

HOPEVILLE SUMMARY

HEARTLINES produced a 6 part television series titled “HOPEVILLE”. The series featured high profile South African talent like Terry Pheto, Desmond Dube, Themba Ndaba, Leleti Khumalo, Mary Twala and more.

The series told the story of one man who has the courage to do what is right despite the challenges. By living his values he not only transforms his own life but that of that of a town and a community.

Heartlines achieved many successes as a result of this production, some of which are:

1. **COMMUNITY DEVELOPMENT** - The series was filmed in the picturesque small town of Waterval Boven, Mpumalanga involving many local cast and crew. In addition to providing employment to locals, Heartlines mobilised community members, government officials and civil society in the area to initiate community upliftment projects including the restoration of a local soccer stadium.
2. **DO GOOD FOR CHANGE CAMPAIGN** – concurrently with the broadcast of the series, Heartlines ran a campaign aimed at mobilising the nation to take small positive actions towards improving their communities. This campaign used the mass media like Television, Radio and Print to spread the message of its campaign. As a result of this Heartlines was made aware of at least 300 new initiatives which people took in various parts of the country with the aim of improving their respective communities.
3. **1st BROADCAST** – The series was first broadcast by SABC 2 in March 2009. During this period a total number of over 2 million people viewed the series. The fact that that Heartlines was running a campaign in other media like radio and print at the same time meant that even more people engaged with the subject of doing good for their community and not only the **2 million** that watched the series.

4. **2ND BROADCAST** – The series was rebroadcast by SABC 2 during October 2009. During this broadcast a total number of over **1 million** people viewed the series.
5. **3rd BROADCAST** – because of its great production quality and community building value, SABC 1 decided to rebroadcast Hopeville during one of its most popular TV slot. Hopeville was broadcast at 20h30 on Thursday between 18 March 2010 and 22 April 2010. In addition to this, SABC 1 scheduled a repeat broadcast on the same week on Tuesdays at 22h00. This saw the viewership of Hopeville rocket to a **record 45% of the total viewership** share on some of the nights. Hopeville was viewed by a total of over **4 million** people on SABC 1.

6. AWARDS:

- a. Monaco Film Festival - nominated for best series
 - b. Rose'dore International Awards – Winner best television series
 - c. Emmy Awards – nominee for best television series.
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