

OFFICIAL PROJECT OVERVIEW

"I AM AMERICA®" –

by Ahua El Bey (Freddie A. Williams)

Freddie A. Williams

AUTOCHTHONOUS® AMERICAN INDIAN CHIEF



LEVEL-UP! MAGAZINE® RECORDS

"WHERE UNDERGROUND IS MAINSTREAM"

An Indigenous Multimedia Music Project

Created, Produced & Written by Chief Ahau / @mrtracks

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PROPOSAL

**I AM
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OFFICIAL PROJECT OVERVIEW "I AM AMERICA®" — An Indigenous Multimedia Music Project Created, Produced & Written by Chief Ahau / @mrtracks LEVEL-UP! MAGAZINE RECORDS™ — © 2025 All Rights Reserved **ABOUT THE PROJECT** "I AM AMERICA®" is a groundbreaking Indigenous creative project combining music, storytelling, performance art, and multimedia world-building. Conceived, written, and produced by Chief Ahau (@mrtracks), this body of work marks the cultural capstone of LEVEL-UP! MAGAZINE RECORDS™, establishing a new standard for Indigenous creative expression in the modern era. The project stands as a declaration of Autochthonous American Indigenous identity, artistic sovereignty, and intellectual property ownership. It was built to protect and advance Indigenous creative rights while amplifying the next generation of melanated American Indigenous performers. **BACKGROUND & CREATOR'S INSPIRATION** The inspiration for "I AM AMERICA®" emerged during a pivotal period of IP infringement disputes, trademark battles, and cultural misrepresentation targeting the LEVEL-UP! MAGAZINE brand. Rather than respond in silence, Chief Ahau transformed the experience into a high-frequency creative catalyst. Throughout his life, Ahau has received creative ideas as visions—full scenes, episodes, and cinematic moments—long before any script, song, or footage exists. The "I AM AMERICA®" album began exactly this way: as a vivid television series unfolding in his mind, centered around a melanated Indigenous woman navigating life, identity, artistry, and sovereignty in modern America. This project synthesizes: • Indigenous heritage • Executive music production experience • Media entrepreneurship • Spiritual downloads and ancestral guidance • A TV-series-level narrative universe • AI innovation blended with human artistic expression "I AM AMERICA®" is not just an album— it is a multimedia cultural statement and intellectual property universe. **PROJECT PURPOSE** 1. Cultural Preservation & Representation 2. Intellectual Property Ownership 3. Performance Artist Recruitment 4. Multimedia Expansion **ALBUM ELEMENTS & STORY WORLD** Each track functions as an episode in a larger narrative universe. • I Am America — The Declaration • My City — The Homeland • Golden Children of America — The Legacy • Sun on My Melanin — The Ancestral Light • Sun, Air — The Solitude • I See You — The Vision **CASTING CALL: INDIGENOUS FEMALE PERFORMANCE ARTIST** Seeking a melanated Black American Indigenous woman to embody the Autochthonous™ Recording Artist. Submit: DM @levelupmagazine | Email: submissions@levelupmagazine.com **LEGAL & OWNERSHIP NOTICE** All elements of "I AM AMERICA®" are protected under U.S. Copyright & Trademark Law. © 2025 LEVEL-UP! MAGAZINE RECORDS™. All Rights Reserved. **SUMMARY STATEMENT** I am the creator, writer, and executive producer of the multimedia project "I AM AMERICA®," designed to advance Autochthonous American Indigenous culture and expand a protected creative universe across global platforms.



I AM AMERICA



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I AM AMERICA® — An Indigenous Creative Documentary Series

I AM AMERICA®, CREATED BY CHIEF AHAU (FREDDIE A. WILLIAMS).

SERIES PREMISE:

Each episode follows a different Indigenous, melanated, or culturally rooted artist in America, uncovering their day-to-day life, psychology, creative rituals, struggles, community roots, and artistic breakthroughs — all framed through the visual, musical, and philosophical lens of the I AM AMERICA® universe.

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**A LEVEL-UP! MAGAZINE RECORDS™
Original Created by Chief Ahau**

GENRE: CINEMATIC DOCUMENTARY / CREATIVE REALITY / URBAN
INDIGENOUS FUTURISM

A documentary-cinematic hybrid series following the real lives, creative journeys, and Indigenous identities of America's rising melanated artists, anchored by the worldview, storytelling, and music of I AM AMERICA®, created by Chief Ahau.

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I AM AMERICA® — An Indigenous Creative Documentary Series

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1. OFFICIAL SERIES CONCEPT (1-PAGE)

I AM AMERICA® — An Indigenous Creative Documentary Series

A LEVEL-UP! MAGAZINE RECORDS™ Original
Created by Chief Ahau

GENRE:
Cinematic Documentary / Creative Reality / Urban Indigenous Futurism

TAGLINE:
"America never spoke for us — so we speak for ourselves."

LOGLINE:
A documentary-cinematic hybrid series following the real lives, creative journeys, and Indigenous identities of America's rising melanated artists, anchored by the worldview, storytelling, and music of I AM AMERICA®, created by Chief Ahau.

SERIES PREMISE:
Each episode follows a different Indigenous, melanated, or culturally rooted artist in America, uncovering their day-to-day life, psychology, creative rituals, struggles, community roots, and artistic breakthroughs — all framed through the visual, musical, and philosophical lens of the I AM AMERICA® universe.

VISUAL STYLE:
Spike Lee color theory
Urban documentary realism
High-end photography
Cinematic close-ups
Indigenous futurist symbolism

TONE:
Raw. Emotional. Uplifting. Honest.
Never glorifying crime — only confronting it.
Never glamorizing trauma — only transforming it.

WHAT MAKES IT UNIQUE:
This is the first Indigenous multimedia series to merge:

- day-in-the-life authenticity
- creative psychology
- cultural identity
- music storytelling
- recruitment platform
- community empowerment

All powered by an original album with legally protected IP.

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2. FULL SERIES TREATMENT

WORKING TITLE:

I AM AMERICA®: The Living Story

CREATIVE NORTH STAR:

This is NOT "Empire."
This is NOT "Power."
This is NOT "Snowfall."
But it has their intensity, their stakes, their legacy —
without the glorification of violence or hyper-capitalism.

It is real life, not dramatized fiction.

A show that makes artists say:
"This is EXACTLY what I've been living. Finally someone captured it
right."

TREATMENT SUMMARY

I AM AMERICA® is a real-world cinematic docu-series exploring
Indigenous identity in modern America through the lens of artists and
creators who embody the spirit of self-definition.

Each episode merges:

- documentary realism
- poetic narration
- music-driven sequences
- creative psychology
- ancestral themes
- urban cultural environments
- Spike-Lee-style color palette and conversational intimacy

The series celebrates the people who are often erased from American
narratives — by placing them front and center, powerful, beautiful,
complicated, and fully alive.

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THEMES:

- Indigenous identity in modern life
- Economic struggle & creative survival
- Community, culture, and legacy
- The psychology of creativity
- Mental health & self-discovery
- Breaking generational cycles
- Escaping the traps of environment
- Activism through art
- Musical, visual, and narrative expression

MUSIC INTEGRATION:

Each episode uses tracks from the I AM AMERICA® album, synced for:

- emotional beats
- cultural emphasis
- transitions
- intros & outros
- character moments

The album becomes the heartbeat of the entire universe.

NARRATION:

Narrated by Chief Ahau with Spike Lee-style commentary:
sharp, witty, raw, political, and soulful.

Sometimes confrontational.
Always truthful.

EPISODE FLOW (ALL ARTISTS)

Every episode moves through these emotional zones:

- 1.The Morning Reality
- 2.Sleeping on a dream.
- 3.Waking up to survival.
- 4.The World They Live In
- 5.City, neighborhood, family dynamics, generational stories.
- 6.The Calling
- 7.How the artist first discovered their gift.
- 8.The Trap
- 9.Not glamorized — examined.
- 10.Industries, environments, trauma, economics, expectations.
- 11.The Vision
- 12.The breakthrough moment.
- 13.Their art becomes a healing tool.
- 14.The Expression
- 15.A cinematic performance of their craft.
- 16.(Acting, singing, poetry, dance, production, fashion.)
- 17.The Declaration
- 18.Their personal “I AM AMERICA®” moment.
- 19.Their voice, their truth, their identity.
- 20.The Future
- 21.Closing interview, full-circle arc, ancestral blessing.

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3. EPISODE STRUCTURE (LEVEL-UP! MAGAZINE FORMAT)

THE LEVEL-UP! FORMAT =

Creative profile + cinematic storytelling + documentary psychology.

Segment A — INTRODUCTION:

Visual montage of their life.

Voiceover: who they are, where they're from, why they create.

Segment B — ARTIST PROFILE:

Interview in LEVEL-UP! style.

Photographs.

Behind-the-scenes of their craft.

Segment C — DAY IN THE LIFE:

Their environment, their rituals, their family, their struggles.

Segment D — THE STRUGGLE:

Confronting identity, poverty, trauma, expectations, blockages.

Segment E — THE BREAKTHROUGH:

A moment of clarity or transformation.

Segment F — THE PERFORMANCE SHOWCASE:

A cinematic scene of them performing their talent.

Segment G — CLOSING DECLARATION:

Each artist delivers:

“I am America because...”

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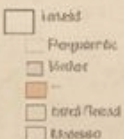
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