

SOAPS



THE FIRST ANNUAL  
HENNMY  
AWARDS

Soap Fans vote to elect their outstanding soap stars of all time.

[www.LetsTalkAboutSoaps.com](http://www.LetsTalkAboutSoaps.com)





# ABOUT

Hemmy Productions is the creator of both the The Hemmy Awards and an innovative program called "Let's Talk About Soaps." These platforms were created to ensure that Soap Fans continue to have outlets where they can reminisce about soaps and share their thoughts and memories with other soap fans, as well as pay tribute to the wonderful soap stars who have been such a significant part of their lives. In the process, they are able to relive the comfort and joy that soaps brought to their everyday lives for so many years.

"Let's Talk About Soaps" is a talk show dedicated to all you soap fans out there. During the show we will discuss our favorite soaps and offer recaps of the goings on in our favorite fictional towns. Fans will also be able to post their comments and opinions about their favorite soaps and soap stars, making the program a true social meeting place for soap fans.

The Hemmy Awards will be a recognition event/fundraiser and Hemmy Production is proud to partner with The American Cancer Society to raise not just money but also awareness in the fight against cancer. For both organizations The Hemmy Awards are a perfect platform to speak about cancer since many well known soap stars have succumbed to the disease including One Life To Live's, Phil Carey and most recently JR himself, Larry Hagman of Dallas.

The night is a chance to help in the fight against cancer but it is also a chance to honor and pay tribute to some of the hardest working and most popular men and women in show business - the soap stars. Often, daytime actors are overlooked in major awards shows but their loyal fans feel that they deserve the same kind of star treatment afforded Hollywood actors during Oscar season.





# MEDIA OPPORTUNITY

For the first time in history, soap fans will be able to vote for their favorites and then have those favorites recognized at a live event. Much like the People's Choice Awards, this historic event will give voice to the millions of soap fans who feel frustrated by the current state of soaps.

These millions of soap fans are some of the most loyal fans in the entertainment industry. That loyalty translates into loyal consumers and loyal viewers. Let us not forget that soaps were created by Procter & Gamble to sell products, starting with Ivory Soap, which is where the genre gets its name. Associating with Hemmy Productions and airing the Hemmy Awards live will allow a network to tap into this fan loyalty and make it their own.

This event will not only make soap opera history, but it will gather a market of millions soap fans all over the world and in this one historical night. As the own network created a new soap opera of tomorrow "The Haves and the Have Nots", and revived the soap opera of yesterday by airing "All My Children" and "One Life To Live". That why we choose the OWN Network, to air The First Annual Hemmy Awards in return this untouched market, will become part of your viewing network.

For the 1st time in soap opera history these awards will give a voice to the fans, by letting them vote for their favorite soap stars of all time.





# HEMMY PRODUCTION & OWN

The Oprah Winfrey Network (OWN) is the perfect place for the Hemmy Awards. By airing the First Annual Hemmy Awards OWN will further cement its reputation as not only a friend to soap fans, but also the savior of soaps. Soap fans all over the world have taken notice as OWN not only decided to breathe life into the previously cancelled "All My Children" and "One Life to Live" by airing new episodes of those soaps, but by actually creating a new soap for people to fall in love with; Tyler Perry's "The Haves and the Have Nots".

If OWN agrees to air the Hemmy Awards, the network will be the unchallenged champion of soap fans and will have their loyalty as viewers forever. In essence, OWN will own the loyalty of soap fans worldwide.

## SOAP FAN TESTIMONIALS

**Catherine Hickland from a Skype interview with LTAS where she spoke about her meeting with powerful TV executives on February 8, 2012.**

*"To them it is very interesting to see something they have never seen in the history of television: a revolt by fans who are devastated about losing their soaps."*

**Cheneise Carey, co/host of "Let's Talk About Soaps" on June 4, 2011**

*"I love those soaps and I'm willing to fight as long as we have to and as hard as we have to, to make sure our soaps are not taken off the air, no matter what it takes."*

**Dr Donald Boudreau, author of American Business and Daytime TV on June 7, 2012**

*"When you have someone who is a loyal viewer they will follow their show to the end of the planet. Soap fans are the most loyal viewers in the history of television and are known in the industry as the most diehard loyalists."*

**Interview with soap fan Mark Anthony at the New York City protest on March 23, 2012**

*"ABC gave us something we thought we could always count on. We don't want to hate them or feel animosity toward them. All we want is for them to rectify the situation by bringing back our soaps and then it would be water under the bridge. We would welcome these shows and ABC back into our homes and our hearts. Unfortunately they don't seem to want us or our viewing loyalty back."*

**Jill Larson, All My Children's Opal during an interview with LTAS**

*"All of you are so extraordinary in your passion and commitment. Often, fans of cancelled TV shows will rally briefly, but their protests die out after a month or two, but not soap fans. Soap fans continue to fight and that means the world to all of us in the industry."*





# CONTACT INFORMATION

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