai Alaquiva.

Produced by Ya Momz House, Inc.

Production Manager: Cydney Cooper.

Co-Producers/Script Consultants: Amy Crawford, Danielle Filip, Greg Pollock.

Associate Producer: Jack Ohrman

Original Score: Stephen "Bud'da" Anderson.

Vocalist: Bianca "Blush" Atterberry.

*WHAT: 60 Second PSA (4K, 1080, 720).

*WHEN: July 2020.

*WHERE: Networks/Print/Social.

*WHY: To bring awareness to the voices of the Deaf Community.

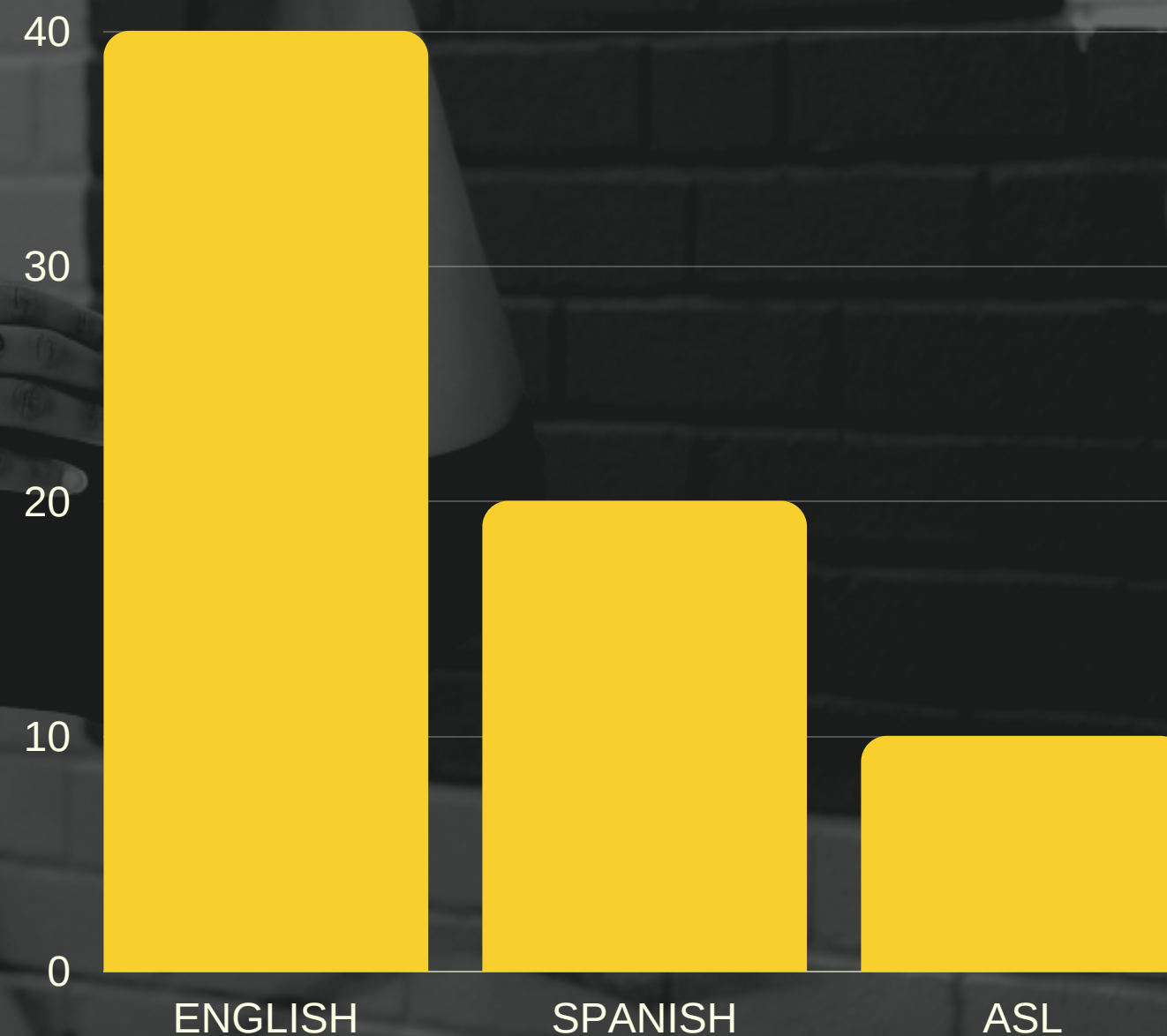


**WE
MATTER.**

AMERICAN SIGN LANGUAGE

ASL

is claimed to be the third most commonly used language in the US.



AMERICAN SIGN LANGUAGE (ASL) IS THE NATURAL LANGUAGE OF AROUND 600,000 DEAF PEOPLE IN THE US AND CANADA.

IN THE UNITED STATES, FEWER BLACK PEOPLE FROM THE AGE OF 25-64 ARE DEAF - A RATE OF 1.8%, COMPARED TO THE OVERALL POPULATION AT 2.3%.

THE MOST COMMON MISCONCEPTION ABOUT ASL IS THAT IT IS A SIGNED VERSION OF ENGLISH. ASL IS NOT ENGLISH AT ALL. ASL IS A DISTINCT LANGUAGE WITH IT'S OWN SYNTAX AND GRAMMAR AND HAS BEEN DEVELOPED OVER HUNDREDS OF YEARS BY DEAF PEOPLE AS A MEANS OF COMMUNICATION.

ASL FACTS

THE SCRIPT.

LISTEN
DURING THIS UNSPEAKABLE TIME
WE SCREAM THE WORDS OF JUSTICE AND EQUALITY
WE WILL NOT BE MUTED
WE WILL SPEAK TRUTH TO POWER
WE WILL NOT SIT BACK AND WATCH
WE WILL FORGE AHEAD WITH OUR VOICE TO BREATHE
ALTHOUGH WE MAY BE DEAF
WE CAN HEAR THE WORLD LOUD AND CLEAR
I MATTER
YOU MATTER
WE MATTER
BLACK LIVES MATTER.

BROADCAST RESOLUTION

MOV + MP4

4K
ULTRA HD

4K ULTRA HD

FULLHD
1080p

1080HD

HD
720P

720P



SOCIAL MEDIA

AUDIO: 48 + 44.1 KHZ



BLACK LIVES MATTER.

:|| CALL TO ACTION

1. SHARE & AMPLIFY BLACK DEAF VOICES; TO BE INCLUDED IN MORE CONVERSATIONS OF DIVERSITY.
2. LEARN MORE ABOUT ASL/BASL; TO BE MORE INCLUSIVE CITIZENS.
3. SUPPORT ORGANIZATIONS THAT CHAMPION THE DEAF AND DISABLED; THROUGH VOLUNTEERING, DONATIONS AND AWARENESS TRAINING.

WWW.UNSPEAKABLEBLM.ORG

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