



FAMOUS HEISTS IN HISTORY

PLANNING & DEVELOPMENT

AUTHORS

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SUMMARY OF THE RIP

The Rip is a podcast focusing on famous heists, con jobs and robberies in history. We will cover events like the Pink Panther Heist, the North Hollywood Shootout, and the Bernie Madoff pyramid scheme. It will be an in-depth look into how the jobs were pulled off and how the people involved either got away with it or were caught. Why are we focusing on the topic of theft?

- » It is revered in pop culture
- » Heist movies do pretty well at the theaters
- » Big heists grab headlines world wide

FORMAT

- » 30-45 minute podcast
- » Produced in a style similar to *Business Wars*
- » Will have voice reenactments of the events of the heist.
- » Will have real audio clips from sources if available
- » Advertisements will be at the very beginning of the podcast before the intro

AUDIENCE

- » 18-45 year old males
- » Single/married
- » US and European
- » Interested in movies like Heat, the Oceans series, Takers, Italian Job and The Gambler
- » Interested in history and stories like Bernie Madoff's con job, North Hollywood Shootout, Bonnie and Clyde and Jessie James

IDEAL LISTENER

- » Meet Mike
- » Mike is a 26 year old male
- » Mike likes action and heist movies
- » Mike also likes history
- » Regularly listens to podcasts for personal enjoyment and when traveling to work.



SOCIAL MEDIA MARKETING PLAN

» With a \$0 Budget

TARGETED NETWORKS

- » Facebook
- » Twitter
- » Instagram



TYPES OF CONTENT POSTED

- » Promotional pieces for each episode
 - Videos
 - Each video will have transcribed audio for ADA/accessibility
 - Image Posts
 - Visual images/ photography with text or links in post
- » Resources or further reading regarding each episode
 - Image w/ links
- » Educational information about the general topic of theft
 - Image w/ links
 - Video w/ links
- » Polls
 - Ask questions to audience about their preferences
 - Ask the audience to react to certain images (like, laugh, anger, etc)



FREQUENCY OF POSTINGS

Note: We will use Buffer to save time and offer continuity between the networks.

- » For each episode: 7 day content schedule
- » Tuesday
 - First video promo of next episode
- » Wednesday
 - Image promos (1-2 posts)
- » Thursday
 - Final video promo
 - Additional image promo
- » Friday
 - Post episode in video format w/ links to podcast networks
 - Post further reading (1-3 posts)
- » Saturday
 - Exclusive content video
 - Image promoting exclusive content
 - Further reading of episode
- » Sunday
 - ICYMI post re-sharing video episode
 - ICYMI re-share of exclusive content
- » Monday
 - Poll audience
 - General education post

GROWING THE SOCIAL AUDIENCE

- » Word of mouth
- » Join like-minded groups on Facebook and post related content, linking back to our page
- » Direct message individuals asking them to share content they've previously engaged with
- » Cross promote each targeted network
- » Ask listeners in the podcast to like our pages for exclusive content (additional interviews, etc)

METRICS & GOALS

- » 150 fans/followers total by episode 1 airing
- » 350 fans/followers by episode 2
- » 700 fans/followers by episode 3
- » 1000 fans/followers by episode 4

BRAND GUIDELINES

VOICE & TONE

Inquisitive, Dramatic, Serious yet with some Light-hearted moments

ELEMENTS

FOR WEB



FOR PRINT



TYPOGRAPHY

Open Sans Bold

Open Sans Light

BLACK & WHITE



EPISODE 1

OUTLINE

- » INTRO: 2min 1sec
- » ACT 1: 4min44sec (6:45 total) The Cold Kitten
- » ACT 2: 3min15sec (10 min total) The Panthers
- » ACT 3: 12min15sec (22:15 total) Remembering the roots
- » ACT 4: 4min11sec (26:26 total) The Heist
- » ACT 5 and Outro: 2min16sec (28:42 total run time) Hard Time Getting Away

EPISODE 1 SCRIPT

Podcast "Outline" for The Rip Episode 1: The Pink Panthers

Intro: 2min 1sec

<siren plays, and music starts up> <<10-20 seconds>>

<<music will fade into the background>>

Narrator (Chris): Stealing. It's one of the worst parts of the human condition. Since the beginning of mankind, men and women all over all world, all from different cultures and backgrounds... have stolen. They've stolen gold, diamonds, food, clothing, horses. If you name it, it's probably been stolen at some point in history.

They steal for various reasons. Some people do it for the thrills. Some do it because they want to get rich. Others do it because its the only way to survive. Regardless of why they do it, they all risk their freedom and sometimes their lives to get away with it. Some thieves manage to become legends in their own rights. Robin Hood would be a perfect example. A young archer that steals from the rich and then gives it all back to the poor. What's not to like? Men like Jessie James have become folklore legends that people idolize here in the states despite being a murderer.

The act of stealing is often idolized in modern society. Movies like Ocean's 11 and Heat portray thieves in interesting and sometimes positive lights. <<Hollywood sounds here. Camera's flashing etc>>

The media rushes to post news about real life robberies and heists that go on across the world. <<breaking news sound>>

Which brings us to today's show.

Hi, everyone, this is the RIP and I'm your host Chris Fulton. Along with my friends Alison Foxall and

Jake, I'm going to tell you about some of the greatest heists and robberies in history. This is the RIP
<<cut to theme music 15-20 seconds>>

ACT 1: 4min44sec (6:45 total) The Cold Kitten

Chris: So where do we start this journey? We start with a movie.

<<insert pink panther theme>>

In 1963 the Pink Panther hit movie theaters. Featuring famous actor Peter Sellers as Police inspector Jacques Clouseau

<<insert funny clip of Sellers in the movie>>

The movie focused on the theft of the largest diamond in history. The movie became an instant comedic hit that spawned a movie franchise spanning 5 movies and a few remakes.

<<funny line from the movie>>

So why do I bring this movie up? Because the greatest diamond heist group in history is named after the movie. Let me introduce the real-life Pink Panthers.

<<cut to sound clips of cars burning out, windows being smashed in and gun fire>>

Before we get into who the Pink Panthers are and how they earned their name, we need to go back in time. Specifically, back to the Cold War.

<<USSR theme in background and Stalin giving a speech. Clips of missiles launching and JFK giving a speech. Package should be roughly 30 seconds before fading out to narration>>

The Cold war was a conflict between the United States and the Soviet Union that spanned a few decades after World War 2. This time period saw both superpowers rushing to become the most advanced society on the face of the earth. Through the cold war mankind launched itself into space race resulting in a history being made when American astronaut Neil Armstrong walked across the surface of the moon.

<<this is one small step for man, giant leap for mankind>>

Despite these advances it was still a dangerous time. Both superpowers were constantly threatening each other with war. It was a time when children were taught to crawl beneath their desks at school in the hopes that they could survive a nuclear blast. Young men in both countries were being trained up to fight the other side. They waited year after year for both nations to openly go to war with each other. Both sides came close during what is now called the Cuban missile crisis. President John F Kenney faced down the Russians with a naval blockade as the Russians tried to install nuclear missiles on the island of Cuba. The world rested on a knife edge. Yet, that hot war never came. Instead proxy wars took place in Vietnam and Afghanistan. In Vietnam, the United States found an embarrassing defeat in the 60s while in Afghanistan the Soviet Union failed to put an end to Osama bin Laden and his rebel group during the 80s.

<<sounds of war should be in the background of the above section>>

While all of this was going on, both sides heavily spied on each other from the other side of the Berlin wall in Germany. Countries like Yugoslavia began to have to deal with the fallout of Soviet Unions wars against Muslims in Afghanistan. The United States became to ramp up its anti-terrorist units as hijackings and embassy bombings rocked the world. To this day the remnants of these conflicts still leave their mark on the world.

And then just like that the Cold War was over.

<<have sound-bites of call to prayer in this section in the background>>

After several failed peace talks between President Ronald Reagan and General Secretary Mikhail Gorbachev, Reagan made the journey to Berlin where the wall divided the East from the West and challenged Gorbachev on television to join him and end the war.

<<cut to Reagan's speech about tearing down the wall 20-30 seconds of the speech. Specifically the end>>

The Soviet Union signed a treaty with the United States but it was too late. The USSR was beginning to collapse.

So why is all this important? Why the crash course in history over the Cold War. Because the Pink Panthers were born out of the collapse of the Soviet Union and the ultimate defeat of communism.

ACT 2: 3min15sec (10 min total) The Panthers

So, who are the Pink Panthers?

<<start up a package of various news outlets reporting on the Pink Panthers. 30-45 seconds. Will play this section by ear to see how much length is needed>>

To some they are the greatest thieves in history. Stealing at least 500 million dollars' worth of diamonds from across the globe from places like London, Italy, Japan and Dubai, the group is known for its creative thinking and its quick and sometimes brutal thefts.

Often occurring in broad day light, video footage of the robbers shows them driving vehicles through stores in Dubai and getting into guns fights with prison guards in Sweden when they broke several of their members out of jail after being caught.

<<sounds of cars driving, gun fire, windows smashing, people screaming>>

Interpol classifies them as terrorist group that operates from all around the world. The group has been staging some of the most elaborate heists in the world for over 20 years. In Paris, the group dressed up as women rob Harry Winston, one of the world's most luxurious diamond stores. In Dubai they drove two cars through a mall to smash through the windows of the Graff jewelers store. In that theft alone the men walked away with over 3 million dollars' worth of diamonds.

In 1993 the group earned its nick name the Pinks Panthers after one of their members was caught with a half a million-dollar diamond stashed away in a jar of face cream in London. Just like the act seen in the Return of the Pink Panther.

<<scene of Jacques discovering the diamond in face cream. Movie clip is around 30 seconds long>>

This is one of their first big heists. It put them on the map with Interpol.

With over 350 robberies to their name, the group knows what they doing. They've pulled off heists that have inspired movies, television shows and detective novels.

So why diamonds?

<<que up background music for this exposition>>

Well, the diamond industry is huge. That said, the industry still can't keep up with demand, especially after the world began focusing on the blood diamond trade and the human rights abuse of Africans to get those said diamonds.

This demand has led to a huge black market that the Pink Panthers and others take advantage of.

Another reason to go after diamonds is their size. As one Pink Panther member put it. They're small. You can put a handful in your pocket, hop on a train and be out of a country in a matter of hours. All while making millions. << pause here before music is queued>>

<<insert music for a break>>

Act 3: 12min15sec (22:15 total) Remembering the roots

So how did they get started in crime? Well it started with survival. After the collapse of the Soviet Union, communist countries around the world began to fall into ruin. One particular nation stands out when talking about the Pink Panthers. That country would be Yugoslavia.

<<theme song for Yugo before fading into background music for this section of exposition>>

The remnants of what used to be Yugoslavia is the birth place of the Pink Panthers. After the Yugoslavian split during the 90s former soldiers of Yugoslavia banded together to form their own gang and would eventually go on to be called the Pink Panthers. But how did the collapse of Yugoslavia lead to these men becoming some of the greatest thieves in history? To answer that question, one must understand the history of Yugoslavia.

<< start up exposition music to add emphasis to this section>>

After WWII Yugoslavia was set up as a federation of 6 different republics. Bosnia, Herzegovina, Croatia, Macedonia, Montenegro and Serbia. During the height of the cold war the nation was pretty well off into what many Yugoslavians call the "Golden Age".

<<sound effect of people cheering here>>

The country was created under the leadership of its President for Life Josip Broz Tito. Tito was a larger than life figure that was often worshiped by people in Yugoslavia despite brutally cracking down on his political dissidents.

<<add some sound-bites of Tito talking. One clip of him getting people to laugh>>

Tito was born in 1892 and served as a soldier during WWI. After his return home, Tito took an in-

terest in politics, especially those of communism. Tito became an agitator in his city of Kumrovec in between stints as a metal worker. He joined the CPY or the Communist Party of Yugoslavia. During his time with CPY, Tito participated in a Metal Workers rebellion that ultimately led him to do hard prison time.

Tito was ultimately kicked out of Yugoslavia. After traveling around Europe for a while, he found himself in Vienna. Here Tito would continue to work with the CPY until he himself was elected as a Politburo. From there he would rise in power quickly to eventually become the General Secretary of the CPY. This quick rise caught the eye of Joseph Stalin.

<<sound-bite of one of his military marches>>

As the second World War kicked off Tito returned to Yugoslavia to participate in the fight. It would be here, with the help of Stalin that Tito would rise to become the leader of his country. Yet that relationship did not last long. By 1948 Tito and Stalin had a falling out and Yugoslavia was removed from the communist bloc.

But this didn't bother Tito. He was too proud to hand over his country to Stalin. Yugoslavia, he believed, could stand on its own.

Tito ran a tight ship and under his leadership, Yugoslavia flourished for a time. To this day Tito is still talked about in a positive light, for all of his human rights abuses, those that survived and lived in his nation still respected him. But as the saying goes, power corrupts and Tito began to act more like a tyrant than a good leader.

Ultimately Tito ran his own country into the ground. By the 1980's Yugoslavia was facing financial hardship. Workers were out of work and people would often go hungry. While not a member of the official communist bloc, Yugoslavia still relied on trade with the other members of the block, the collapse of the Soviet Union erased a portion of their economy over night. Couple that with Tito's spending and Yugoslavia was facing its end. To make matters worse Tito fell ill at the beginning of the 90s. His death in May of 1990 led to the complete collapse of Yugoslavia as a nation. One country became 6 again.

<<use the song "Hell March" in the background for the majority of Tito exposition. Should make people have an uneasy feeling>>

It was during this chaotic time period that the soldiers that would eventually become the Pink Panthers began to get a taste for money and crime. With no economy, this group of thieves turned to smuggling and petty theft to provide for their families. They flourished become a powerful underground presence in the crime world. As time went on the group began to get into the heist business. It's not clear when the group started stealing diamonds or how many jobs they pulled off before their earned their nick name during the 1993 London Heist but it is possible that the group could have been active for a lot long than Interpol is aware of.

While some members of the group have been caught or are known, there's still very little information about the group as a whole outside of the rare interviews that have been given.

One interview in the documentary called Smash and Grab details how the groups set up and how they operate.

Here's what we know.

<<start up new background music>>

The group has roughly over 200 members participating in it currently. Those 200 members are for the most part kept separate from each other. With members only operating in smaller cells. This is too make sure that know one person knows too much if they get caught.

In fact, most members don't even know who's running the entire operation.

The group has stolen over 500 million dollars worth of diamonds from the following countries. United Arab Emirates, Switzerland, Japan, France, Liechtenstein, Germany, United States of America, Luxembourg, Cyprus, Spain, Monaco, Austria and Australia, as well as Netherlands, Portugal and Belgium.

Almost all of its members come from Serbia, Montenegro, Croatia and Bosnia and Herzegovina.

Women are actively involved in the group. In fact, women are the team leaders for the heist and are responsible for all of the planning.

The majority of the members are soldiers that come from violent backgrounds

The groups greatest heist took place in the Ginza district of Japan. The group walked away with 284 million dollars' worth of diamonds.

During one of their heists in London, the group used Mission Impossible styled prosthetic make-up to rob Graff Diamonds on New Bond Street. Yes, that's right. The group took a page from Tom Cruise and gang and made a life mask to rob a bank.

<<mission impossible theme song>>

The latest theft from the group may have been a jewelry theft in Paris that involves Kim Kardashian and Kanye West.

So how do they do it? Well let's hear what they have to say themselves. In 2018 two members of the group gave an interview for the documentary smash and grab. Here's what they had to say.

First up is a man who would like to be called "Mike". Mike refused to have his face or voice put into the documentary, so like the director, we'll be acting out what he had to say.

Mike (Jake): You need a brain, knowledge, to do this kind of work. This means, you know, the jobs that we do and the other gangs that do sex, drugs, murder, they rarely cross over you know.

I don't know why people spend money on diamonds. You know, I don't suffer from this showing off. I have a Rolex, but as a souvenir. The diamonds, no, they don't attract me. You know, for me, diamonds mean good cash, nothing else.

Chris: And then we have Leila, or otherwise affectionately known as the "Black Widow". A woman with great intellect. Leila is one of the women that the Panthers use as a team leader to scout and plan out their heists.

Leila (my fiancée Alison will do her voice): Not anyone can do this job. You must be born to do it. You

must firstly trust in yourself... because if you are weak you can't do it.

Mike: Women in the Panthers have to be exceptional. Exceptional

Leila: I was extremely good looking, 30 kilos less. I had long red hair at the time although I had frequent transformations, very frequent.

Mike: Well, you can only have one in each gang and we have higher requirements for the woman.

ACT 4: The Heist 4min11sec (26:26 total)

Chris: So, what is it that the woman do in these gangs? Well they're the leads. Leila and Mike have worked together before. During one of their jobs they dressed Leila up in expensive clothes and gave her a chauffeur. The goal was to make her look powerful and rich. Like she belonged.

<<queue up more music. Something slightly intense but airy>>

During their Spain job, after scouting out her store Leila realized that she and the team had no access to the store. After some thinking and strategizing with her team, Leila decided that the best way for her team to gain entrance to the store would be for the team to go into the small souvenir store that was next to the jewelry store.

She casually strolled in one day and began flirting with the owner of the store. The man was so smitten that he gave Leila a job, despite speaking little too no Spanish.

As Mike put it. It was the PERFECT plan.

<<cut sound here for dramatic effect>>

Leila spent the next few weeks flirting and seducing the shop owner, all the while she recorded the comings and going of the employees at the jewelry store.

<<giggle sounds, cups clinking, cafe sounds>>

She learned when they left for coffee, when they locked up and when they opened their doors. Leila also checked the wall that the two stores shared. After some examination, she determined that her team would break through the souvenir store wall to get into the jewelry store.

Leila managed to gain access to the jewelry store to scout it out by coming in with a ring of her own. By claiming that she needed it to be resized, she gained enough time to take count of what the store could offer. She also tried to locate the kitten, which is slang for "the safe".

After her part was done and plan had been made, Leila would leave the group. It would all be on the men now. The women left after the planning because they were extremely valuable assets that needed to be protected.

Before we continue, let's get some background on how Leila and Mike got started in the heist business.

<<change in music here to signify that this is background exposition>>

Leila became involved with the Panthers because of her boyfriend. After traveling to Spain another

time, she realized that her boyfriend was there for a robbery. After confronting him about it, she asked him to let her participate so that she could be closer to him.

For Mike though, his reasons for joining were escape... and the money. Never forget about the money. Like many soldiers, Mike was sent off to fight in Serbia during the collapse of Yugoslavia. After witnessing and participating in rape and murder, Mike had enough. With the war winding down, it was time for him to find a new job. Enter the Panthers. The gang was just beginning to form and was only taking on small jobs. At the time they were mainly focused on stealing gold from shops and some smuggling. Mainly drugs and clothes. Sometimes art.

<<in mikes section we should add sounds of fighting, kaching sounds for money, woman and men screaming>>

Mike would continue to work with the Panthers as their crimes became bigger and more dramatic. By 1994, Mike was rolling in money. He was living the good life. The swindling, the robbing, the lying.

Mike loved it all. <<dramatic pause here before kicking in with heist music again>>

So back to the heist. The men waited for a religious festival to take place before robbing the jewelry store. The noise of the festival would cover their breaking through the wall. With 3 other men in tow and 1 man waiting in a van outside. The men donned their masks and body suits and went to work.

Taking a pickaxe to the wall, the men smashed their way into store. Inside they ignored the jewelry sitting inside on the glass displays. It was alarmed. A decoy as Mike says. And its always the cheap stuff.

<<add a pickaxe sound effect here. >>

Instead the team went for the safe. Except there was one problem. Leila hadn't been able to scout out the safe. The team had to guess what tools they needed to bring, and they had guessed wrong. There was no cracking this safe.

This job was looking like a bust. But in a stroke of luck, the crew noticed that the safe was only bolted into concrete. If they couldn't crack the safe on the spot, they would take the whole thing with them and do it later. The crew got to work breaking the concrete away from the safe. To get the safe out they use the car jack that was in the van to wheel the safe to the van. With the safe inside the van, the men drove off into the sunset, making a clean getaway.

The perfect plan.

<<more dramatic pauses>>

Act 5 and Outro: 2min16sec (28:42 total run time) Hard Time Getting Away

While this heist was successful, not every heist works out. Several members of the group have been captured after pulling off a heist. Men and women like Dusko Poznan, Bojana Mitic and Milan Ljepoja caught and imprisoned after driving two cars through a mall in Dubai. Driving two Audi's, hidden cameras in the mall captured the scene. The men drove at break neck speeds through the pedestrian walking section of the mall before crashing through the front of the Graff jewelry store. The men

quickly hopped out of their cars and began snatching the jewelry that was on display. In under a minute the men drove off with 3.4 million dollars' worth of diamonds.

<<insert sounds of driving, windows smashing>>

Two of the most infamous men to be caught by Interpol are Adrian Albrecht and Milan Poparic. Both men were doing hard time in Sweden's Orbe prison for participating in heists with the Pink Panthers. On March 26 of 2013 the men escaped from prison. During their exercise time in the yard, two of their fellow pink panthers drove vehicles through the prison guard gate. After crashing through the gate, one panther exited his vehicle and began laying down suppressive fire with an AK47. The other panther rushed to the fence where their fellow members were waiting and helped them climb over it by providing a ladder. It was like watching a scene out of an action movie. Except that this was real life. Both Adrian and Milan are still at large.

<<have the sounds of a gun fight playing in the background of this section. >>

<<queue up outro music>>

Outro

So that's the Pink Panthers. The diamond thieves extraordinaire. What do you think of this group and their heist? Be sure to tell us on our Facebook page. Also be sure to follow us on twitter and Instagram to stay up to date on the latest podcasts and info. Until next Friday, I'm Chris Fulton and this is the RIP. Special thanks to producer Jacob Rice and guest Alison Foxall for providing voice overs in this episode.

Notes: This is a rough draft of the entire podcast. Clocking in at almost 29 minutes I expect the podcast to cross over the 30 minute threshold after edits to writing and sound packages are complete.

SOURCES

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