FOX

11.22.63

Communication guide

Series information

Synopsis

So what would you do, if you could go back in time and change the past?
From *Star Wars* and *Lost* producer **J.J. Abrams**, **11.22.63** is a new eight-part series based on the hit novel by legendary author **Stephen King**.

In this genre-busting drama series, James Franco stars as modern-day teacher Jake Epping, just divorced, who finds himself sent back in time to 1960, on a mission to prevent the assassination of John F. Kennedy.

11.22.63 is the perfect thriller: it takes viewers into the unpredictable darkness of the American dream. Beautifully infused with the feel of the early '60s, the show blends the sweepingly epic and deeply personal, with its unfolding central mystery built upon a pivotal moment of real-life history.

Overview

·The epic new nine-hour event series combines the talents of **J.J. Abrams**' Bad Robot Productions (*Star Wars: The Force Awakens, Fringe, Lost*), acclaimed best-selling author **Stephen King** (*The Shining, Misery, Stand By Me*) with executive producer/writer **Bridget Carpenter** (*The Red Road, Parenthood, Friday Night Lights*) and Warner Bros. Television. Academy Award® winner Kevin MacDonald (*The Last King of Scotland, State Of Play*) directs and serves as executive producer for the two-hour series premiere.

·The show stars Academy Award® nominee **James Franco** (*127 Hours, Freaks & Geeks*), with Academy Award® winner **Chris Cooper** (*August, Osage County, Adaptation*) and an incredible supporting cast.

·The series premiered on Hulu in the USA on 15th February. However **11.22.63** launches across Europe in the second week of April, exclusively on FOX.

·The series will premiere in 18 major European markets.

·Distributed around the world by Warner Bros. International Television Distribution, the series is executive produced by Abrams, King, Carpenter and Bryan Burk (*Person of Interest, Star Wars: The Force Awakens*).

·FOX is proud to partner with Warner Bros. International Television Distribution to deliver this epic and heart-racing thrill ride, unlike anything else on screen.

Positioning

Tagline:

When you fight the past, the past fights back.

11.22.63 is a story of what happens when regular people leap into exceptional circumstances in order to improve the world.

Although the assassination of JFK is at the centre of **11.22.63**, this is not that story. Rather, the period leading up to Kennedy's assassination is more of a canvas for Jake Epping's own journey through 1960s America.

We are not looking to position **11.22.63** as *Life on Mars* or *Doctor Who*. This is not a 'normal' time travel show.

The A-list Hollywood talent both behind and in front of the camera are world-class assets that must be used to empower the show and drive promotional efforts.

Tone

Realistic/Authentic
The story jumps in time but the characters, their emotions and struggles stay true and relatable through the series.
America in 1960 is painted in lush authentic detail, from cos- tume to the price of a piece of cake, from the music in the air, to the aesthetics and the way people talk.

Adventurous, Suspenseful & Thrilling
The storytelling is dominated by action and a powerful sense of adventure, punctuated by a few more horror-influenced moments, as the past itself pushes back menacingly against Epping's attempts to change it.

Emotional & Personal
·At the centre of **11.22.63**, Jake Epping (James Franco) is just divorced, an empathic, lonely English teacher who, in the end, cannot resist the appeal of the biggest adventure of his life.
Of course, a forbidden love story also develops, as Epping falls for a woman from the past.

·Jake is persuaded to travel back in time – and then mentored through early 1960s life – by his old friend and diner owner Al Templeton (Chris Cooper), who is obsessed with fixing America by saving the life of JFK.

·As a Vietnam war veteran, Templeton is convinced that altering the past to ensure JFK's survival could erase that brutal war from history. Epping leaps into this adventure not only to change history but as a chance to give his life some meaning.

Series appeal

This series is a true reflection of the FOX values - bringing The Best. First.

11.22.63 delivers a powerful story, both original and highly engaging, from some of the world's very best creatives, to the channel's fans around the world.

Hooks to consider when promoting the series:

·Author appeal: **Stephen King** is known and admired the world over, by critics and public alike. But **11/22/63** was not a horror novel. While the story retains the suspenseful tension of King's genre writing, this is Stephen King's first ever mainstream novel exploring time-travel. King was also deeply involved in the show's development and is a producer.

·Plot appeal: the possibilities and consequences of travelling in time have been explored by authors around the world. Its mythology captures the imagination, especially when presented in such a fresh way.

·Production values and talent appeal: the series is directed and performed by Hollywood A-Listers. **James Franco** and **Chris Cooper** are globally known and **J.J. Abrams** is the hottest producer in the world. The films and TV series he has worked on are watched by millions of people – *Lost, Star Wars: The Force Awakens* and *Mission Impossible III*, for example.

Unique selling points

·**11.22.63** is a high-class cocktail combining the best of literature with Hollywood talent and bringing it all to our screens. **It's red carpet television!**

·Every component of this series is second-to-none: from the mind the plot originated from, to the talent powerhouses behind and in front of the cameras, **11.22.63** is truly unmissable TV.

·**11.22.63** steps beyond simple time travel to ask: even if we can travel to the past, could history be changed? And should it?

·This is the twist that makes **11.22.63** a truly groundbreaking thriller that goes beyond sci-fi boundaries. It is a tale with the most basic human emotions at its core; passion, loss, hope, friendship and adventure that the audience will identify with.

·The human stories and deep emotions running through the storylines will appeal to both the genre lovers and the mainstream audience.

Target audience

Initially, this series will mainly appeal to genre fans, so we must aim to leverage the fanbase of **Stephen King** and **J.J. Abrams**.

But the series' human component will ultimately appeal to lovers of US narrative drama with ongoing plots, enabling us to reach out to a mainstream (both male and female) audience.

The target of this series gravitates towards suspenseful dramas with mature themes and rich, nuanced storytelling.

Additionally, **11.22.63** uses a deep mythology that will resonate with a large portion of the audience.

11.22.63 will appeal to fans of the following series:

· *The Walking Dead*

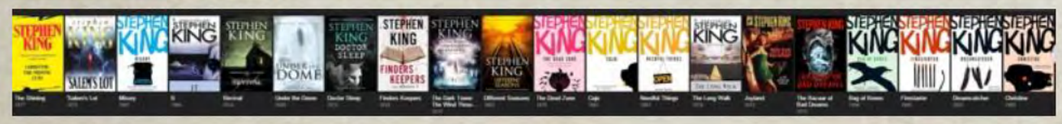
· *Wayward Pines*

· *The X-Files*

And a programme not on FOX: *House of Cards.*

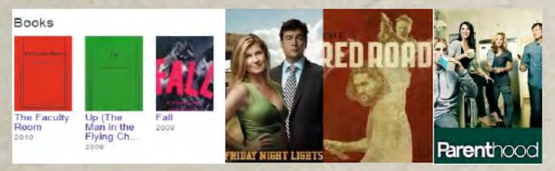
The people behind the show

Stephen King:
Creator & Exec Producer



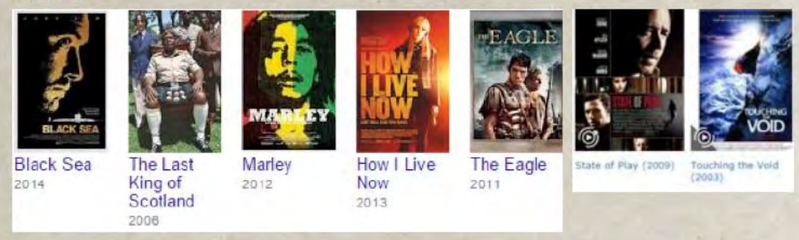
JJ Abrams:
Exec Producer

Bridget Carpenter:
Exec Producer



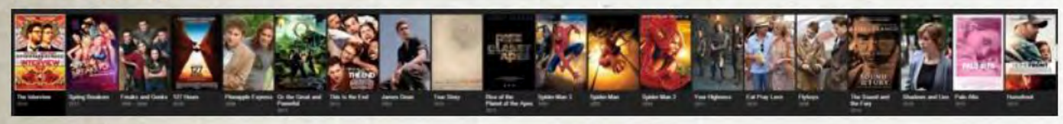
Bryan Burk:
Exec Producer

Kevin Macdonald:
Director



Cast

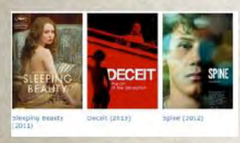
James Franco
(Jake Epping)



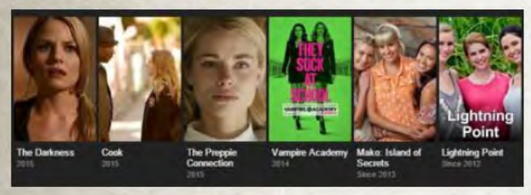
Sarah Gadon
(Sadie Dunhill)

Chris Cooper
(Al Templeton)

Daniel Webber
(Lee Harvey Oswald)



Lucy Fry
(Marina Oswald)



The inspiration: 11/22/63 The novel

11.22.63 is based on Stephen King's bestselling novel **11/22/63**, originally published in November 2011.

11/22/63 was critically acclaimed, with **The New York Times** naming it one of five best fiction books of the year, while other critics hailed it King's **"best novel in more than a decade."**

King and his team researched the novel, meeting with historians, reading historical documents, newspaper archives and travelling to Dallas, where they visited Oswald's apartment building (now a private residence).

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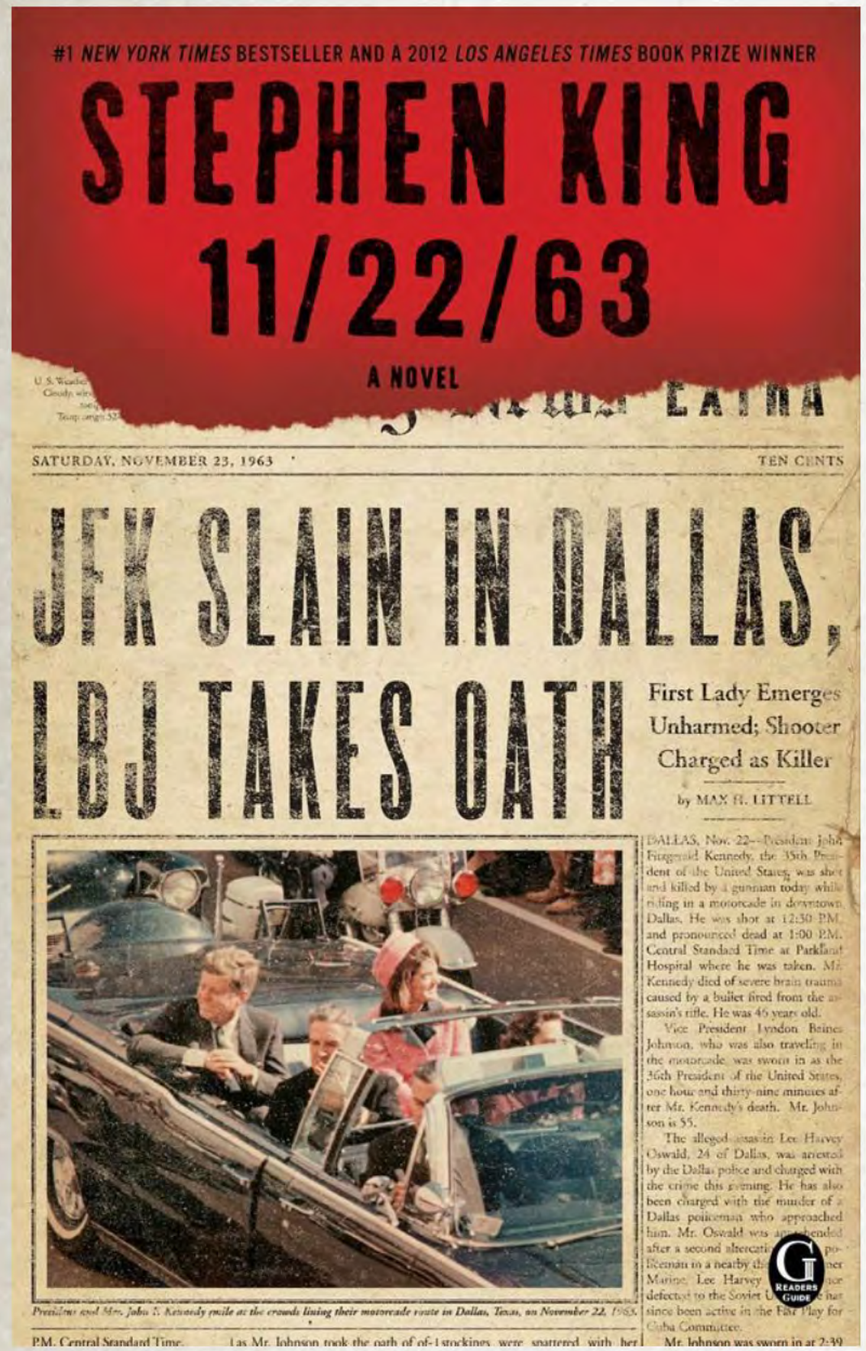

The author

Just a teenager when JFK was assassinated, Stephen King has absorbed the social, political and popular culture of his American generation as thoroughly and imaginatively as any writer.

King is the author of more than fifty books, all of them worldwide bestsellers. Recent titles include *Under The Dome* and *The Wind Through The Keyhole* from his innovative *Dark Tower* fantasy sequence.

His books have often been turned into celebrated films, including *The Shawshank Redemption, The Shining, Stand By Me, The Green Mile* and many others.

King was the recipient of the 2003 National Book Foundation Medal for Distinguished Contribution to American Letters.

Book reviews

‘ The pages of 11/22/63 fly by, filled with immediacy, pathos and suspense ’

New York Times

‘ The details of 60s America, the cars, the clothes, the food, the televisions with wonky horizontal hold, are so vivid that you begin to wonder whether the author himself hasn’t had access to a time machine ’

Daily Express

‘ Going backwards proved another step forward for the most remarkable storyteller in modern American literature ’

The Guardian

‘ A truly compulsive, addictive novel… The master storyteller in truly masterful form ’

Daily Mail

Our proposal
Sponsorship package

Premier:	**13th of April on FOX, at 21:55**
Number of episodes: Each episode will be re-run two times	**10 episodes**
Total numbers of sponsorship tags on FOX incl all re-runs:	**108 tags**
Promos on:	**FOX, Fox Life, Fox Crime, 24 Kitchen and Nat Geo**
Total numbers of promos:	**1 040 promos**
TOTAL NET PRICE, VAT excl:	**17 205 BGN**

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Thank you