

Untouchable

Ronan Farrow has spoken.

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**Synopsis and
Casting**

**Audience and
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**Marketing and
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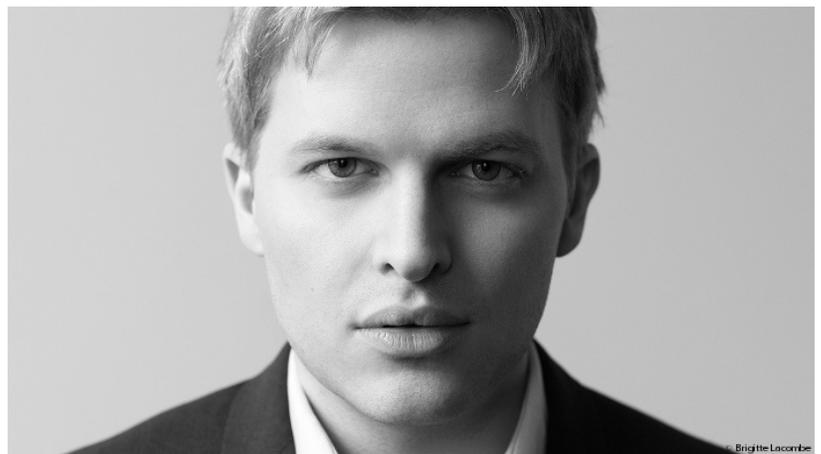
Untouchable, Inc.

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150 Boylston Street, Boston, MA 02116



**Kendall Bosio
Lillian Steinweh-Adler
Samuel Eilerman**

Logline:

As he investigates disturbing allegations against producer Harvey Weinstein, journalist Ronan Farrow must reckon with the powers of status and influence that protect the predator and make Hollywood's elite untouchable.

Synopsis

In 2016, Ronan Farrow is the successful host of the investigative segment "Undercover with Ronan Farrow" on NBC's Today. When producer Rich McHugh pitches a story about Hollywood's "casting couch culture," Ronan, plagued with guilt about his sister's rape and with the support of his boyfriend Jon, enthusiastically joins the project. It doesn't take long to notice producer Harvey Weinstein keeps coming up. After winning the support of NBC News president Noah Oppenheim, they begin an investigation on Weinstein. Ronan interviews actress Rose McGowan, who recently made headlines when she tweeted about being raped by a Hollywood executive. Rose tries to explain to Ronan that the investigation is pointless; victims won't come forward as Weinstein will ruin their lives. When Ronan convinces Rose to give Weinstein's name in a second interview, Oppenheim suddenly intervenes and puts an end to a second interview. NBC has begun to raise concerns of a conflict of interest because Weinstein worked with Ronan's estranged father, director Woody Allen. Ronan is furious, but he and Rich press on, finding thirteen of Weinstein's victims. However, none will risk coming forward publicly. At this point, they are being stalked and threatened by Weinstein's hired goons and an intelligence company called Black Cube. In real danger and with little to work with despite the mountain of evidence, he struggles to decide whether he should continue. Things begin to look up when victim Emily Nestor agrees to an on-camera interview. However, when she comes forward Oppenheim stops the entire investigation. With Jon's support, Ronan decides to leave NBC and go to The New Yorker. In October 2017, they publish his investigation and the night of, he tells Rachel Maddow on air about how NBC tried to stop the story. In the next month, The New Yorker publishes several of his Weinstein reports, and even though he's not arrested, the exposés touch off a cultural avalanche. Women all over the country start coming forward about their sexual assaults. One month later, NBC "Today" show host Matt Lauer is fired for "inappropriate sexual behavior." With the story broken and the world changed, Ronan sits down and begins to detail his experience in his book "Catch and Kill."

CASTING



Zac Efron

Zac Efron stars as Ronan Farrow in our film. As a classic American heartthrob with similar coloring, he does resemble Farrow. He rose to prominence in the late 2000s in the High School Musical trilogy, Hairspray, and 17 Again. In more recent years, Efron has proved he is interested in more serious true-crime dramas, starring in the Ted Bundy biopic Extremely Wicked, Shockingly Evil and Vile. Because of this, he would be interested in expanding his career in the drama world with this film.

James Corden

English actor and comedian James Corden stars as Rich McHugh in the film. Corden and McHugh have a similar stature, coloring, and age, so it works aesthetically. Famous for hosting The Late Late Show, Corden has proved he is interested in breaking into more serious acting. He starred in the stage production of the acclaimed play The History Boys and also is known for speaking out about controversial topics. This role would prove himself as a serious actor and also help a cause he has vocally supported.



CASTING



Robert Sheehan

Robert Sheehan stars as Jon Lovett in our film. He is an Irish actor known for television roles such as Nathan Young in *Misfits*, Darren Treacy in *Love/Hate*, and Klaus Hargreeves in *The Umbrella Academy*. Thin, white, and sporting dark curly hair, he is visually similar to Jon Lovett. Sheehan has spoken publicly about the MeToo movement, famously quoted "it makes you self-examine and it makes you ask yourself, 'Am I being compassionate enough to women about their position in society, challenges they have to face?'" With this in mind, this role would appeal to him philosophically.

Anna Faris

Anna Faris stars as Rose McGowan in our film. She rose to prominence for her work in comedic roles, particularly the lead part of Cindy Campbell in the *Scary Movie* films. Anna Faris has a similar look to Rose McGowan, with similar classically beautiful features, stature, and coloring. She has a personal connection to the MeToo movement and recently came forward with her own story of sexual harassment in Hollywood on her podcast. Accepting this role would support the cause she has already proven herself passionate about.



CASTING

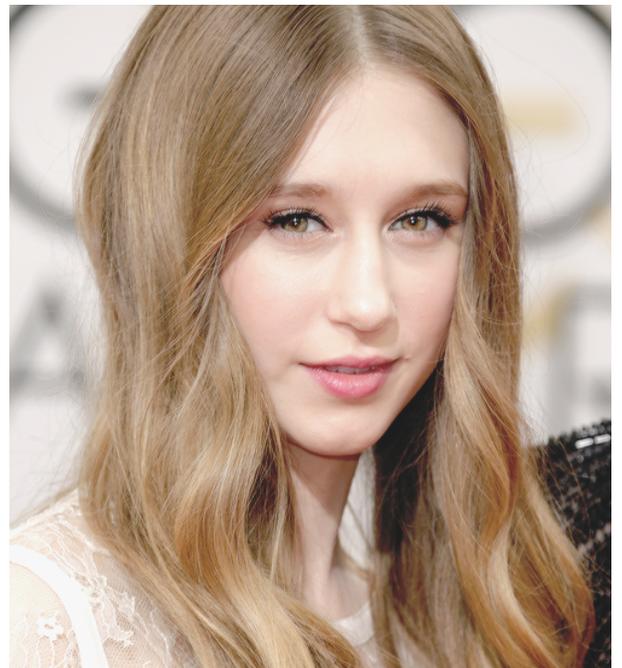


Zach Braff

Noah Oppenheim will be played by Zach Braff. Braff is most notably known for his role in the popular television series *Scrubs* (2001). His experience in the industry and scruffy look make a great match to play the role of Noah Oppenheim and will be a great asset to an already star studded cast. His long standing career in the industry no doubt provides Braff with personal experiences with the media industry, making the subject matter of the film that much more relatable to him as a person.

Taissa Farmiga

Taissa Farmiga will be starring as Emily Nestor. Farmiga Debuted her acting career when she was just 15 years old. Her most recent notable productions include, Hannah Fidell's romantic drama *6 Years* (2015), Ti West's western *In a Valley of Violence* (2016), and Warren Beatty's comedy-drama *Rules Don't Apply* (2016). Her uncanny resemblance of Emily Nestor makes her a perfect fit for the role. This film will help her refine her craft in the drama genre while getting more exposure in a supporting role.





PRIMARY AUDIENCE

**Women 18-34 years old
Major US Cities**

This specific demographic has the most immense probability of relating to the content of the film as it explores a young women's life in a corporate industry. Finding women that can relate to this subject would be found most successfully in major US cities. People that reside in major US cities are also likely to have a higher level of education that would have exposed them to issues such as the subject matter discussed in the film. This means this audience would be more open to informing and accepting the issue at hand.

SECONDARY AUDIENCE

**Social Justice Activists
News Journalists**

Based on the film's commitment to donating a portion of the profits to organizations fighting against sexual assault and the importance of sexual education, social justice activists will be more enticed to support the film. Knowing that a portion of your movie ticket will be going to a good cause will not only encourage people to see the movie, it will also help the greater good of the US towards an important social justice issue. News journalists will be able to relate to the content of Ronan Farrow's journey and will even be able to get some insight into what navigating such a controversial topic looks like in a corporate setting.



Distribution

This picture will be distributed by, Magnolia Pictures. A Subsidiary of 2929 Entertainment formed by Bill Banowsky and Eamonn Bowles in 2001. Magnolia pictures specializes in middle-budget films, particularly drama and documentary. Eamonn Bowles is currently still the head of the company. Popular releases similar to our project: Capturing the Friedmans (2003), Redacted (2007), Blackfish (2013) which was a partnership with CNN, Tangerine (2015), and RBG (2018). Magnolia focuses on releasing films with controversial topics, as Bowles believes these types of films turn heads and start conversations, but that “you must have the right kind of controversy” (THR). Our project intends to stir up the kind of controversy that Bowles chases after, approaching the Me Too Movement and Harvey Weinstein perhaps from an angle that isn’t widely known. Bowles also worked under Weinstein for a brief period of time at Miramax, at one point receiving the “full force of his anger.” It’s safe to say that Bowles isn’t a fan of Weinstein and may be more inclined to go after our project because of this. Magnolia has also somewhat recently begun their Virtual Cinema platform, where viewers can watch Magnolia distributed films from their own home, and even give a portion of their ‘ticket’ to their favorite participating local theater.

Similar Releases

Capturing the Friedmans (2003)

Budget: likely <\$5,000,000

Box Office: \$4,076,990

Redacted (2007)

Budget: \$5,000,000

Box Office: \$782,102

Blackfish (2013)

Budget: \$1,500,000

Box Office: \$2,303,417

Tangerine (2015)

Budget: \$100,000

Box Office: \$814,868

Handmaiden (2017)

Budget: \$8,800,000

Box Office: \$37,692,886





RONAN FARROW EXPOSES THE TRUTH

UNTOUCHABLE

STARRING ZAC EFRON AND JAMES
CORDEN

To be shown in cinemas starting
FALL 2022

FROM BUSINESS OF FILM PRODUCTIONS

FROM BUSINESS OF FILM
PRODUCTIONS

UNTOUCHABLE

Ronan Farrow exposes the truth.

**OPENING IN CINEMAS
FALL 2022**

STARRING ZAC EFRON AND JAMES CORDEN

ZAC EFRON

JAMES CORDEN



UNTOUCHABLE

Ronan Farrow exposing the truth.

Business of Film Productions presents a film by Kendall Bosio and Samuel Eilerman. Written by Lillian Steinwech-Adler. Starring Zac Efron, James Corden, Robert Sheehan, Anna Faris, Zach Braff, and Taissa Farmiga.

BASED ON TRUE EVENTS.

UNTOUCHABLE

Ronan Farrow and
company.

PITCH DECK DESIGN BY: KENDALL



SHORT SYNOPSIS

In 2016, Ronan Farrow is the successful host of the investigative segment "Undercover with Ronan Farrow" on NBC's Today. When producer Rich McHugh pitches a story about Hollywood's "casting couch culture," Ronan, plagued with guilt about his sister's rape and with the support of his boyfriend Jon, enthusiastically joins the project. It doesn't take long to notice producer Harvey Weinstein keeps appearing in his search. After winning the support of NBC News president Noah Oppenheim, they begin an investigation on Weinstein. Ronan interviews actress Rose McGowan, who recently made headlines when she tweeted about being raped by a Hollywood executive. Rose tries to explain to Ronan that the investigation is pointless; victims won't come forward as Weinstein will ruin their lives. When Ronan convinces Rose to give Weinstein's name in a second interview, Oppenheim suddenly intervenes and puts an end to a second interview. NBC has begun to raise concerns of a conflict of interest because Weinstein worked with Ronan's estranged father, director Woody Allen. Ronan is furious, but he and Rich press on, finding thirteen of Weinstein's victims. However, none will risk coming forward publicly. At this point, they are being stalked and threatened by Weinstein's hired goons and an intelligence company called Black Cube. In real danger and with little to work with despite the mountain of evidence, he struggles to decide whether he should continue.

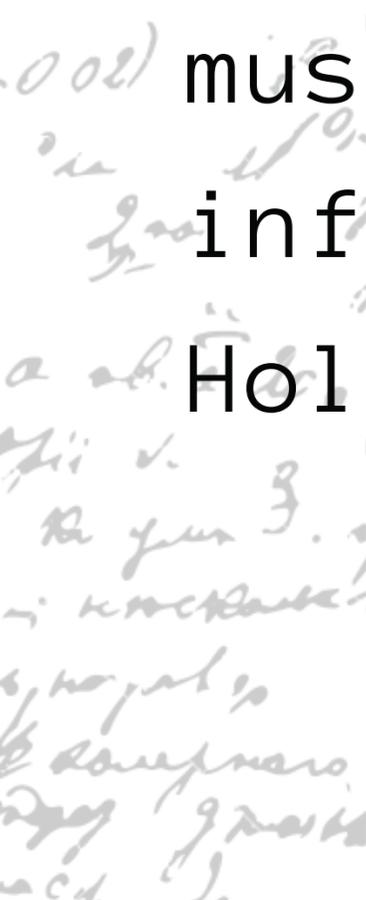
Things begin to look up when victim Emily Nestor agrees to an on-camera interview. However, when she comes forward Oppenheim stops the entire investigation. With Jon's support, Ronan decides to leave NBC and go to The New Yorker. In October 2017, they publish his investigation and the night of, he tells Rachel Maddow on air about how NBC tried to stop the story. In the next month, The New Yorker publishes several of his Weinstein reports, and even though he's not arrested, the exposés touch off a cultural avalanche. Women all over the country start coming forward about their sexual assaults. One month later, NBC "Today" show host Matt Lauer is fired for "inappropriate sexual behavior." With the story broken and the world changed, Ronan sits down and begins to detail his experience in his book "Catch and Kill."

BY: LILLIAN



LOGLINE

As he investigates disturbing allegations against producer Harvey Weinstein, journalist Ronan Farrow must reckon with the powers of status and influence that protect the predator and make Hollywood's elite untouchable.



BY: LILLIAN

ACT ONE

In 2016, investigative journalist Ronan Farrow is the successful host of the investigative segment "Undercover with Ronan Farrow" on NBC's Today his investigative show. When NBC staff producer Rich McHugh pitches a story to NBC News president Noah Oppenheim about Hollywood's "casting couch," Ronan immediately gets involved, plagued by guilt with how he dealt with his sister coming forward about her rape. He seeks comfort with his boyfriend and confidant, Jon Lovett. During the investigation, one name kept coming up: Harvey Weinstein. They take the Weinstein story to NBC and they actively support it. Ronan interviews Rose McGowan, who was the first to come forward about being raped by a Hollywood executive. Rose clarifies the risk of coming forward, as Weinstein has blacklisted her and can ruin anyone's reputation. At first, she doesn't want to state her name, but agrees to in a second interview.

ACT TWO

Noah Oppenheim seems to have switched gears and tells Ronan he can't do a second interview. NBC executives start to raise strange concerns about the reporting, including bringing up the idea of a conflict of interest because Weinstein had worked with Ronan's estranged father, film director Woody Allen. Ronan is incensed, but continues the investigation. He and McHugh realize that many publications tried to investigate and publish the story over the years, but didn't have enough evidence, or were mysteriously stopped. They find thirteen women who claim Weinstein sexually harassed them. However, none will make public statements because if Weinstein discovered their identity, their lives could be ruined. At this point, they also notice that their phones are hacked and they are surveilled by private investigators and an Israeli intelligence company called Black Cube. Ronan begins to fear for the safety of his boyfriend Jon. When a suspicious car crash causes Ronan to fully comprehend the stakes, he struggles to decide whether he should really go forward with the story. Just when the investigation feels hopeless, a woman who worked at Weinstein's front desk, Emily Nestor, agrees to an on-camera interview. In August 2017, just as the story becomes possible, Oppenheim demands they stop the investigation. Ronan storms out and later receives a call from an NBC lawyer, where they say they will ruin his reputation if he publishes the story anywhere.

ACT THREE

Ronan is in emotional turmoil, and with the support of his boyfriend, he decides to leave NBC and go to The New Yorker. They agree to publish the story as soon as it is finished. In October, 2017, New York Times reporters Jodi Kantor and Megan Twohey publish a report about Weinstein and five days later, The New Yorker publishes Ronan's investigation. That night, Ronan tells Rachel Maddow on air that he took his story to The New Yorker after NBC News tried to shut it down. That fall, Ronan writes more reports on Weinstein at The New Yorker. Though he is not arrested, their exposés touched off a cultural avalanche. Women begin to feel safe coming forward with their sexual assaults. In November, NBC "Today" show host Matt Lauer is fired for "inappropriate sexual behavior." With the story broken and the world changed, Ronan sits down and begins to detail his experience in his book "Catch and Kill."

CASTING

BY: LILLIAN



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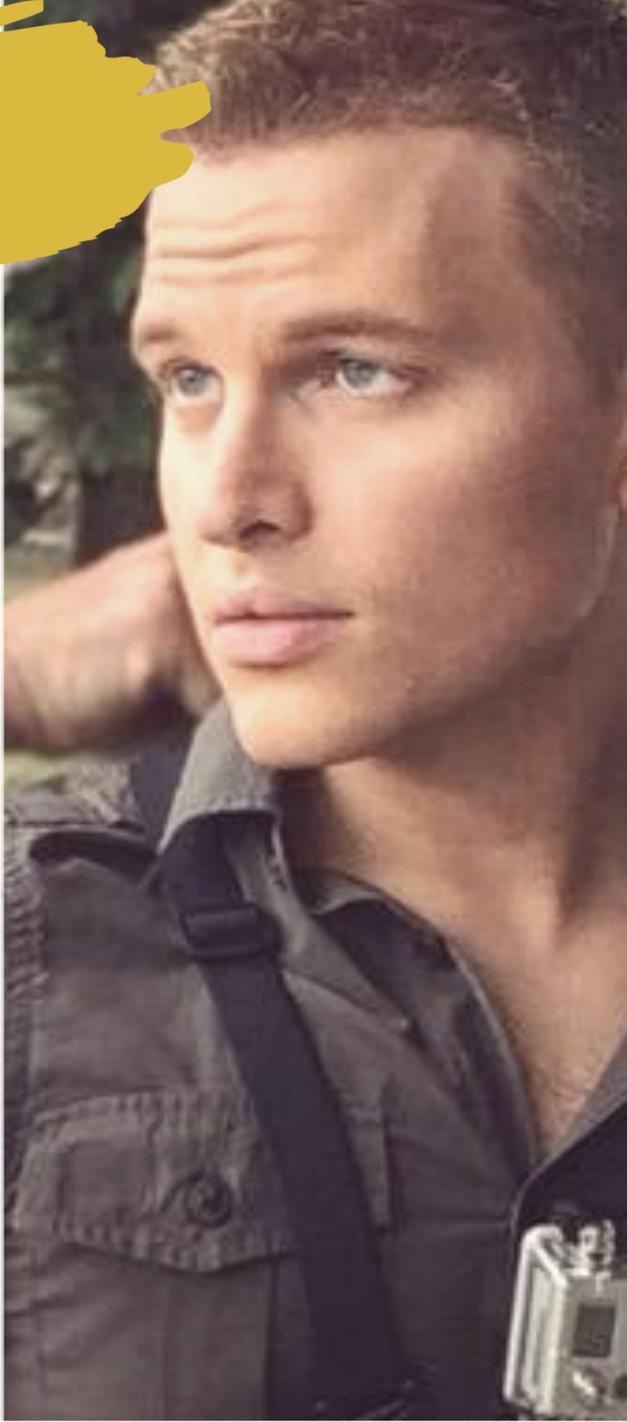
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CASTING

ZAC EFRON

AS RONAN FARROW



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CASTING

JAMES CORDEN

AS RICH MCHUGH



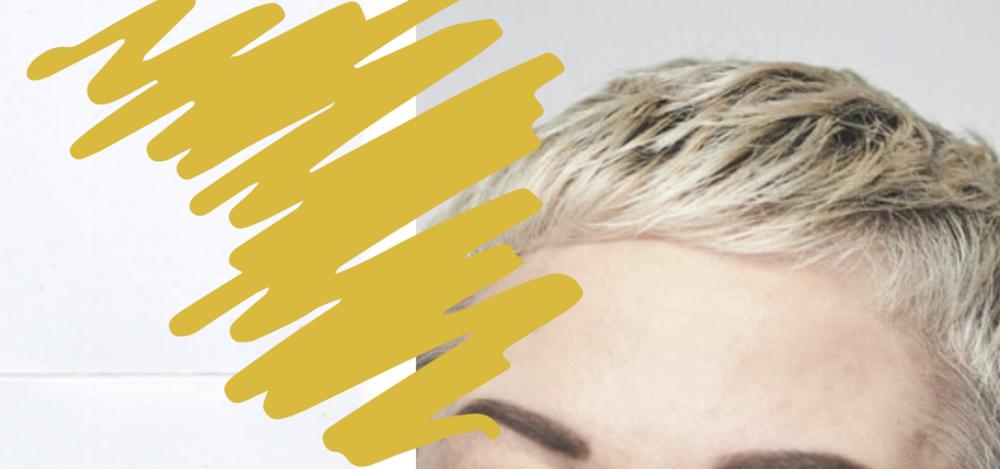
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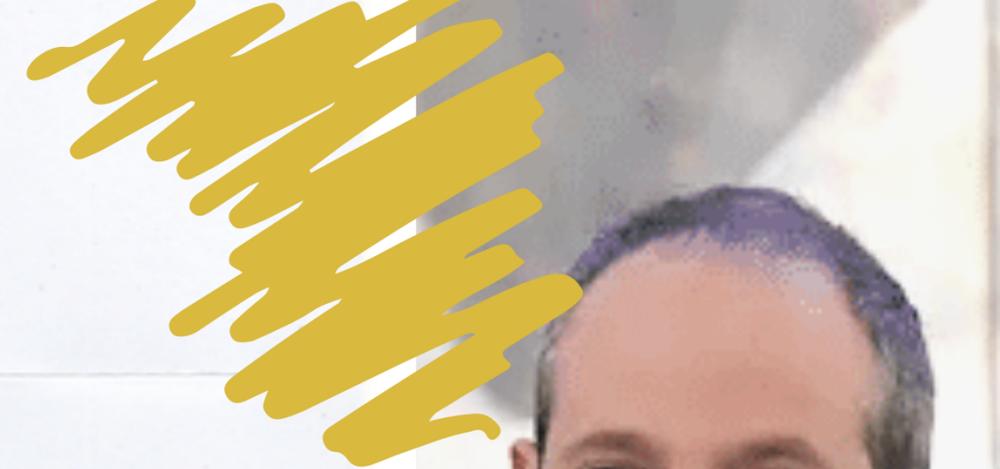
CASTING

ANNA FARIS

AS ROSE MCGOWAN



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CASTING

ZACH BRAFF

AS NOAH OPPENHEIM



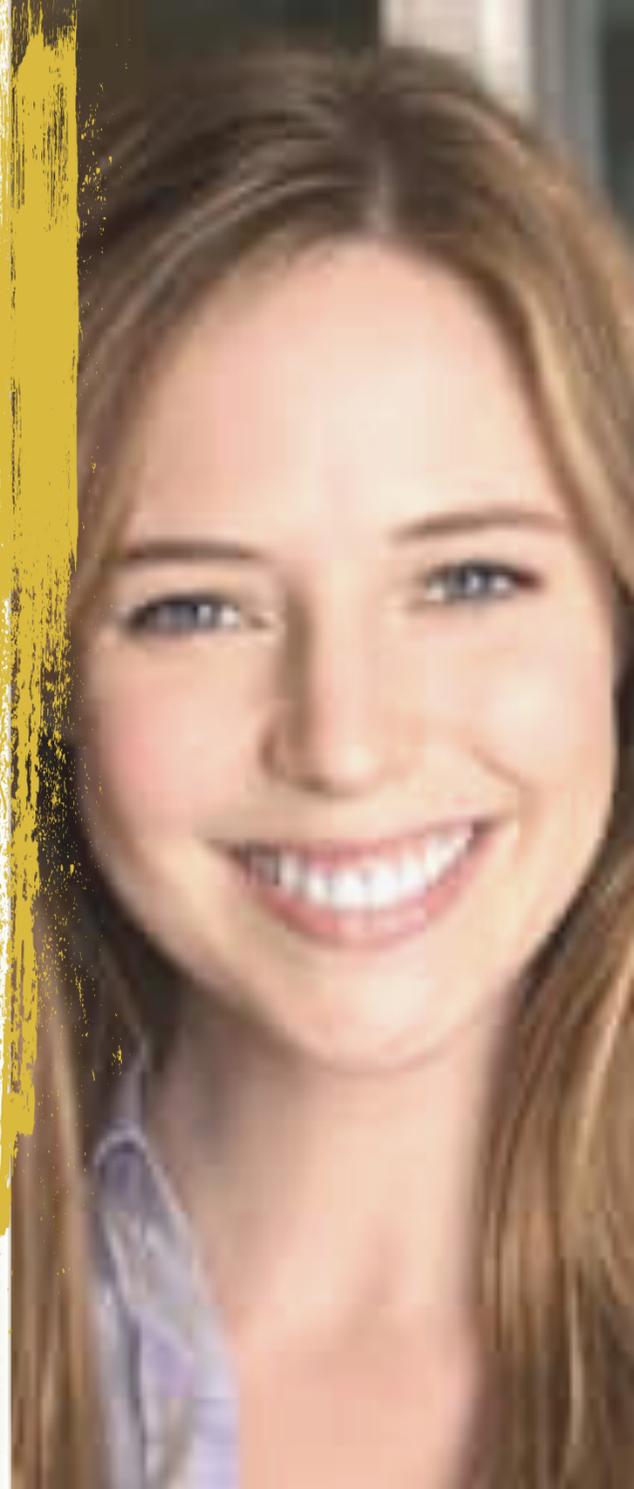
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CASTING

TAISSA FARMIGA

AS EMILY NESTOR





AUDIENCE

STRATEGY



PRIMARY: WOMEN 18-34 YEARS OLD

The premise of Farrow's investigative story is one that will resonate and/or interest this demographic.

PRIMARY: MAJOR US CITIES

The major conflict involves failure of the corporate system. Major corporation offices reside in major US cities. Women who work for these companies would also live in these cities.

SECONDARY: SOCIAL JUSTICE ACTIVISTS

Our goal to donate a portion of the profits to organizations fighting sexual assault will interest activists.

BY: KENDALL



Handwritten notes in Cyrillic script, including phrases like "Colonel no 0, 3 to copy" and "M. D. ..."

DISTRIBUTION:



MAGNOLIA PICTURES

SUBSIDIARY OF 2929 ENTERTAINMENT

FOUNDED BY: BILL BANOWSKY AND EAMONN BOWLES IN 2001



- SPECIALIZE IN MIDDLE-BUDGET FILMS, PARTICULARLY DRAMA AND DOCUMENTARY.
- MAGNOLIA FOCUSES ON RELEASING FILMS WITH CONTROVERSIAL TOPICS, AS BOWLES BELIEVES THESE TYPES OF FILMS TURN HEADS AND START CONVERSATIONS, BUT THAT “YOU MUST HAVE THE RIGHT KIND OF CONTROVERSY” (THR)
- BOWLES ALSO WORKED UNDER WEINSTEIN FOR A BRIEF PERIOD OF TIME AT MIRAMAX, AT ONE POINT RECEIVING THE “FULL FORCE OF HIS ANGER.” – IT’S SAFE TO SAY THAT BOWLES ISN’T A FAN OF WEINSTEIN AND MAY BE MORE INCLINED TO GO AFTER OUR PROJECT BECAUSE OF THIS.

BY: SAM



WHY CHOOSE US?

Our project intends to stir up the kind of controversy that Bowles chases after, approaching the Me Too Movement and Harvey Weinstein perhaps from an angle that isn't widely known.

Similar Releases By: Magnolia Pictures

CAPTURING THE FRIEDMANS (2003)

Budget: Unknown. Likely <\$5,000,000
Box Office: \$4,076,990

REDACTED (2007)

Budget: \$5,000,000
Box Office: \$782,102

BLACKFISH (2013)

Budget: \$1,500,000
Box Office: \$2,303,417

THE ASSISTANT (2019)

Budget: \$1,700,000
Box Office: \$1,430,403

BY: SAM



INSTAGRAM CAMPAIGN

Create an active Instagram account to interact with the actors and non profit organizations working with us for more exposure.

EDUCATION

This film focuses on the issue of sexual assault in the workplace. We will donate a portion of the profits to organizations for sexual assault awareness and sex education.

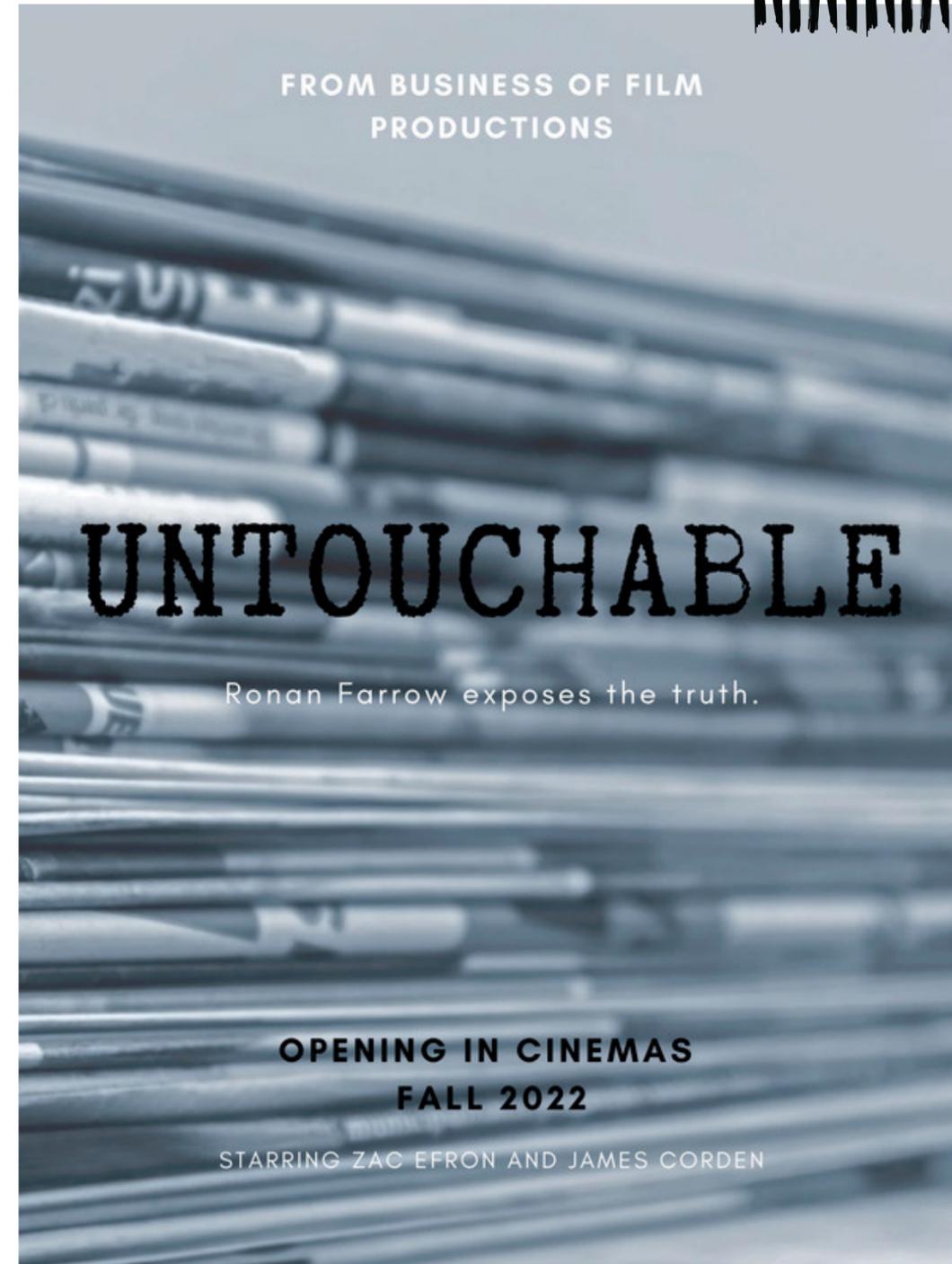
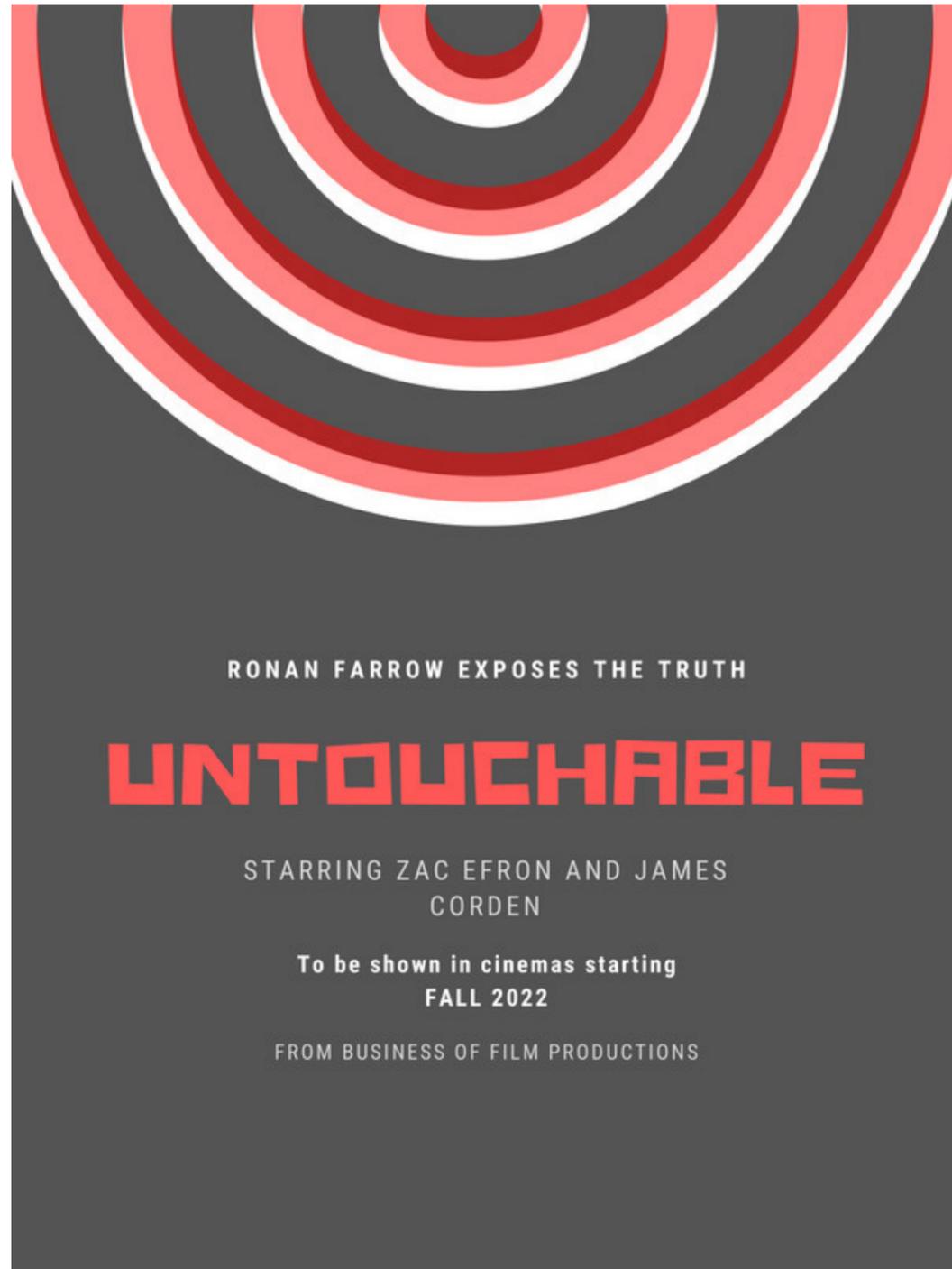
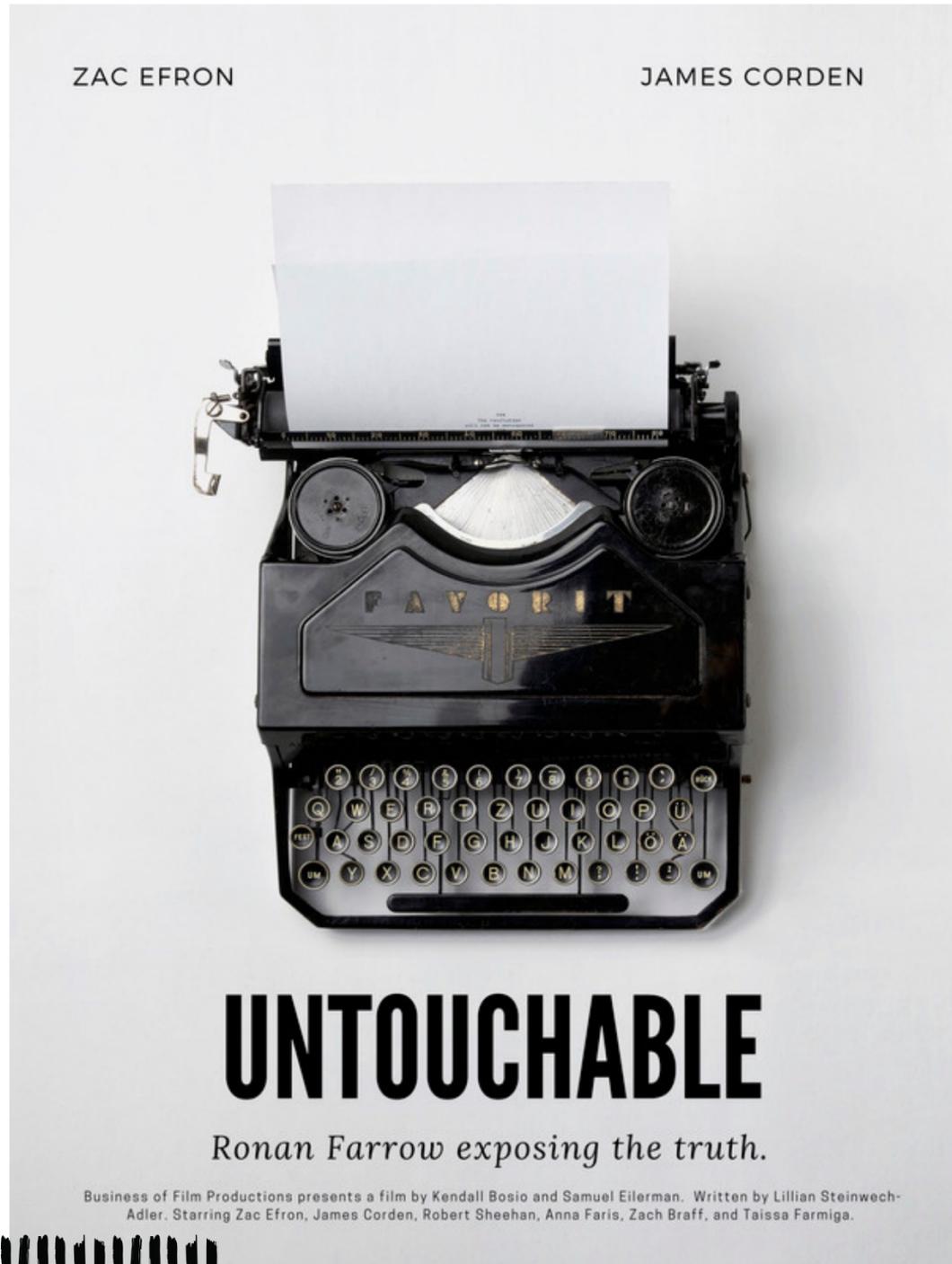
SPONSORED TRAILER POST

Create a trailer specifically for Instagram to sponsor for the feed of women 18-34.



Marketing Strategy

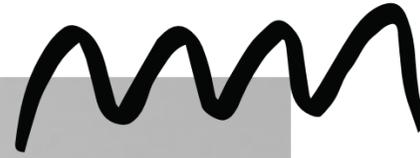
BY: KENDALL



Movie Poster Example

BY: KENDALL

Handwritten notes in a cursive script, partially obscured by the image below.



THANK YOU!

QUESTIONS?