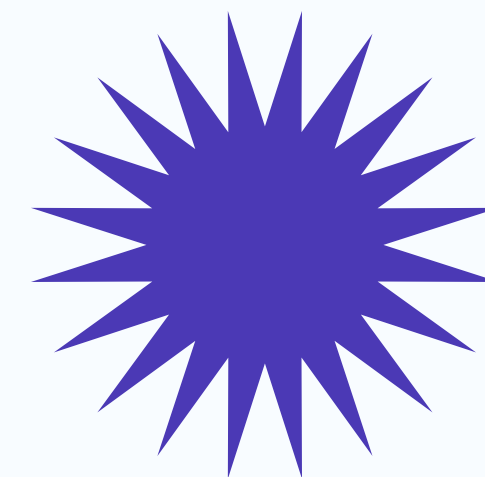




Ryann Blackshere Vargas

MasterKey Productions

Soul bites. Not sound bites.



MasterKey
Productions

Who We Are

MasterKey Productions is on a mission to reintroduce humanity to itself. We focus on both programming and programs to produce content our world needs to become more educated, more unified, more compassionate, and more divine. We also spotlight Black, brown and marginalized communities and youth.

Who is RBV?

01

Dr.
Blackout

Accused of
plagerism

02

Stanford
Grad

Columbia
Journalism
Grad

03

NBC, ABC,
Fostering
Media
Connections,
White House

04

On Air TV
Journalist
Storyteller



I have 2 minutes.

Two minutes to tell a story each day. To get both sides. To educate hungry consumers. Sound bites are easiest to serve.

But we are all craving more. More depth, more context, more complexity, more humanity.

I want to serve soul bites. My experience in both media and service allow me to create this content for consumers.

MasterKey has two priorities:

Programming & Programs

We want to inspire an active audience.

It's not good enough to simply tell people about what is going on. We all need to contribute and find a way to help make things better. Therefore, we create content for awareness and programs for action.

We create thoughtful, compelling video and audio programming that highlight issues and needs. We simultaneously create non-profit programs that address those issues to give viewers an opportunity to act.

As a former program manager at Fostering Media Connections, I created a video web series called "Let's Talk About Sex" to help foster youth have the sex talk. I also created scripts and ran trainings on how adults could have these conversations with youth.



Where we exist



What we've done

THE POWER
OF MOM

1

Growing Up
SoCal

2

Power of
Moms

3

Black
Thirtea

What we'll do

Docuseries

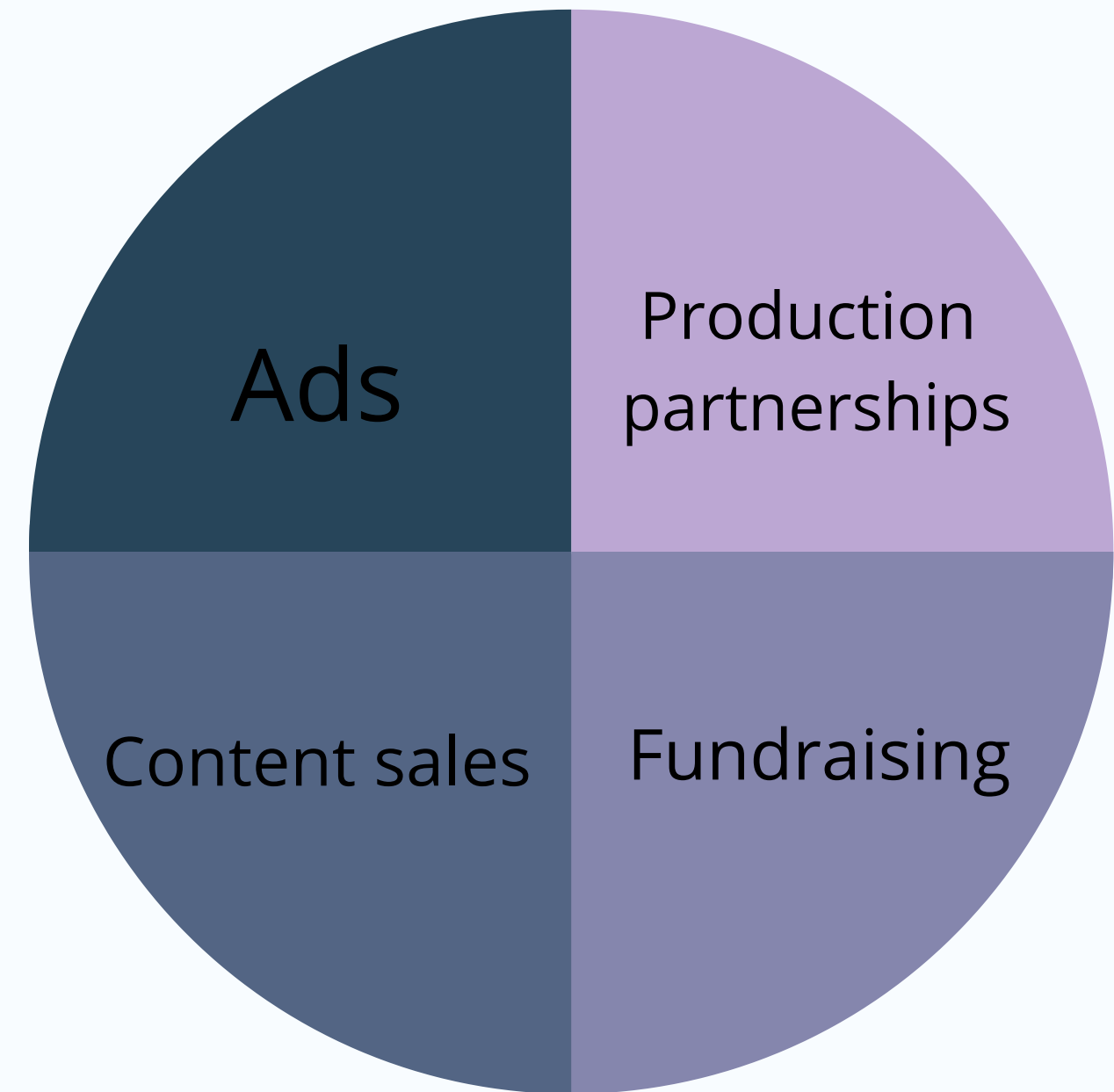
Podcast

Non-fiction Book
series

Panel talk show

Revenue

MasterKey productions will generate revenue by boosting social media presence and selling ads, creating partnerships with other production companies and sharing costs, and selling content to studios and content distributors. Our programs division will fundraise by applying for grants and other financial opportunities.



Target Audience

1

Families

2

Policy makers

3

Communities

Expenses

- 1 Photographers
- 2 Production equipment
- 3 Editor
- 4 Social media manager
- 5 Program Manager

I wanted to be on a channel.

Didn't matter which one. Channel two.
Channel five. Anywhere I could be seen. I
just wanted to be on TV.

But simply being seen hasn't served my
soul. I have a larger purpose. I want to
use my skills and ideas to produce media
that will truly impact the world. That
will open eyes. That will make our
communities better.

Now I want to be a channel. I want this
production company to give people the
opportunity to see themselves and see
other people and our humanity.

It can be done. I will be done. It needs
to be done.

We're just getting started.

Thank you!

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