

DOCUMENTARY TELEVISION SERIES



KINGS OF THE COURTROOM[®]

The Greatest American Trial Lawyers

CREATED BY JOSEPH GOUGH

Collection of Legendary Trial Lawyers



Clarence Darrow - 1900-30's



Melvin Belli - 1940's-70's



Thurgood Marshall - 1950's & 60's



Johnnie Cochran - 1960's-2005



Gerry Spence - 1970's-2010


**KINGS OF THE
COURTROOM[®]**

The Story of the Greatest American Trial Lawyers

A Ken Burns & PBS Television Series



From the Producer of the epic series The Civil War, Jazz, and Baseball...

Narrated by Sam Waterston

The Civil War ('90)- Over \$100m in gross sales (all media, international)

- \$38.4m in U.S. only DVD/VHS sales since 1998

Note that the following figures represent ONLY U.S. DVD/VHS sales. All Digital downloads and streaming licenses (e.g., via iTunes, Netflix, Hulu, Amazon, etc.) are NOT included. Nor are any international sales/licenses (in any media, including home video and television). For instance, Baseball was purchased for rebroadcast by Turner for \$4m.

The War (1997): \$28.5m

National Parks (2009): \$14.8m

Jazz (2001): 500,000 units sold in 1st month

"Sales of videotapes of Burns' PBS documentaries, companion books and CDs have pulled more than \$600 million in retail revenue. Burns' cachet as documentary filmmaker extraordinaire could eventually make Jazz one of the biggest revenue generators of his 25-year career. Sales of related merchandise - books, CDs, DVDs and videos - surpassed \$15 million halfway through Jazz' 10-episode airing." *USA Today* 02/01/01

*When you look at the numbers The Civil War & Jazz have produced in downloads, licensing, and merchandise the revenues grow quickly. This also does not include books.



Ken Burns work is approaching \$1 Billion in total retail sales



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Documentary Television Series (6 Part)

“Kings of the Courtroom”- The Story of America’s Greatest Trial Lawyers will be heralded as the definitive work, exploring the last century of American trial law through the eyes of its brightest stars. This is a Ken Burns (The Civil War, Baseball, and The National Parks) anthology, formatted as an episodic miniseries that features biographical segments on the legendary attorneys and their highest profile cases. Clarence Darrow, Melvin Belli, Thurgood Marshall, Johnnie Cochran & Gerry Spence cover the entire century, from the early 1900’s to the current era. They are all brilliant legal minds that championed some of the most important causes in American History. Simply put, they changed our country.

From Darrow’s Scopes Trial, where the first celebrity trial lawyers were placed in the American spotlight, to the media circus surrounding Cochran’s OJ Simpson Trial, these attorneys have altered the way we think about the justice system. This series will document the massive contribution that these men have made to the legal profession...and to the lives of their clients. The modern trial lawyer’s impact on society will finally be properly measured in the most entertaining way possible.

We are in negotiation with Sam Waterston to narrate, and many well-known celebrities will be featured with colorful commentary, throughout the series. This will be the quintessential documentary series on the American trial lawyer and the volatile cases that have shaped the legal world.

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Distribution and Return on Investment

PBS and WETA have agreed to a national broadcast distribution deal with Indian Trail Productions (ITP), its investing partners, and legendary filmmaker, Ken Burns. The deal revolves around the production of a five part mini-series tentatively titled "Kings of the Courtroom: America's Greatest Trial Lawyers".

PBS has encouraged, but cannot mandate, ITP to use PBS-D for distribution of the forthcoming DVD package. Ken Burns has successfully used PBS-D for all of his documentary series work. He and his attorney, Drew Patrick, have extended the benefit of their counsel in negotiating favorable terms toward the series distribution. Elite representation from Paradigm's Steve Wohl, has also been acquired if a new distribution partner is determined appropriate.

The current offer is not finalized due to WETA's internal regulatory requirements on the investor disclosures. They will vote to approve the broadcast and set a negotiable rate for backend revenue sharing as soon as the investor disclosure is submitted and funds are in escrow. They will submit their asking price for presenting station sponsorship and their offer for backend participation to ITP.

Likewise, PBS-D will follow suit and make their offer to distribute the DVD box set and accompanying media. Using Burns past projects as a guide, we feel the following numbers should be expected:

- WETA- \$100k fee and 10-15% of backend revenue participation to act as presenting station and market the broadcast to the national PBS network of affiliate.
- PBS-D or Distributor of Choice- 15% to 20% of backend revenue participation for distributing and marketing the DVD sales.

- Total Split- 70% (65% worst case) to investors and producers, and 30%-35% to broadcasters and distributors.
- If we assume a 70-30 split, and we use Ken Burns' National Parks series as the model, after three years the series has made \$14.8m and it was grant funded. So, the investor/ producer revenue would be \$10,360,000, while the broadcaster/ distributor would have earned \$4,440,000.
- In our investor/producer model, the investor gets 110% return on investment before any profit sharing occurs. Therefore, investors would earn approximately the first \$3.3m of the \$10,360,000. The remaining \$6,060,000 would be shared 60-40 between investors (60%) and producers (40%).
- This would add an additional \$3,636,000 to the investor's \$300k from the initial 110% return. Therefore, the investors would profit almost \$4m dollars after the initial investment is 100% recouped.

With the longevity of the educational market (High Schools, Universities, and especially Law Schools) for content of this kind, Kings of the Courtroom could be driving revenue for 15 to 20 years. This would catapult the earnings into the domain of Burns' Civil War, which has done well over \$100m in net revenue.

This also does not include the book publishing, merchandise, or rebroadcasting rights (which is being discussed with Discovery ID). PBS will hold a 2-4 year broadcast exclusive license, but after that license expires, we can resell the rights domestically and internationally.

With Ken Burns, PBS, and WETA combining to document some of the most provocative and newsworthy attorneys and trials in history, our chances at significant return on investment are as good as they can be with an entertainment investment of this kind. With the educational market as a safety net, it seems highly unlikely that earnings would not be sustained for years to come.



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Episode Outlines

OVERVIEW

To be defined as a “King of the Courtroom” for this series there is a set of criteria that the attorney’s career had to meet. First, the attorneys had to be known as the best of the best during their own time. They cannot be solely known for one case or class action. They could not be corporate lawyers mainly defending corporations or the government. And finally, they could not be disbarred or convicted of a felony.

The five lawyers that were chosen to be featured individually meet these requirements, and then some. In addition, all five have empirical verification of their skill set. Clarence Darrow’s trial radio broadcasts gave birth to the celebrity trial lawyer and he was the first lawyer selected to the American Trial Lawyers Hall of Fame. Melvin Belli recovered more money in verdicts than any other lawyer at the time of his death. Thurgood Marshall led the fiercest courtroom battles of the Civil Rights era and was rewarded with a seat on the Supreme Court. Johnnie Cochran’s defense fees were the highest in the history of the profession, and his clients paid willingly. Gerry Spence never lost a criminal trial and went more than 40 years undefeated in civil practice. This elite group is undoubtedly the real “Dream Team” of historical trial lawyers.

FORMAT

Each episode will be framed within the opening and closing arguments of the attorney’s greatest legal victory. By starting out within the high stakes environment of the epic trials, we will immediately grab the audience’s attention and stress the intense nature of the litigator’s world. We will be using court transcripts and audio recordings along with photo-realist animation to bring some of the deceased attorneys back to life in courtroom.

The chronological story will begin when the narrator pulls us out of the individual trial by linking a significant moment in the attorney's argument to their background or upbringing. The story will move quickly from their family life to the spark for justice and pursuit of a legal career. All of our featured subjects felt a calling and that catalyst will be explored before their legal career is examined.

The highlights of each attorney's legal career will be told through lens of the cases and the plights of the clients they represented. Through that perspective, we hope to learn what drove these men. We will weave the thread of their personal lives, their families, their charitable endeavors, their passions, (even their character flaws) into the narrative as their careers climax back to those historical cases.

The bookend that will put a bow on each episode is the final verdict in their most important case. Even though this is the moment that previously defined them, our exploration will have already told a more compelling and truthful story about their true greatness as trial lawyers.

EPISODIC BREAKDOWN

Clarence Darrow- Scopes "Monkey" Trial

- Scopes Trial (Framing Device)
- Leopold and Loeb defense
- Eugene Debs vs. Railroads
- Union Lawyer- Miners, AFL, etc.
- Ossian Sweet Trail
- Massie Trial (birth of celebrity trial lawyers)
- Great Debates

Melvin Belli- "King of Torts" Escola vs. Coca-Cola

- Cable Car Gripman Trial
- Escola vs. Coca-Cola Bottling (framing device)
- Mickey Cohen Trial
- Parke Davis- Drug Liability
- Vanderbilt Testing Case
- Celebrity Clients & Jack Ruby
- Zodiac Killer & Media Appearances

Thurgood Marshall- Brown v. Board of Education, Topeka, KS

- NAACP Lawyer follows “separate but equal” strategy
- Murray vs. Pearson
- Chambers vs. Florida
- Brown vs. Board of Education
- 29 of 32 Supreme Court Case Victories
- Friendships with JFK, Hoover, & LBJ... appointed as First Black Supreme Court Justice

Johnnie Cochran- OJ Simpson Trial

- Prosecutor turns defense atty after turning point case
- OJ Simpson Trial (framing device)
- Geronimo Pratt Trial and Appeals
- Abner Louima- Police Brutality
- Reginald Denny- LA Riots Trial
- Celebrity Clients- Michael Jackson, Snoop Dogg, Todd Bridges, Tupac
- Sean Combs Trial

Gerry Spence- “The Undefeated Champ” Silkwood Trial

- Karen Silkwood vs. Kerr-McGee (framing device)
- Ruby Ridge- Rand Weaver Case
- Ed Cantrell Murder Trial
- Utah Nursing Home Trial
- McDonald's Corporation- \$52m Verdict
- Imelda Marcos Racketeering Trial
- Lee Harvey Oswald Mock Trial
- Fieger Trial- A fond farewell as an undefeated litigator

** We are considering a sixth one-hour feature that would be a DVD-Only release. This feature would focus on several of the elite trial lawyers who were not included with the five subjects in the core PBS series.

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Clarence Darrow - 1900-30's



BIOGRAPHY

Clarence Seward Darrow (April 18, 1857 – March 13, 1938) was an American lawyer and leading member of the American Civil Liberties Union, best known for defending teenage thrill killers Leopold and Loeb in their trial for murdering 14-year-old Robert "Bobby" Franks (1924) and defending John T. Scopes in the Scopes "Monkey" Trial (1925), in which he opposed William Jennings Bryan (statesman, noted orator, and 3-time presidential candidate). Called a "sophisticated country lawyer", he remains notable for his wit and agnosticism, which marked him as one of the most famous American lawyers and civil libertarians.

UPBRINGING

Clarence Darrow was born in rural northeastern Ohio on April 18, 1857. He was the son of Amirus Darrow and Emily (Eddy) Darrow. Both the Darrow and the Eddy farms had deep roots in colonial New England, and several of Darrow's ancestors served in the American Revolution. Clarence's father was an ardent abolitionist and a proud iconoclast and religious freethinker, known in town as the "village infidel." Emily Darrow was an early supporter of female suffrage and a women's rights advocate. Clarence attended Allegheny College and the University of Michigan Law School but did not graduate from either institution. He was admitted to the Ohio bar in 1878. The Clarence Darrow Octagon House, which was his childhood home in the small town of Kinsman, Ohio, contains a memorial to him.

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Melvin Belli - 1940's-70's



BIOGRAPHY

Melvin Mouron Belli (July 29, 1907 – July 9, 1996) was a prominent American lawyer known as "The King of Torts" and by detractors as 'Melvin Bellicose'. He had many celebrity clients, including Zsa Zsa Gabor, Errol Flynn, Chuck Berry, Muhammad Ali, the Rolling Stones, Jim Bakker and Tammy Faye Bakker, Martha Mitchell, Lana Turner, Tony Curtis, and Mae West. He won over USD\$600,000,000 in judgments during his legal career.

EARLY LIFE

Melvin Belli was born in the California Gold Rush town of Sonora, California in the Sierra foothills. His parents were of Italian ancestry from Switzerland. His grandmother Anna Mouron was the first female pharmacist in California. By the 1920s, the family had moved to the city of Stockton, California where Belli attended Stockton High School.

EDUCATION AND EARLY CAREER

Belli graduated from the University of California, Berkeley in 1929 and after traveling around the world for a year, attended the Boalt Hall School of Law at Berkeley in 1933. After graduation, his first job was posing as a hobo for the


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Thurgood Marshall - 1950's & 60's



BIOGRAPHY

Thurgood Marshall (July 2, 1908 – January 24, 1993) was an Associate Justice of the United States Supreme Court, serving from October 1967 until October 1991. Marshall was the Court's 96th justice and its first African-American justice.

Before becoming a judge, Marshall was a lawyer who was best known for his high success rate in arguing before the Supreme Court and for the victory in *Brown v. Board of Education*. He argued more cases before the United States Supreme Court than anyone else in history.

He served on the United States Court of Appeals for the Second Circuit after being appointed by President John F. Kennedy and then served as the Solicitor General after being appointed by President Lyndon Johnson in 1965. President Johnson nominated him to the United States Supreme Court in 1967.

EARLY LIFE

Marshall was born in Baltimore, Maryland on July 2, 1908, the great-grandson of a slave who was born in modern day Democratic Republic of the Congo. His grandfather was also a slave. His original name was Thoroughgood, but he shortened it to Thurgood in second grade because he disliked spelling it. His father, William Marshall, who was a railroad

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Johnnie Cochran - 1960's-2005



BIOGRAPHY

Johnnie L. Cochran, Jr. (October 2, 1937 – March 29, 2005) was an American lawyer best known for his leadership role in the defense and criminal acquittal of O. J. Simpson for the murder of his former wife Nicole Simpson and her friend Ronald Goldman.

Cochran also represented Sean Combs (during his trial on gun and bribery charges), Michael Jackson, rapper Tupac Shakur, actor Todd Bridges, football player Jim Brown, rapper Snoop Dogg, former heavyweight Champion Riddick Bowe, 1992 Los Angeles riot beating

victim Reginald Oliver Denny, and Geronimo Pratt.

He also represented athlete Marion Jones when she faced charges of doping during her high school track career. Cochran was known for his skill in the courtroom and his prominence as an early advocate for victims of police brutality.

EARLY LIFE

Johnnie L Cochran, Jr. ("L" was his full middle name) was born in Shreveport, Louisiana. His father, Johnnie Cochran, Sr., was an insurance salesman, and his mother sold Avon products. The family relocated to the West Coast and settled in


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Gerry Spence - 1970's-2010



BIOGRAPHY

Gerry Spence (b. January 8, 1929, Laramie, Wyoming) is a semi-retired American trial lawyer. In

2008, he announced he would retire, at age 79, at the end of the Geoffrey Fieger trial in Detroit, MI. Spence states that he "has never lost a criminal case either as a prosecutor or a defense attorney. He has not lost a civil case since 1969." Spence did lose a criminal case in a bench trial but prevailed on appeal.

BACKGROUND

Spence graduated from the University of Wyoming Law School in 1952. The University awarded him an honorary Doctor of Laws degree in May 1990. He started his career in Riverton, Wyoming, and later became a successful defense attorney for the insurance industry. Years later, Spence said he "saw the light" and became committed to representing people instead of corporations, insurance companies, banks, or Big Business.

Gerry Spence and his second wife, Imaging, share their time between homes near Jackson, Wyoming and Santa Barbara, California.



KINGS OF THE COURTROOM[®]

Compilation of Courtroom Kings- Potential subjects for 6th part DVD add-on.

- John Adams- Career in politics is more noteworthy
- F. Lee Bailey- Disbarred and embroiled in controversy
- Alan Dershowitz- Career mainly focused outside trial law
- Mayer Morganroth- Never took the spotlight
- Belva Lockwood- Was not successful in many bids but blazed the trail
- Stephen Susman- Environmental champion
- Dan Webb- Did a lot of corporate work as well as defense
- Bobby Lee Cook – Criminal defense work focused
- Fred Baron- Tort and large class actions
- Phillip Corboy- Class action and liability cases
- Richard Scruggs
- Sam Bernstein- Legendary Personal Injury Attorney
- John Eddie Williams

- Morris Dees- Southern Poverty law center founder
- Stanley Preiser
- Fred Levin- Tobacco case lawyer
- Sheldon Schlesinger

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Potential Interview Subjects:

- President Barack Obama- Fmr Pres. of Harvard Law Review
- Nancy Grace- Fmr Prosecutor and TV Personality
- Mark Geragos- Litigator and Commentator
- Greta Van Sustren- Litigator and Commentator
- Robert Shapiro- Litigator and Entrepreneur
- F. Lee Bailey- Legendary Litigator- Disbarred
- Mayer Morganroth- Legendary Litigator
- Bobby Lee Cook- Litigator
- John Kekar- Corporate Litigator
- Daniel Webb- Fmr US Attorney and Litigator

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- Sam Bernstein- Legendary Personal Injury Litigator
 - John Edwards- Fmr Presidential Candidate & Litigator
 - Alan Dershowitz- Legendary Legal Mind
 - Stephen Susman- Commercial Litigator
 - Richard “Dickie” Scruggs- Legendary Litigator
 - John Eddie Williams- Litigator
 - Morris Dees- Civil Rights Litigator
 - Fred Levin- Mass Tort Lawyer
 - Sheldon Schlesinger- Litigator
 - Gloria Allred- Litigator

Advisors

- Mayer Morganroth- Legendary Litigator
- Robert Gordon- Stanford Legal Historian
- Bruce Mann- Harvard Legal Historian