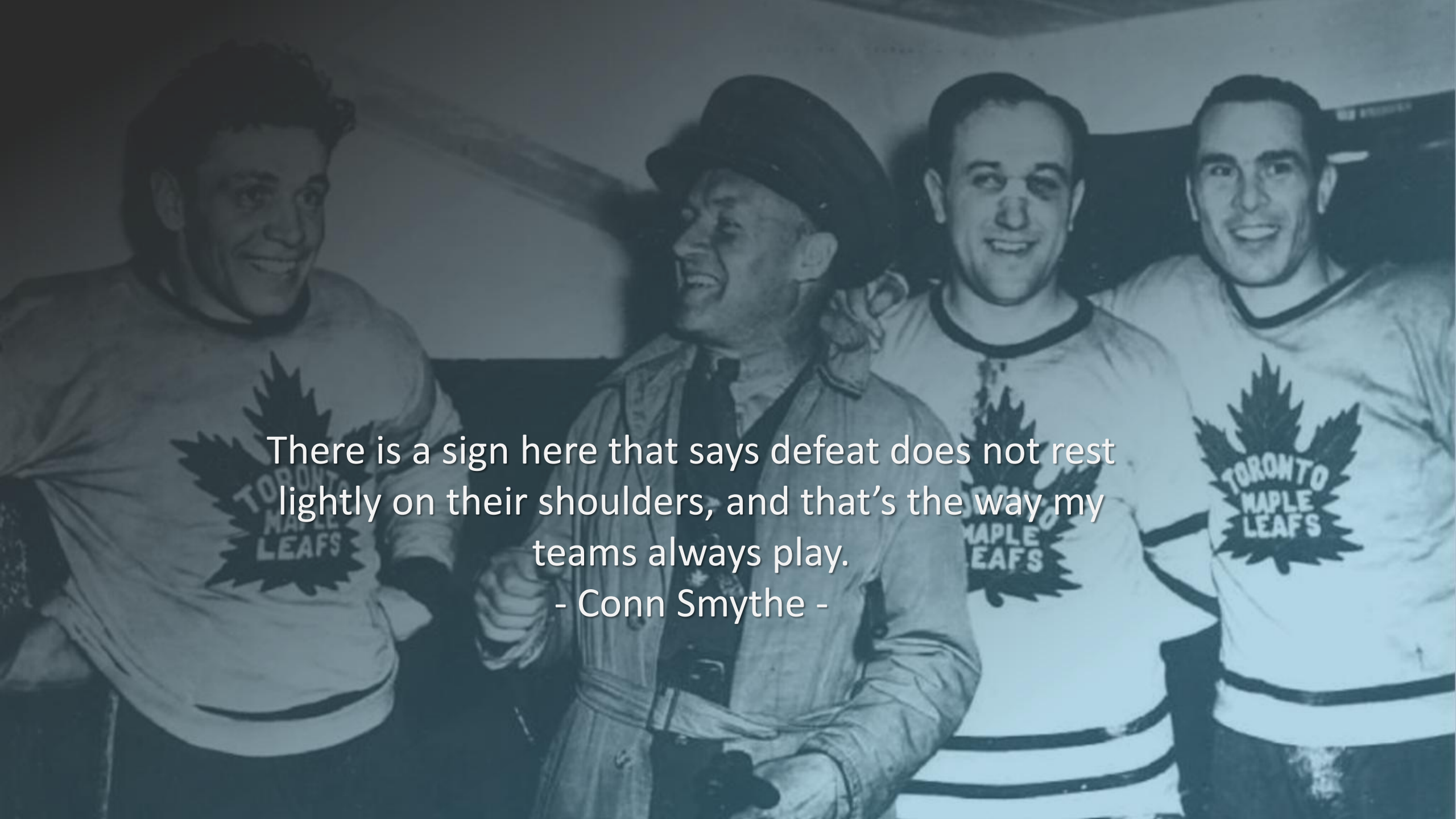




BEING LEAFS NATION

a Film in Three Periods



There is a sign here that says defeat does not rest lightly on their shoulders, and that's the way my teams always play.

- Conn Smythe -



BEING LEAFS NATION

Why

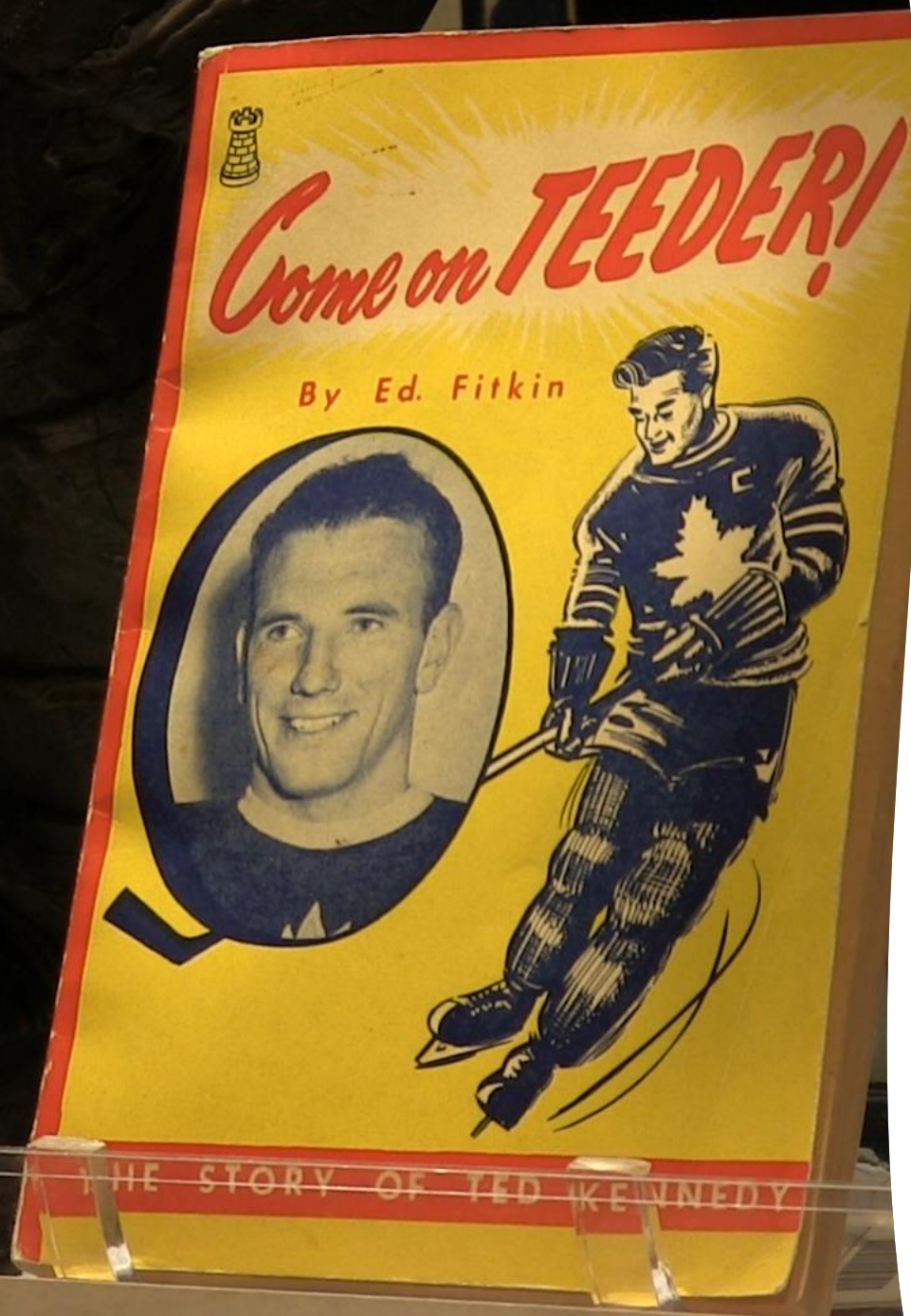
This is the story of one of hockey's most storied teams. Born from the ashes of the failed Toronto St. Pats, the Toronto Maple Leafs were willed into existence by the visionary J.P. Bickell and the stubborn taskmaster Conn Smythe. They survived and thrived during the dirty 30s of The Great Depression to become a beacon of hope for Canadians serving overseas during World War Two. In post-war Canada they became the team for baby boomers and immigrants alike. Along the way there were dynasties, triumphs and tragedies. And after the fabled Stanley Cup of 1967, there came years of pain and near misses, enough to torture the souls of the faithful fans. This is the story of not just a hockey team but of a nation of faithful fans. This is Being Leafs Nation.

FRIENDS OF BEING LEAFS NATION

Here at Being Leafs Nation we are proud to announce **Friends of Being Leafs Nation**. This funding opportunity is for those who **LOVE** the Toronto Maple Leafs and want to show that pride by being part of our documentary series. If you are passionate about history, character driven documentaries, or the Toronto Maple Leafs then you can take this journey with us as we explore the team's history and its cultural impact. We've created **Friends of Being Leafs Nation** which will appear at the start and end of each episode during broadcast and engagement screenings.

For a minimum one-time contribution of \$800.00 you can have your name, your business or organization name, or the name of a loved one prominently displayed. The first 10 names will be guaranteed to be accompanied by voice-over.





BEING LEAFS NATION

The Story

Told in three 55-minute periods/episodes, we start with the team's early days and humble beginnings. From playing in the cramped Mutual Street Arena after Conn Smythe and J.P Bickell helped save professional hockey from decamping to the US, to the building of the majestic Maple Leaf Gardens at the height of The Great Depression. We revisit the team's dynasties. We explore what the team meant to Canadians serving overseas during the World War Two as well as what the team meant to those new Canadians searching for an identity and a way to fit in. And of course, we look at the years of frustration that followed for fans after the last great Stanley Cup win of 1967. Being Leafs Nation explores the team's history and looks at the fans and how that fanbase came to be, grow and then thrive through triumph, tragedy and heartbreak. The list of interviewees is extensive with over 80 hours of interview footage to pick from. Leafs alumni such as Lanny McDonald, Dave Keon, Mark Osborne, Bob Baun, Jim McKenny, Rick Vaive, and more sit down. Hockey historians and authors such as Brian McFarlane Stan Fischler, Kevin Shea and Kelly McParland discuss the team's history and what fandom means. Their stories all weave together to help tell the history and story of Leafs Nation.



BEING LEAFS NATION

Period One: The Birth of Leafs Nation covers the team's birth, the building of Maple Leaf Gardens against the backdrop of The Great Depression and the ever-present radio voice of Foster Hewitt. There is early Stanley Cup glory. Legends are born and the team carves out an identity as Canada's team. The Leafs under Conn Smythe's leadership, play their role in World War Two. Still, the team manages to capture five Stanley Cup championships during the 1940s. Period One explores the role J.P. Bickell played in saving NHL hockey in Toronto and creating the Leafs. Bickell is often forgotten about, the man in the shadows as Conn Smythe is front and centre in the team's history. It's important that we correct this and allow even casual Leafs fans to be introduced to Mr. Bickell and what he did to help save professional hockey in Toronto as well as his role in steering the Toronto Maple Leafs. We also explore what the team meant to fans growing up during "The Dirty 30s". As World War Two dragged on, broadcasts of Toronto Maple Leafs games called by Foster Hewitt would provide moral boosts to troops who gathered in mess halls to listen to partial games, often months old, play back on 78 records.

Key interviews include: J.W. "Bill" Fittsell, Suzanne Primeau, Brian McFarlane, Kevin Shea, Mike Wilson, J. Andrew Ross, Elizabeth Smythe, Stan Fischler and more.





BEING LEAFS NATION

Period Two: The Glory Years begins with joy, tinged with tragedy. The Leafs have made it through World War Two relatively unscathed. The world and the country continue to grapple with the new realities of a post-war society. The Leafs are even more important as immigrants seek ways to, “become Canadian”. There is joy - Bill Barilko scores the winning goal as the Leafs win the Stanley Cup in the spring of 1951, and the team’s first dynasty, only to die during the summer in a plane crash while returning from a fishing trip. Period Two explores the 50s and the Leafs increasing importance to baby boomers and new Canadians. It also looks at the expanding role of Hockey Night in Canada, what it means to the club and its fans as television arrives on the scene before ending with an exploration of the second dynasty of the 1960s Leafs.

Interviews include Dave Keon, Kevin Shea, Mike Wilson, Chris Hadfield, Dave Bidini, Frank Mahovlich, Brian McFarlane, Bob Baun, Ron Ellis, Jim McKenny, Suzanne Primeau, and more.





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Period Three: The Circus Comes to Town picks up with the Leafs and their fans celebrating the 1967 Stanley Cup victory with fans believing the good times will never end. Trouble is ahead for the team with an aging core of players and expansion putting strain on the franchise on and off the ice. As the seventies unfold there are more distractions away from the ice thanks in large part to the team's owner Harold Ballard. Success on the ice is fleeting but fans are key as they stick with the team. The 80s brings glimmers of hope for fans as players like Rick Vaive shine. From here we move to the 90s and the joys and heartache that comes from falling just short of a Stanley Cup appearance. We say goodbye to Maple Leaf Gardens and eventually we transition to the 2000s where frustrations eventually give way to renewed hope and a new crop of young talented players.

Interviews include Rick Vaive, Jim McKenny, Mark Osborne, Brian McFarlane, Kevin Shea, Mike Wilson, Gord Stellick, Suzanne Primeau, Lanny McDonald, Dave Bidini, Art Hindle, Elizabeth Smythe and more.





BEING LEAFS NATION

How We Tell The Story

Being Leafs Nation takes advantage of archival materials such as newsreel footage, newspaper clippings, images, home movies and long forgotten radio broadcasts to help bring the history of the Leafs back to life. The film goes beyond the standard mix of pan-and-scan black-and-white photos by making extensive use of Leafs memorabilia, ephemera and old hockey sweaters to help tell the story of the team, its players and fans. We blend in interviews with former players, fans, historians, broadcasters and others who are associated with the team. All these elements combine with a compelling narration to tell a fascinating story of one of hockey's best-known franchises.

Being Leafs Nation will be edited in Adobe Premiere Pro and delivered for broadcast in 1080HD with a stereo and 5.1 surround audio mix. Specific deliverables should be discussed with the producer.





BEING LEAFS NATION

The PBS Effect

- WNED Buffalo-Toronto has rebranded as BTM or Buffalo-Toronto Public Media and put a new emphasis on telling Ontario and Toronto stories. As a result, Being Leafs Nation is a natural fit for this PBS affiliate and will receive prime broadcast time as well as marketing support.
- BTM has a monthly reach of almost three million households in Ontario and Western New York, giving it the largest reach of any PBS station into Ontario. Being attached to Being Leafs Nation represents a strong return on advertising dollar investment and an excellent way to foster brand awareness.
- The PBS audience is established, educated and enthusiastic. Eighty-eight percent of PBS viewers agree that continuing to learn throughout life is very important.



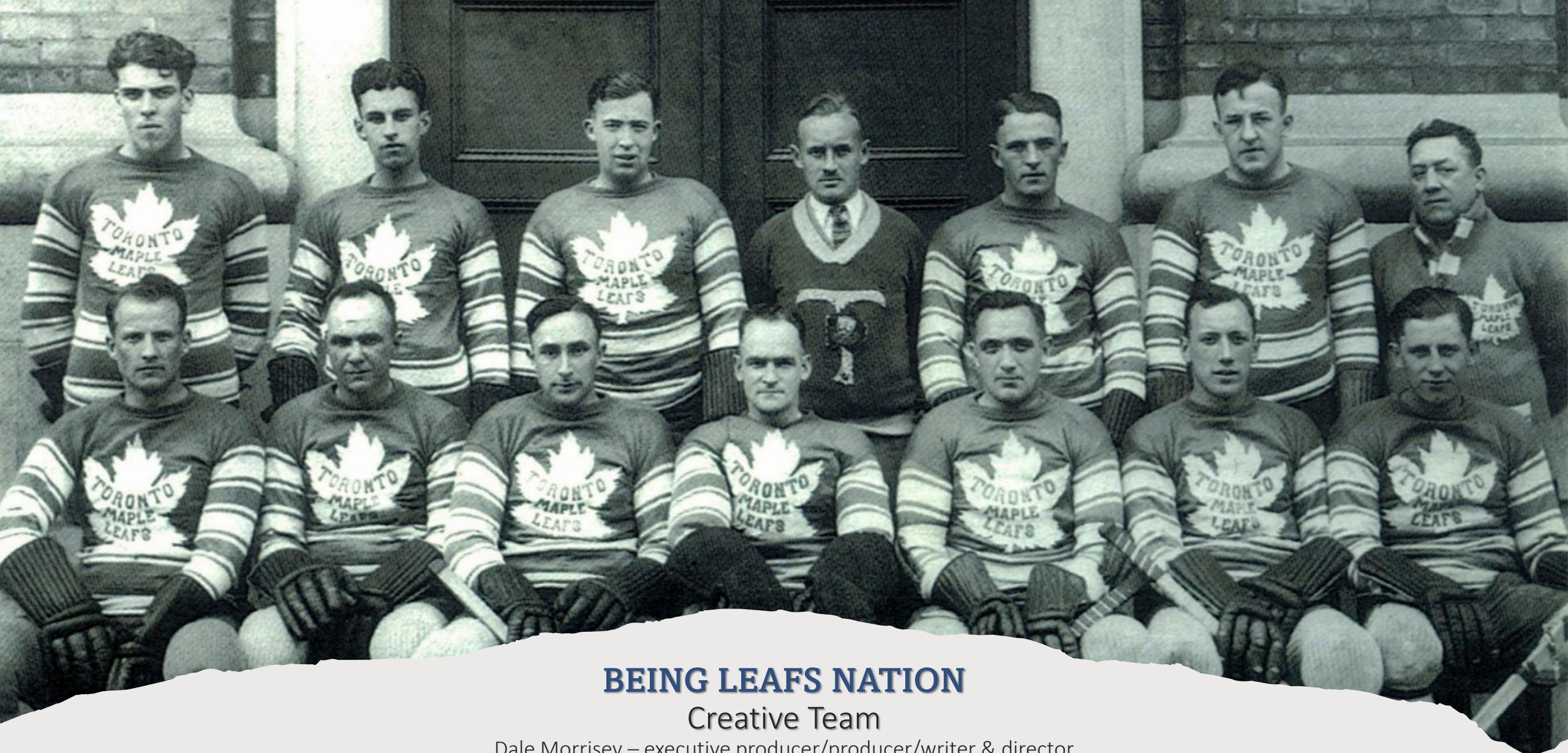


BEING LEAFS NATION

The PBS Effect

- PBS viewers have disposable income – 86% of PBS viewers are likely to have investments over \$250K. PBS viewers are 27% more likely to take three or more vacations in a year. Those same viewers are more likely to visit heritage sites or museums and plan trips around history after seeing a history-based documentary.
- Meanwhile, corporate sponsorship of programming on PBS builds trust and preference in brands. According to a recent poll of viewers, 74% of PBS viewers appreciate the clutter-free environment provided by PBS and 57% have a more favourable view of a brand sponsoring programming on PBS.
- Consumers are 40% more likely to report they have been motivated to purchase from a sponsor on PBS than from sponsors on other networks. Also, 61% of viewers say that sponsors on PBS are different and better than other networks and half say that PBS sponsors are high quality brands.





BEING LEAFS NATION

Creative Team

Dale Morrissey – executive producer/producer/writer & director

Paul Patskou – executive producer/producer, Robin Jones – executive producer

Marilla Morrissey – executive producer

Laura Milsom, Justin Ferrabee & Shaune Lucas – Associate Producers



BEING LEAFS NATION

Creative Team at Wandering Journalist Productions

Dale Morrissey – Executive Producer/Producer/Writer/Director Dale Morrissey, the founder of Wandering Journalist Productions, has 20 years experience as a documentary maker creating character driven history documentaries. Some of his documentary work includes, *Forgotten Ontario*, *Flight of the Royal George*, *The Father of Hockey* (distributed across North America by eOne), *Hockey's Lost Boy*, *Only the Dead Know the Brooklyn Americans* (narrated by Larry King and featured in *The Hockey News*), and *Heroines in the Storm*. His work has appeared in film festivals and found a home on digital platforms, VOD, SVOD, and broadcasters such as Super Channel, TVO, PBS and others. An accomplished public speaker, he has been a guest lecturer at the college level. He has also been a history consultant for publications such as *Sports Illustrated*, *The New York Times* and *The Wall Street Journal*.

Robin Jones – Executive Producer Robin Jones is a successful entrepreneur whose passion for business and the environment is matched only by his passion for hockey. He is executive producer of several hockey films from Wandering Journalist Productions. Mr. Jones is one of the founding members of the Hockey Hall of Fame Development and Preservation Fund.

Paul Patskou – Executive Producer/Producer Paul Patskou is a writer/hockey historian and video archivist based in Toronto, Canada. He is a member of the Society for International Hockey Research (SIHR) and has worked on several hockey documentaries over the years including the CBC's *Hockey: A People's History*, *September 1972*, *Red Army*, *75th Anniversary of the Toronto Maple Leafs* and many more. As a freelancer, Mr. Patskou has been associated with the NHL, CBC, Leafs TV, TSN, Sportsnet and the Hockey Hall of Fame. He has appeared on television on the *75 Forever: The Tradition of the Toronto Maple Leafs*, and *Ice Guardians*, and has been profiled in the *New York Times*, *Toronto Star*, and the *Hockey News*.

Marilla Morrissey – Executive Producer Marilla joins *Being Leafs Nation* as an executive producer after serving as production assistant and production coordinator on previous documentary projects. She continues to grow her presence within Wandering Journalist Productions.



BEING LEAFS NATION

Funding Opportunities & Brand Awareness

Being Leafs Nation: a Film in Three Periods is scheduled for availability winter 2026.

For Funding Opportunities and Other Inquiries

Please Contact

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416-998-5250

Dale Morrissey

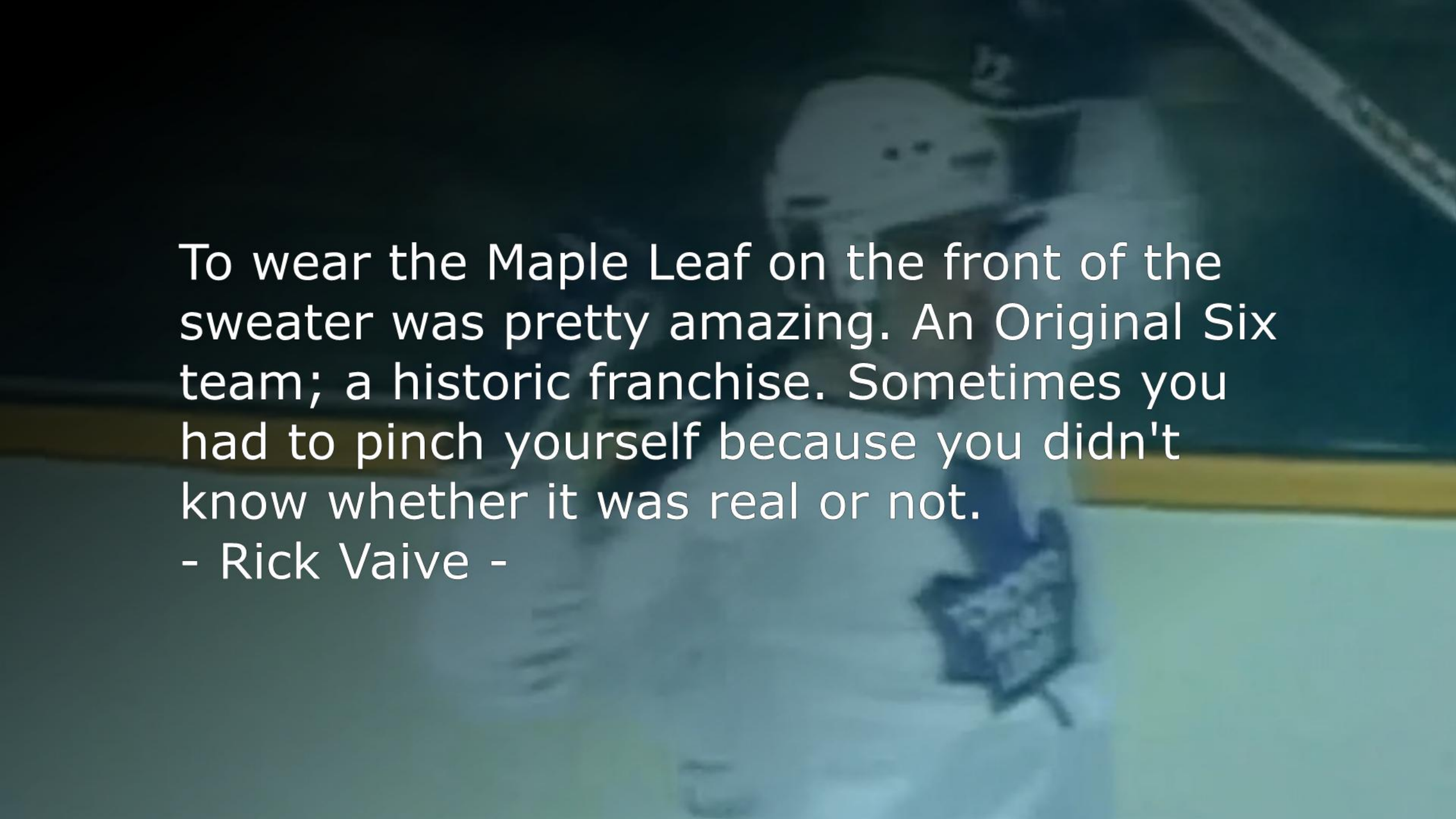
wjpmedia@gmail.com

613-449-2779

www.wanderingjournalist.com

First Look Trailer: <https://vimeo.com/1036122972>





To wear the Maple Leaf on the front of the sweater was pretty amazing. An Original Six team; a historic franchise. Sometimes you had to pinch yourself because you didn't know whether it was real or not.

- Rick Vaive -