

THEY FOUGHT FOR **PEACE**

THEY FOUGHT FOR **JUSTICE**

THEY FOUGHT FOR **FREEDOM**

THEY HAD TO GO

To see where
we are...



...look where
we've been.



THE PRESS AND THE PUBLIC PROJECT PRESENTS

FOUR DIED TRYING

A MULTIMEDIA DOCUMENTARY FRANCHISE



What is **FOUR DIED TRYING?**

A political serial-thriller on an epic scale, **FOUR DIED TRYING** is a multifilm documentary franchise, book series and podcast that will forever change the way Americans understand their past and navigate their future.

A completely original work of history that more closely fits the startling facts, **FOUR DIED TRYING** is the first multimedia project to treat the assassinations of the 1960s as an interconnected whole.

The assassinations of John F. Kennedy, Martin Luther King, Jr., Malcolm X and Robert F. Kennedy are revealed as never before — not just as tragedies that marked the close of an era, but as acts of state that cemented America's transformation into an imperial power. As these powerful stories make clear, the country — and the world — have never been the same since.

The films, books and podcasts of **FOUR DIED TRYING** compel audiences to wonder: As the world once again trembles at the dawn of an uncertain tomorrow, what crucial lessons about the nature of power must we draw from yesterday?

THE WORLD IS WATCHING

FOUR DIED TRYING became the #1 release on Apple TV as soon as our hour-long *Prologue* premiered on November 22, 2023 — the 60th anniversary of President Kennedy's murder.

Our initial ad campaign went viral, thereby laying the groundwork for major sales. It ran from September 7 through November 26, 2023, and included a video trailer of the *Prologue* and a TV and New York Times ad campaign.

By November 27, the campaign had received a combined total of nearly 40 million impressions, including:

- 34 million display ad and video impressions on Meta
- almost 4 million impressions on YouTube
- more than 2.2 million impressions for ads in the *New York Times*
- 614,000 reactions
- 81,000 clicks to our website link
- 27,000 comments

Clearly, a large audience was ready — and waiting...



To see where we are, look where we've been.

JOURNEMAN PICTURES AND THE PRESS AND THE PUBLIC PROJECT PRESENT FOUR DIED TRYING
 MUSIC BY JOEL HANDBURGER. EDITOR: JONATHAN ASHLEY. DIRECTORS OF PHOTOGRAPHY: ALAN DEUTSCH, DAN FRODMAN.
 SOUND RECORDIST: DAVID ROOS. EDITOR: PAUL DEMONTE. ANNA MILLER. SHERMAN LUSTIGAR. KARENDA SHUKORON. SECOND PRODUCER: ADRIENNE PATTON.
 RESEARCH: A.E. SOUTS. SUSAN TARGET. CO-PRODUCERS: LEE DAVIS. ISAM PARRIS. CONSULTING PRODUCER: MARK CRISPIN MILLER. EXECUTIVE PRODUCER: MARK DORTON.
 PRODUCED BY LOBBY HANDBURGS. DIRECTED BY JOHN KERRY.

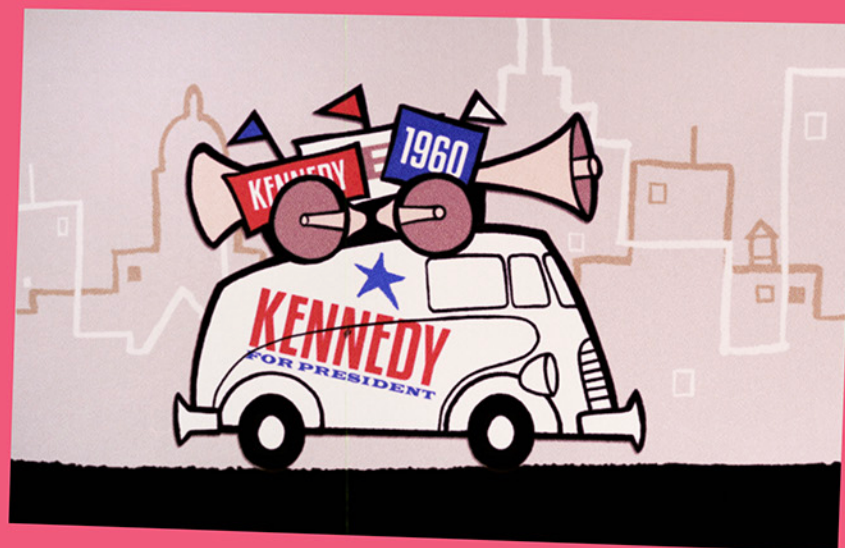
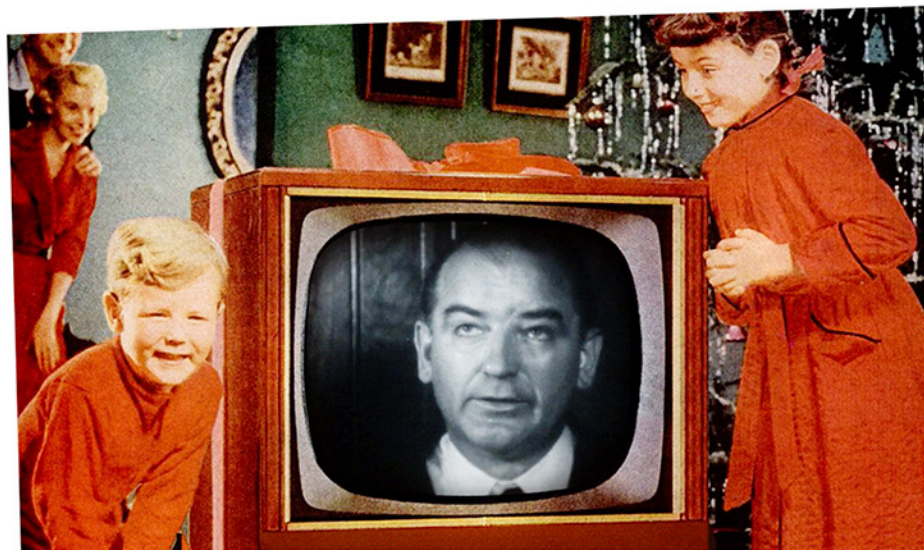
FOUR DIED TRYING

THE FILMS

Our journey begins with the *Prologue*, an hour-long overview of the stories to come. It's a compelling film in its own right, one that RFK speechwriter Adam Walinsky called a "national document."

The first four parts of *FOUR DIED TRYING*, each divided into chapters of individual stand-alone films, present a radically new take on the lives of the four leaders.

Parts Five through Eight begin at the moment of each man's death. Starting with the official stories, the films proceed to tell the incredible tales of the small handful of citizen-investigators who risked everything to find the truths behind the most significant political murders of the modern era.



They didn't just kill him,
they killed the story.

FOUR DIED TRYING

STREAMING NOVEMBER 22 • FOURDIEDTRYING.COM

Unreported News

"All The News You'll Never See"

New York, New York

November 22, 2021



**MALCOM X TO FORMALLY CHARGE U.S.
WITH HUMAN RIGHTS VIOLATIONS AT U.N.**

By THE PRESS &
THE PUBLIC PROJECT

Four Died Trying
will premiere the
platform

They didn't just kill him,
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FOUR DIED TRYING

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Unreported News

"All The News You'll Never See"

New York, New York

November 22, 2021



**PRESIDENT KENNEDY'S "PEACE SPEECH"
MAJOR STEP IN EASING COLD WAR TENSION
WITH RUSSIA.**

They didn't just kill him,
they killed the story.

FOUR DIED TRYING

STREAMING NOVEMBER 22 • FOURDIEDTRYING.COM

Unreported News

"All The News You'll Never See"

New York, New York

November 22, 2021



**DR. KING CALLS FOR IMMEDIATE U.S.
WITHDRAWAL FROM VIETNAM.**

FOUR DIED TRYING

The Origin Story

In 2016, we began interviewing the family members, friends, colleagues, advisers, officials, assassination witnesses, attorneys, journalists, first-generation researchers and even some of the enemies of the four murdered leaders. To date, we have filmed more than 130 original interviews, comprising almost 700 hours of footage.

In addition to telling the defining story of our time, FOUR DIED TRYING represents the last great oral history project about the 1960s. We have collected mind-blowing testimony and insights from sources such as Jesse Jackson, Kathleen Kennedy Townsend, Robert F. Kennedy, Jr., Bernice King, Martin Luther King III, Ilyasah Shabazz and Oliver Stone.

For a full list of our interviewees, visit FourDiedTrying.com/press.

NICHE DEMOGRAPHICS

FOUR DIED TRYING's target audience is enormous, and includes viewers fascinated by:

**BLACK HISTORY • AMERICAN HISTORY • THE 1960s • THE VIETNAM WAR
CIVIL RIGHTS • AMERICAN POLITICS • THE KENNEDYS • TRUE CRIME**

The marketplace for films, podcasts, streaming series, books, lectures, art exhibitions and articles about the four assassinations, already flourishing, has been sent into the stratosphere — and given new relevance — by recent developments, such as:

- **RFK Jr.'s controversial run for POTUS, and his historic appointment as upcoming secretary of the Department of Health and Human Services in Trump's Cabinet**
- **The two apparent assassination attempts on Donald Trump**
- **Trump's promise to declassify the rest of the government's JFK assassination files**
- **The 2023 exoneration of two of Malcolm X's accused killers**
- **The \$130 million wrongful-death suit filed by Malcolm's heirs against a slew of individuals and governmental agencies**

The people and events covered in FOUR DIED TRYING were hot topics when we began production in 2016. Today, they're even hotter.

GOOGLE SEARCH PROVIDES PROOF POSITIVE THAT THERE CONTINUES TO BE INTENSE INTEREST IN FOUR DIED TRYING'S HISTORICAL SETTING AND SUBJECT MATTER. EVERY MONTH, THERE ARE:

- 673,000 searches for the phrase "Robert F Kennedy Jr" (who figures prominently in our series)
- 301,000 searches for "Malcolm X"
- 135,000 for "JFK assassination"
- 135,000 for "Lyndon B Johnson"
- 49,500 for "Sirhan Sirhan"
- 18,100 for "Who killed Martin Luther King"
- 9,900 for "JFK documentary"

YouTube VIDEOS ABOUT THE FOUR LEADERS ARE WILDLY POPULAR:

I Have a Dream speech by Martin Luther King Jr HD (subtitled) — 25 million views

The Suspicious Assassination of JFK — 23 million views

Lee Harvey Oswald's Final Phone Call — 12 million views

The Kennedy Assassination: Inside the Book Depository — 12 million views

The "Deep State" Explained — 10 million views

Why People Think The Government Killed JFK — 9.4 million views

Mysterious Death of Reporter Dorothy Kilgallen & the JFK Assassination — 7.8 million views

Malcolm X - Interview At Berkeley (1963) — 7.6 million views

Malcolm X on Front Page Challenge, 1965: CBC Archives | CBC — 6 million views

Oliver Stone on the JFK Assassination Cover-up — 4.8 million views

Was President JFK Really Killed by the CIA — 4.6 million views

Why Was Everybody Connected to JFK Suddenly Mysteriously Killed — 3.7 million views

Uncut Interview – JFK Emergency Room Doctor: Dr. Robert McLelland — 2.7 million views

Robert F Kennedy Jr Names 2nd Shooter Who Killed His Father with Sirhan Sirhan (Part 7) — 2.6 million views

Why People Think the FBI Killed MLK — 2.2 million views

1.4M

FOUR DIED TRYING

NOVEMBER 22

2.4M



FOUR DIED TRYING

NOVEMBER 22

3.6M



FOUR DIED TRYING

16.8M



2.6M

FUTURE REVENUE

There are many ways to get a return on your investment in **FOUR DIED TRYING**. Potential revenue generators for our multifilm franchise include but aren't limited to:

DIRECT SALES AND RENTALS THROUGH OUR DISTRIBUTOR, JOURNEYMAN PICTURES

Each individual **FOUR DIED TRYING** film aside from "The Prologue" will rent from \$3.99 and be sold from \$7.99 to \$12.99 across streaming platforms, from Amazon to Apple. This offers some of the biggest profit potential. Every time a new 4DT film drops, it will create a window for a new publicity push and press coverage that will boost awareness about — and sales of — our entire franchise.

STREAMING SERVICES IN THE UNITED STATES

As our distributor and sales agent likes to say, "the sky is the limit for U.S.-based streamers." Providers are hungry for fresh content, and they will pay top dollar to license socially relevant, high-quality material like **FOUR DIED TRYING**. Like it or not, the re-election of Trump and the emergence of RFK Jr. have resulted in a populist moment whose clarion call is for free speech and an end to government malfeasance. The Overton Window on permissible speech has shifted, even at legacy media outlets and platforms that were historically more reserved in their content choices. Case in point: A major broadcaster just offered a colleague of ours \$500,000 per hour for a four-part series on just one aspect of the 1960s. We plan to complete more than 20 individual films, each of which will provide a hopeful new look at our living history.

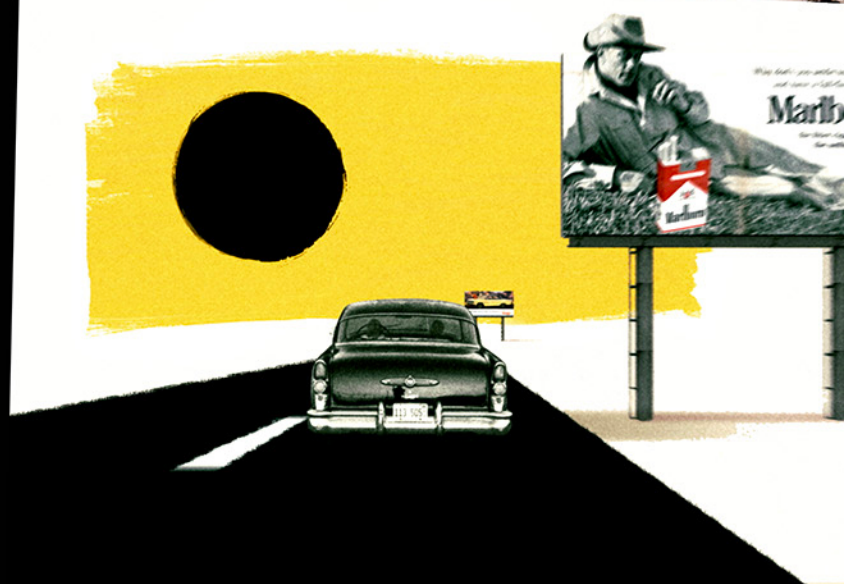
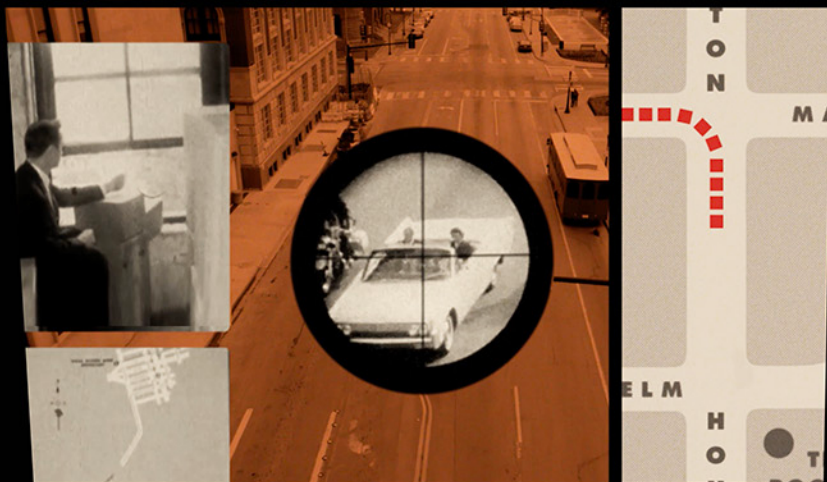
LICENSING DEALS

Our plan is to offer the **FOUR DIED TRYING** "Prologue" for free in order to lure in new audiences. We expect it to perform like its trailers did and receive hundreds of millions of views [show screenshots here]. America's new era is about rebuilding trust and getting down to business, which means the opportunity for advertisers and marketers to associate with the **FOUR DIED TRYING** brand is golden.

THEATRICAL DISTRIBUTION

Before the films hit the streaming platforms, they will premiere at named festivals and be followed by theatrical runs. Successful festival appearances help build buzz and audience for both the theatrical run and for the films when they hit the streaming platforms.





"This is not just another JFK documentary, but a reinterpretation of American history."

—Jefferson Morley, journalist/historian

"The research team on this project dug up films and articles that even I had not seen before."

—Jim DiEugenio, famed Kennedy researcher

Essence named FOUR DIED TRYING's

Prologue one of its "10 Movies to Watch on

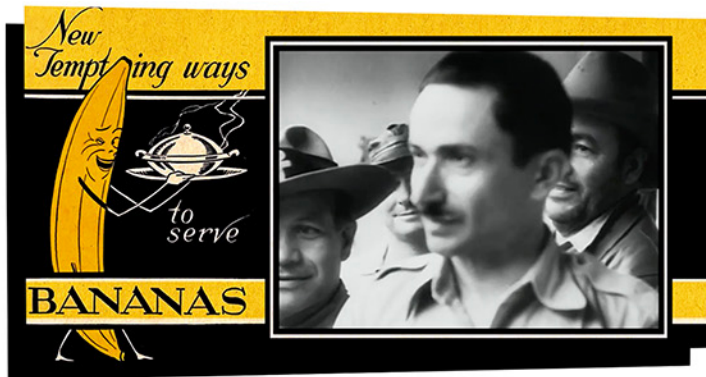
MLK Day 2024."



"The world we live in today flows directly from the four catastrophic murders of the 1960s. Confronting the 'unspeakable' is the only way for America to reclaim its democracy."

—JOHN KIRBY
director, **FOUR DIED TRYING**





when
you
stop
to
think.

Yes, try Beefeater and tonic, in a martini, neat, or 'on the rocks', or in any other way that takes your fancy. However you take Beefeater, you'll find it doubles your pleasure. With Beefeater in the house, you can please yourself and your guests in so many different ways.

Always ask for Beefeater and taste the difference.

Beefeater
EXTRA DRY GIN

LONDON DISTILLED BY JAMES BURROUGH LIMITED SINCE 1820

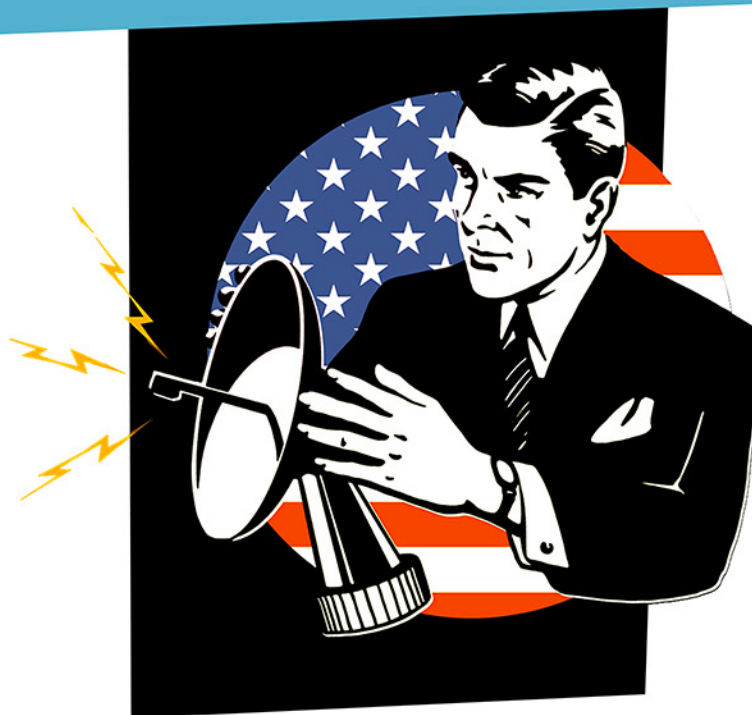


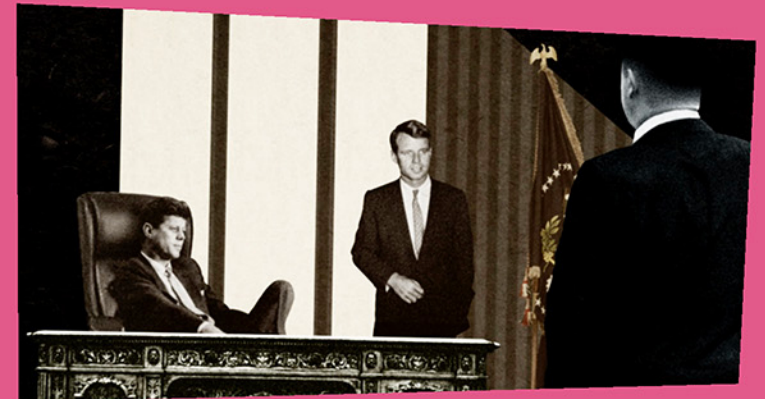
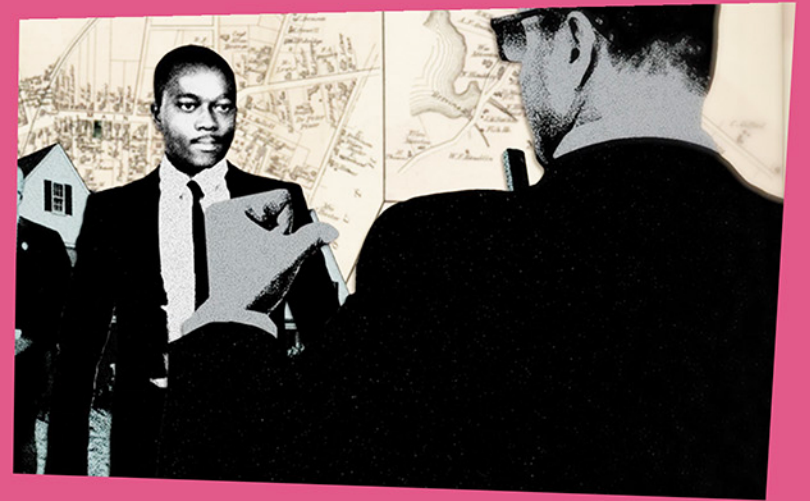
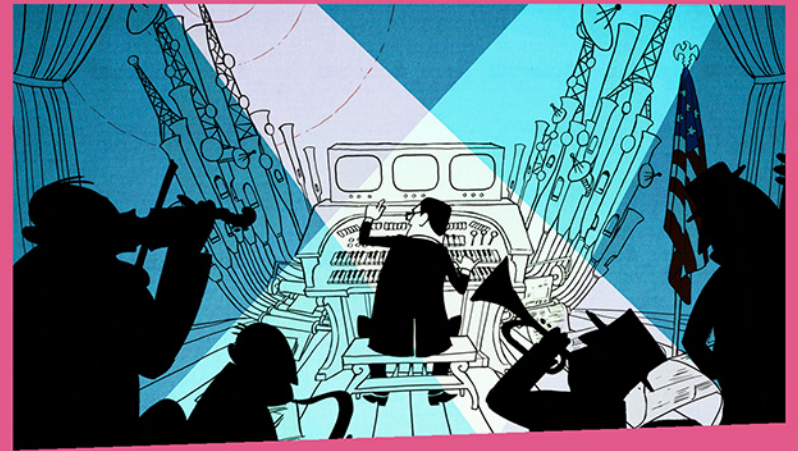


"I'm proud to be creating a powerful film franchise that forever changes those who view it."

"We are uncovering previously untold truths, exposing false narratives and paying homage to the enduring legacies of four remarkable leaders whose example we must now have the courage to follow."

—LIBBY HANDROS
producer, **FOUR DIED TRYING**







JOIN THE REVOLUTION

There are many ways to collaborate with us in the ongoing production of **FOUR DIED TRYING**. To pursue this unique investment opportunity or receive a more detailed version of this proposal, reach out to producer Libby Handros at

(917) 941-1193

or

lhandros@aol.com