





INJOY LIVE

A JAIME LYON PRODUCTION



An unrelenting virus. Climate change out of control.
Our economy in disarray. Social upheaval and political unrest.

Pretty scary stuff, right?

Now, imagine what a child is feeling.

But...



Where there is art, there is **joy**.

Where there is caring, there is **love**.

Where there is kindness, there is **hope**.

Introducing **INJOY LIVE**, the little show with a big heart.



INJOY LIVE's mission is to create deep connections,
artfully inspire our youth, share unconditional love with the world
and help people find their true joy within.



INJOY LIVE's INSPIRATION - The Shows





INJOY LIVE's INSPIRATION - The Vibe

Genuine Caring
Slower-paced Intentional



INJOY LIVE's INSPIRATION - The Characters





INJOY LIVE's VISION

Put a spotlight on **love**. On **gratitude**. On **joy**.

Put a spotlight on inspiring young artists, caring and creative adults, positive and uplifting stories.

Put a spotlight on Kansas City, supporting our hometown by providing value, growing organically here locally, with the potential for regional, national and global reach.



INJOY LIVE's FORMAT

A talk show-like format for preschoolers through 4th graders and their families.

Hosted by Jaime Lyon.

Jaime Lyon

Jaime is an artist, teacher, speaker and self-esteem advocate. Children are her passion and her true joy.

Jaime is the founder of InJoy LLC, which offers private art lessons and group workshops to help kids of all ages realize their self-worth, using art as a tool to help convey confidence and strength, while accepting the range of emotions and trials of life. Through InJoy, she has published an inspirational coloring book, “You Are Amazing: a Journal for You.”

Jaime is also the cofounder of I Am Noticed LLC, which serves schools and partners with non-profits who support youth, creating sustainable, positive culture for students, staff and families. I Am Noticed’s mantra is you are enough, you are amazing, you matter and you are Noticed.

in-joy.net iamnoticed.org





A TYPICAL RUN OF A SHOW

The components that make up a typical episode,
the cadence of the show and how they might
separate into stand-alone segments.



A TYPICAL RUN OF A SHOW

A WARM WELCOME + ENGAGEMENT

Jaime shares a piece of art, a letter or an emailed question from a child/viewer that allows her to celebrate our young artists. During the Warm Welcome, Jaime introduces the show and the episode. This might begin “backstage” as she makes her way to the set. She will talk directly to the camera – her “at home” viewing audience, thanking them for choosing to spend their time with her today, setting the tone for an inspiring episode, and offering an overview of what their time together will be like together: exciting guests and meaningful topics. This opening will be the same cadence each episode.





A TYPICAL RUN OF A SHOW

A MINDFUL PRACTICE

Mindfulness is a type of meditation in which you focus on being intensely aware of what you're sensing and feeling in the moment, without interpretation or judgment.

Practicing mindfulness involves breathing methods, guided imagery, and other practices to relax the body and mind and help reduce stress.

Leading the viewers in a mindful practice, Jaime will guide them through her belief that what they say after “**I AM**” is true for each of them.

For example: What words/adjectives are true for you? Are you amazing? Are you smart? Are you confident?

This “**I AM**” mindful practice is a proactive way to address social emotional learning (SEL) and mental wellness and is a critical component to be reinforced each and every episode!



A TYPICAL RUN OF A SHOW

OVER TIME, OTHER PRACTICES WILL BE INTRODUCED

Character-Confidence-Optimism

Self-Care

Growth Mindset

Heart Breathing

Gratitude

Intentionality

Acts of Kindness

Trauma Informed Care

Every Day is Thanksgiving

Exercise

Listening

Journaling-writing

Reading

Music

Fresh air

Follow an insect

Love an animal

Volunteer

Intentionality

Help w/out being asked

During this segment, we may cut to b-roll of mindful practices – practicing **IAMs** in a pre-recording setting, or they may be in real-time with live audience members.

Here is a great example of a mindful practice story:

<https://youtu.be/Abnhzw4F4vc>



A TYPICAL RUN OF A SHOW

AND HERE'S HOW
MINDFULNESS
CAN HELP
EVERY DAY





A TYPICAL RUN OF A SHOW

MAILBAG

During the mailbag segment, Jaime encourages community engagement by sharing what kids and viewers have mailed or emailed in. Mailbag celebrates local artists and fans and is a fun way to highlight everyday people and their art, relationships, talents, stories, thoughts and questions. It's a great way to learn from one another!



EXAMPLES OF POTENTIAL MAILBAG MOMENTS:

A Big Brother or Sister sends in their Little's masterpiece and shares their story.

An artist sends in an example of a masterpiece they created at The Nelson's Basement segment and why they are proud of it.

A 4th grader has become a master at roller skating and sends in a video of her talents. She explains how it has helped her have more joy and make new friends.

A 2nd grader has a question about what creative projects she can do with her big brother because they don't always get along.



A TYPICAL RUN OF A SHOW

GUEST ARTISTS

Guest artists are a wonderful way to celebrate the creative goodness in our community. During this live interview, we'll meet ordinary yet inspirational people doing exceptional things small and large to make Kansas City and the world a place of JOY and LOVE. We'll ask guest artists to share their story and their art form, we'll learn how they work and what brings them joy. When applicable, we'll tie in their mindful practice and how they leverage that. We'll ask them: what is your "why"? And what advice would you give the youth and families watching?





A TYPICAL RUN OF A SHOW

ADULT GUEST ARTISTS

This amazing clothing designer who uses her creative expressions through making unique designs for people + she's been donating hundreds of masks to Goodwill to support the community. She has 10 kids! She works so hard and has so much joy.

<https://www.facebook.com/AfricanDesignsbyLiliane/>

Various local artists

https://www.youtube.com/watch?v=eOCjrGMo_sc

An elementary art teacher

Mr. Stinky Feet, performer and spreader of goodness

<https://www.facebook.com/mrstinkyfeet>

Puppeteer Spencer Lott

Artist Charlie Mylie aka Pop Up Charlie

Shane Evans, "Chocolate Me" Illustrator

Local artist Jeremy Collins

Beverly Weidner, Bev Cooks blogger and mom

Enrique Chi of Art as Mentorship,
who supports local musicians and has a band



A TYPICAL RUN OF A SHOW

KID GUEST ARTISTS



Grace Gard, 11th grader and thespian
who is also in choir and drum line

Lamar King, 8th grader, artist, saxophone
player and break-dancer

Chloee Smith, 3rd grader who creates
art for nursing homes



A TYPICAL RUN OF A SHOW

WORDS OF WISDOM

Jaime believes – and research supports – that kids learn the most from other kids. Peer to peer communication is a powerful tool. And this will be an amazing segment to show the true spirit of our youth – we can use more of their wisdom these days!

Words of Wisdom will consist of pre-produced video of kids giving heartfelt answers to a single question each week, like:

How does art make the world a better place?
How do you cheer someone up when they are feeling sad?
What brings you Joy?

What is gratitude and how do you use it?
Who is your favorite person and why?
What do you do when you feel sad or angry?
Why are you special?
What does confidence mean?
Are you a good person?
Does it matter if you make good choices?
Who are you in charge of?
What advice would you give your parents out there?

Two examples of words of wisdom from kids:

<https://www.youtube.com/watch?v=CWPGtnwemu0>

https://youtu.be/_UgLpRvX7Qk

<https://www.youtube.com/watch?v=4awrCe0YOQ0&feature=youtu.be>



A TYPICAL RUN OF A SHOW

CALL TO ACTION / LOCAL OPPORTUNITIES

During our call to action/local opportunities segment, Jaime will reinforce that kids are special and amazing and simple practices can make them even better. She will offer a practice or activity based on that episode's guest artist and topics addressed.

Empowering kids like this is another helpful way to support SEL and mental wellness. Call to action/local opportunities is a great way to highlight local organizations that would benefit from the kids help, just as the kids benefit from helping! Each call to action will encourage creativity, as emotions and feeling through creativity help kids find out who they are.

EXAMPLES INCLUDE:

Young Tom Benton Club
Nelson Atkins Basement Segment
Reading Reptile
Science City Mad Scientist Segments
Mattie Rhodes
Belger Arts
Kansas City Young Audiences
Kaleidoscope
Imagine That
Rabbit Hole KC

This call to action should always encourage creativity, as emotions and feeling through creativity help kids find out who they are.



A TYPICAL RUN OF A SHOW

CLOSING WORDS

Jaime speaks directly to her at-home and in-person audience and expresses her heartfelt gratitude for their engagement as she reinforces their importance to this world.

Until next time, thank you for joining!

SET DESIGN



A clean, simple style, with inspiring 3-D words as a backdrop.



A cool host chair plus whatever else is needed to support her guests – a couch or additional chairs, a table to display art or demonstrate a technique, a mat to sit on during mindful practices.



A cute mailbag or mailbox station for the mailbag segment.



Existing Plexpod Westport chairs will be used for the studio audience





VALUE & PARTNERSHIP WHY **INJOY LIVE**?

INJOY LIVE is a unique opportunity for KCPT and sponsor/investors to bring goodness to Kansas City kids.

INJOY LIVE will appeal to current KCPT viewers, and ideally retain the kids aging out of KCPT's audience with engaging content and opportunities.

INJOY LIVE and KCPT are philosophically aligned and the opportunity for creative collaboration is limitless. Whether **INJOY LIVE** is established as a full show aired weekly for families, a one-off special for Sunday night family viewers, interstitial content used to support existing programming, and/or online clubhouse engagement, it will provide sustainable and valuable content with great

Budget: Pricing will vary pending approach. One episode/pilot: approximately \$20-\$30K.

Additional episodes will be \$10-15K each (savings from set design being a one-time cost; gaining efficiencies by grouping video shoots with kids, etc.).

Timing: Approximately 4 weeks (for pilot only).



GOODNESS MATTERS

Do you believe in serendipity? Those happy happenstances where everything wondrously falls into place? That's **INJOY LIVE**. Don't get me wrong – many years of dreaming and planning and lots of hard work went into the foundation of **INJOY LIVE**.

But once the idea for this special show was sent out into the world, and I met the partners at Stellar Image Studios, and they met David Brain of Plexpod Westport, and then we all connected with one another, well, suddenly, it seemed like the planets had magically aligned to help make this dream come true.

And what a dream it is: that every child knows they are valued and loved and understands the importance of creativity. That every child has an invitation to explore, in a place where they are invited to be their authentic selves and learn what that even is. That every child knows true JOY.

We hope you will join us on this beautiful adventure.



Jaime Lyon