

# Jewish Heritage Month (May) Signals Launch of New TV Series - "Boycott" - Inspired by Real-Life Events of the 1902 Kosher Beef Boycott, Led by Jewish Female Immigrants

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## Contact Author

JEFF MUSTARD

[The Bamboo Agency](#)

954-801-8263

[Email >](#)

VISIT WEBSITE



"Boycott" is a one-hour scripted, dramatic, historical-fiction, limited-series, written by Jeff Mustard, a multiple award-winning writer/producer/director. Inspired by the real-life events of the 1902 Kosher Beef Boycott protests when thousands of women "rioted and rallied" throughout the streets of the Lower East Side due to a planned increase in the cost of beef, Mustard leveraged the extraordinary highlights of the "rallies, protests, arrests and public outrage" (both pro and con) of this event, a mostly all-female led boycott, as the scaffolding upon which he created the series. The show features co-female-leads, is braided with engaging fictional storylines and character arcs, and is constructed in six one-hour episodes as a prestige television series ideal for network, cable, or streaming platforms.

### BOCA RATON, FLORIDA (PRWEB) MAY 13, 2020

Project Intro / Overview: T.V. Series / Musical Stage Play

Mustard, a multiple award-winning writer/producer/director with a wide array of credits in print, radio, tv and film (both in front of and behind the camera) discovered the little-known 1902 Kosher Meat Boycott story more than three years ago, and has since worked on creating the tv series. Then, in early 2019, Mustard, as he puts it, "had a late night epiphany." He decided the series would make for a great stage play musical - a hip-hop-style show, a Hamilton-Esque musical to be precise. Realizing that the show takes place in a fascinating period, and it could be done with limited sets, he took the majority of 2019 (9 months) to write lyrics, find the right cast - 4 females, two males, who could sing/rap, and produced six songs, sixty-minutes of music, using six of South Florida's leading acting/singing talent, as "proof of concept" of what his version of a history hip-hop musical could be.

Mustard is publicly launching the project, as either a T.V. series (award-winning pilot written, and multiple other one hour episodes, written), as well as the Musical adaptation version, titled, *Boycott: A NYC 1902 Hip Hop Musical* with the show tag line: *Resistance Never Sounded so Good*, in May to coincide with Jewish Heritage Month, and the anniversary of the boycott event, May 15, which marks the 118th anniversary of the boycott event.

The Story / Premise: Here's how the story is Pitched -

In NYC, 1902, two unremarkable women take on one of the nation's most powerful business monopolies - the Meat Trust - a/k/a The Cattle Barons, during the last breaths of the Gilded Era, with results no one could have imagined - changing the course of U.S. history.

The Compelling Tale - Mustard Was Drawn to this Event

Mustard's tv show, and musical, tells the tale of this explosive, fascinating, three-week period, that at the time earned national headlines and captured the attention of President Theodore Roosevelt. The series is set in this extraordinary world - New York, City, Lower East Side (Ward 10 - to be exact), more than 100 years ago. "The land of

"Boycott" is a prestige, historical-fiction, tv series revealing the extraordinary tale, inspired by real-life events of the remarkable women behind the 1902 Kosher Beef Boycott, set in NYC Lower East side, whose actions changed the country and made history," says show creator/writer, Jeff Mustard.

pickled herring, borscht, street knishes, tzimmes, cholent, and all the food from Eastern Europe that gives Jewish people their identity,' says Mustard. "Little did Fanny and Sarah, (who Mustard made the co-leads of the show), the two women who, in a spontaneous moment triggered this event, know at the time," says Mustard, "that their 'agitation, aggravation, and frustration'" (a lyrical refrain used in one of the songs), against the Big Six Cattle Barons, would have the impact it did."

"Boycott" Website: <http://boycott1902.com/>

Facebook Page: <http://www.Facebook.com/boycott1902>

Why This Story, Why Now?

"There has never been a better time to tell this story," says Mustard. "Remarkably, so much of what these women went through more than 100 years ago, is as relevant today as it was then." Issues that were prevalent in those days are still remarkably, sadly, just as relevant, pronounced, and poignant. Issues related to immigrants, immigration, patriarchy, bigotry, racism, as well as feminism, feminist activities, the ["proper" as defined by both the [religious] Jewish and the secular communities] role of women, Jewish women in society, contributions of immigrants are all prevalent, powerful and timely themes in the show.

Celebrate this Story Now - On the Anniversary of the Boycott Event

May 15 - June 5 - The Event Anniversary & Three Weeks of the Boycott

Moreover, says Mustard: "May is the ideal time to launch this tv series," says Mustard, "not only because May is 'Jewish Heritage Month,' but May 15 is the actual anniversary of the boycott event."

Until now, few know the story of this extraordinary three-week, female-led battle, that by all accounts was a critical inflection point in female social activism. This family-friendly, four-quadrant, period-thriller, in Mustard's view, has all the makings of a Bechdel Blockbuster. Before Norma Rae, before Karen Silkwood, before Thelma and Louise, before Erin Brockovich, there was Fanny and Sarah. "These women, this story, is perhaps the most profound, unrecognized story of crucial historical events at the turn of the 20th century," says Mustard.

According to Mustard, after more than a year of research, he observes and concludes,"their actions changed the country and made history." This discovery was so profound, Mustard uses it in the promo materials for the show's tag line. "They wanted fair food prices to feed their families...They got a Battle that Made History and Changed the Country." Mustard continues: "their story, this fascinating period piece, is worthy of a tv series, Broadway show/musical, and feature film." The way he sees it, "Boycott," has all the elements to appeal to a global-wide audience, a trans-media entertainment product, ideally suited for network, cable, or streaming platforms. "Real life stories with powerful female protagonists are in great demand," says Mustard, "Boycott," tells a compelling story inspired by the real-life events, led by women, that changed the country and made history. "As far as Hollywood and the media business go," says Mustard, "this is the trifecta entertainment product all studios and producers seek to get behind."

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WHAT:

The "1902 Kosher Beef Boycott," is singularly one of the essential historic female events to occur in NYC Lower East Side. This extraordinary historical incident has inspired the creation of a network or streaming-quality television series - "Boycott." The pilot episode is written, which has received numerous Hollywood contest recognitions. And lyrics have been written, and six hip-hop style songs produced for a musical adaptation of the tv series as a Broadway-style musical.

WHEN:

THE ACTUAL (ANNUAL HISTORICAL) DATES OF THE "BOYCOTT" EVENT ARE MAY 15TH - JUNE 5TH - THIS YEAR IS 118 YEARS FROM EVENT DATE.

B.G.: The Discovery

After Jeff Mustard learned of the 1902 Kosher Beef Boycott about four years ago, from a framed newspaper article on the wall of a restaurant, he set upon a journey to learn more. As a tv writer, I was intrigued; "I immediately thought — "feature film."

## The Research

Says Mustard, "I spent a year researching and about a year writing, believing from the get-go that this would make a great feature film," says Mustard, a born and bred Brooklynite. A female-driven (Jewish immigrant) uprising, co-female leads, strong female supporting ensemble, riots and rallies, arrests, a cabal of bad guys - The Meat Trust - a conspiracy? Yes! Philip Armour and Gustavus Swift, the most prominent meatpackers in the country among them (wow). Henchmen who do the bidding for the bad guys, who, of course, get a comeuppance. A period piece set in NYC Lower East Side - all of this proved irresistible.

## The Writing

More than 200 pages later, it became apparent — a. Too much story. b. Can't be a feature film - feature films are about 120 pages. And so, "Boycott" became a Limited series tv show. Not so terrible in our society's new Golden Era of Television. Um, oh, spinoff? Yes, with characters from the original cast set in a new (additional Limited Series show) that leverages the period AND a tie-in with another high-profile event that takes place nearly ten years later in NYC.

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## About Jeff Mustard

Jeff Mustard is a prolific hyphenate, with an extensive credit roster as a writer, producer, director, including acting credits, for tv, film and theatre. An accomplished advertising, marketing and public relations professional, Mustard has been involved, in varying capacities, in the film, tv and production industries, not only as a writer/producer, but as publicist and marketer for high profile entertainment and business personalities.

Jeff Mustard's work has been published nationally in print, radio, television and the stage. He is the co-author/ghostwriter of a Wall Street Journal Best-Selling Book, A Message from Garcia: Yes, You Can Succeed, published by John Wiley. He was head writer of The Best of Wine and Food, a television series hosted by George Hamilton, syndicated nationally on the Food Network, and the writer/producer/ director of Deerfield Days, an award-winning documentary film.

The former President of the South Florida Screenwriters Guild, (not WGA-related), Mustard was the Creator/Executive Producer of the Make-A-Film Competition, a successful event for emerging filmmakers produced in conjunction with Independent Feature Project (IFP)/Miami and IFP/Los Angeles. Early in his career he performed as a stand-up comic, and appeared in television commercials, an HBO Comedy Special, Richard Jeni: Crazy from the Heat, and two made-for-cable movies, Miami Models, and International Tease.

Contracted by former "Miami Vice" co-star, Philip Michael Thomas, Mustard performed in two Edward Albee productions produced by Mr. Thomas at his North Miami Theater. Mustard was contracted by Alamo Rent-A-Car to write, produce and direct a stage play for the organization in Las Vegas.

Mustard's radio production company, Hysterical Comedy Services provided comedy materials — skits, sketches, fake commercials and song parodies to three of the nation's largest radio comedy syndicators— Premiere Radio Networks, Pro-Media and Olympia Radio Networks. His material was broadcast by hundreds of radio stations to millions of listeners across the country.

Editors Note/Media Contact: For Interviews, Graphics, Posters, Logos, Use of Music Audio Files and Video Clips for Podcasts and Broadcast - Online and Offline Use.

Contact: Jeff Mustard | 954-801-8263 | [jeff@thebambooagency.com](mailto:jeff@thebambooagency.com)

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