

A FILM BY STEPHEN OLSSON

# HEALING A SOLDIER'S HEART

THE AMERICAN  
PUBLIC TELEVISION  
PREMIERE

UNDERWRITING OPPORTUNITY





# THE FILM

TRAILER



*Healing a Soldier's Heart* is an intimate, transformative documentary that follows four Vietnam War veterans, all suffering from severe PTSD, as they return to Vietnam to confront their past actions and to seek forgiveness for their actions from their former enemies. Each of our four protagonists carry within the invisible wounds of war—nightmares, guilt, addiction, and a sense of spiritual disconnection or “soul loss”—hallmarks of moral injury and PTSD. Under the care of Dr. Edward Tick, a trailblazing psychotherapist who has devoted his life to healing veterans, the men embark on a sacred pilgrimage to the sites where they fought, killed, and lost some of their dearest friends.

Tick appears throughout the film as a poetic beacon of compassion and empathy. His immersive, cross-cultural approach fuses psychotherapy, ritual, and face-to-face meetings with former Vietnamese soldiers, allowing the American vets to listen, express heartfelt apologies, engage in Buddhist prayer, and offer gifts and other acts of restitution. Tick reminds us: *“The same suffering goes on consciously or unconsciously. But we have to make the suffering conscious in order to achieve healing.”*

Finally, viewers witness something quite rare in both cinema and mental health: men once on the brink of suicide rediscovering meaning, peace, and a new sense of well-being and spiritual wholeness. Their profound shift from broken warriors to spiritually reawakened human beings offers insights and approaches for millions of other PTSD-suffering veterans from the Vietnam war, as well as the more recent wars in Iraq and Afghanistan.



# WHY THIS FILM NOW?

In 2014, the VA announced that 22 veterans were killing themselves each day. **Today, a decade later, 17 US veterans are still taking their own lives every day.** The PTSD problem has not gone away. For many veterans of wars in Vietnam, Iraq and Afghanistan, the psychological wounds of war remain unhealed, their suffering buried beneath decades of silence, stigma, or neglect. *Healing a Soldier's Heart* is an apolitical **call to compassion, a tribute to those who continue to carry the trauma of war within them, and a blueprint for recovery.**

Now, on the 50th anniversary of the end of the Vietnam War, a one-hour version of the award-winning *Healing a Soldier's Heart* will premiere on PBS stations. American Public Television (APT) will distribute the film for viewing to coincide with Veterans Day, November 11, 2025.





# A CRITICAL TIME

The 50-year anniversary of the end of the Vietnam war means that for many Vietnam veterans, now in the final chapters of their lives, the urgency to honor their suffering—and learn from stories of reconciliation and transformation—has never been greater.

This film shows that it is possible to close open wounds—with compassion, cross-cultural connection, and spiritual courage.

The national broadcast of *Healing a Soldier's Heart*, highlighting stories of the pain and the potential for real healing, underscores our collective support for the well-being of our veterans. We honor the deep sacrifices they have made for our country.





# KEY THEMES & IMPACT

- **Moral Injury and PTSD** The film exposes the psychological harm when combat violates a soldier's personal moral code, leaving a moral trauma that continues long after physical wounds heal.
- **Cross-Cultural Reconciliation and Restitution** Asking for forgiveness from the Vietnamese people—including former adversaries—and atoning by “giving something back” plays a critical role in the veterans' healing.
- **Spiritual Recovery** Through this sacred pilgrimage, integrating Buddhist rituals and prayer, the film powerfully illustrates the vital role of faith and spirituality in addressing trauma.
- **The Family Impact** The film highlights the role of spouses and families in the recovery process.
- **Historical & Contemporary Value** As PTSD affects new generations of vets from more recent wars, the film will serve as a timely resource, demonstrating immersive, in-country healing methods that go beyond medication or talk therapy, and are being applied to other current conflicts.





# SPOUSES SUPPORT



**Bob Reiter, Staff Sergeant, USMC 1971-1977;** a Marine door gunner wracked with guilt over civilian deaths and the loss of his best friend in combat.



**Deborah Reiter:** *"I know this trip either make or break Bob and I in our marriage. We know he loves us and cares for us, but he's not emotionally available to us. But he would always be there for one of his brother or sister veterans."*



**Michael Broas, Specialist 4<sup>th</sup> Class, US Army: 1969-1970;** a reluctant draftee who opposed the war but served on the front lines, now seeking forgiveness and peace.



**Valerie Broas:** *"Some nights, you know, like I'll be laying there and he'll wake me up talking. It's usually with him in the jungle telling whoever's with him to be quiet because they're out there. They see us."*



# SPOUSES SUPPORT



**Terry Bell, Captain, U.S. Army 1967-1968;** haunted by the deaths of three-fourths of his company in the Battle of Dak To.



**Anita Bell:** *"It's self-forgiveness for Terry. He had been working on it with psychotherapists prior to being admitted into a treatment program. However, he really didn't know how he could ever fully be forgiven."*



**Larry Turner, Lance Corporal USMC 1969-1971;** confronting the racism he as an African American marine inflicted on Vietnamese civilians and finding redemption through Buddhism.



**Naima Banks:** *"When he came back, I was surprised to hear, we are going to get married. And I've known him over 25 years. He's never been married, either. So he made a commitment."*





# JOIN US!

## SPONSORSHIP OPPORTUNITY:

### US PUBLIC TV BROADCAST & ONLINE ENGAGEMENT

In addition to reaching an exclusive audience via PBS stations, our goal is to place the film and webcast in front of as many of the 22 million veterans and their 15 million spouses as we can reach via the film, the webcast and online screenings.

**We are seeking program sponsors and funders to offset our total costs of \$78,000\*:**

- \$25k - National carriage fee and technical deliverables to PBS
- \$12k - Live webcast with Dr. Tick to follow the film.
- \$16k - Press & Promotion Campaign (4-months)
- \$12k - Social Media Campaign (4-months)
- \$5k - Online Advertising
- \$8k - Create, finalize & service Organizational Partnerships (4-months)

## FUNDING LEVELS

**Title Sponsors:** (\$25k or more) will appear in the opening and closing credits in all PBS broadcasts and all on-line streaming of the film and webcast (:15 seconds before and after broadcast embedded in film); in all promotional material.

**Major Funders:** (\$10k - \$24k) will appear prominently in closing credits, webcast and promotional material.

**Program Funders:** (\$2k - \$9k) will appear in closing credits, webcast and promotional material.

**\* All Donations are Tax Deductible.** An explanation of specific benefits is available upon request.



# PBS STATIONS

The “PBS Halo Effect”: PBS is a highly trusted source and enhances brand perception

- PBS is ranked as the **#6 broadcast and cable channel**.
- Its primetime audience is larger than that of A&E [the PBS audience is 135% larger], Bravo (126%), TLC (122%), Discovery Channel (79%), and HGTV (39%).
- Over the course of a year, PBS reaches 79% of all U.S. television households – **nearly 200 million people**.
- 95% of PBS viewers have an **HHI of \$150K+**
- PBS viewers are **73% more likely to donate \$1,000+ to nonprofits**.

## PBS HAS HIGH AUDIENCE ENGAGEMENT FOR SPONSORS

- **51% OF PBS VIEWERS SAY THEY PAY FULL ATTENTION WHEN WATCHING,**
- **VIEWERS ARE 2X MORE LIKELY TO PAY ATTENTION TO SPONSORSHIP MESSAGES ON PBS THAN ON COMMERCIAL NETWORKS.**
- **63% OF VIEWERS BELIEVE PBS SPONSORS HAVE A GREATER COMMITMENT TO QUALITY AND EXCELLENCE**
- **71% OF VIEWERS RESPECT COMPANIES AND ORGANIZATIONS THAT SPONSOR PBS DUE TO THEIR ASSOCIATION WITH THE NETWORK**

## DISTRIBUTION PARTNER



For the 19th year in a row, Americans rank PBS the most-trusted media institution.



A vast majority of respondents said they trust PBS "a great deal" or "somewhat."

Graph indicates "trust a great deal" and "trust somewhat."



# WEBCAST

We are requesting funding to produce a **live webcast** with Dr. Tick and other PTSD experts to follow the broadcast of *Healing a Soldier's Heart*. In the live webcast vets of all wars and their spouses will have a chance to ask Dr. Tick about their own healing journey following their service and/or war trauma. We will also present powerful segments from the presentations Dr. Tick has given to Ukrainian and Russian veterans and audiences during the past year.

Dr. Tick's approach is as relevant today as ever. His **Soldier's Heart Transformational Model**—an immersive step-by-step holistic process—has proven effective in healing moral injury, "the soul-trauma," that many soldiers suffer in war, and is now being successfully applied to other conflicts.

The live webcast with veterans and viewers will be recorded and made available for viewing via multiple websites, including [PBS.org](https://www.pbs.org) and the many veteran and media organization websites that will partner with us.

Your sponsorship of our webcast will be acknowledged on the project website as well as before and after every webcast stream, and will underscore your respect and support for our 37,000,000 veterans and their spouses.



**Dr. Tick's books translated into Russian and Ukrainian.**



**Part of the international audience for the Kyiv Fulbright Circle zoom session.**

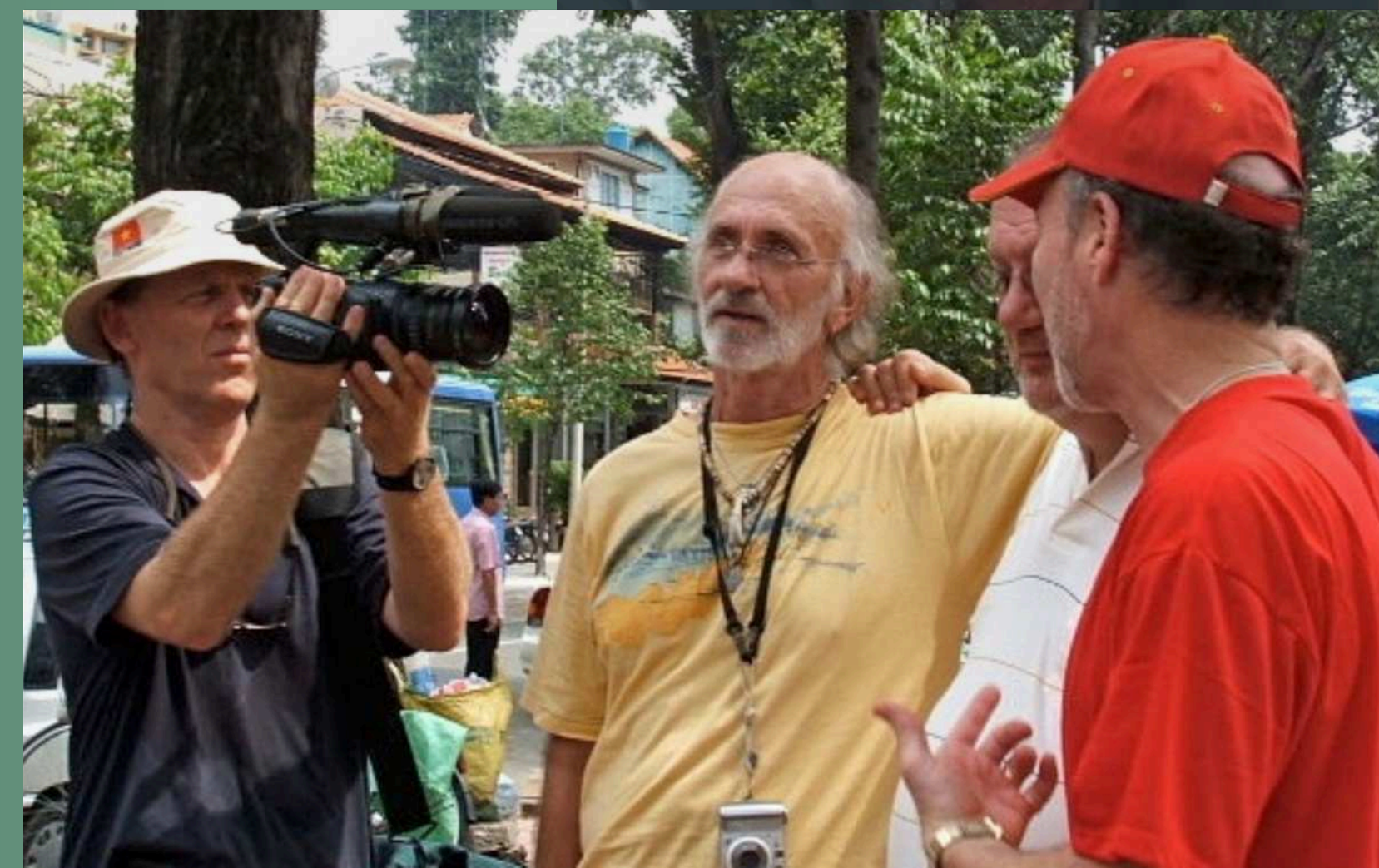


# THE FILMMAKER

## STEPHEN OLSSON

Veteran director Stephen Olsson's vision for *Healing a Soldier's Heart* is rooted in trust, intimate observation and emotional truth. A National Emmy, Peabody and duPont-Columbia Award-winning director, Olsson's work has received recognition and awards at major film festivals such as Sundance, Tribeca, IDFA, Mill Valley, Tel Aviv, Tehran, Dubai, Sarajevo, WOMEX, and many national and international festivals. Olsson has produced and directed several award-winning documentaries for PBS (POV, Frontline, Nova), the BBC, National Geographic TV, Arte, Canal+, TV Ashai, as well as the 22-part series broadcast nationally on PBS: Global Spirit, ([www.GlobalSpirit.tv](http://www.GlobalSpirit.tv))

With *Healing a Soldier's Heart*, Olsson's lens focuses on the invisible aftermath of war —the moral, spiritual, and familial damage that war leaves behind. As director and cameraman, Olsson's intimate, observational approach allows viewers to become quiet witnesses to the veterans' most raw and meaningful emotional moments. This cinematic journey offers insights and healing through personal and shared rituals of reckoning, redemption and renewal.





# ED TICK

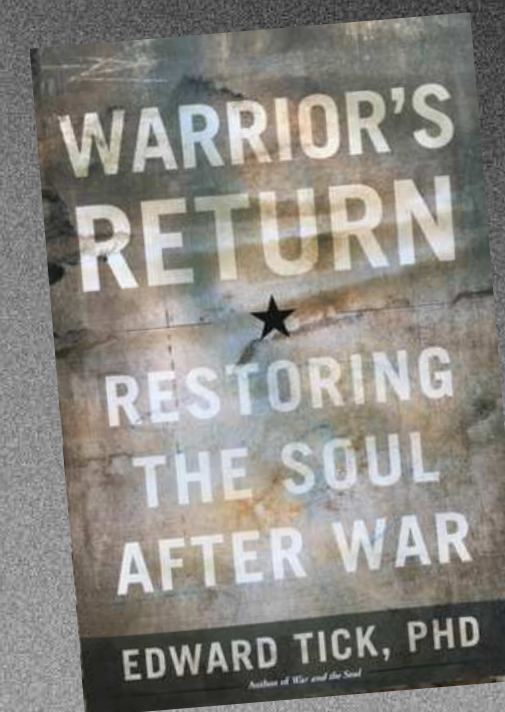


Edward Tick, PhD is a nonfiction writer, poet, transformational healer, holistic psychotherapist, educator, and international journey guide. For over forty years, he has worked to heal the invisible wounds of war and violent trauma. Author of ten books, Dr. Tick is internationally recognized for pioneering spiritual, holistic, and community-based approaches to treating PTSD and moral injury, particularly among veterans and survivors of severe violence.

Dr. Tick's influential books—including the award-winning *War and the Soul*—introduced the ancient concept of soul wounding and its relevance to modern trauma recovery. He has led trainings, retreats, and workshops worldwide and collaborated extensively with the Department of Defense and Veterans Administration, where his work is widely implemented. For a decade, he served as the U.S. military's subject matter expert on PTSD and Moral Injury.



Dr. Tick's book, *Warrior's Return*, has been translated into several languages. The Ukrainian edition (red cover) has resonated with Ukrainians and Russians alike. He is the only therapist currently working with both communities to help them face the trauma of war and to begin the healing process.





# TEAM



**STEVE MICHELSON**

**Executive Producer.**  
**Executive Director of THE FUND FOR SUSTAINABLE TOMORROWS**  
He has over 40 years' experience as a documentary production and distribution executive. Steve has been the Executive Producer on many films involving: Climate Change, Social Justice and Health Care including: *Scarred Lands and Wounded Lives: The Environmental Footprint of War, In Our Own Hands: How Parents are Reinventing Medicine* and *Moving Through Cancer*.



**LORRAINE HESS**

**Director of Underwriting and Donor Relations at CULTURAL AND EDUCATIONAL MEDIA and THE FUND FOR SUSTAINABLE TOMORROWS**  
Former VP Programming and Acquisitions for LinkTV, and international programming consultant for PBS channels such as KCET and WORLD Channel. Lorraine is committed to working on projects that forge change through storytelling. She brings deep experience developing, fundraising and programming for documentary films and series.



**DORIAN ADAMS**

**Director of Community Relations and Development at THE FUND FOR SUSTAINABLE TOMORROWS**  
Ran USMC recruitment campaign at JWT in Washington, D.C. Co-founder OPERATION REINVENT, the nonprofit created to facilitate the transition of women veterans to civilian life. Founder of *Benefit Magazine* about the lifestyle of philanthropy in the Bay Area. Dorian has 40 years' experience in branding, marketing, and sales creating multi-million dollar deals with blue-chip companies.



**STEVE LADD**

**Strategic Advisor and Marketing Consultant. Founding Principal LADD MEDIA**  
For over 35 years, Steve has produced and marketed documentary films. He was Executive Director of an Oscar-winning production and distribution company. As a consultant, he has helped support and launch dozens of award-winning films. He co-produced a recent film about Vietnam War protests, *The Movement and the "Madman,"* which aired on the PBS American Experience series.



**ABBY KINGI**

**Engagement Associate. Film Director / Producer and Creative Director @ LAMP STUDIOS LTD., New Zealand**  
Abby has been running LAMP film studio for the past 13 years. Her clients have been NZ based businesses, government agencies & non-profit organizations. She brings a passion for storytelling and a sharp creative vision to every project. Abby has produced emotive, high-quality films, particularly documentaries that inform, inspire, and move audiences.



# YOUR SUPPORT IS NEEDED NOW!

At this historic moment—the 50th anniversary of the Vietnam War's end—we have a shared national responsibility to bear witness to the pain and suffering of our veterans, and to share expertise and approaches that demonstrate that healing from PTSD is possible.

The personal and national stories of healing, from Vietnam, Iraq, Afghanistan, Ukraine or Russia become part of our collective global, human story of trauma and reconciliation.

With your support, we can ensure this story reaches those who need it most.

***“Dr. Tick, thanks for the incredible work you do.”***

**Kathy Abbatello, Mother of Marine who served in Afghanistan**





# REVIEWS & REACTIONS



*Highly recommended... **Compelling, poignant, and heartfelt. An exceptional film to begin understanding post traumatic stress and the Vietnam veteran. Viewers not only come away with an awareness of the significance of post traumatic stress but see the transformation that begins for the veterans.*** Educational Media Reviews



*Ed Tick reminds us we must be willing to walk through hell beside our veterans with our hearts wide open; he has given us one opportunity for a first step through this film. The healing has begun and our veterans will take their rightful place in our society.* John Schluep, Vietnam era vet, Senior Pastor of First Congregational Church, Tallmadge, Ohio; Founder of The Warrior's Journey Home



*What a beautiful creation! It moved me to tears and inspired me to do more. So many beautiful principles that traditional therapy misses.* Glenn R. Schiraldi, Ph.D., University of Maryland School of Public Health



*As a therapist I have worked with PTSD with a variety of clients. This film gave me a deeper experience, a visual guide to how deep the wounds are and yet how deep healing can be... the film gives HOPE that it is never too late. The loving Vietnamese people, the way the children warmed the hearts of the vets, and the image of the vet walking with the water buffalo paint the spirit of our work - more so than words could ever do. I found this film to be useful to the community on PTSD - the images are profound - they bring sacred silence and often tears to the audience...* Lin Daly, Executive Director, Therapeutic Inpatient Facility, Milwaukee, WI.



# CONTACT US TO MAKE A DIFFERENCE!

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## Cultural & Educational Media

*Discovering Unity in Diversity*

Cultural & Educational Media, a 501(c)3 non-profit. Since 1983 CEM has produced award-winning documentaries and TV series that promote understanding and respect among peoples, cultures and faiths worldwide.  
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We specialize in socially-impactful documentaries and engage audiences who can make a difference.

[thefundforsustainabletomorrows.org](http://thefundforsustainabletomorrows.org)

