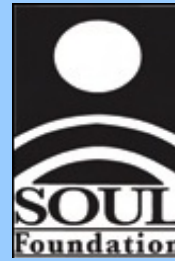


SOUL MEMBER COMMITMENT AND PROFILE



Company Name or Individual	cfm
Contact Person & Designation	Bryan Deuchar
Company Description	Film & Television Producers
Partner Network	K2 Rigging (commercial, film & television stunts); TJ's Acoustic Music Club
Company Telephone	+27 11 482 9727
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Contact Person Cell No	Bryan +27 (0) 82 958 7600
Contact Person E-mail	bryan@cfm-za.com
Skype	bryan.deuchar
Company or Individual website	www.cfm-za.com
Mission and Passion	Besides my work and music, I am a keen Mountain Bike cyclist and for a few hours on most weekends, I can be found chilling out and cycling somewhere along the Braamfonteinspruit. The degradation and pollution found in the area and along the banks of the stream is disheartening. The challenge is to instill a new consciousness without the ego, in the minds of a broader cross-section of humanity and hopefully restore the integrity of the rivers and the planet .
Experience	Independent Film & TV producer after having worked for the SABC during the first decade of television in SA. Have also written a number of speculative feature film scripts one of which resulted in meetings with producers in Mumbai and an inconclusive media conference in Kolkatta, India.
SEE Objectives	The consolidation of a safe environment in which to relax, cycle, work and live.
Commitment Description	Monitoring the condition of the Braamfonteinspruit, the litter and the pollution if any, and if beyond my capacity to rectify the situation, report the transgression to the relevant authority.
Objectives in terms of the WET Jukskei 67 Proof-of-Concept Project	The objective is to produce the first of a number of television documentaries based on the work done by The SOUL Foundation and Wet-Africa. This documentary will be for both local and international broadcast, with the objective of communicating to as many people as possible, the work of The SOUL Foundation and the message that we can all help to heal the world. With this information, like-minded citizens of the planet and politicians can make a commitment to save their respective natural waterways for posterity. I've recently suggested a series of shorter inserts to Charles Moore, the 50/50 Studio Producer.
Anticipated Measurable SEE outcomes for above	A television documentary has the power to influence a wide variety of individuals in various ways. Within the next 6 to 12 months, the first of an anticipated series of documentary should be completed and made available to local and international television broadcasters. Screening will hopefully empower and motivate local communities to become involved in improving their respective lives, communities and environment.