



LEGACY MEDIA &
PUBLICATIONS

One candy. Two strangers. **Endless conversations.**

• THE SAFER STRANGER PARTNERSHIP PACKAGE •

02 · The Inquiry

so, stranger...
would you like a candy?

The word *stranger* is locked to Cocoa. All punctuation, trailing spaces, and surrounding phrasing pop forward in radiant Amber. Always left-justified. Never centered.

03 · Why keep reading

A conversation series built as a social ritual.

Safer Stranger is an unscripted conversation series where two strangers share a piece of candy and uncover the extraordinary stories, perspectives, and shared humanity that emerge when unfamiliarity gives way to honesty.

This package invites partners to support the construction of a recognizable cultural ritual: a living room in public, a bowl of candy, and a conversation that asks viewers to see the human before the stranger.

Culture shifts when behavior changes. Safer Stranger is designed to do exactly that.



04 · Why now

Attention is crowded. Trust is scarce.

Audiences recognize performance. They recognize talking points. They recognize when intimacy is staged for algorithmic reaction. Safer Stranger moves in the opposite direction: away from orchestrated performance and toward natural acceptance.

Brands that enter this world are not buying interruption. They are helping create the conditions where curiosity becomes behavior and behavior becomes culture.

A stranger is not dangerous. They are simply **unfamiliar.**

05 · Approach

A pedestrian walks up to an asymmetric wood sandwich board standing quietly in the public square that reads:

so, stranger...
would you like a candy?

So, stranger...
would you like a candy?

A sign board on pavement — the first invitation.

06 · Welcome, Disclosure & Transformation

They turn the corner and find the Safer Stranger's living room. There's Julien — warm, kind, unique, inviting — sitting alone. He waves them in for a seat.

Then the most honest conversation happens. It goes anywhere and everywhere.

No judgement. Laughter. Tears. Repose.

And at the end, Julien asks again:

**so, stranger...
would you like a candy?**

That person takes a candy from a stranger. In that moment we realize a stranger isn't dangerous — they're just unfamiliar.

Everyone leaves the living room a little more **alive**.

07 · Commercial elegance

Partners do not interrupt the story. They help **create it**.

A Safer Stranger partnership is designed to feel natural, earned, and inseparable from the experience. The audience should never feel pulled away from the conversation. They should understand that the space, the hospitality, the tools, the journey, and the bowl were made possible by organizations that believe honest human connection is worth producing.

Partnership should feel remembered — not merely seen.

08 · Ten equal categories

Every partnership helps create the environment where strangers become familiar. Each category is treated as an essential part of the same production system. No category is positioned as lesser; no partner is treated as decoration.



09 · Candy Partner



The bowl is the ritual.

Owns the bowl. Provides the candy featured throughout the agreed partnership period.
The candy becomes part of the series’ signature ritual.

Integration

The candy appears in the living room, in the invitation, in selected episode photography, in behind-the-scenes moments, and in the final exchange when a guest accepts candy from a stranger.

Exclusivity

No competing candy brand appears in the bowl during the agreed partnership period.

10 · Living Room Partner

 Atmosphere is architecture.

Creates the environment where every conversation takes place. This category may include chairs, coffee table, rug, accent décor, throw pillows, throw blankets, side tables, decorative accessories, and visual comforts that define the set.

Season Permanence

Offered strictly as an exclusive, all-inclusive seasonal baseline integration. Repetition builds recognition; recognition builds memory.

11 • Botanical Partner



Nature softens the ritual.

Provides the plants and natural elements that soften and frame the environment. Greenery and natural textures help transform the set from a corporate placement into an organic place.

Integration

Botanical elements appear throughout the set, portrait photography, behind-the-scenes tracking material, and selected seasonal social media content distribution.

12 · Hospitality Partner



Care is a brand function.

Supports refreshments, catering, guest comfort, and hospitality during production, including water, coffee, tea, and green room care.

Brand Function

Hospitality reflects respect. It is the practice of making another human being feel welcomed and safe long before they are asked to sit in the chair and speak their truth.

13 • Production Partner



Craft protects sincerity.

Supports cameras, lenses, lighting, grip, audio, editing, color, storage, and post-production services.

Commercial Relevance

Professional execution protects the narrative integrity of the unscripted story. Clean audio, intentional framing, and reliable post-production are the conditions that allow raw sincerity to translate flawlessly across modern screens.

14 · Technology Partner

 The quiet backbone.

Supports production hardware, computers, monitors, networking, storage, software, and workflow infrastructure.

Value Logic

This vital backbone asset is strictly operational rather than audience-facing, keeping the studio computing and processing pipeline optimized.

15 • Transportation Partner



The journey matters.

Supports guest transportation, production vehicles, equipment movement, and logistical coordination.

Brand Function

Safer Stranger begins long before the guest sits down. A thoughtful transportation partner ensures the crew and participants arrive safe, prepared, and respected, maintaining low direct visual integration.

16 · Distribution Partner



One conversation. Many doors.

Supports digital publishing, hosting, website infrastructure, streaming readiness, newsletter delivery systems, and audience reach.

Distribution Model

Full-length unscripted conversations premiere natively on YouTube. Clips, excerpts, B-roll material, photography, and behind-the-scenes moments are syndicated across Instagram, TikTok, Facebook, Threads, and our core domain.

Purpose

One conversation becomes many doors, carrying a different entry point into the same human experience.

11 · Wardrobe Partner

 The host aesthetic.

Provides the wardrobe worn by Julien on camera. Apparel becomes part of the ritual — a quiet, consistent presence across the series.

Integration

Wardrobe assets are visible across the on-camera dialogue window. Placement is styled, never announced — the ritual carries the brand, not a call-out.

Exclusivity

One wardrobe partner per season. No competing apparel or accessory brand appears on the host during the agreed partnership period.

17 · Foundation Partner



“Humanity doesn’t end at the living room. Dignity isn’t reserved for a privileged few.”

The Safer Stranger Foundation is the future philanthropic arm of the series, designed to support dignity-centered community efforts including access to secure lockers, hygiene services, and local resource partnerships for unhoused and vulnerable communities in the cities where we film.

Partner Role

Foundation Partners support the belief that conversation should move toward responsibility, care, and active localized community action.

18 · Pricing horizon philosophy

Three horizons. Zero numeric pricing.

Taste

A single-episode integration to evaluate brand compatibility.

Sample

A multi-episode block targeting a localized city territory.

Season

Absolute category dominance across an entire annual production cycle.

Pricing architectures are housed entirely on a separate package document offered upon explicit request.

19 · Environmental continuity

The Woven Rug Standard.

To anchor the mobile lounge, our traditional baseline rug, coffee table, chairs, and accent accessories must remain completely unchanged for an entire season. The coffee table and physical elements cannot vary from episode to episode. This structural consistency preserves your brand equity, allowing audiences to develop a lasting, trusted association with the space.

Chromatic Alignment. The environment follows our pre-approved branded color scheme — blending rich cocoa tones with soft neutral accents to feel warm and comfortable without creating any visual distraction or lens flares on camera. This establishes a clean, grounding threshold that mirrors the security of a private home.

20 · Spatial integrity

Where our physical borders live.

Spatial access operates independently of standard indoor studio parameters. Location partnerships are structured around high-foot-traffic municipal zones, regional park permissions, and iconic public architectural coordinates.

This framework ensures our physical set gains high localized visibility while remaining fully optimized for sudden weather changes and rapid setup adjustments. Location partnerships welcome advisory input but grant zero editorial control over footage.

21 · Symmetrical asset value

Promotional horizons.

Taste Framework — 3 sponsored episodes.

Secures basic baseline digital visibility. Brand identity features cleanly on our partner website directory interface alongside rolling name credit and end-card recognition at the conclusion of the specific published episodes. Includes one co-branded social acknowledgment post and limited clip use.

Sample Framework — 6 sponsored episodes.

Expands visibility across broader regional media footprints. Everything in Taste plus expanded social recognition matrices across Instagram, TikTok, Facebook, Threads, and YouTube Shorts. Includes up to three co-branded posts, partner features, and behind-the-scenes mentions where appropriate.

22 · Structural dominance & permanence

Season Framework — 12 sponsored episodes.

Unlocks complete multi-platform asset dominance across an entire annual production block. Features absolute presence across our website registry, official trailers, short-form digital clips, rolling episode credits, behind-the-scenes integration, and permanent social media account description bios. Includes brand pop-up displays during physical on-location filming in high-traffic zones and custom collaborative content concepts subject to editorial validation.

The Broadcast Dialogue Asset

Under the premium confectionery track, host Julien will physically reference the candy brand by name natively within the show dialogue.

The Master Title Naming Right

If a single confectionery partner completely blocks the entire season, they unlock the supreme show deliverable: permanent co-branding across the media wrapper — modifying the public title cards to read exactly: “*Safer Stranger with (Your Candy Brand).*” This marquee asset is held exclusively for the master confectionery partner.

23 · Precision

Exactly what a partner receives.

YouTube full episodes — chaptered descriptions and partner credit language.

TikTok short-form clips.

Threads conversation excerpts and quotes.

YouTube Shorts and Instagram Reels, feed posts, Stories, BTS photography.

Facebook native video loops.

Website registry assets.

24 · Operational confidence

Season flow.



25 · Reach with taste

“One conversation. Many doors.”

Built for both depth and circulation. Full conversations provide emotional substance, short-form clips create public discovery, and behind-the-scenes content builds deep brand intimacy.

26 · Recognition

Who is this for?

Safer Stranger is built for people curious about people. The audience values authenticity over performance, depth over spectacle, and human complexity over simplified identity.

INTEREST CLUSTERS

- Culture
- Mental Health
- Design
- Human Behavior
- Books
- Travel
- Food
- Conversation
- Music
- Identity
- Hospitality
- Public life

27 · Ambition with credibility

Public Face. Private Truth.

Safer Stranger is built for cultural range. We are intentionally cultivating an invitation universe spanning music, comedy, reality television, public affairs, faith, entertainment, activism, and internet culture. These are strategic outreach targets and examples of the kinds of public figures whose perceived identity, personal history, or cultural position could create meaningful conversation.

This roster does not represent confirmed bookings; it represents editorial ambition and outreach direction. Brands support the moment a public archetype is invited to become a person again.

28 · Creative possibility

The voices that create cultural reach.

Pioneers of Digital & Pop Culture

Visionaries who shape global digital subcultures, contemporary streaming spaces, and mass multi-generational lifestyle conversations.

Modern Comedy & Satire

Observational storytellers, stand-up performers, and internet satirists who leverage humor to unpack societal vulnerabilities and challenge public pretense.

The goal is not status; the goal is range: public people with private truths, humor with grief, fame with loneliness, ideology with biography.

Independent Creative Voice

Avant-garde musicians, indie record producers, and visual stage artists who prioritize raw creative experimentation over industrial commercial models.

29 · Moral seriousness

Listening is not endorsement. Conversation is not agreement.

The Ideological & Media Spectrum

High-profile national journalists, regional political commentators, and traditional news broadcasters representing heavily polarized public viewpoints.

Safer Stranger does not ask people to agree; it asks them to remain curious. The roster is designed to test whether the living room can hold difference without requiring sameness.

Philosophical & Faith Boundaries

Long-standing spiritual leaders, dedicated community chaplains, and alternative historical or philosophical adherents who challenge modern secular frameworks.

30 • Commercial imagination

The Bowl Has Range.

The Premium Artisanal Space

Heritage multi-generational brands built on luxury retail packaging and high-end gifting traditions.

The Social Justice CPG Category

Impact-forward operations that blend fair-trade sourcing with active community advocacy.

The Nostalgic Heritage Market

Highly recognizable, iconic fruit, hard candy, and chew brands that evoke childhood familiarity.

The Better-For-You Sector

Health-forward candy operations focused on sugar-conscious ingredients.

Regional & Multicultural Traditions

Street candy makers and regional family traditions carrying deep localized cultural narratives.

These are strategic outreach targets and natural-fit categories, not confirmed partners.

31 · Trust

The Standard — Code of Conduct.

Safer Stranger operates under an ironclad set of production ethics designed to protect the integrity of our guests, the experience of our viewers, and the brand equity of our partners. Our partners support the radical act of human connection — not the individual ideologies of the people who take the seat.

Module 01 — Human First

Every guest is approached as a person before they are approached as a public identity, profession, political affiliation, religion, ideology, or life circumstance. Listening is not endorsement; conversation is not agreement. Respect is extended to every participant as an unnegotiable matter of human dignity.

Module 02 — Editorial Independence

Guests speak for themselves. Opinions expressed belong solely to the individuals participating and do not necessarily reflect the views of Safer Stranger, Legacy Media & Publications, sponsors, partners, or affiliates. Editorial decisions remain independent of sponsorship.

32 · Duty of care

“Our commitment is not perfection. It is transparency.”

Module 03 — Accuracy & Transparency

Safer Stranger is unscripted. Guests may unintentionally share incomplete, inaccurate, or disputed information. When significant factual errors are identified in real-time or post-production, corrections, additional context, or supporting citations will be published transparently on the website.

Module 04 — Viewer Care & Safety

Where conversations explore sensitive societal realities — grief, suicide, addiction, eating disorders, domestic violence, sexual assault, racism, discrimination, incarceration, war, trauma, mental illness, or other sensitive subjects — episodes will include precise content advisories and relevant resources.

33 · Responsibility

Accessibility & Difference.

Module 05 — Accessibility

Published episodes include professionally reviewed captions. Whenever possible, transcripts and accessible viewing options will also be provided.

Module 06 — Children & Vulnerable Participants

Participation by minors or vulnerable individuals is subject to additional safeguards, legally appropriate consent procedures, and production standards designed to protect well-being, privacy, and dignity.

Module 07 — Respect for Difference

Safer Stranger does not ask people to agree. It asks people to remain curious. The purpose is not to erase difference, but to create a space where humanity is recognized before disagreement begins.

Module 08 — Accountability

Conversation is powerful; so is responsibility. As the series grows, standards evolve alongside the audience, guests, and communities served.

34 · Assurance

How partner risk is managed.

Partners support the existence of *honest conversation* — not the opinions expressed within it.

Editorial independence.	Guest releases.
Location releases.	Production insurance.
Content advisories.	Corrections page.
Professionally reviewed captions.	Moderation and community standards.
Legal agreements governing usage, exclusivity, deliverables, and rights.	

Safer Stranger is not designed to avoid difficult conversations. It is designed to handle them responsibly.

35 • Clear boundaries

What Partner legally means.

Throughout this publication, the term Partner describes organizations that financially, materially, or operationally support the production, distribution, or philanthropic initiatives of Safer Stranger.

Partner reflects collaboration. *It does not signify ownership.*

Partner contributions constitute sponsorship consideration in exchange for the specific promotional, production, hospitality, integration, recognition, or support benefits described within a separately executed agreement.

36 · Protection

Independent Ownership

Safer Stranger, its title, trademarks, logos, visual identity, creative concepts, production methods, distribution strategy, underlying intellectual property, future derivative works, and all associated goodwill remain the sole and exclusive property of Julien de Paul Webster Lyons — Legacy Media & Publications, LLC (“Legacy Media & Publications”).

No Equity

Participation as a Partner does not create equity ownership, membership interest, shareholder rights, joint venture status, agency, fiduciary relationship, or any continuing ownership interest in Safer Stranger or Legacy Media & Publications.

No Revenue Participation

Unless expressly negotiated in a separate written agreement, Partners receive no ownership interest in present or future revenues, including advertising, sponsorship, licensing, streaming, television, theatrical, merchandise, publishing, speaking, educational, foundation, derivative, international, franchise, or related income.

37 · Firmness

Editorial Authority

Legacy Media & Publications retains absolute editorial authority over guest selection, production, filming, editing, release schedule, distribution, marketing, promotional materials, social media, press, and creative direction. Partner input may be welcomed but remains advisory unless otherwise expressly agreed in writing.

Intellectual Property

Nothing in this publication grants any right to reproduce, modify, license, sublicense, manufacture, distribute, exploit, or create derivative works based upon Safer Stranger, its trademarks, logos, creative assets, or proprietary production systems without prior written consent.

No Implied Exclusivity

Unless expressly stated in the executed agreement, no Partner receives exclusivity beyond the specific category, duration, territory, and deliverables identified in writing.

38 · Authority



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LEGACY MEDIA & PUBLICATIONS

Safer Stranger is a product by Legacy Media & Publications.

All elements of the series — including the name “Safer Stranger,” the wordmark, the candy icon mark, the tagline “So, stranger... would you like a candy?”, the set design, the host’s on-screen persona, episode formats, written copy, photography, video, audio, music cues, scripts, illustrations, color palette, typography treatment, and the full visual and editorial identity — are the sole and exclusive intellectual property of Legacy Media & Publications, LLC. All rights, including copyright, trademark, trade dress, moral rights, and rights of publicity, are reserved. No portion may be copied, reproduced, distributed, modified, performed, displayed, sold, licensed, or used to create derivative works without prior written consent.

Ownership remains absolute. Partnership is shared in execution, not in possession.

↓ Download ownership statement (PDF)

39 • Movement

Culture shifts when behavior changes.

Safer Stranger is designed to encourage that shift — one conversation at a time.

We invite partners to become symbols of a movement away from orchestrated performance and toward authentic human connection.

40 • Invitation

Become part of the inaugural season of a new conversation tradition.

The first partners of Safer Stranger help establish the rituals, environments, and standards audiences may recognize for years to come.

Take a seat.



41 · How we begin

Active routing matrix.

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would you like a candy?