Novel Public Health LLC “Novel”

1). Payment

* Free content w/ ads gives access to independent films and media outlet
* Low subscription w/ads gives rise to hollywood films
* Higher subscription w/ads gives rise to A-list movies

2). Video Streaming Service

* Documentaries
* Tv series
* Movies

3). Digital Media Outlet

* Produces press releases that provides relevant background information on current films. These press releases may include all or one of the following
	+ Movie review = gives insight on films
	+ Research articles = provides data, science, and background information relevant to movie topics. Literature review
	+ Story mode = reads like a novel. gives descriptive background information on films
	+ Highlight = promotes small introduction (snippet) to film content
	+ Gives background to film directors, entrepreneurs, and innovators who are public health professionals

4). Online Networking Space

* Work with public health students and professionals
* Work with filmmakers and film students
* Network and build relations
* Insight into film and public health industries respectively
* Works with youth to get them involved in film and public good of their communities

**Our Name: Introduction**

 Novel - new or unusual in an interesting way.

**Who we are: What is Novel?**

Novel is a multidimensional media platform that advances public health through film. Novel functions as a video streaming, digital media, and online networking company highlighting urgent public health concerns in the local, national, and global community. As a media platform, we spotlight provocative data, innovation, and leaders in the field of public health.

**Our Story: Why was this established?**

Novel was created in response to the novel coronavirus disease 2019 (COVID-19) pandemic. The pandemic has highlighted now more than ever, the importance of public health and stability of public health systems. Media has dominated the COVID-19 pandemic and the virus prevention measures have drastically impacted the mental and behavioral health of populations. People are in need of COVID-19 relief and social health support amidst this pandemic. Distrust in medicine and vaccinations have divided Americans against the COVID-19 vaccine. Disinterest in government assistance and government control has placed right-wing conservatives against liberals. Many of these issues run deep and will not be fixed within the next decade. However, educating the masses and providing honest, clear, and thought-provoking information to digest is a great ice breaker for conversation.

**Our Purpose: What is our intent?**

Novel is dedicated to the educating, promoting, and advocating of complex public health issues. Novel features inventive, groundbreaking, and engaging motion pictures to the public. We are invested in films that stretch the imagination, understanding, and vision of public health. These films are dramaticized to appeal to entertainment purposes. However, all films hosted on Novel are authentic pieces capable of catching the attention of audiences across the globe.

**Our Mission: What are we doing?**

Our Mission is to promote public health to cultivate a health conscious, competent, and safe population. Our platform deepens the perception of public health, thereby emphasizing the need for urgent action to prevent looming crises and heal legacies of injustice. Furthermore, Novel illuminates solutions-- some may be fanstical scientific developments, some may require bureaucratic action, and others may demand organizing to implement swift policy changes-- but all are united in their bold innovation and optimism about the future. We believe that highlighting these audacious ideas and the valiant leaders behind them will drive the field of public health, and the health of our global community forward.

**Our Vision: What do we envision?**

As we expand, we envision a whole new genre of emerging film. As innovators, we are motivated to curate realistic films with a Hollywood experience.Here at Novel, we call these films*Realistic Hollywood* and *Futuristic Reality.* We envision these films as catalysts, sparking change in our future leaders. We see a future of public health that is ever changing and adaptive. In this future, we are the founders of tomorrow.

**Our Goals:** **What do we hope to accomplish? Action**

Novel does more than highlight the gutsy innovators driving public health forward, it fosters horizontal connection among them, and induces conversation about impending health crises. By galvanizing conversation, our organization stimulates inclusive growth of public health leaders eager to tackle the field’s most pressing issues. The organic dialogue on public health entrepreneurship and innovation will build a community invested in improving our public health systems. We know that this community buy-in will incentivize film makers to produce more thought-provoking public health films.

*Recent, Remarkable, Revolutionary*-- ***this is Novel***.