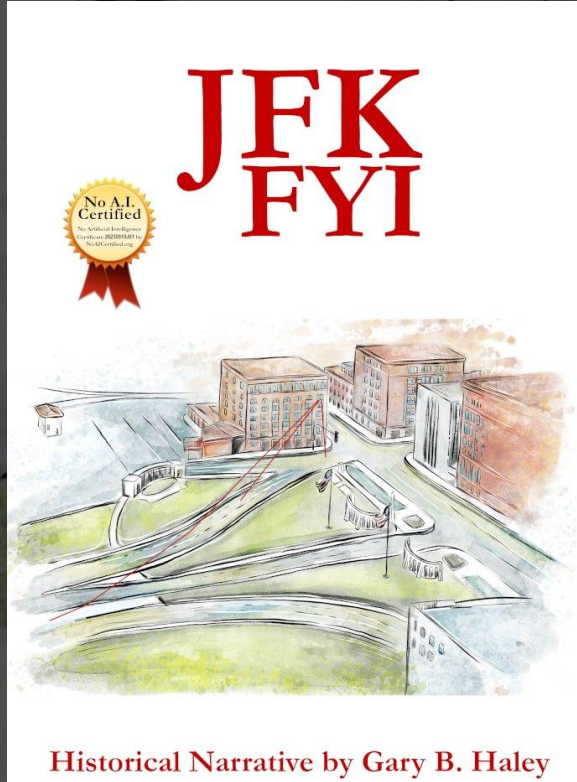




JFK FYI

A historical narrative that reframes the road to Dallas as a collision of power, resentment, and public myth.

PITCH DECK

Screenplay by Gary B. Haley

Not who pulled the trigger. Who had motive to want history changed?

The screenplay unfolds through historical vignettes: mob money, dynastic ambition, Cold War paranoia, civil-rights pressure, military grudges, and televised politics all pointing toward the assassination of John F. Kennedy.

“Every political decision President Kennedy made was an effort to help America navigate treacherous waters.”



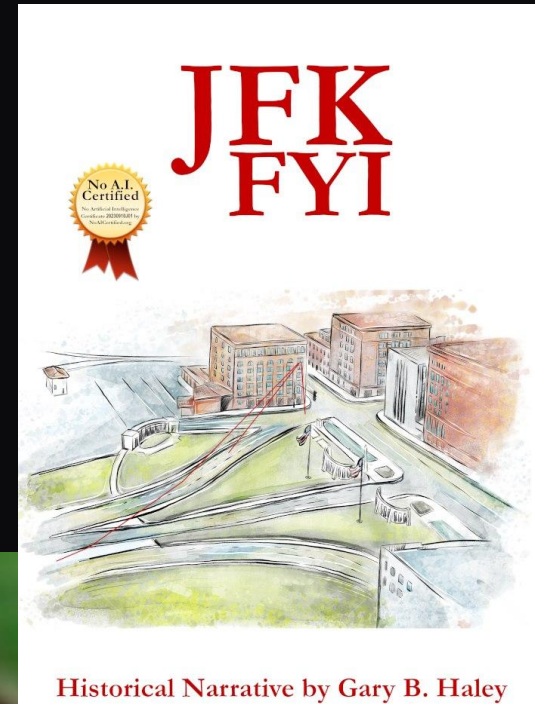
A prestige limited series / feature package built like an evidence file.

Genre: Historical drama / political thriller / investigative narrative

Format: Scripted narrative with archival-forward visual language

Engine: A timeline of people who “probably should have been suspects”

Promise: The emotional truth of a nation that can’t stop re-litigating Dallas



Five acts, one tightening noose.

- | | | |
|------------|-----------|---|
| I | 1918–1938 | Marcello's rise / Joe Kennedy's shadow economy |
| II | 1943 | PT-109: heroism, guilt, and lifelong resentment |
| III | 1953–1956 | Eisenhower, Dulles, Castro, SEATO, and private fury |
| IV | 1957 | Daisy Bates, Little Rock, and the costs of public courage |
| V | 1959–1960 | Marcello hearings and Nixon's televised humiliation |



ACT I

Early American underworld learns to wear a suit.

New Orleans, 1918: Carlos Marcello begins as a child thief. Cleveland, 1924: Joe Kennedy Sr. profits from Prohibition-era networks. The act establishes a world where loyalty, money, and leverage matter more than law.

Pitch angle: make the crime chronology feel tactile—coins, candy counters, fogged windows, lake spray, envelopes, and cash changing hands.



Design motif: Red lines indicate proven bullet trajectories.

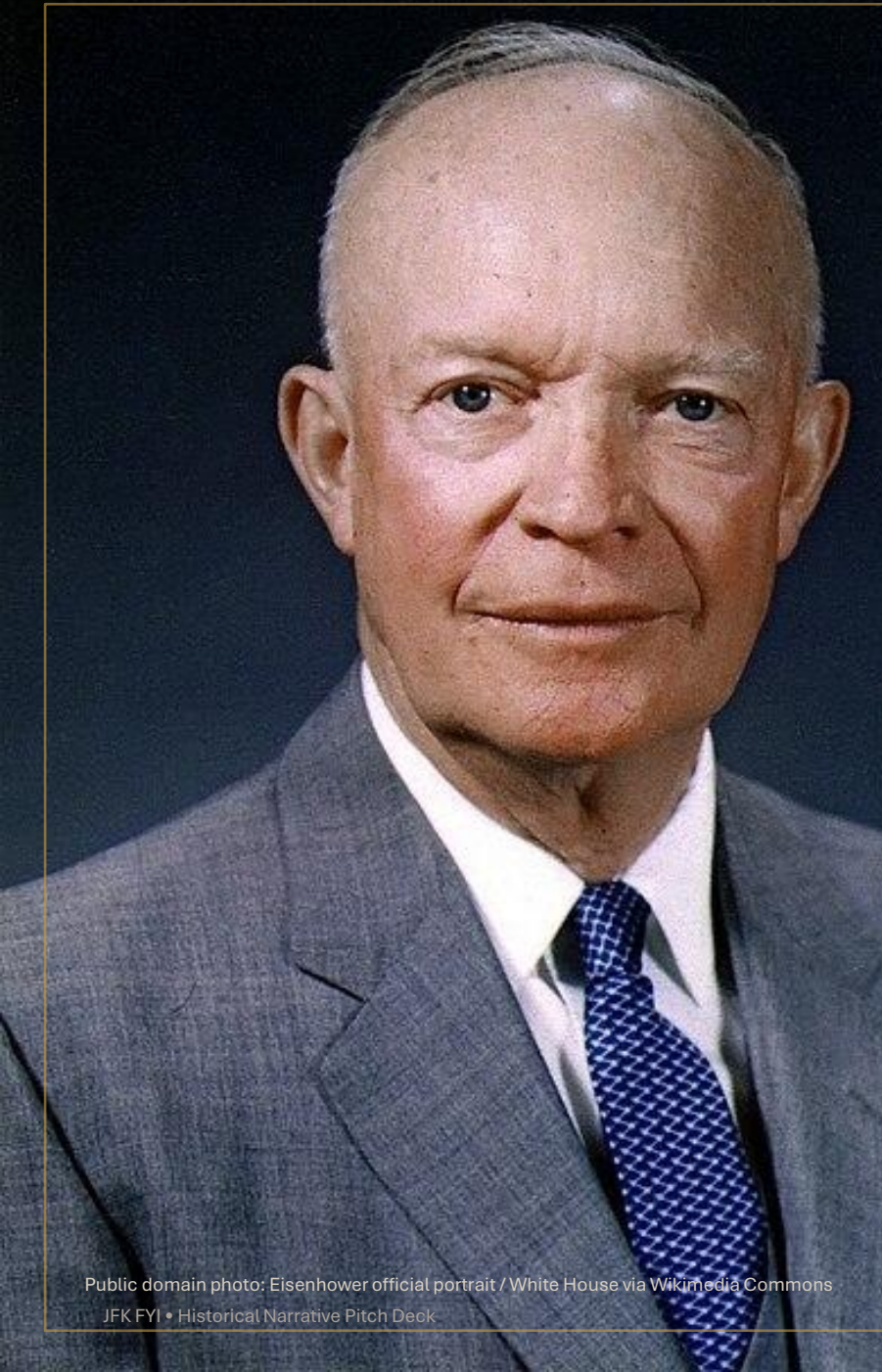
PT-109 turns heroism into disputed legacy.

The screenplay leans into contradiction: a survivor's legend, a commander's guilt, and crew members who quietly carry resentment for decades.

The historical event becomes personal motive, not just biography.



Public domain photo: Lieutenant John F. Kennedy and PT-109 crew, U.S. military / Wikimedia Commons



ACT III

A quiet president with dangerous private orders.

As dramatized, Eisenhower's public restraint masks back-channel operations, Cold War dread, and a disdain for the Kennedys. The act pushes the story from gangster history into government machinery.

Pressure: Castro, Vietnam, SEATO, and technological escalation

Method: Cutouts, deniability, and "men who can get jobs done"

Character: Charm outside, fury inside



Public domain photo: Operation Arkansas, Little Rock Nine / U.S. Army via Wikimedia Commons

ACT IV

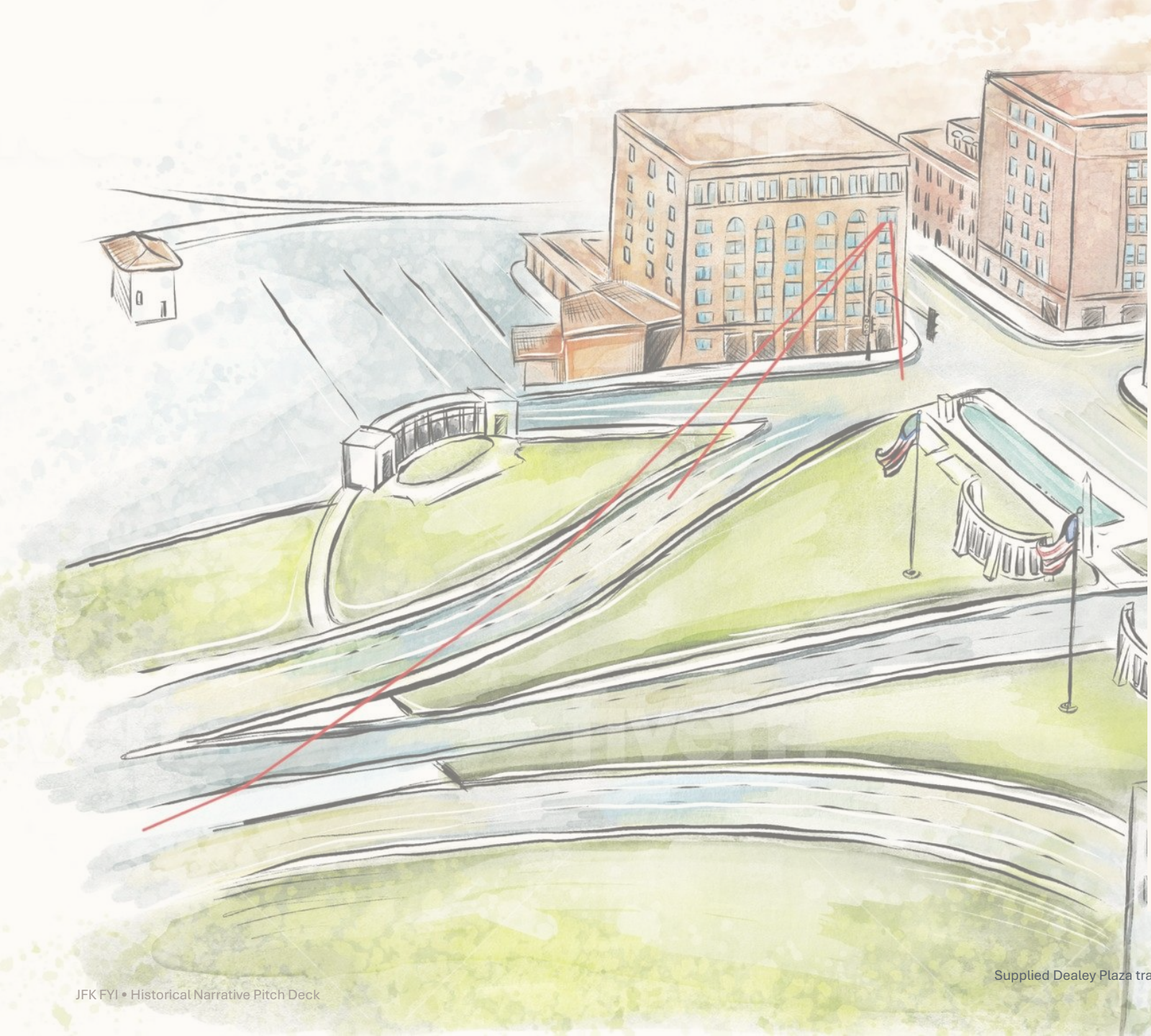
Civil rights becomes the pressure test for national power.

Daisy Bates and the Little Rock Nine force Eisenhower into a public confrontation he would rather avoid. The drama expands the assassination narrative into a broader portrait of America under strain.

The deck should stage this act with sober archival gravity: no glamour, no melodrama—just state power confronting citizens.

Television humiliates Nixon—then history keeps the score.

The 1960 debate is framed as a new kind of battlefield: image versus substance, audience perception versus private rage, and politics as performance.



DALLAS PROMISE

Dealey Plaza is not the beginning. It is the convergence.

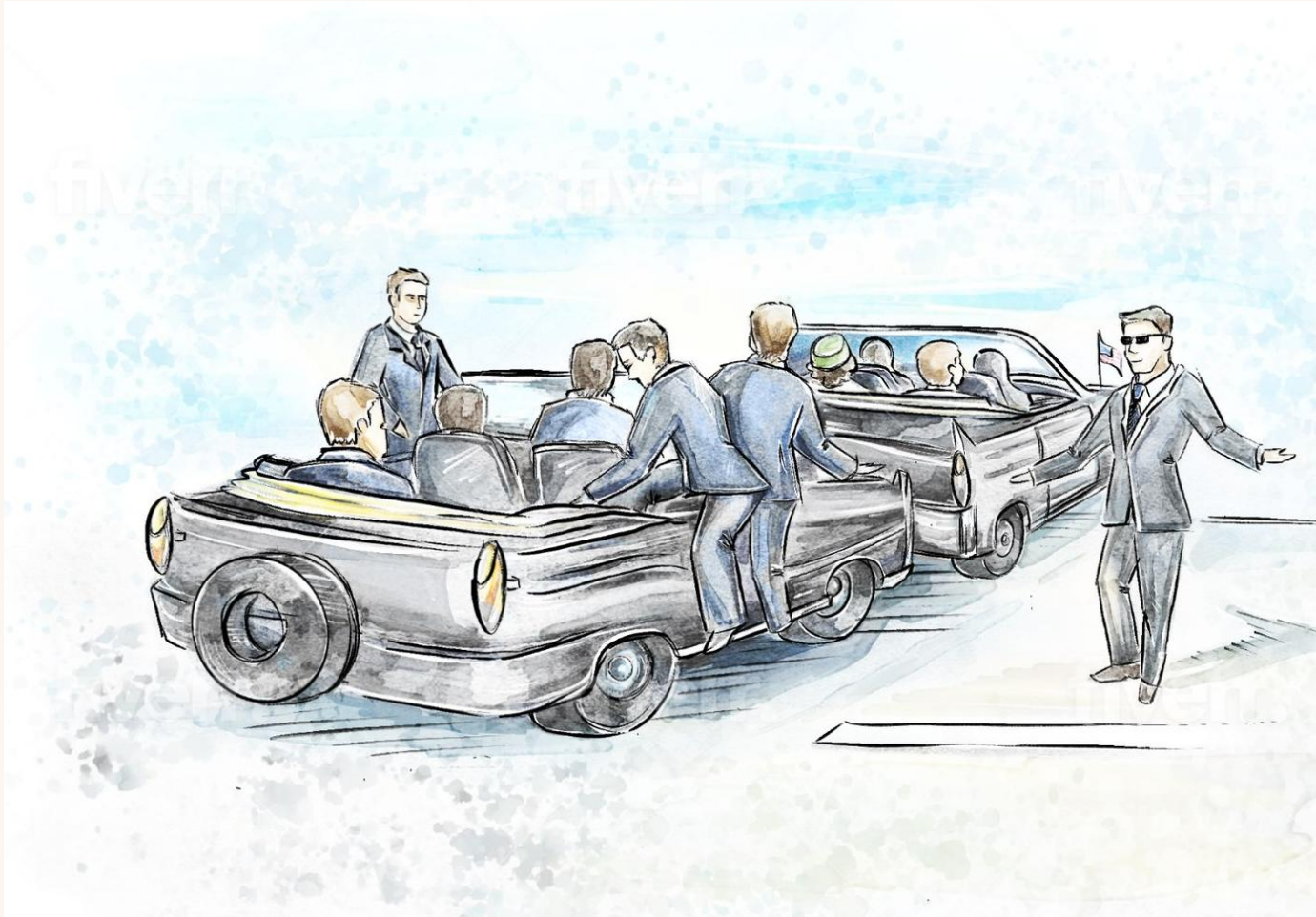
By the time the audience reaches Dallas, the story has trained them to see motive as an ecosystem: political, criminal, military, racial, familial, and media-driven.

Visual motif: red lines indicate proven bullet trajectories.



A SINGLE FRAME

The series builds a list of suspects, addresses all the bullet trajectories, and debunks all the conspiracies, ridiculous or possible.



Supplied Love Field concept illustration

PROTECTION & PROCEDURE

The small command that changes the texture of the day.

The Love Field scene is designed as a quiet rupture: a procedural moment that turns into audience dread because they know where the motorcade is going.

AFTERMATH

The assassination becomes a national divisor and source of distrust.

The final emotional register is not conspiracy for its own sake. It is grief—and the suspicion that powerful people can move through history without ever being named.

The image of a child saluting carries more weight than any exposition could.



Supplied JFK Jr. salute concept illustration

For viewers who want history with teeth.

The project sits between prestige docudrama and political thriller: a dramatic case file for audiences drawn to JFK, organized crime, Cold War secrets, civil-rights history, and the machinery of American power.

ALL THE PRESIDENT'S MEN

journalistic paranoia

THE FOG OF WAR

history as confession

JFK

national wound / contested evidence



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