

The making of 'Rock Bottom and Back'

BIC Media Solutions

By: EARL B. HEARD
Founder and CEO
BIC Alliance



"Rock Bottom and Back—From Desperation to Inspiration" is a collaborative effort by many folks who are as devoted as I am to inspiring others through books, magazines and films.

Throughout my life, I have experienced the most joy and personal fulfillment when I have helped other people. Along the way, I have learned that when people feel alone, abandoned and afraid, they are more vulnerable to making poor choices. Knowing that someone cares, help is available and others share their experiences can make a real difference to someone who is hitting rock bottom. That knowledge led to the idea of creating "Rock Bottom and Back." However, I knew I would need partners who shared my vision. Each person involved in this project dedicated tremendous effort toward helping me create something that has the potential to change many lives for the better.

For the writing of the book, I enlisted the help of Susan Mustafa, a New York Times bestselling author whom I met 15 years ago when she worked with me at BIC Alliance as an editor. I knew she would be the perfect partner on this project. She has a unique ability to help people express their pains as well as their triumphs, and this book reflects her talent for telling stories honestly and empathetically.

Rose Gladner, BIC Alliance's media manager, has also been an invaluable asset to this project. She helped orchestrate the development of both the book and its companion DVD by helping me choose people whose stories would be the most powerful. She coordinated with everyone involved to ensure we produced something that would be meaningful and impactful.

Tracy and Daniel Balsz,

co-founders of YASNY Entertainment in Los Angeles, soon became our West Coast media partners. YASNY Entertainment is developing a pilot pitch and sizzle reel to introduce and sell the "Rock Bottom and Back" television series to television networks. Recently, YASNY completed production on the celebrity talent segment of the sizzle reel and DVD, which features actor Danny Trejo as the narrator. YASNY is also creating our website to ensure this book and film reach the widest audience possible.

While this project was still underway, we also partnered with David Bottner and Steven Scaffidi at The New Orleans Mission to help produce our DVD and film interviews with some of the people featured in the book. The New Orleans Mission is a homeless shelter that offers its guests the opportunity to attain job skills, including media production. Already, "Rock Bottom and Back" is helping homeless people learn new skills that will enable them to become self-sufficient.

For more information about "Rock Bottom and Back," visit www.rockbottomandback.com or call (800) 460-4242. ●



From left, Devin Black and James Hulse of The New Orleans Mission; Stanley Roberts, former NBA star; and Steven Scaffidi of The New Orleans Mission visit during a filming session of "Rock Bottom and Back."

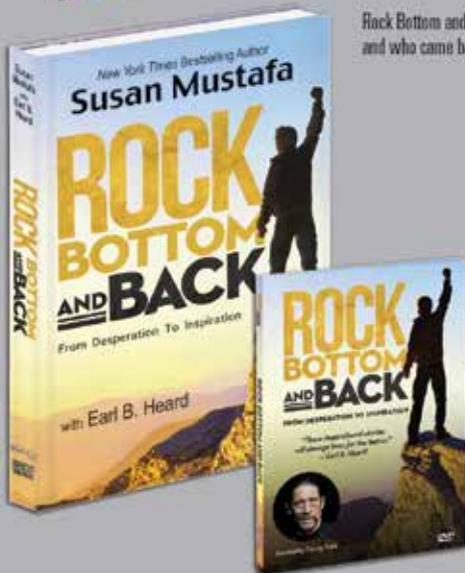


From left, YASNY Entertainment's Daniel Balsz, Hollywood film actor Danny Trejo, Digital Spatula's Steve Taylor and YASNY Entertainment's Tracy Balsz spend time together on the set of "Rock Bottom and Back."



For the writing of "Rock Bottom and Back," BIC Alliance's Earl Heard, right, brought on Susan Mustafa, a New York Times bestselling author,

ORDER NOW!



Rock Bottom and Back—From Desperation to Inspiration

BIC Media Solutions, a division of BIC Alliance, is proud to announce its latest project, Rock Bottom and Back—From Desperation to Inspiration, is now available for purchase.

Rock Bottom and Back is a collection of inspirational stories about people from all walks of life who have hit rock bottom in their personal lives and who came back to give back by helping others in extraordinary ways. There will not only be a book but also a promotional DVD.

"Rock Bottom and Back" is a superbly written compilation that brings the reader face-to-face with nearly every form of addiction, destructive lifestyle, and bad decision that drags people down into the pit of despair. But that isn't where the stories stop. We get to read how, through God's grace, lives are restored and ultimately blessed. Everyone can relate to this book and glean inspiration from it."

—Mike Chaffin, Bible Ministry chairman and member of the board of directors of the Oilfield Christian Fellowship, and operations manager for Valence Operating Company

"Rock Bottom and Back" should be a game changer for those fighting addictions that destroy their lives and the lives of their family members. There were times when I literally found it impossible to stop reading. This is one of those timeless books that will inspire people for decades to come. Readers will want to share "Rock Bottom and Back" with anyone they know who may be struggling through life."

—David M. Starkey, director, Empire Scaffold

BIC Media's books are perfect for corporate gifts, fundraisers and community outreach programs. This inspirational collection and companion DVD are available by the case, if desired. To order individual copies, visit www.rockbottomandback.com. We can also help you create your custom book or film. For information, please contact Rose Gladner at (800) 460-4242 or rose@bicalliance.com.

BIC MEDIA SOLUTIONS

BICMediaSolutions.com • (800) 460.4242

'ROCK BOTTOM AND BACK' TO HIT SHELVES, TV SCREENS

The latest project from BIC Media Solutions, entitled "Rock Bottom and Back: From Desperation to Inspiration," is set to be released this summer.

Published by BIC Media Solutions and written by *The New York Times* bestselling author Susan Mustafa with Earl B. Heard, "Rock Bottom and Back" depicts the incredible lives of 22 people who hit rock bottom and then came back from profound despair to help others in extraordinary ways.

When asked about his inspiration behind the book, Heard explained, "I went to rock bottom in the early 1980s and others who have been to rock bottom before me were my best supporters. After that experience, I vowed to do the same thing and this is something I've thought about for decades."

"Earl realized that a book about people who hit rock bottom and then turned their lives around to help others would be a wonderful tool to inspire people," said Mustafa, the book's co-author. "When he approached me about writing the book, I thought it was a great idea. Earl and I had known each other for many years, and I knew as soon as he shared his vision with me that this would be a worthwhile endeavor."

Mustafa, a Louisiana native, is an award-winning true crime author, penning books like "The Most Dangerous Animal of All: Searching For My Father and Finding the Zodiac Killer." While it may seem like a leap from true crime to the inspirational genre, Mustafa explained, "I've ghostwritten inspirational books in the past, and I enjoy writing them. Also, researching and writing books about serial killers means I get up close and personal with the worst that people can be. I like to write something positive or inspirational while I'm writing true crime in an effort to counteract the horrors I witness. For me, it's like balancing the worst in people with the best in people."

"Rock Bottom and Back" features celebrities and ordinary people alike, each with a unique story of tragedy, perseverance and, ultimately, success. The book comprises a wide range of people, diverse in age, race and life experiences. "The key thing I was looking for was not how far they had fallen but who had inspired them to rebuild their lives and help others to do the same," said Heard, who chose the book's participants with the help of Mustafa and BIC's media manager Rose Gladner.

Once the subjects were selected, Mustafa began interviewing them for the book, calling this "the most incredible back-to-back series of interviews I've ever done."

"Everyone seemed to grasp the importance of this project, and they were all very honest about even their darkest moments," she explained. "To hear how these heroes turned their lives around and then to learn about the wonderful things they now do to help others was very inspiring to me on a personal level."



Earl Heard



Susan Mustafa

While the book was being written, BIC Media Solutions partnered with David Bottner and Steven Scaffidi at the New Orleans Mission to help produce a companion DVD. The New Orleans Mission is the largest faith-based private service provider to the homeless population of the greater New Orleans area and the economically disadvantaged residents of Central City.

"Our strategy is to *rescue* people from homelessness, strengthen the *recovery* efforts of the people seeking our support, and foster their successful *re-engagement* into society as healthy, disciplined, skilled people ready to lead a sustainable, productive, purpose-driven life," said Scaffidi.

As such, Scaffidi had the idea to form a production company at the New Orleans

Mission that focuses on film, television and other creative projects.

"The goal was to give the homeless living at the mission an opportunity to learn all aspects of film production and create and produce original projects at the mission," he explained. "I went to Mission Director David Bottner with the idea and soon after our first meeting, Mission Media Productions was born."

After meeting Heard and signing a deal with BIC, Mission Media began production on the "Rock Bottom and Back" DVD. Guests at the New Orleans Mission, called Mission Disciples, made up the entire production crew.

"I produced and directed the production and they worked in all departments including camera, sound, grip and electrical," said Scaffidi. "They also handled post production at our mission office and did all of the editing, music, graphics and everything else needed to finish the production."

He added, "My goal is to allow people who have hit hard times the opportunity to get back on their feet and achieve their dreams through film and the creative arts."

The collaboration between Mission Media and BIC doesn't end there. The two entities are currently working on a "Rock Bottom and Back" TV pilot.

"We are excited about the progress (of the pilot) and especially how great the folks at Mission Media have been to work with," said Heard. "It also is a wonderful feeling to know that in addition to a great film about hope and second chances, we are helping folks who are homeless learn a profession."

The ultimate goal for the "Rock Bottom and Back" project—which now includes the book, the DVD and the TV pilot—is "to give hope to those who are facing adversity and despair, and to ignite a spirit of gratitude among those who have been blessed with success and resources," said Heard.

For more information, visit www.rockbottomandback.com.