

# The Hollywood Reporter

## Show gets real with Red Cross

By Nellie Andreeva

The American Red Cross' daily efforts to save lives are the focus of a new reality series in the works, the first ever developed in cooperation with the 120-year-old humanitarian organization.

Brady Connell and James Jusko, who executive produce the WB Network's upcoming adventure show "No Boundaries," have teamed with the Red Cross to cre-

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## Red Cross

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ate a one-hour reality series that would chronicle the organization's response to natural and manmade disasters.

"The Red Cross does something special and unique in all the world, and (the project) has the potential to be a once-in-a-lifetime experience for us," Jusko said.

Connell and James, who have been in discussions with the Red Cross for nearly five years but just recently received the organization's approval, will pitch the idea to TV networks and sponsors in the coming weeks.

The Red Cross series would capture in documentary style the human drama as the organization's volunteers race to help the victims of an emergency in the vein of "Rescue 911," on which Connell worked as a field producer.

Each episode would document three or four volunteers, and there would be no limitations to the scope of humanitarian efforts they're involved in. "It's about the Red Cross serving humanitarian needs, whether they be a flood, a man-made disaster, a natural disaster or something as small as one family home catching fire," Jusko said.

Stories from all over the world would be featured in the series, which Connell and Jusko developed through their partnership

ConnQuest/Jusko Prods.

A newsmagazine segment would profile less-known, futuristic high-tech research programs of the Red Cross. Another portion of the program would use the Red Cross' thousands of hours of archive film footage dating back to World War I.

American Red Cross manager of entertainment Julie Whitmer confirmed that the reality project is in the early stages of development. She said the humanitarian organization would have to approve all prospective sponsors and would have editorial participation and approval on the series.

In addition to the Red Cross series, Connell and Jusko are developing "Music Moguls," a music-driven reality show for MTV, and are working on a concept for a show about the Peace Corps.

Next for the producers is the premiere Sunday of "No Boundaries," which they describe as "a show of teamwork and leadership in extreme adventure to the Arctic Circle." The series, based on the Scandinavian format "71 Degrees North," follows the 30-day journey of 15 participants through the wilderness of British Columbia.

A lot of changes to the original series have been made in developing "No Boundaries," and sources said there is interest from European broadcasters in licensing the modified format. □