

**BLUE BOOK**  
TV Series Pitch Doc

**UFOS: Now and Then**

So whether you're a skeptic or a believer, UFOs are a global phenomenon that mystifies millions. <sup>2</sup> In fact, UFO sightings are at an all time high according to the National UFO Reporting Center (NUFORC), with over 864 distinct sightings made in 2017 thus far... And almost 70 years after Roswell, 48% of Americans are open to the idea that UFOs might be alien visitation...

<sup>3</sup> Hillary Clinton said in late 2015, "I think we may've been visited already. We don't know for sure." And she's not alone... In fact, many Presidents have taken the matter incredibly seriously. Both Jimmy Carter and Ronald Reagan claim to have had UFO sightings. And I love Truman's quote here...

Every year, new sightings occur which baffle and entrance the public...

<sup>4</sup> Just back in January, the Chilean Navy released footage of a disc spraying an eerie gas into our atmosphere, which they studied in secret for two years before releasing with no explanation. It has over 2 million hits on YouTube.

<sup>5</sup> Whether it's the 1997 Phoenix Lights, where a mile-long triangular craft was witnessed by over 10,000 people, including Arizona's governor... <sup>6</sup> Or *this* eerie UFO that hovered over China's Xioshan Airport in 2010, shutting it down for hours... Sightings occur every day that defy explanation...

<sup>7</sup> UFOs are a part of our history, a part of the collective human experience. People have had sightings for as long as man has looked to the heavens... Since the late-1940s, we've just tracked their proliferation... Something unknown, and yet unidentified, is flying in our skies. The question is *what?*

In search of answers, I've become an avid UFO history buff... <sup>8</sup> Pilot Kenneth Arnold's 1947 sighting of "9 saucers" flying in formation in the Washington sky launched *the modern* UFO era. A month later was the infamous Roswell crash... But in all of my research, cases from police, pilots, and even military personnel, nothing has intrigued me more than the U.S. Air Force's official top-secret program investigating this enigma itself -- Project Blue Book.

Why? <sup>9</sup> Because of the man destined to be its martyr, **Dr. J. Allen Hynek** -- a brilliant Ohio State Astronomy and Physics professor, and an ardent UFO skeptic, who from 1951-1969, investigated thousands of UFO cases as Blue Book's Chief Scientific Advisor. And who, during his tenure, despite the Air Force's final claim that UFOs are "nothing anomalous", was utterly transformed -- into a *believer*. A man convinced that Blue Book was an elaborate disinformation campaign, used to control public perception, by lying, debunking, and hiding the truth to UFOs. A truth he died believing included an *intelligence in our skies* that we still have yet to understand...

## **THE CONCEPT**

<sup>10</sup> BLUE BOOK is a TV series about this mysterious era in American history, and in Dr. Hynek's life, when many believe a deep, dark conspiracy began and continues today. Set against the backdrop of the budding Cold War and rising Atomic era, it's a thrilling one-hour mystery/drama of Hitchcockian paranoia, akin to THE AMERICANS, cut with a TWILIGHT ZONE's eeriness, that will expose a multi-layered veil *over the world* few know *truly* exists... *Most of the characters, events, and cases we will explore are entirely real.*

## **THE PILOT and OUR MAIN CHARACTERS**

At the center of our series is, of course, the real-life **Dr. J. Allen Hynek**, who, as we see in our pilot, is an ambitious but frustrated astrophysicist, who feels destined for more than his tedious professorial job at Ohio State...<sup>11</sup> A family man, we also glimpse Hynek's rocky marriage to **Mimi**, the fiery woman he adores, but can't contain in the 'housewife box' he's put her in, and his battles with his imaginative son **Joel**, who Hynek loves, but just can't connect to...

A brilliant, meticulous scientist, it's Hynek's ego and need for control that hinder his happiness, both at home and professionally, as we learn Hynek has a unique condition—<sup>12</sup> **HSP**, *hyper-sensitive perception*, making him highly attuned to details most folks miss. His visual, auditory, olfactory, even tactile senses enhanced, HSP gives Hynek a powerful visual mind and near-photographic memory. But being the smartest guy in the room is both a blessing and curse. He can't ever turn it off for one, and it irks Hynek to acquiesce to anyone in power who he deems below him intellectually...

<sup>13</sup> Once recruited by the Air Force, Hynek meets his new partner in the field – a young showboating ladies man oozing charisma, Air Force Captain **Ed Ruppelt**. A company man wishing only to please his bosses, Ruppelt's a UFO skeptic, and a master at explaining away sightings to the media, and as we'll see, he'll be a consistent hurdle in Hynek's quest for the truth...

<sup>14</sup> We also learn that Hynek answers to two cold, calculating Air Force Generals **Nathan Twining** and **Hoyt Vandenberg**, 2 real-life, top-ranking officers overseeing Blue Book, who clearly know *far more* than they let on.

<sup>15</sup> In the pilot, they test Hynek with the real-life 'Flatwoods Monster' case. Hynek prevails, using his highly sensitive mind and piercing deduction to explain these mysterious events away scientifically. He's indoctrinated into Blue Book, but near our pilot's end, some new unsettling events occur:

<sup>16</sup> For one, Hynek receives a cryptic Polaroid from an enigmatic figure, **Mr. Unseen**, a warning that he's being watched, and must proceed carefully... Two, we also reveal Hynek's not only a compulsive gambler, but Jewish, two facts *he* hides from his family... And lastly, we unveil that Hynek's wife Mimi's exciting new friend **Susie Miller** is, in fact, a covert Russian spy...

Our pilot ends jumping forward to NYC in 1970 -- to find Hynek as a truly altered man, hell-bent on exposing the deep UFO truth he now knows. *How and why he's changed so drastically is the central journey of our show...*

## **THE SERIES**

Now, our pilot sets into motion a number of storylines to explore in series.

### **The Case Files**

<sup>17</sup> While BLUE BOOK is an elevated, serialized drama deeply rooted in its characters, one great resource of our concept is its near endless supply of real-life cases, our engine. Blue Book ran from 1951-1969 and during this top-secret program, literally thousands of cases were researched. We have the benefit of drawing from these baffling true files. In fact, every episode of BLUE BOOK, like in our pilot, will kick-off with either a new sighting or a real case phenomena, *or* continue a storyline previously left as a cliffhanger. But each case will *build upon the previous*, allowing the true nature of this larger threat to grow clear as new theories form from them; no case is ever self-contained.

<sup>18</sup> And it won't just be UFOs in the sky; we'll explore all of the highly strange phenomena we only *now* associate with UFOs. The episode when a town's power supply mysteriously vanishes, or when *bizarre patterns* are found in man's cornfield, or when a *mind-numbing hum* echoes from the mountains, or when a traffic cop experiences 'missing time' before recalling visions of a frightening UFO encounter -- All from real-life Blue Book cases.

<sup>19</sup> Hynek will be our conduit at the forefront of this mysterious new science of *ufology*. And every week, as in our pilot, we'll be privy to his powerful mind at work, as he'll dissect and analyze frightening accounts and new baffling evidence he'll *try* to explain, proving increasingly difficult... We'll watch as he creates his renowned 'Close Encounters' classification system, as a method to catalogue the depth of witnesses' UFO experiences. <sup>20</sup>Notably, Hynek was a key consultant on Spielberg's 'Close Encounters' film. He even made a cameo.

Of course, within our series, we'll continually track UFO case history and real life historical events -- <sup>21</sup>Whether it be well-known sociopolitical moments of the 1950s, or the **Pan American Airways UFO**, seen by passengers and crew on its flight from NY to Miami. <sup>22</sup>Sometimes, the *public* political sphere and UFOs will even intersect, like it did with the **1952 D.C. UFO Wave**- a series of real-life terrifying UFO sightings stunning our nation's capital in July of '52.

### **BLUE BOOK: A Disinformation Campaign**

<sup>23</sup>Now within the Air Force, Hynek will also unveil some startling revelations, as he quickly realizes the Air Force hasn't hired him to *investigate* UFOs, but to *debunk* them- part of a vast disinformation campaign. Despite his protests to research cases scientifically, he'll receive increasing pressure to explain

them away quickly and move on. As he'll realize there's a UFO reality the Air Force takes dead seriously, which despite all their lies, they'll do anything to protect. At first, Hynek will suspect, with the millions spent, the Air Force is hiding top-secret aircraft or maybe a weapons project, but his increasingly bizarre cases will force Hynek to soon consider *extraordinary* hypotheses...

### **MJ-12: The Dangerous Threat**

<sup>24</sup> See, the dark flip-side of this conspiracy Hynek falls into are the 2 Generals to which he reports, members of a covert group known as the **Majestic 12** – A real-life clandestine sect of 12 elite scientists, military and gov't officials, formed in 1947 on executive order by President Truman to conceal the 'UFO problem' by any means necessary, while determining its nature and threat to national security. We will witness these men's ruthless operations and internal dissent over the secrets they know, as General Twining will emerge as their vicious leader, where soon, even his co-conspirators won't be safe...

As Hynek uses his privileged access and unique intelligence to dig deeper, (whether decrypting top-secret files, or stealing hidden crash evidence), he'll move closer into the crosshairs of these truly dangerous men. But Hynek is a scientist, a man in search of the ultimate truth. Which is why his quest to unravel this UFO enigma becomes a total *obsession*, when his findings at Blue Book simply won't fit into his rigid preconceptions about reality...

Hynek *will* play 'the debunker' in order to maintain access to cases, *each* a clue to this cosmic riddle. But before long, Hynek'll realize *a terrifying fact*—he's trapped. The Air Force needs him and won't ever *let* him leave. And if they ever suspect he knows that anything's amiss, he and his family are dead. *Hynek will have to unravel the greatest of cover-ups, while also being its face.*

### **Mysterious Blue Book Deaths**

<sup>25</sup> We're not exaggerating here on just how eerily fatal Project Blue Book's legacy turned out to be... In 1949, **James Forrestal**, Secretary of Defense for President Truman, and a "Majestic 12" member, was committed to a mental hospital and jumped from a 16-story window to his death... Imagine if Don Rumsfeld did likewise... Cpt. **Ed Ruppelt**, Hynek's young partner on our show, wrote a scathing book critiquing Blue Book in 1956, after being let go, alleging some UFO reports can not be explained. He died in 1960 of a "heart attack" at age 37... Even **Gen. Hoyt Vandenberg** (one of Hynek's two superiors), died in 1954 at the age of only 55... Our show will expose what really happened to each of these men, and how our UFO conspiracy ultimately silenced them.

### **Susie Miller and The Russians**

<sup>26</sup> Another deep wrinkle in our series is the blonde-bobbed Russian spy **Susie Miller** who charms Hynek's wife Mimi-- who we'll soon learn had a past affair with a woman... But Susie is a bombshell to fear, and nothing at all what she seems, playing Mimi's growing affections and buried *sexual attraction to her*,

to infiltrate Hynek's home... See, the Russians know that the U.S. is withholding crucial information about UFOs and will be damned if America is going to get ahead of them in the global space race, with, what they believe, is at first, a revolutionary new science. As Susie immerses herself into Hynek's family, she'll begin an intricate masterplan of espionage and psychological warfare, to gain their trust in order to extract crucial intelligence, invisibly.

### **Mr. Unseen & the Mysterious Polaroids**

<sup>27</sup> But, the most enigmatic figure in our series is **Mr. Unseen**, a mysterious man with a cryptic agenda, of which Hynek plays a crucial part. Emerging as neither from our government or the Russians, throughout our series, Hynek will receive mysterious Polaroids from Mr. Unseen. Each Polaroid will depict a place from Hynek's hidden past. Each time he goes to the place in the Polaroid, he'll uncover a strange new clue, a piece of this cosmic puzzle... Only late in our series will Hynek realize these Polaroids aren't snap-shots of *places* at all... No, somehow, these images are *snapshots from Hynek's own memories*. And with that alarming revelation, a new door to this UFO reality will open...

### **The Deepening UFO Mystery**

<sup>28</sup> See, of the utmost importance, as our series progresses, is ensuring that we offer up new surprises and revelations audiences won't predict. Of course, we'll do this with our ever-changing character dynamics and relationships, and with our increasingly eerie real-life case files, but we'll also accomplish this with *deep reveals* of what UFOs really *are*, that'll evolve as the case-clues Hynek uncovers force his global theory to shift episode-by-episode --

Season 1 will be about transforming Hynek from a stubborn, skeptical scientist to a man forced to conclude that something extraterrestrial is really occurring... But in Season 2, we can upend these expectations with intriguing alternative scientific viewpoints as to what UFOs and its occupants might actually be-- everything from UFOs are hyper-dimensional craft from another reality plane on top of our own, to UFOs are time machines, evidence we're being visited by our future selves... Even to UFOs representing signs we may exist in a simulated reality of some kind. Our mystery can unpack as many layers as we wish. Notably, *Hynek* thought UFOs might be 'inter-dimensional'.

### **The Flash-Forward Storyline**

<sup>29</sup> Lastly, our viewers will be enthralled to learn, at the end of every episode, that our show isn't only about the mysteries Hynek uncovers *during* Blue Book, but about the life and death challenges he faced in exposing them.

See, Hynek left Blue Book in 1969 when the Air Force shut it down, but didn't publish his first book on the reality of UFOs, *The UFO Experience*, until 1972, before he formed *The Center of UFO Studies* in 1973... *But what happened during this 3-year gap?* In the immediate aftermath when Hynek had seen

through the dark looking glass of Blue Book, was shaken to his core, and was hell-bent on sharing the truth he now knew with the world?

Our flash-forward storyline will show how Hynek had a plan to do just that, what the UFO community calls *disclosure*... Beginning in the pilot with giving his dear friend **Jacques Vallee** a mysterious artifact, we'll track Hynek's dangerous *disclosure mission* in 1970. Each step in his master-plan, a cliff-hanging end to each episode. As we expose the perils of this earth-shattering endeavor, we'll peak within Hynek's hidden trove of UFO evidence amassed over years: the photos and film reels, documents, eerie Polaroids from Mister Unseen, strange objects found -- in essence, the 'treasure chest' of our show to come. Estranged from his family, hunted by enemies, we'll find a man utterly transformed from confident skeptic to paranoid zealot... *But, how and why? And what are UFOs, really?* Audiences will have to keep watching to find out...

### **THE THEMES**

<sup>30</sup> BLUE BOOK is a show about **conformity, conspiracy, and fear**, exploring the multi-faceted changes in America taking place at the dawn of the 1950s -- our tendency to comply with authority, to fear the unknown, while drifting into an era of panic and paranoia, very mirrored in our society today...

In this era of 'fake news' and 'alternative facts', BLUE BOOK offers a timely look at a 'man of truth' forced into a web of lies and public deception...

Inarguably, the perpetuation of a 'UFO conspiracy' within our culture has never been stronger. And *this* is the final pivotal piece of why audiences will connect to our series-- seeking answers to a mystery that clearly still persists for so many, through a show that dives face-first into its origins.

<sup>31</sup> Finally, I'd like to leave us with this quote from Dr. Allen Hynek himself -