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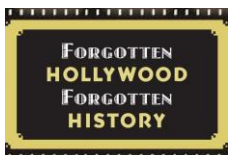
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NERVOUSA FILMS, LLC





Forgotten Hollywood

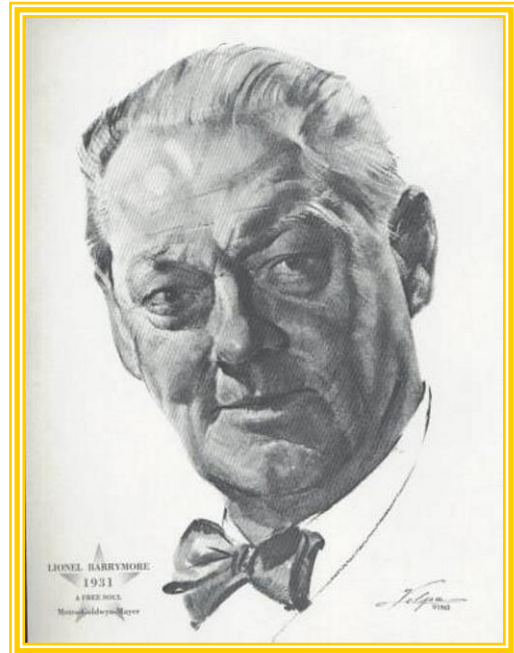


Triumph over Disability -- Lionel Barrymore's Pioneering Story

Forgotten Hollywood LLC presents a Nervousa Films LLC and Vision4Media Entertainment Production

Executive Summary

We present the seldom-shared story of Lionel Barrymore, and his desire to carry on with his career, despite being diagnosed in 1937 with advanced degenerative arthritis. His decision influenced the strategy in our government's pioneering fight to eradicate polio through the March of Dimes Campaign. Barrymore also inspired President Franklin D. Roosevelt and Helen Keller to continue their personal and professional battles over disability and disease. Their tangential paths shaped our national agenda of acceptance; and it positively altered Hollywood's uniform perception of people with disabilities.



A compelling tale from the award-winning *Forgotten Hollywood Book Series*

Forgotten Hollywood: Triumph over Disability -- Lionel Barrymore's Pioneering Story. Before Daniel Day Lewis starred in *My Left Foot* and Cliff Robertson in *Charly*; prior to Helen Keller's chronicled life in *The Miracle Worker*, and Jane Wyman's performance in *Johnny Belinda*; and a decade before double amputee Harold Russell was memorably cast as a disabled World War II serviceman returning home in *The Best Years of Our Lives*... there was Lionel Barrymore. A member of Hollywood royalty, Mr. Barrymore spent the final seventeen years of at MGM on crutches or in a wheelchair. His disability was rarely referenced in screenplays, and the public accepted each fine performance. What emerged is a dignified litany of celluloid roles in *You Can't Take it with You*, *It's a Wonderful Life*, *Key Largo*, *A Guy Named Joe*, and the *Dr. Kildare* series of films. At the same moment in time, President Roosevelt was hiding his own different ability from the electorate due to polio (infantile paralysis) for fear of losing confidence of the nation. Society eventually addressed the subject of disability; beginning with the FDR's implementation of the March of Dimes campaign. His inspired decision to reach out to Hollywood has roots in the cinematic resolve of Lionel Barrymore.

Confirmed on-screen interviews include Oscar-winning child actress **Margaret O'Brien**, who appeared in *Meet Me in St. Louis* and *Little Women*; and **Scott Essman**, a Universal Studios publicist of classic monster films, and an author and educator in the field of cinematic history, mass media, and filmmaking.

Market Demographic

Various elements of *Forgotten Hollywood: Triumph over Disability* gives this production the ability to connect with multiple generations of the film-going public. And, charitable organizations potentially benefitting from this project include Rotary International's *PolioPlus Program*, The National Arthritis Research Foundation, The American Foundation for the Blind, The National Easter Seals Society of Crippled Children, The International Society for Crippled Children, Moose International Charities' *MooseHeart Child City and School*, and of course, The March of Dimes.

Production Team

The chief executive of Forgotten Hollywood, LLC, with its ancillary franchise of books, a radio show, and blog site, **Executive Producer, Director, and Writer Manny Pacheco** is a Southern California television and radio personality, with a career spanning over three decades. He co-hosted the Daytime Emmy-nominated, *In Studio* on KCOP-13, and he appeared on *Santa Barbara* on NBC. His commitment to quality television programming is evident by his frequent hosting chores on many public television pledge-drives on KCET in Los Angeles. He's also had a successful voice-over and commercial acting career; with clients such as Ford, GTE, Arco, Miller Lite, and most recently, Honda. Since 1980, he's worked as a broadcaster and newscaster for KFI, KRLA, KBIG, and KLAC. Currently, Pacheco works as a traffic anchor at the legendary KNX 1070. A thirty four-year member of the Screen Actors Guild and American Federation of Television and Radio Artists, Manny was invited to become the youngest member of the Pacific Pioneer Broadcasters, whose members include Robert Wagner, Ed Asner, and Betty White.

Nervousa Films, LLC produces a wide range of productions including television programs, commercials, corporate videos, and feature films. The company is a result of **Producer, Director, and Writer Michelle Merker**. Michelle has over twenty-five years creating Southern California television programming; primarily as the News and Public Affairs Director at KDOC, Orange County's only commercial television station; and PBS SoCal, as Producer / Writer for *Real Orange*. Michelle has been honored with multiple Golden Mike Awards, the NAPTE Iris Award, and Emmy nominations.

The co-founder of Vision4Media Entertainment, **Producer David Christopher Loya** has produced and directed hundreds of projects that have aired on CBS, NBC, PBS, Nickelodeon, Bravo, History Channel and A&E Network. Most recently, he directed the pilot for the *Beyond the Moonwalk* documentary series which received a Best TV Pilot nomination at the Banff International Television Festival, as well as, multiple Telly Award honors. Prior to that, he directed and produced the multiple Telly award-winning sports documentary *The Moss Method*, and the acclaimed PBS special *The Big One: Truth About the San Andreas* which was a Telly Gold Award Winner.

Chief Operating Officer for Budgets and Distribution Brian Montes is responsible for the strategic and operational direction of Vision4Media. He's focusing his talents on growing a company committed to creating compelling, conscious entertainment that enriches both the audience, and those invested in the films Vision4Media produces. Brian first entered the corporate world with Leggett & Platt, a major Fortune 500 company. His nine-year tenure has created a solid foundation of sales, management, and international business leadership.

Narrator Jeff Bordner is an Emmy-winning voice talent whose credits include *Hard Copy*, *Puppy Bowl*, and over a hundred national commercials. Bordner is the CEO and President of National Voiceover.

Budget

An efficiently produced Documentary Pilot budgeted at approximately \$200,000 US, *Forgotten Hollywood: Triumph over Disability* promises to deliver the production value of studio productions costing several times more.

Distribution

Forgotten Hollywood: Triumph over Disability will secure a domestic distributor to license the sale of the property into the various distribution channels. Distribution vehicles for this original property are:

- **Television** – The *Forgotten Hollywood* series may find a home within the domestic cable network system. Target cable networks considered include PBS SoCal, Turner Classic Movies (TCM), History, BBC, and GetTV through Sony Pictures Television.
- **Secondary Markets** – Following the series debut into the television market distribution will secure licensing rights into the secondary markets. The target markets are subscription platforms such as Netflix, and Single Fee platforms such as iTunes. In addition, the series will enter the markets through the physical medium of DVD's blu-ray's, and special edition DVD's.

Equally as important as securing domestic distribution is the securing of international distribution. We will secure an international sales agent (ISA) to the series into the international television markets. There are a total of forty-five international markets with a 46th market consisting of worldwide airline/ship markets. The top estimated markets are as follows:

- **Canada (potential domestic partner)**
- Dutch Benelux
- French-speaking Europe
- German-speaking Europe
- Greece/Cyprus
- Iceland
- Italy
- Portugal
- Spain
- United Kingdom
- Scandinavia
- Japan
- South Korea
- Brazil
- Latin America Pay TV

Licensing and Clearance

Vision4Media has access to licensing and clearance experts to ensure the project meets its licensing and clearance issues. Since the project is documentary-based, there will be some (visual and audio) material use of the "Fair Use" doctrine. But, where any specific content requires licensing and clearance, the project can tap two industry veterans to spearhead the requirements.

Jill Meyers is a seasoned music licensing executive with a tremendous track record that includes clearing all of the music for the Michael Jackson documentary, *This is It*. Jill is currently handling music clearance projects for *The Voice*, and Season Two of the Netflix series, *House of Cards*.

The project also taps Lisa Cervantes, an entertainment attorney that specializes in music, intellectual property and licensing issues. Lisa works in tandem with Jill to handle the complex world of image and music clearance.

Partnership Opportunities

Forgotten Hollywood is well positioned for a brand integration strategy. Partnership and licensing opportunities will be pursued for a variety of ancillary products, such as clothing, and other brand related items, etc.

Projected ROI (*Return on Investment*)

Forgotten Hollywood is more than a single documentary. It presents added business opportunities not delineated in this plan to build a branded media series and franchise that extends into a wide range of ancillary markets - both inside and outside the media industry. **We see the licensing opportunities as virtually limitless...that could surpass ROI projections.**

Forgotten Hollywood ROI model is built on an All Rights deal for its **International** territory sales. The All Rights deal will allow each international distributor to release the material in its territory as they see fit. Each territory has different valuations, most of which are driven by the maturity of the market.

The first goal in the project is to create the initial documentary (pilot), and create a return on investment for the financing resource. Recoupment will be done through sale of the finished product in the US and International markets. Below are the estimated returns:

Production Cost	\$195,000
Prints & Advertising	\$5,000
Total Investment	\$200,000
United States/Canada	\$175,000
United Kingdom	\$25,500
France	\$5,000
Germany	\$2,500
Japan	\$5,000
Brazil	\$1,000
Denmark	\$5,000
East Europe	\$5,000
Australia	\$5,000
New Zealand	\$2,000
Denmark	\$5,000
Norway	\$5,000
Finland	\$5,000
Italy	\$5,000
Expected Gross Revenue	\$251,000
Commission Sales	\$13,300
Expected Net Revenue	\$238,700
ROI	19.35%

Series Synopsis

Forgotten Hollywood Documentary Overview

The enticing concept that we know as Hollywood remains fascinating as each generation of audiences emerges. Unfortunately, the industry's influence as an art form depicting history diminishes, while today's stars and their work enjoy unparalleled popularity. An obligation of today's filmmaker should include a steadfast commitment in keeping the first-person narrative of early studio back-stories alive.

Based on Manny Pacheco's award-winning *Forgotten Hollywood* Book Series, our production team analyzes Hollywood's Golden Age (1930s-1960s) with the help of mesmerizing accounts from actors who lived during this time; and from film historians who preserve its cherished legacy.

We have assembled an amazing array of stories that defines Hollywood's remarkable lineage. And, we examine the era's relationship to Americana. Plus, we explore the fascinating off-screen lives of motion picture stalwarts. We trace the pioneering spirit of actors, directors, writers, and others dedicated to craft an outstanding silver-screen product. We also address how an influential industry shaped our look at tangential issues, such as diversity, disability, a changing political climate, and social responsibility.

We focus on the era's iconic behind-the-scenes folks in the medium: John Ford, Edith Head, Frank Capra, Howard Hawks, Dorothy Spencer, and Stanley Kramer. We showcase the genres: Epics, Westerns, Drama, Horror, and Comedy. We feature its stars: John Wayne, Clark Gable, Betty Davis, James Cagney, Humphrey Bogart, Spencer Tracy, Myrna Loy, Cary Grant, Katharine Hepburn, and James Stewart (in supporting roles). Obviously, the movie classics speak for themselves: *The Adventures of Robin Hood*, *Gone with the Wind*, *Stagecoach*, *Casablanca*, *Around the World in Eighty Days*, and *It's a Wonderful Life*. Above all, we share the seldom-told stories of hard-working character actors devoted to their craft; the primary focus of our analysis. And *Forgotten Hollywood* reminds us why we continue to love cinema!

Forgotten Hollywood Documentary (Season One - Proposed Treatment Segments)

Hollywood's Fight against Communism - the Gallantry of Ward Bond. There is no question... the biggest stain during the studio era of Hollywood was the Congressional (HUAC) and Joseph McCarthy-era witch hunt leading to a "Hollywood Blacklist" of actors, writers, and directors that were branded as Communists. Much examination has led to the documentation about those who bravely stood by the victims of the red scare. Less chronicled is the reason why notables in the industry such as John Wayne, Cecil B. DeMille, Ronald Reagan, Walt Disney, John Ford, Elia Kazan, Charles Coburn, Howard Hawks, Adolphe Menjou, and writer Ayn Rand not only named names, but formed pro-American organizations. And, they put on celluloid their support for the government's fight against Communism in all walks of life. Ward Bond, known for patriotic performances in such movies as *They Were Expendable*, *She Wore a Yellow Ribbon*, *Operation Pacific*, and *Fort Apache*, he attempted to apply his creative gallantry into this real-life effort. Bond's final film, *Rio Bravo*, was a collaborative homage to this misguided crusade. Certain circles of the Hollywood community reviled the memory of this burly character actor after his premature death in 1960; an unfortunate legacy. It's a sad cautionary tale, given today's political climate.

Evolution of Modern Horror Films - The Lon Chaney Jr. Approach. Studio era moguls of the 1930s produced Horror films as black comedy, featuring monsters as soulless creatures wreaking havoc on a given townspeople. Lon Chaney Jr. altered the landscape and helped re-define the modern Horror genre. Inspired by his famous father and his deaf grandparents, he injected pathos into his many roles. Chaney motivated audiences to root for the ghoul within the Horror blueprint. Beginning with *Of Mice and Men*, and hitting his stride in *The Wolf Man*, Chaney embarked on an impressive career, which later influenced Vincent Price, the television writers of *Dark Shadows*, and the collaborative effort of Tim Burton and Johnny Depp. Producer Stanley Kramer put Chaney's remarkable use of pathos to work in mainstream dramas (*High Noon* and *The Defiant Ones*). As Maria Ouspenskaya, who played his gypsy friend in *The Wolf Man*, observed: "Even a man who is pure in heart, and says his prayers at night, may become a wolf when the wolf bane blooms, and the autumn moon is full and bright." Lon Chaney Jr. gladly embraced this prophecy as his career mantra.

1939... Hollywood's Finest Year - Thomas Mitchell, a Forgotten Gem. Today's movie aficionado credit 1939 as the crown jewel of Hollywood's Golden Age. Almost always discussed is the enormous influence *Gone with the Wind* and *The Wizard of Oz* had on the film industry. There is no question an extraordinary amount of classic films were released in 1939: *Of Mice and Men*, *Goodbye Mr. Chips*, *Wuthering Heights*, and *Ninotchka* (to name a few). Underestimated is the impact Thomas Mitchell had on this magic year. He appeared in FIVE marvelous pictures, including *The Hunchback of Notre Dame*, *Mr. Smith Goes to Washington*, and *Only Angels have Wings*. He played the pa of *Scarlett O'Hara* in *Gone with the Wind*. The piece de resistance was the Oscar for Best Supporting Actor he received from the Academy of Motion Picture Arts and Sciences for his fine role in *Stagecoach*. Thomas Mitchell's participation during Hollywood's most golden of years is immeasurable. Few recognize his impressive achievement... until now.

Tinsel Town's Love Affair with the Victorian Age - The British Connection. The lineage from books by Jane Austen to the writings about *Sherlock Holmes* remains constant in scripts developed by American filmmakers. We explore the quilted spirit of Basil Rathbone, Claude Rains, Donald Crisp, and C. Aubrey Smith. Their notable roles in *David Copperfield*, *A Tale of Two Cities*, *Pygmalion*, *The Prisoner of Zenda*, *The Adventures of Robin Hood*, *How Green was My Valley*, and of course, cinema based on the writings of Sir Arthur Conan Doyle, Robert Louis Stevenson, and Anthony Hope set in motion the careers of Alec Guinness, Laurence Olivier, Richard Burton, Peter O'Toole, and more recently, Kenneth Branagh, Emma Thompson, and Kate Winslet, among others. Important films, such as *Around the World in Eighty Days*, *Becket*, *A Man for all Seasons*, *A Lion in Winter*, and *My Fair Lady* may never have been considered viable projects without Hollywood's ringing endorsement and lingering adoration of the Victorian Age.

The Conclusion of World War II - A Motion Picture Connection to Hiroshima and Nagasaki. The oddest of odd couples who graced our silver screen during the 1940s were Sydney Greenstreet and Peter Lorre. They appeared in over a dozen motion pictures where espionage and undercover activities were at the heart of scripts written by screenwriters at Warner Brothers; their home studio. Movie mogul Jack Warner also displayed real-life patriotism by sharing his cinematic library for free screenings at military bases. All of these installations were committed to ending World War II; part of an official top-secret directive from the president. Dubbed "The Manhattan Project", it was a code name involving American scientists with the sensitive assignment of cultivating atomic energy. One of these research volunteers was a fan of Hollywood; and he decided to nickname the bombs dropped on Hiroshima and Nagasaki... *Little Boy* and *Fat Man*; the characters played by Lorre and Greenstreet in the classic motion picture, *The Maltese Falcon*. The two actors might have found this surprisingly delicious in its irony, considering the sinister portrayals they cultivated. This American top-secret war directive with parenthetical Hollywood implications has all the alluring qualities of an urban legend-story.

Children of the Depression - Jackie Coogan, Our Gang, and the Dead End Kids. Child stars have often been at the forefront of social issues later addressed by adults. From labor laws, civil rights, and nationwide maladies, kids in Hollywood have approached their lot in life in much the same way as their non-cinematic counterparts. We focus on the Jackie Coogan-tragedy of misguided parents stealing earned income from their child, which led to the creation of the “Coogan Law” in California; the groundbreaking equality dispensed by producer Hal Roach over his *Our Gang* children, including for his female and African American co-stars; the unparalleled popularity of Shirley Temple, Mickey Rooney, and Judy Garland; and the appreciation by theater-goers over the *Dead End Kid's* reaction to a Great Depression gripping a nation. All of these film youngsters challenged their peers, and matured early. As young adults, they eventually fought and defeated Nazi and Japanese aggression. They are regarded as “America’s Greatest Generation” by noted historians.

Ladies-in-Waiting - Supporting Actresses of the Studio Era. While Katharine Hepburn, Greta Garbo, Bette Davis, Myrna Loy, Olivia de Havilland, Joan Crawford, Ingrid Bergman, and Greer Garson received plum roles during Hollywood’s studio era, most women in the industry fought for the chance to shine in small parts. Few succeeded. That said... the supporting actress was the glue in many of our most iconic movies. Groucho Marx paid homage to Margaret Dumont and often referred to her as an honorary Marx Brother; Beulah Bondi played James Stewart’s mother four times; Teresa Wright was the quintessential gal-next-door; Jane Darwell narrated John Ford-documentaries during World War II, and embodied a maternal link between folks at home and their soldier-sons in battle; Gloria Grahame played the bad girl with a-heart-of-gold to perfection; and Thelma Ritter received an Oscar nod six times in a twelve-year span, a remarkable accomplishment. What might film classics such as *Duck Soup*, *The Grapes of Wrath*, *The Pride of the Yankees*, *It's a Wonderful Life*, *White Heat*, *Mrs. Miniver*, and *All about Eve* have been without these (and other) talented and under-appreciated female co-stars?

Our Neighbors to the South - Latinos in Cinema. The evolutionary debate about civil rights seems to begin, and end, with the necessity to eradicate Jim Crow laws in the South. No complaints here. From Hollywood’s standpoint, the discussion remains scarce when we present the Hispanic effort to defeat stereotypes on camera, and poor hiring practices behind-the-scenes. For example, few people know *The Cisco Kid* was created by American author O. Henry (his real name was William Sydney Porter). It took courage by Cesar Romero and Gilbert Roland to transform the screen image of this literary character from a Pancho Villa-style bandit into an iconic *Lone Ranger*-type hero. African Americans can celebrate Hattie McDaniel’s historic reception of an Oscar. Yet, the most ardent film student might have trouble recalling Jose Ferrer as the first Latino to garner a statuette in 1950 for his performance in *Cyrano de Bergerac*. Tough decisions made on both sides of our Rio Grande-border during Hollywood’s Golden Age should celebrate seldom-shared stories about Dolores del Rio, Katy Jurado, Desi Arnaz, and Cantinflas (Mario Moreno). The immeasurable contributions provided by a proud people in a fight for early civil rights in Hollywood are immense.

Hollywood’s Irish Mafia - The Celluloid Investment of Frank McHugh. We fondly remember Frank Sinatra’s “Rat Pack” and their unrivaled popularity on screen, and in Las Vegas. More influential in the development of terrific cinematic drama during Hollywood’s Golden Age is the less-referenced “Irish Mafia” of the 1930s and 1940s. Spearheaded by acting legends such as James Cagney, Spencer Tracy, and Pat O’Brien, this social club was kept intact for decades by the efforts of a bit player; a little leprechaun of a man with huge talent... Frank McHugh. His work on-and-off the screen, and his lasting union to the most acclaimed film editor of any generation, Dorothy Spencer, sparks this charming story of friendship, influence, and an impressive roster of classic motion pictures, including *42nd Street*, *The Public Enemy*, *The Roaring Twenties*, *Going My Way*, *The Fighting 69th*, *Mighty Joe Young*, *Knute Rockne: All American*, and *The Last Hurrah*. The influence by top Irish filmmakers should remain in the discussion with regards to the success of early Hollywood talkies.

How the West was truly Won - Images by Walter Brennan, Andy Devine, and others. Word-of-mouth propaganda dictates that this country was built by folks who resembled John Wayne, Gary Cooper, and Randolph Scott. Hollywood tells us so. A closer look reveals inaccurate depictions provided in scripts, curiously mixed with kernels of the truth. Over the decades, the productions by directors such as John Ford and Howard Hawks evolved from fictional cinematic accounts to apologetically accurate portraits of a bygone era. The movie careers of Walter Brennan, Andy Devine, and others also offer a glimpse into the more realistic life of a saddle tramp, who arguably built this country; on ranches and farms, across prairies, over unexplored wilderness, at military forts, and unfortunately, right through Native American habitat. From *The Westerner*, *Stagecoach*, and *She Wore a Yellow Ribbon*; to *Red River*, *Shane*, and *Cheyenne Autumn*... we scratch the surface in an attempt to introduce a new generation of classic film lovers to the exaggeration-in-storytelling aspect of Hollywood's studio era about the beloved genre we call "Westerns."

Flight of the European Creative Elite - Hitler's Contribution to Hollywood. During the mid-to-late 1930s, Germany's anti-Semitic leanings led to a policy known as "The Final Solution" by the Nazi regime over an excruciating twelve-year period. Six million Jews were tragically exterminated; well documented by World War II historians. A by-product of this atrocity was a determined early flight by the creative elite living in Austria, Hungary, Poland, and other Eastern European countries, to avoid the military strategy known as *blitzkrieg*. Movie studios were eager to hire many of these talented actors, directors, writers, and editors. The pilgrimage included S.Z. Sakall, Peter Lorre, Billy Wilder, and Conrad Veidt, who were committed to not only performing their craft to an appreciative American audience, but to also do their bit in the fight against fascism in Europe. Heartbreaking... many of these wonderful craftsmen were hiding the extreme pain induced by the genocide of their families, and the utter destruction of their home countries; first by Adolf Hitler, and later by a Cold War initiated by Joseph Stalin's Soviet Union. It's a cataclysmic tale... and with a silver lining around a metaphoric dark cloud.

Forgotten Hollywood Franchise

Highlights include:

- A distribution deal with Vision4Media. The production concept has been theatrically shopped at the American Film Market, Marche du Film / Festival de Cannes, and Toronto Film Festival. V4M is promoting the project as a Ken Burns-style production
- Winner of literary accolades, including Gold Medal at the 2013 Reader's Favorite Awards and 2010 World Book Awards; 1st place at 2009 / 2012 USA Book News - Best Books Awards; and 2012 National Indie Excellence Awards. The Book Series was a Finalist; and related blog site received 3rd Place at the 2012 Los Angeles Press Club National Entertainment Journalist Awards
- Prestigious additions in cinematic libraries of Academy of Motion Picture Arts and Sciences, American Film Institute, Screen Actors Guild Foundation, and Writers Guild Foundation
- Availability at historic motion picture-related locales, such as the Hollywood Heritage Museum; Niles Essanay Silent Film Museum in Fillmore CA; and It's a Wonderful Life Museum in Seneca Falls NY
- Reference copy at the Richard J. Riordan Central Branch Library in Los Angeles and New York Public Library; and additions to University of Michigan Graduate School Library, UCLA Arts Library, Fordham University/Lincoln Center in New York, and, Library of Congress
- Creation of a *Forgotten Hollywood* web-based television show on TherapyCable Channel

Budget Top Sheet (USD)

Story & Rights

Producer's Unit

Direction

Cast (*Host, Narrator*)

Total Above-the-Line

Production Staff

Extra Talent (*First Person Interviews*)

Makeup & Hairdressing

Set Lighting

Camera

Production Sound

Transportation

Location Expenses

Total Below-the-Line Production

Editorial & Post Production

Music

Hard Drives

Total Below-the-Line Post

Insurance

Fees & Charges

Total Below-the-Line Other

Completion Bond and Contingency

Total Completion Costs

Total Above-the-Line

Total Below-the-Line

Grand Total