

# a **HERO**

on everyblock

an Adrian Marinovich film

## MEDIA INTERVIEW

The following interview of Adrian Marinovich was conducted by Basil Hoffman on March 31, 2010.

Members of the media may excerpt this interview as you choose.

Anyone who has questions not answered here may email them to Adrian Marinovich at [Adrian@AHeroOnEveryBlock.com](mailto:Adrian@AHeroOnEveryBlock.com), and he will answer personally as quickly as he can.

**BH:** Tell me a little bit about this film?

**AM:** A Hero on Every Block is a tribute to every person's inherent will to survive and thrive no matter what obstacles they encounter. The film tells the stories of ordinary people who refused to be beaten by extraordinary challenges.

**BH:** What made you think of this title?

**AM:** Throughout much of my life I have observed, and personally experienced, the power of the human will to overcome all manner of personal misfortune. Examples of this appeared often in my law clients and more often, and more remarkably, in my practice of psychotherapy. The word "hero" was the simplest and most logical way to express this phenomenon of self-empowerment.

**BH:** So, Adrian, where did this "Hero" idea come from? Does this "heroism" just spring out of a person, or do you think a person has to recognize the hero within himself before he can act heroically?

**AM:** Sometimes what we are is not what we think we are. The hero emerges without the person actually giving a name to it or even thinking about it. The purpose of this film is to provide the awareness of the hero within someone who may, for a period, be so overcome with despair, or just confusion, that he (or she) is temporarily unable to feel the hero presence. They just need to be reminded that it is in fact there.

**BH:** Did the hero concept lead you to the interviews? Or did the interviews reveal the hero concept?

**AM:** I started with the hero concept.

**BH:** Is there something in your life now that has made this a more personal endeavor than you had originally conceived?

**AM:** Well, yes. Just last month [March 2010], I was diagnosed with brain cancer in my left temporal lobe. Now I am especially grateful that I did all those interviews, because these heroes have empowered, encouraged and enlightened me to face my own situation, to embrace myself, my life as it is...and my future. It's not easy. I wish I didn't have it of course, but I will fight it and I will survive.

**BH:** Wow, that is quite a positive way of seeing your medical situation. So you might say that you have reframed this challenge as an opportunity for triumph.

**AM:** Well, you might say that. But it is also realistic. God created me for a purpose and put me in this world of positives and negatives. I get to decide what to do with this life. And in this case, I've made the positive choice.

**BH:** Did you embark on the interviews for the purpose of making a movie, or was there some other intention?

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## **MEDIA INTERVIEW (cont'd)**

**AM:** They were solely for the purpose of making a movie.

**BH:** Can you explain how this film project began?

**AM:** Once the hero concept had crystallized in my mind, I needed to find the best way to express it and demonstrate it so that it would do the most good for the most people. This film became the obvious choice. Then I just had to do the hard part – actually produce the film.

**BH:** Did you have a preconceived idea of the types of people you were looking for?

**AM:** Not really. My life experiences over a long period of time, including my work as a psychotherapist, and even in my law practice, made it apparent to me that there is a great well of power inside every person. I just set out to find the people whose personal stories would be the most compelling.

**BH:** How did you find and choose your interview subjects? Did you interview them before you filmed them?

**AM:** There were two ways I found my subjects. My home is in Los Angeles but the Hero on Every Block concept obviously didn't just mean every block in L.A. So, I bought an RV, put a sign on both sides and the back which read AHeroOnEveryBlock.com. Then I set out to see how many heroes on how many blocks I could find. That quest took me across the U.S. and Canada. Picture this -- I'm driving long hours -- I did more than 10,000 miles in total for this filming. I'm tired...I stop at a coffee shop or gas station or restaurant, wherever there is free WIFI, to check my email and eat. Many times a local person in the town would walk up and ask me "Hey, I noticed your California plate and the sign A Hero on Every Block. You some kind of Hollywood producer or director?" I would respond, "Yes I am". Then he or she would ask "What is A Hero on Every Block about?" "What do you think it's about?" "Probably, that there are heroes everywhere." "Exactly. Now you know what my movie is about. In fact, if I were to interview you, we would probably discover that at some point in your life you have been a hero." That interchange often resulted in an interview, or in some cases, I interviewed people who were recommended by the who knew of their particularly compelling circumstances.

**BH:** In the making of this film, did you interview traditional heroes such as police, fire-fighters and soldiers? If so, what did you discover?

**AM:** I did interview a number of people in each of those categories, and even though they may not have performed traditional heroic feats in their professions, each of them had manifested heroic behavior in some aspect of their personal lives.

**BH:** When you were driving across the country, what made you stop in some towns, but not in others?

**AM:** Sometimes it was intuitive. Sometimes it was just the end of a long day.

**BH:** How many people did you actually interview?

**AM:** A couple hundred. But only 58 of them are actually on tape, & 14 in the film.

**BH:** Where did your interviews take place?

**AM:** In 22 states in the US and 2 provinces in Canada. In private homes, in my own office, public parks, Starbucks – anyplace that seemed convenient.

**BH:** How long did your selection and interview process continue?

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## MEDIA INTERVIEW (cont'd)

**AM:** About 4 1/2 months of actual traveling and interviewing, over a period of 2 ½ years.

**BH:** Of all the people you interviewed, how did you decide which ones to include in the film?

**AM:** Wow. It was really difficult. Every single person I interviewed touched my heart. I just had to choose those who seemed most compelling. If I had to make the selection again, on any given day, I might very well have made different choices. But I am very happy with the way the film turned out.

**BH:** The film seems so well constructed, I have to ask you “How much of the interviews were structured, and how much of it just evolved from the interviewees’ apparent candor in telling their stories?”

**AM:** The structure was minimal. Actually, I just prompted the interviewees to tell their stories. They did the rest.

**BH:** Was it difficult to get candid responses from your interviewees?

**AM:** For the most part, no. Their candid revelations of personal trauma and their ability to overcome that pain seemed easier for them than it was to accept the idea that their achievements were heroic in any way.

**BH:** Do you think that most of them had never revealed the information and feelings before?

**AM:** I had the feeling that much of what was revealed to me in the interviews had never been spoken before, and perhaps not even revealed to themselves.

**BH:** Of all the people you interviewed, who made the greatest impression on you? Why?

**AM:** It would be impossible to say in any definitive way. Each of them touched my heart in such a profound way that I would probably answer this question differently at any given moment.

**BH:** You have an extensive background in psychology. Is this a psychological film?

**AM:** Most people would find this movie positive and inspirational. I had psychotherapists preview the movie and they thought it would be a great psychological tool for their practice. So the answer is, it depends. There may be people who find positive psychological aspects to this film for themselves. And that would be a good thing.

**BH:** You are a lawyer. Did your legal experience play a part in the development of this film?

**AM:** Yes, but only insofar as my legal background made me aware of the power that certain individuals were able to draw out of themselves in the midst of extremely difficult circumstances.

**BH:** How long did it take you to complete the film?

**AM:** From the first interview to the completion of the first version of the film, approximately 3 years. The current, final cut took an additional 8 months.

**BH:** Do you have other films planned?

**AM:** Yes, I do.

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## MEDIA INTERVIEW (cont'd)

**BH:** Do you have future plans involving this “hero” idea?

**AM:** Since the first screening of the film, I have been receiving inquiries from people who find this heroism idea to be so intriguing, compelling and personally motivating, that they want more. So the answer to your question is yes, I will be finding ways to satisfy the needs of those respondents.

**BH:** Who else was involved in the making of the film?

**AM:** It may seem to you at this moment a bit like a cliché, but truly without the help, support and love of my wife, Anya, some close friends and the technically proficient artists who are credited onscreen, the film might not have been made.

**BH:** Is your message different from the film “The Secret”? They would seem to have the same theme.

**AM:** They are very different. Obviously “The Secret” has a positive message. The Hero message of “A Hero on Every Block” demonstrates the difference between positive thinking as a giver of great things and positive thinking that results in positive action to achieve great things. The Hero knows that conflict is part of life, so the Hero faces it with strength, reality, faith in self and others, and even humor. The Hero knows that some battles will be lost, but the war will be won.

**BH:** What do you hope people will take away from watching this film?

**AM:** The knowledge that challenges in their lives don’t have to be obstacles, and that, ultimately, no achievement in their lives is impossible. That there is a force inside themselves that is far more powerful than any obstacle that they will ever face.

**BH:** Now that you have interviewed hundreds of people and uncovered the hero in each of them, would you conclude that there are universal hero components present in each of them?

**AM:** Yes. But the real answer to that question deserves much more explanation than I can give here. Perhaps in a seminar or workshop setting. It is a great question, but for now, I’ll just have to give the short answer. Yes, there are universal commonalities present in all hero behavior.

**BH:** What would you say to someone who says, “Adrian is just an optimist? Are there really heroes everywhere – on every block?”

**AM:** On every block, in every home, in every heart. The message is – There is a hero in each of us. We just have to be willing to let him live.

**BH:** Thank you.

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WARRIOR  
of  
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