

A MINORITY FILM INSTITUTE PRODUCTION OF A SHELDYN MOORE SPECIAL IN COLLABORATION WITH PERRY MOORE ENTERTAINMENT, OUT-DA-BARNZ ENTERTAINMENT, AND STRATEGIC FILMS

# UNTHINKABLE

THE BEGINNING

SECRETS NEVER SLEEP



# DIVE IN



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# COMPARABLES

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BEFORE I FALL MEETS THE HATE U GIVE MEETS I KNOW WHAT YOU DID LAST SUMMER



UNTHINKABLE: THE BEGINNING

# LOGLINE

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**AFTER WINNING** the state championship, high school basketball star Davin Key's glory is short-lived when buried secrets from his dark past resurface, threatening to upend his life and unravel everything he holds dear, forcing him to confront the reality that some secrets never sleep.

U N T H I N K A B L E : T H E B E G I N N I N G

# PLOT/SUMMARY

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**HIGH SCHOOL** basketball star Davin Key's world unravels after a parade celebrating their state championship victory. After spotting their former coach, Davin and his friends ask to use his lake house—filled with cherished memories and dark secrets—for their victory party. The coach agrees, setting the stage for what they think will be a night of celebration.

Following the parade, Davin and his teammates head to a local pizzeria to meet others before the planned party. While there, Davin receives a cryptic message from the coach, luring him to the lake house early. Upon arrival, the coach reveals that their dark secret has awakened and that his long-lost twin, Devin, presumed missing for six years, has returned. Davin rushes back to the pizzeria, only to find some friends have already gone to the lake house. He shares the unsettling news, but his teammates are

skeptical of his erratic claims. To appease him, they reluctantly head to the lake house to find their missing friends and protect them from any retribution from Devin.

During their search, Davin and Devin confront each other, exposing buried secrets and unresolved emotions that test their bond and that of their friends. In the heat of their reunion, they discover their former coach is entangled in a sinister industry, revealing they have been unwitting pawns in his manipulations. As they grasp the full extent of the coach's malevolence, Davin and Devin must unite to confront the true villain before it's too late, knowing that some secrets never sleep.

# SETTING

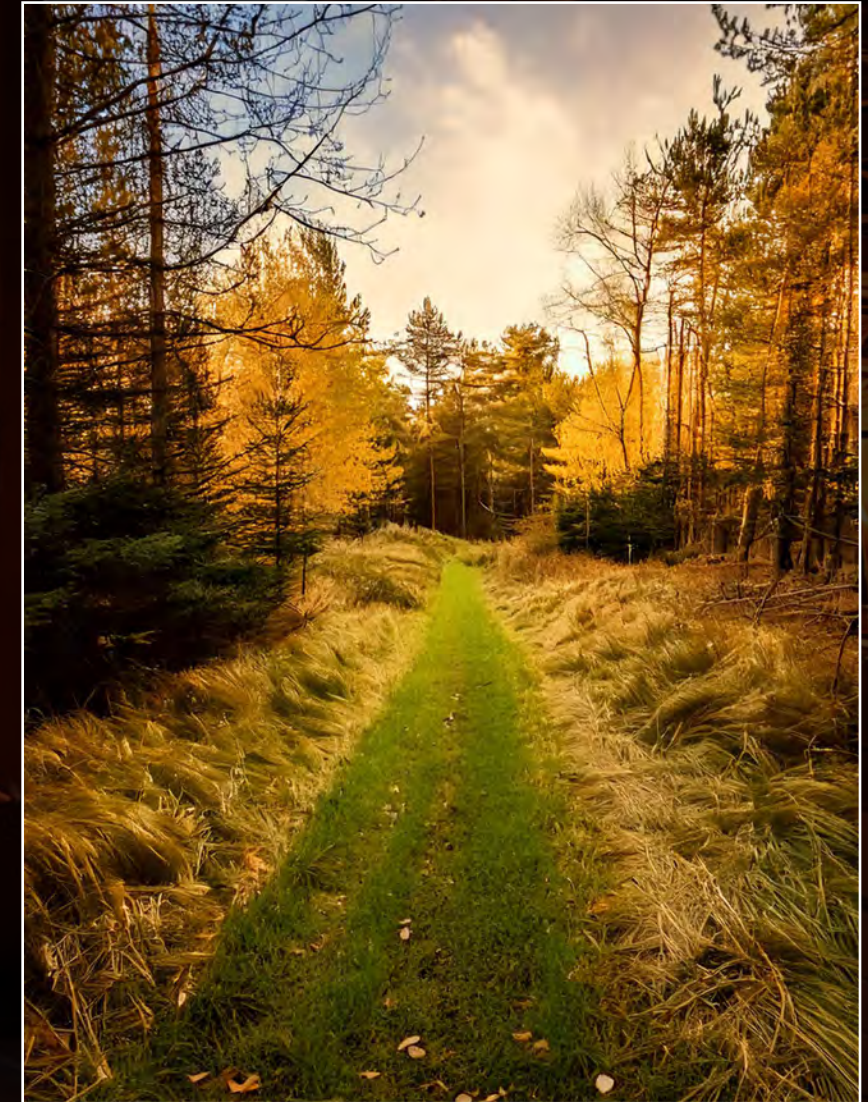
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**GADSDEN, SC,** is a quaint rural town nestled amid rolling hills and dense forests. Its charm lies in the slow-paced life and tight-knit community, where the main street is lined with small, aging storefronts and a scattering of homes. The town's old-fashioned feel is accentuated by its historic buildings and the serene, almost forgotten vibe of the local park. The streets are quiet, occasionally broken by the sound of a passing car and the distant calls of nature, all contributing to the calm ambiance.

On the outskirts of town stands a beautiful, somewhat weather-beaten lake house that appears to have been forsaken by time and neglect. Despite its charm and architectural beauty, the house is surrounded by a sprawling expanse of woods that infringe upon it with an air of foreboding. Tall,

gnarled trees twist overhead, their branches forming an almost impenetrable canopy. The forest swallows the light, casting long, sinister shadows that shift with the breeze. The underbrush is thick and tangled, with brambles and overgrown vines, making navigating the terrain difficult.

The lake is dark and murky, its surface occasionally disturbed by ripples hinting at unseen forces below. The shore is lined with decaying, moss-covered logs and remnants of old docks, further enhancing the eerie atmosphere. This desolate and isolated setting evokes a palpable sense of unease and danger, inviting intrigue and apprehension in equal measure.



# MAIN CHARACTERS P. 7

## DAVIN KEY

Davin Key is a celebrated high school basketball star known for his leadership and talent on the field. Recently, he led his team to a triumphant state championship victory, earning admiration from peers and coaches alike. However, beneath his confident exterior lies a deep-seated struggle with the shadows of his past. Despite his success, Davin is haunted by unresolved issues that resurface when he receives a troubling message from an old coach. As he confronts the challenges of his past, Davin's resilience and commitment to his friends and loved ones are put to the test, revealing the true strength of his character in the face of adversity.

## DEVIN KEY

Devin Key, Davin's long-lost twin, emerges as a dark and malevolent force driven by rage and a twisted sense of justice. Presumed missing for six years, Devin has been living in the shadows, nursing a deep-seated grudge against those he blames for his misfortunes. His return is marked by a chilling assumption of Davin's identity, manipulating and threatening those closest to his brother. Devin's cunning and ruthlessness weave a web of deception and danger as he seeks revenge and carries out his vengeful plans, leaving chaos and fear in his wake.

OR IS OUR PERCEPTION OF THE TWINS  
A MERE ILLUSION, OBSCURED BY  
SECRETS THAT NEVER SLEEP?

## COACH DOOLITTLE

Salty yet genuinely kind, Coach Doolittle harbors a mysterious and unsettling quality that suggests a hidden darkness behind his warm demeanor. Known for publicly demonstrating his fierce loyalty to his boys, there's an enigmatic edge to him that leaves others questioning what lies beneath those seemingly kind eyes.

## ZORA

Sophisticated and intelligent, Zora is a quick thinker with a rational mind.

## JAX

Suave but gullible, Jax is easily swayed by others.

## ARI

Scared yet resilient, Ari is a true ride-or-die friend.

## WADE

Playful and silly, Wade is a tech genius guided by facts and statistics.

## MAXWELL

A sweetheart with grit, Maxwell possesses immense strength and determination.

## BELLA

Coach Doolittle's sassy and attentive wife treats her husband's students as if they were her own, yet she exudes a mysterious demeanor, suggesting that all is not what it seems.





Teens gain valuable insights from engaging, realistic, and relatable stories that promote self-reflection and personal growth, empowering them to navigate their own challenges and discover their paths in life.

The film aims to help teens understand the significance of integrity and self-discovery, even in the face of challenging situations. By portraying a dramatic narrative in which secrets and deception lead to dire consequences, the film emphasizes that confronting the realities of life—though often difficult—is essential for personal development and maintaining solid and genuine relationships. It celebrates the value of friendship and authenticity, illustrating that true champions navigate life's complexities with integrity and composure. The film seeks to resonate with young audiences by demonstrating that facing their issues head-on and supporting one another is the true path to strength and success despite the chaos and adversity they may encounter.

The market opportunity for *Unthinkable* is robust, driven by several key factors:

1. **RISING DEMAND FOR Y.A. THRILLERS:** The popularity of young adult (Y.A.) thrillers continues to rise, with audiences increasingly drawn to

suspenseful narratives and complex characters. Successful films and series like *The Hunger Games* and *The Maze Runner* demonstrate the strong market potential for similar content.

2. **ENGAGED YOUTH AND YOUNG ADULT AUDIENCES:** Teenagers and young adults represent a highly engaged demographic, consuming media that reflects the realistic experiences and scenarios they encounter in their own lives. This film's focus on themes of honesty, friendship, and self-discovery encourages viewers to confront challenges, navigate deception, and uphold integrity while showing compassion toward themselves and others. By exploring the complexities of resolution and rational thinking, *\*Unthinkable\** resonates deeply with this audience, fostering a connection that inspires meaningful change and personal growth.

3. **GROWING MENTAL HEALTH AWARENESS:** The increasing emphasis on mental health and the importance of addressing personal traumas

**Compelling narratives have the power to inspire teens to reflect on their lives and nurture resilience, truth, and self-esteem.**

and struggles among youth have become a significant and positive trend in today's society. Unthinkable highlights themes of adversity and emotional turmoil, directly connecting with current conversations about mental well-being and resilience. By depicting characters who confront their challenges head-on, the film encourages viewers to embrace their own journeys toward healing and self-discovery.

**4. SOCIAL MEDIA BUZZ:** The film's themes of hidden secrets and suspense will spark lively discussions on social media platforms, generating genuine interest among young audiences who actively engage with and share content across these channels. This organic buzz and traditional marketing tactics will boost interaction and encourage word-of-mouth promotion, significantly increasing audience engagement and enhancing the film's overall reach and impact.

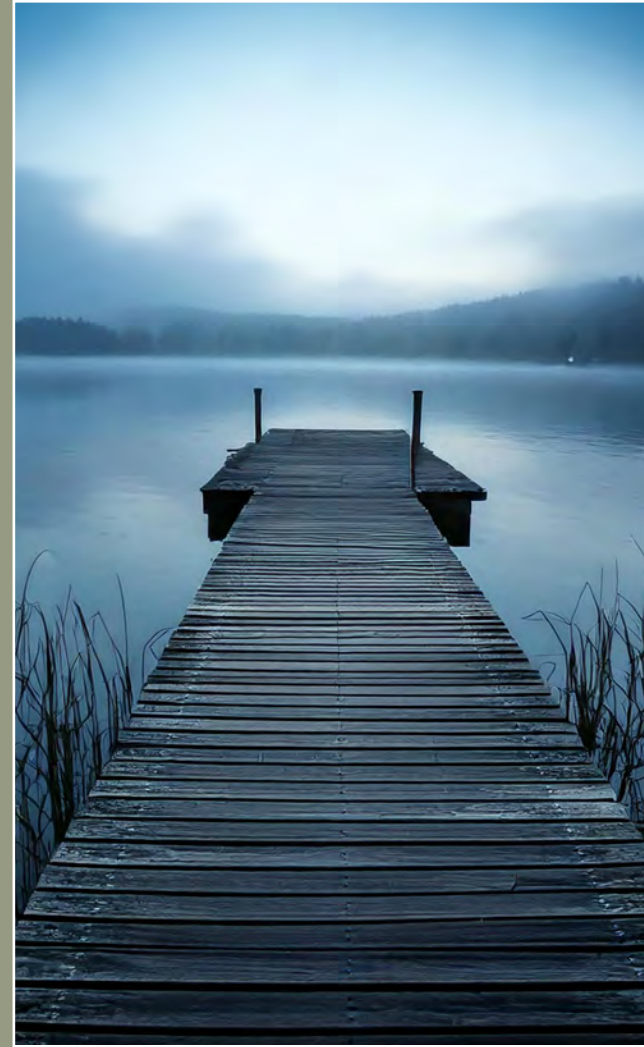
**5. DIVERSE REPRESENTATION:** By featuring a diverse cast and exploring themes that resonate

with a wide audience, the film enhances its appeal in a market that prioritizes representation and inclusivity. This approach attracts viewers from different backgrounds and also fosters stronger connections across various audience segments.

**6. STREAMING AND DIGITAL PLATFORMS OPPORTUNITIES:** With the rise of streaming services and digital platforms, Unthinkable\* is well-positioned to reach a global audience. These platforms are always on the lookout for fresh and captivating content, making them ideal for distributing this film. By leveraging these channels, Unthinkable can enhance its visibility and impact, connecting with viewers who are eager for engaging stories that resonate with their own experiences.

BY LEVERAGING THESE TRENDS AND AUDIENCE PREFERENCES, UNTHINKABLE HAS THE POTENTIAL TO SECURE A SUBSTANTIAL SHARE OF THE Y.A. THRILLER MARKET WHILE RESONATING DEEPLY WITH VIEWERS ON MULTIPLE LEVELS.

## RURAL GADSEN, SOUTH CAROLINA | LAKE HOUSE



# TEAM



EMMY NOMINATED & AWARD-WINNING  
**WRITER/PRODUCER**

## **Stephanie Perry Moore**

is a prolific author with over 80 titles and over 1,000,000 copies sold. She is a trailblazer

in young adult literature, known for creating the Payton Skky Series, the first African-American Christian teen series. Her impressive body of work includes the Laurel Shadrach Series, the Carmen Browne Series, the Morgan Love Series, the Alec London Series, the Yasmin Peace Series, the Beta Gamma Pi Series, the Perry Skky Jr. Series, the Lockwood Lions Flip Books, the Grovehill Giants Flip Books, the Sharp Sisters Series, and the Swoop List Series, along with several titles for adults. In addition to her writing, Stephanie serves as the editor for multiple Bible projects and is the showrunner for the award-winning, Emmy-nominated SCETV show *The Cool*

and the Strong, inspired by her Magic Strong series. Partnering with her millennial daughter, Sheldyn Moore—a graduate of the University of Georgia’s inaugural MFA class in 2022—Stephanie has assembled a diverse and dynamic group of young writers to bring fresh voices to this adaptation.

[www.stephanieperrymoore.com](http://www.stephanieperrymoore.com)



EMMY NOMINATED & AWARD-WINNING  
**WRITER/DIRECTOR**

## **Sheldyn "Sam" Moore**

is an emerging filmmaker recognized for her exceptional talent and creative vision.

With an MFA in Directing from the University of Georgia and a B.S. in Communications, she combines artistic flair with technical expertise in the industry. As the Director and Co-Writer of *The Cool and the Strong*, a popular children’s series on SCETV, Moore

has demonstrated an exceptional ability to craft engaging narratives that resonate with audiences of all ages. Her thesis film, *Little Drummer Boy*, has garnered accolades worldwide at numerous film festivals, solidifying her reputation as a rising star. With a diverse background in the industry that includes roles at NFL Films, W.B. Legacies, and the Georgia Lottery, Moore has developed skills across various aspects of media production.

[www.perrymooreent.com](http://www.perrymooreent.com)



AWARD-WINNING  
**DP/PRODUCER**

## **Dr. Brandon Glover**

is the president of Out Da Barnz Entertainment and the creative force behind

the award-winning faith-based film *Son of a Preacher Man*, where he served as the

producer, writer, and director. Dr. Glover is an adjunct professor at the College of Arts and Sciences at the University of South Carolina, where he teaches cinema arts. He is also the Media Director for Bible Way Church in Lower Richland, SC. He holds a Doctorate in Business Administration from Northcentral University, a Master's degree in Film from Full Sail University, and a Bachelor's in Media Arts from the University of South Carolina. His diverse educational background and professional experience uniquely position him to inspire the next generation of filmmakers.

[www.outdabarnzentertainment.com](http://www.outdabarnzentertainment.com)

## PRODUCER

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### **Duane Cooper**

is the founder and owner of Strategic Films, a South Carolina-based film company established in 2010 and formally

incorporated in 2016. Strategic Films focuses on creating theatrical motion pictures and documentaries that highlight the stories of diverse communities in contemporary American society. He is also the founder of The Minority Film Institute, an organization dedicated to serving as a key resource for minorities interested in film and television. He was the creator and executive producer of the 2021 PBS documentary *Downing of a Flag*, which earned a 2022 National Emmy nomination for Best Historical Documentary and was also a nominee for the 2022 Prestigious Peabody Award. Since 2012, he has been an appointed member of the Columbia Metropolitan Airport (CAE) Commission and formerly served as the Executive Director of the South Carolina House Democratic Caucus. Duane is a 2002 graduate of Hampton University in Hampton, Virginia, where he earned a Bachelor of Science degree. He is a native of Hemingway,

South Carolina, located in the Pee Dee region of the state.

## CO-PRODUCER

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### **Lorenne Fey**

is the Managing Director of the Academy Theatre in Hapeville, Georgia, the oldest theater in the state and the first to integrate. She has collaborated with schools on numerous arts education projects and has played a key role in training local youth. Lorenne is also a graduate of the Georgia Film Academy.

## ACTOR

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### **Curtis Lambert**

is a classically trained American actor with a rich background in both stage and film. A proud member of SAG-AFTRA and AEA since 1984, he boasts an impressive array of regional theater

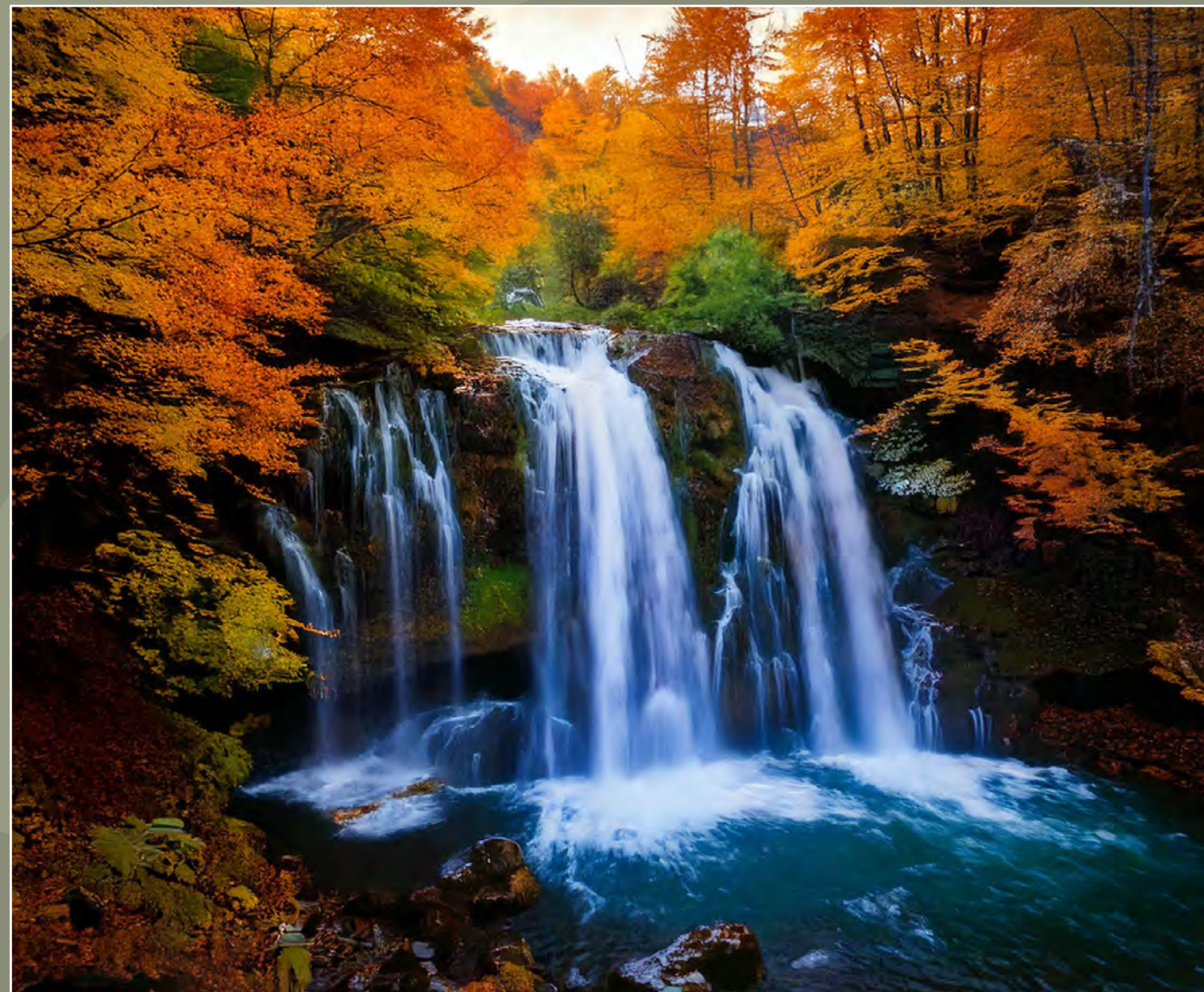
credits alongside his film work. Curtis honed his craft at The Kennedy Center in Washington, DC, and holds a Speech and Public Communication degree. In addition to his acting career, Curtis is a Registered Nurse residing in South Carolina, showcasing his diverse skill set and commitment to the arts and healthcare.

## ACTOR



### **Jonathan Gilmore**

is an emerging talent in the entertainment industry, excelling as an actor, model, and rapper. His journey began in 2021 when he was discovered by Bella Model Agency, a leading modeling and acting agency based in Columbia, SC. With his charm and striking appearance, Gilmore quickly secured modeling opportunities throughout Atlanta, GA, and across the Southeastern United States. Currently, Jonathan is mentored by Leon Craig, a seasoned actor and model known for his work on various Tyler Perry projects. Under Craig's guidance, Jonathan continues to refine his skills and expand his career prospects in the entertainment industry.



## The Minority Film Institute

MFI, the Minority Film Institute, is akin to institutions like the Georgia Film Academy and New York Film Academy. However, MFI's purpose focuses on providing valuable educational opportunities, real-life work experiences, apprenticeships, and employment prospects for minorities in front of and behind the camera. MFI is dedicated to nurturing talent, fostering growth, and ensuring that underrepresented voices have a platform in the industry and aspire to become a leading resource, offering support and guidance to minorities pursuing their dreams in the world of film and television.



## Lower Richland Alumni Foundation

The Lower Richland Alumni Foundation is committed to enhancing the stability, health,

education, and economic development of the Lower Richland community through targeted programs and services. An essential aspect of this mission is the foundation's Crime Reduction Community-Based (CRCB) Initiative, which addresses the persistent violent crimes that adversely affect the



community. The initiative focuses on identifying, examining, and documenting the underlying conditions that contribute to specific crime hotspots while also working to reduce the physical factors that heighten the risk of serious offenses. The CRCB Initiative implements effective crime reduction and prevention strategies that actively engage all stakeholders, particularly students, and teenagers, while fostering investment partnerships to strengthen and uplift the community. For more information, visit [lralumni.org](http://lralumni.org).

## MFI's Sims Initiative

The Sims Initiative is a groundbreaking film support enterprise within MFI dedicated to helping emerging filmmakers bring essential scripted and documentary projects to South Carolina. Founded by entrepreneurs Herbert and Sandra Sims, this initiative unites community stakeholders and raises funds to strengthen the film industry. The initiative is committed to promoting inclusiveness and equal opportunity by amplifying minority stories, recognizing that these narratives are vital for



inspiring the next generation of leaders. The Sims Initiative seeks to inspire and connect with audiences by providing a platform for unique, untold stories, fostering diversity, and igniting positive societal change.



## UNIVERSITY OF South Carolina

### University of South Carolina Media Arts Department

Unthinkable offers students from the University of South Carolina's Media Arts Department the chance to gain real-world experience in various production roles, including production assistants, producer support, and internships. These opportunities provide students with valuable hands-on experience and showcase the region's and state's film and television production capabilities. By doing so, the film directly supports the growth of South Carolina's film industry, fosters local talent and contributes to the sustainability of the state's vibrant film community.





# CONTACT

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