

"CHEESE" HEROIN DALLAS' DEADLY DRUG



A film by Sergio Chapa

PRODUCTION PROPOSAL

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Written and Directed by Sergio Chapa

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“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Introduction

It’s a deadly drug that’s devastated Dallas’ Hispanic community and destroyed entire neighborhoods.

Some compare “cheese” heroin to the “crack” cocaine epidemic that hit the African-American community in the 1980s.

“Cheese” heroin was first used by Hispanic gang members in Dallas but its spread across ethnic lines and into the suburbs.

Authorities believe the drug has killed dozens of area teenagers from the Dallas-Fort Worth metroplex since 2005.

The highly addictive deadly drug made from mixing black tar heroin with Tylenol PM or other over-the-counter medications containing diphenhydramine hydrochloride.



“Cheese” heroin is commonly distributed in area schools where dealers package it in notebook paper and sell for as little as \$2 a hit.

Anti-drug activists say children can get hooked on the heroin inside “cheese” for as little as \$6.

The drug is part of a larger nationwide trend of drug dealers using marketing techniques as well as new and “cute” sounding names to hook children.

“Cheese” first appeared in August 2005 but it did not get attention until the media began to report overdose deaths in February 2007.

The drug has since been featured in countless articles and television reports in Dallas and the United States.

There have been some videos on YouTube and even a South Park parody but there has never been a documentary made about the drug or its addicts.

Proposed documentary length:	45 minutes
Proposed time for filming:	Four weeks
Proposed time for writing script:	One week
Proposed time for editing:	Three weeks
Projected Cost:	\$54,170.12

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

History

No journalist has spent more time investigating “cheese” heroin than Sergio Chapa. He was the first reporter to interview Olga Sanchez, the mother of overdose victim Oscar Gutierrez.

The boy’s death sparked hundreds of Hispanic parents to demand action from police and Dallas Independent School District officials.

Following investigations revealed that dozens have died from the drug.

The following articles are the result of interviews with officials, addicts and surviving family members of victims.

A lot of time was spent pouring over police and medical examiner records as well as knocking on doors at rundown apartment complexes and in dangerous, drug-infested neighborhoods.

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

“Cheese” Heroin Articles by Sergio Chapa Continued

[Droga Casera Cheese Causaría Sobredosis - Oscar Gutierrez](#)

Tuesday, February 20, 2007 - Al Día

["Cheese" Tendría Raíz En México](#)

Wednesday, February 28, 2007 - Al Día

La Heroína "Cheese" Culpada Por Otra Muerte - Fernando Cortez Jr.

Tuesday, April 3, 2007 - Al Día

Predican Contra "Cheese" en Funeral de Victima

Tuesday, April 3, 2007 - Al Día

"Cheese" Los Accorala: Vecinos de Love Field West Ahogando de Delincuencia

Thursday, April 12, 2007 - Al Día

“JJ” No Estaba Solo

Thursday, April 12, 2007 – Al Día

Al "Cheese" Se Le Ataca en Estrategia en Dos Idiomas

Friday, April 20, 2007 - Al Día

Joven Habría Muerto Por Usar "Cheese" - Jose Almaguer Jr.

Monday, April 23, 2007 - Al Día

Policía Vigilará Aulas en Primaria

Saturday, April 28, 2007 - Al Día

[Una Lección de Dolor: Hablan a Jóvenes Sobre Riesgo de "Cheese"](#)

Tuesday, May 1, 2007 - Al Día

Confirman Muerte Por "Cheese" - Keridma Godina

Friday, May 4, 2007 - Al Día

Vanegas Jr. Permanecerá Bajo Custodia

Thursday, May 24, 2007 - Al Día

Sorprenden a Tres Niños Vendiendo "Cheese" Falso

Friday, May 25, 2007 - Al Día

Juez Deja a Laguna Sin Fianza

Thursday, June 7, 2007 - Al Día

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

“Cheese” Heroin Articles by Sergio Chapa Continued

Redimidos Por Tribunal Juvenil: Dejan Atrás las Drogas
Friday, June 8, 2007 - Al Día

Niegan Fianza a Supuesto Traficante de "Cheese"
Wednesday, June 6, 2007 - Al Día

Cateo Arroja Pista de "Cheese"
Friday, June 22, 2007 - Al Día

Marchan Contra el Uso de "Cheese"
Saturday, June 30, 2007 - Al Día

["Cheese" Habría Matado A Joven - Alejandra Soto](#)
Thursday, July 12, 2007 - Al Día

"Cheese" La Policía Busca a Dos Personas
Friday, July 13, 2007 - Al Día

Dificultan Elaboracion de "Cheese"
Tuesday, July 17, 2007 - Al Día

Stores Stop Selling Medicines With "Cheese" Heroin Ingredient
Tuesday, July 17, 2007 - The Dallas Morning News

"Cheese" Ya Llegó Hasta Louisiana
Tuesday, July 31, 2007 - Al Día

Los Rostros del “Cheese”
Saturday, September 29, 2007 – Al Día

[Se Extiende Alarma de “Cheese” a Grand Prairie](#)
Monday, October 29, 2007

[Confirman Muerte por Droga “Cheese” – Ana Rojas](#)
Tuesday, October 30, 2007

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Recognition & Awards

Texas APME Award (Spanish General News – “Los Rostros de Cheese”).....	March 2008
Jose Martí Publishing Award (For whole series of articles about “cheese”).....	March 2008
Guest Speaker at the Peak Academy in Dallas, Texas (“Cheese” heroin presentation).....	December 2007
Guest Speaker at The Academy in Irving, Texas (School “cheese” heroin presentation).....	December 2007
Interviewed twice MSNBC as a “cheese” heroin expert	July 2007
Panelist at National Association of Hispanic Journalists Convention in San Jose, California.....	June 2008

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Unfinished Work

The whole story of the “cheese” heroin epidemic is still untold.

It needs to be told in a documentary that can be used in research or shown to children in schools.

The ugly consequences still don’t hit teenagers – they’re still trying it and dying from it.

The closest film I’ve seen to showing the “before” and “ugly after” is a YouTube video made by the best friend of single teenage mother who died from the drug. (<http://www.youtube.com/watch?v=d8dF3gMhCDM>)

The documentary should focus on addicts, victims and their families.

It should convey their pain and new information not previously revealed in other articles or television reports.

The documentary should not be dominated by talking heads or officials.

Angles to Explore:

- Who Invented Cheese? (Authorities believe that Cheese was invented by a small group of gang members in the Love Field West neighborhood. It would be interesting to track them down and interview them.)
- Value Options: Treatment provider makes it harder to pay for rehab amid state funding cuts
- “Cheese Through The Eyes of an Addict” – reality TV show style for users
- “Rehab Vision” – follow a freshly arrested addict or overdose through rehab and the justice system
- “Devasted family” – visually depict how “cheese” heroin has destroyed a happy family (The

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Unfinished Work Continued

Proposed Film Locations:

- Phoenix House
- Project Phoenix
- Timberlawn Detox Center
- Parkland Hospital
- “Cheese” Heroin Apartment Complex off Empire Central
- Juvenile Drug Court
- Love Field West Neighborhood
- Webb Chapel and Lombardy Lane
- Area prisons and jails

Proposed Supplemental Film:

- Trial footage
- Security camera footage (Tylenol PM shoplifting)
- School security camera footage (cheese use)
- Crime scene photos (Keridma Godina or other victims)*
- Crime scene video (Keridma Godina or other victims)*
- Video of teenager going through detox

* - Keridma Godina was a good student who met the wrong crowd before her high school graduation. The boys she was with left her body on the front porch of a friend’s home. They were charged with abuse of a corpse.

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Unfinished Work Continued

Possible Cast or Interview Subjects:

- Recovering “cheese” heroin addict*
- “Cheese” heroin dealer*
- Fernando Cortez, Grieving Parent
- Olga Sanchez, Grieving Parent
- Diane Jackson, Grieving Parent
- Jacque Hughes, Grieving Parent
- James Capra, DEA
- Julian Bernal, Dallas Police Department
- Carlos Quintanilla, Accion America
- Michelle Hemm, Project Phoenix
- Israel Peña, Phoenix Project
- Director of Timberlawn*
- Debbie Meripolski, GDCADA
- DISD Official*
- Jeremy Liebe, DISD Police Department
- Steve Fuentes, DPD Community Officer
- George Ashford, Juvenile Drug Court Judge
- Tyleonol Study Expert
- Prison interviews of convicted addicts and dealers

*- Denotes a person or location that still needs to be identified or cast.

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Proposed Budget Totals

TOTALS	
Audio/Video Equipment Total	\$17,207.19
Computer Equipment/Accessories Total	\$6,962.63
Software Total	\$3,980.30
Services Total	\$17,700.00
Marketing Total	\$8,320.00
GRAND TOTAL	\$54,170.12

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Budget Details

AUDIO/VIDEO EQUIPMENT	
Panasonic AG-HVX200 Camera	\$6,489.59
ABPELIPZ Anton Bauer ElipZ Battery with Charger (2)	\$818.37
AG-YUTDV Two-Stage Tripod	\$535.84
AJ-P2C032RG 32GB P2 Solid State Memory Cards (2 @ \$1650.00 each)	\$3,572.25
AG-MC200G Super-Directional Phantom Microphone	\$405.94
Shure SM57 Unidirectional Dynamic Microphone	\$107.17
Shure SM11 Lavalier Clip Microphone	\$298.07
Shure PG14/PG185 Wireless Lavalier System	\$323.67
APEX 175 Boom Mic	\$97.37
Monster P500-M-20 Mircophone Cable (20 feet)	\$64.90
ATR55 ATR-55 Shotgun Microphone Boom Pole Mic Boompole	\$77.83
L-light Mid-L Kit (with case)	\$784.81
MR16 100W Flood Bulb Lowel L Light L1-100F (3)	\$80.80
AJ-PCD20 DVCPRO HD/50/25 P2 Drive	\$2,143.35
Extended Camera Warranty	\$649.50
Camera Insurance	\$757.75

TOTAL **\$17,207.19**

COMPUTER EQUIPMENT/ACCESSORIES	
MacBook Pro 17-inch 2.5GHz	\$3,029.92
MacBook Pro 17-inch 2.5 GHz Extended Warranty	\$0.00
MacBook Pro 17-inch 2.5 GHZ Insurance	\$0.00
Apple Cinema HD Monitor (23" flat panel)	\$973.17
Bose® Companion® 2 Series II Multimedia Speakers	\$108.20
Logitech V470 Cordless Laser Mouse for Notebooks	\$54.07
Apple Wireless Keyboard	\$85.52
Epson PowerLite 1705c Multimedia Projector	\$1,244.82
HP ScanJet 5590 Digital Flatbed Scanner	\$324.70
BookEndz Docking Station for 17" MacBook	\$324.70
BBP Hybrid Messenger/Backpack	\$108.20
Memorex DVD Cases (10 cases of Five @ \$4.99 each)	\$54.02
Office Depot® Brand CD/DVD Envelopes, 5" x 5", Pack Of 50	\$7.13
Verbatim DVD-R 4.7GB 16X Discs, 100-Pack Spindle	\$54.07
Apple DVI to Video Adapter Cable	\$20.57
Apple Time Capsule - 500 GB External Hard Drive	\$324.70
Desk/Workstation	\$108.20
Office Chair	\$140.67

TOTAL **\$6,962.63**

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Budget Details Continued

SOFTWARE	
Final Cut Studio 2	\$1,406.17
iLife '08	\$85.52
Microsoft Office for Mac (Special Media Edition)	\$541.20
Adobe Creative Suite 3 Design Premium	\$1,947.42
TOTAL	\$3,980.30

SERVICES	
Apartment/Studio Rental - All Bills Paid (Hettrich Properties)	\$700.00
Gasoline	\$800.00
Transportation	\$400.00
Auto Insurance	\$100.00
Photographers (80 hours @ \$30/hr)	\$2,400.00
Video Editors 80 hours @ \$20/hr)	\$1,600.00
Production Assistants (40 hours @ \$10/hr)	\$400.00
Parking	\$100.00
Meals	\$1,200.00
Director's Salary	\$5,000.00
Internet Service	\$200.00
Cell Phone Service	\$300.00
Voice Narration	\$1,000.00
Casting Fees	\$1,500.00
Music Rights	\$2,000.00
TOTAL	\$17,700.00

MARKETING	
Flyers	\$500.00
Posters	\$500.00
DVD Duplication Services	\$2,000.00
Austin Gay & Lesbian International Film Festival Entrance Fees	\$75.00
Austin Gay & Lesbian International Film Festival Registration + Travel	\$600.00
Miami Gay & Lesbian Film Festival Entrance Fees	\$75.00
Miami Gay & Lesbian Film Festival Registration + Travel	\$1,200.00
Vistas Film Festival Entrance Fees	\$25.00
Vistas Registration + Travel	\$300.00
South by Southwest Entrance Fees	\$45.00
South by Southwest Registration + Travel	\$1,500.00
Dallas Viewing Party	\$1,500.00
TOTAL	\$8,320.00

“CHEESE” HEROIN DALLAS’ DEADLY DRUG EPIDEMIC

Biography

Sergio Chapa

Sergio has journalism in his blood. His father was a television reporter and photographer. Sergio followed in his footsteps and studied journalism at the University of Texas at Austin.

His interest in foreign languages and cultures took him to the U.S/Mexico border where he worked for three years as an award-winning newspaper reporter covering crime, immigration, border security and corruption.

Sergio later moved to Dallas to take a job at the Spanish-language newspaper Al Día where his work on “cheese” heroin, crime, social change and issues affecting the Latino community was also published in the Dallas Morning News.



The award-winning mini-documentary “Fuera del Closet” was Sergio’s first film but not his last. Since the film debuted, Sergio has produced other on-line documentaries and worked in television as a reporter and video editor producing numerous pieces for broadcast.