

THE **Hollers**

A Southern-Style Found Footage Horror Film

holler (noun, slang):

1) a small, secluded valley

2) the proximity between two people to hear the other shouting or screaming

origin: Appalachian mountains



LOGLINE

*Best friends & content creators Harley and Geri (aka **The Horrored Girls**) are hunted by shapeshifting creatures when their horror podcast takes them to the Appalachian Mountains.*

Geri and Harley, aka **The Horrored Girls**, have been growing their podcast for the past few years. What started out as a TikTok channel for horror movie reviews filmed in their living room has transformed into a multimedia business including red carpet interviews and a video podcast with special horror film guests. They've caught the eye of Ponderly+, a podcast conglomerate that promises to take their business to the next level. Their proposal? Spooky Travel Club. First stop? **The Appalachian mountains.** Their trusty gimbal operator/OG producer Mark happens to have grown up in that neck of the woods, and knows the ins and outs of the woods. With their charming (but potentially evil) Ponderly+ producer Ezra covering the cost of travel (and bringing along a crew of his own to film), Harley and Geri make their way to the tiny town of Whistlecreek, Tennessee. It doesn't take long for the horrifying legends of the Appalachian mountains to become a terrifying and brutal reality.

This time, The Horrored Girls don't have to go looking for what goes bump in the night. It finds them first.

Can they survive the weekend in the middle of the woods with their friends and crew? Or will they become just another urban legend for locals to warn their kids about?

STORY
PONDRLY

The Hollers is a found-footage horror feature that blends:

- *horror influencer culture*
- *true crime/paranormal obsession*
- *and Appalachian folklore*

Their first episode takes them deep into the Appalachian Mountains where:

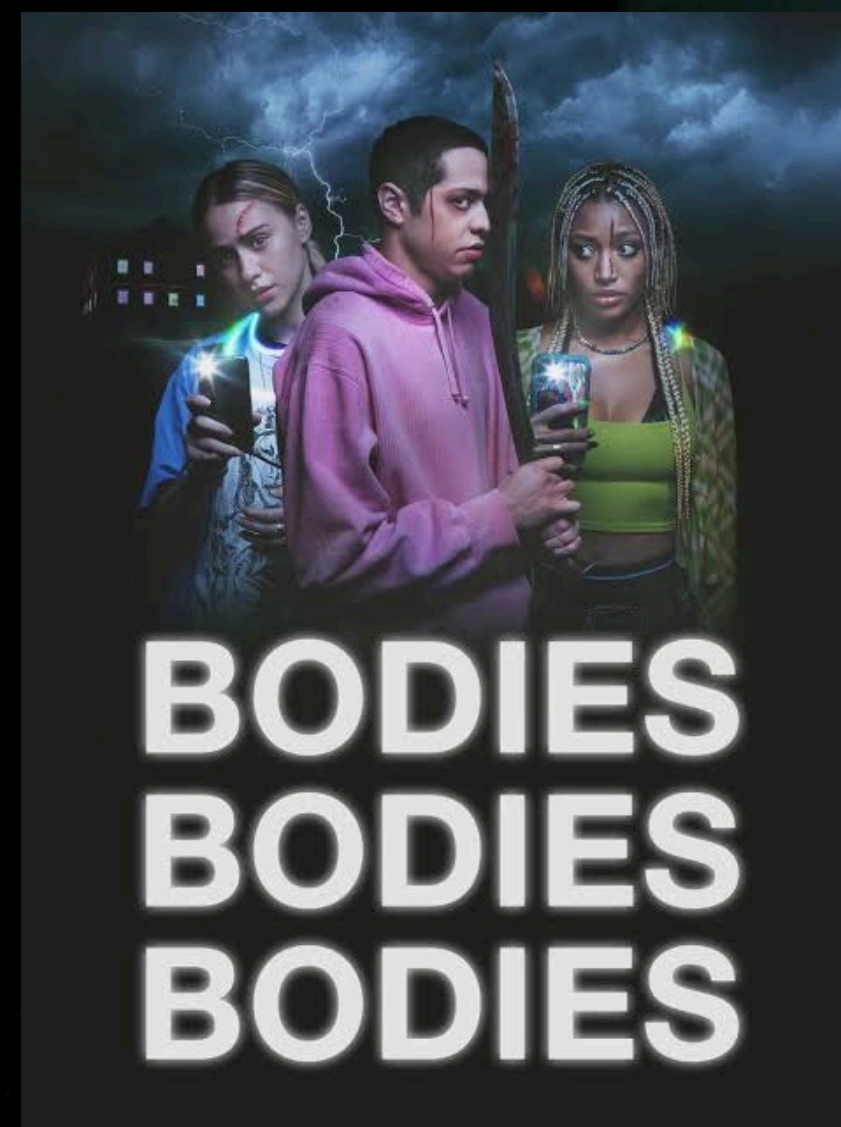
- *the internet myths feel a little too specific*
- *the locals follow strange “rules”*
- *and something in the woods might be listening*

This taps directly into

- *AI replacing creators*
- *influencer authenticity vs. corporate control*
- *the “content at all costs” mentality*

What happens when your identity is no longer fully yours?

TONAL COMPS



What's in the woods?

Instead of overused ghosts or demons, this leans into:

- *Appalachian “rules” folklore*
- *unseen watchers*
- *allusions to folk monsters like skin walkers, mimics, and haints*
- *the idea that the woods themselves have awareness*

You don't break the rules out here. The rules break you.

Rule #1. Avoid eye contact.

Rule #2. Never whistle.

Rule #3. Lock your doors and windows.

Rule #4. Never look back.

Rule #5. Don't accept gifts.

But most importantly ...



Rule #6.

*Don't go in the
f#cking woods.*



STARRING

THE **Horrored Girls**



Harley Bronwyn



Geri Courtney-Austein

Geri and Harley will be playing slightly exaggerated versions of themselves. While their brand already embraces two archetypes (The Scaredy Cat and the Scream Queen) we'll lean into how these different personalities react when confronted with true horror. Will the Scaredy Cat's claws come out in a fight? Will the Scream Queen make a run for it? All we know is they'll be there for each other ... to the bitter end.

Both veteran horror actors with improv experience, The Horrored Girls are a perfect anchor for a film that relies on natural chemistry, quick reactions, and an indie filmmaking can-do mentality.

THE Producers



Tyler Hansen as Mark



Shayn Herndon as Ezra

Mark and Ezra are opposite sides of the same coin.

Mark is an OG producer for the podcast with an extensive knowledge of horror and, especially, Southern horror. He's been team Geri/Harley for years. But the threat of being left behind and the desire for more screen time weigh heavily on him.

Ezra and Ponderly+ represent all that is shiny and new. More money, more opportunities. Of course, it'll cost the Horrored Girls more than they're expecting. After all, the product comes first. At any cost.

Who do you trust when everyone has something to gain?

THE *Dead Meat*

AND
MORE!



Will Lee as Kevin



Cassie Keet as Jodie



Skylar Bible as Dodge

✿ *it's a horror film! expect a higher body count!*

*Why support **The Hollers**?*

Simple! Found footage is a popular horror genre.

*The cost can be low. Like, really **really** low. Many of the most popular found footage horror films exist in the Ultra Low Budget category, costing less than \$300,000. Some cost barely a fraction of that.*

The return on investment is often high. After all, horror is popular year-round. Fans of the genre will go out of their way to find new and hidden gems. Few things catch word of mouth like indie found footage horror.

Audiences are obsessed with:

- paranormal TikTok*
- analog horror*
- “real footage” storytelling*

And this film asks a question people already feel:

What if the stories online are real.....and we've been laughing at them?

The Blair Witch Project

Budget: \$60,000

Box office: \$248,639,881

Deadstream

Budget: >\$300,000

Box office: <\$1,000,000

Paranormal Activity

Budget: \$15,000

Box office: \$107,918,810

House on Eden

Budget: \$10,000

Box office: \$455,830

Willow Creek

Budget: >\$100,000

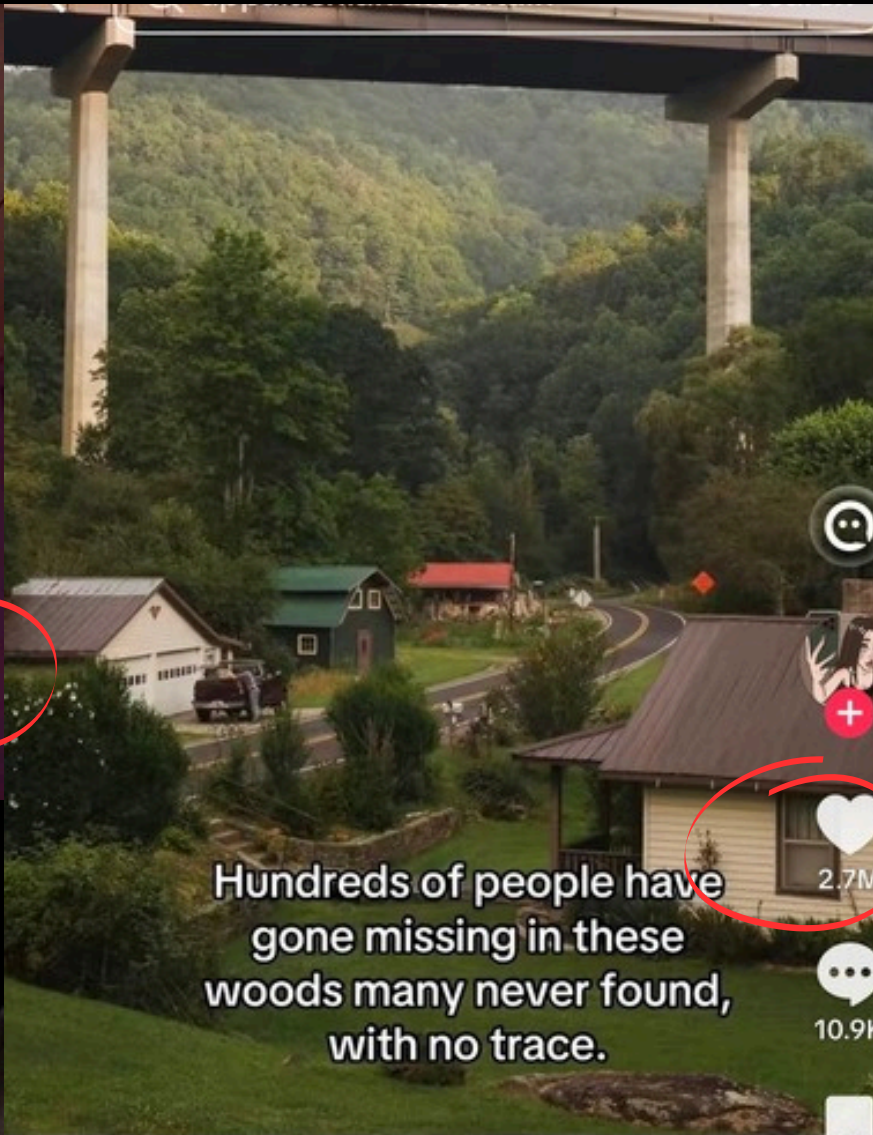
VOD: \$385,393

Troll Hunter

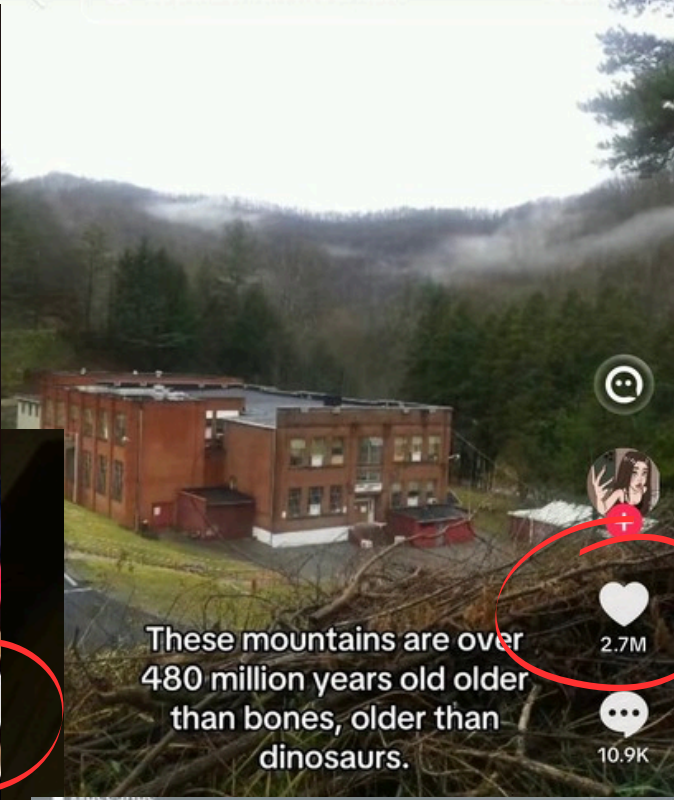
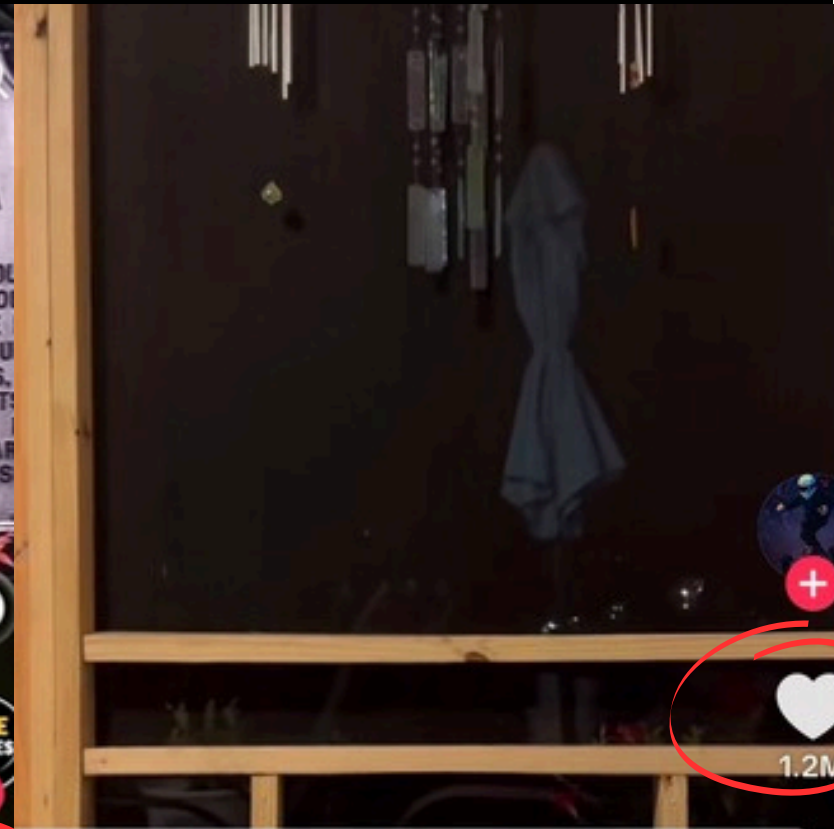
Budget: \$2,000,000

Box Office: \$5,341,098

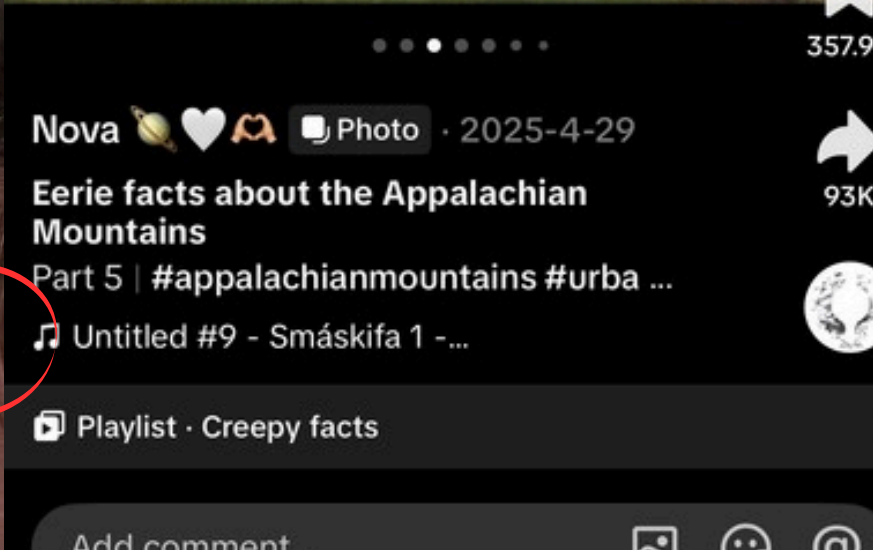
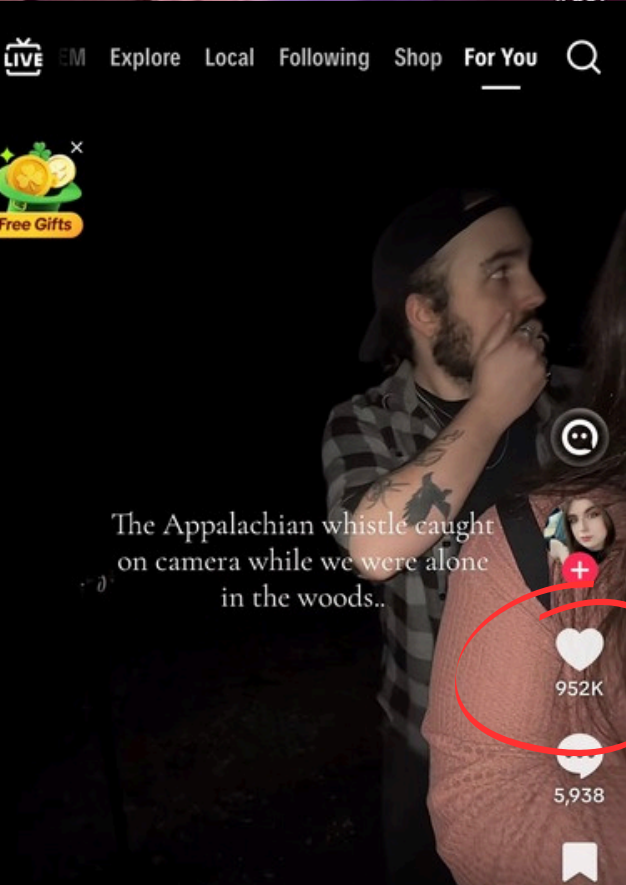
All eyes on Appalachia



The rules of the Appalachia



These mountains are over 480 million years old older than bones, older than dinosaurs.



Hundreds of people have gone missing in these woods many never found, with no trace.

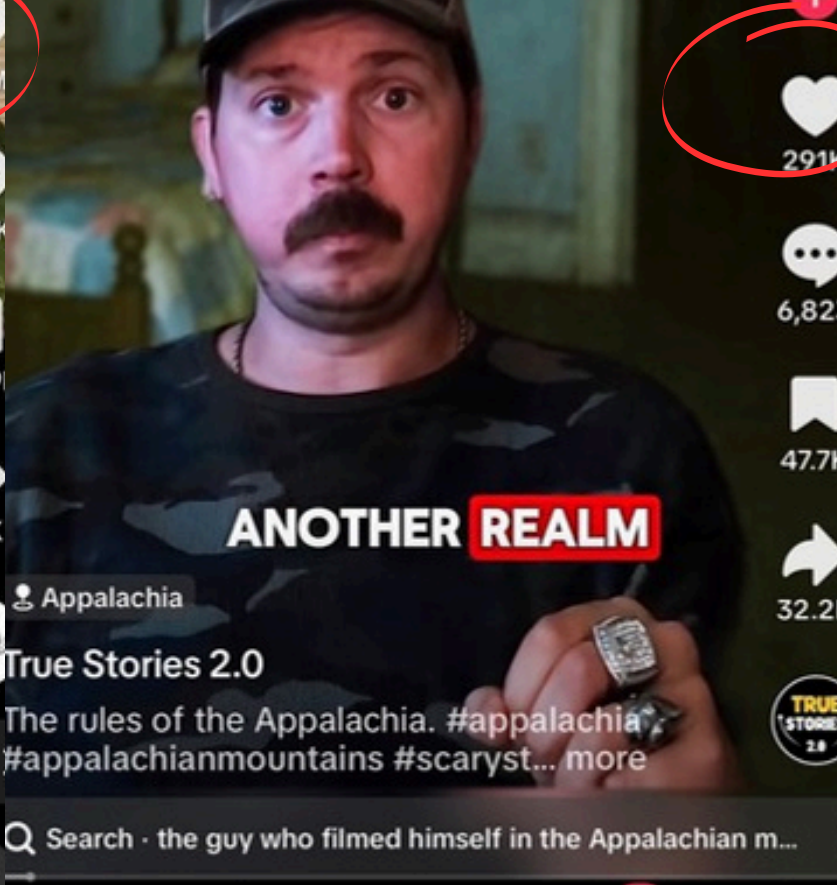
Nova 🍷❤️👉🏻 Photo · 2025-4-29

Eerie facts about the Appalachian Mountains

Part 5 | #appalachianmountains #urba ...

Untitled #9 - Smáskifa 1 - ...

Playlist · Creepy facts



ANOTHER REALM

Appalachia

True Stories 2.0

The rules of the Appalachia. #appalachia #appalachianmountains #scaryst... more



It's 3am in Appalachia (real proof of whistlers)

...it got quiet again. #appalachia #appalachianmountains #cryptid... more

Playlist · Appalachian Horror



Appalachian Mountains 10 mistakes NOT to make

The Appalachian whistle caught on camera while we were alone in the woods..

Add comment

Search · the guy who filmed himself in the Appalachian m... comment...



THE *Themes*

This movie isn't just about survival horror—it's about identity.

*These girls are already being replaced by AI versions of themselves...
and now they're in a place where something else might be able to copy them too.*

So the question shifts away from "how do we get out?" to ... how do we know who's real?

*It's contained, it's highly producible, and it's built to feel viral since the entire story is
told through the cameras they're already using.*

*We went into the woods to create content...
...and the woods started creating content out of us.*

*This is a horror movie made by **horror fans**.*

We want to make a movie that we, as fervent fans of the genre, would be proud of. We know we can do it. We just need a little help.

This movie can be made for \$60,000. It could also be made more easily for \$100,000. It could be made exquisitely for \$200,000. The talent is there. The script is whip smart. The work ethic is taken care of. We just have to feed, house, clothe, and film the actors and crew in the woods for a few weeks. All money remaining goes towards sound, color, and the edit (which can make or break a horror film). If we still have cash, we'll use it to submit to and eventually travel to film festivals. We'll do it out of pocket if we have to, but if you can help? C'mon. Everybody loves a hero.



***MEET THE
CREATIVES***



Will Lee



Tyler Hansen



Cassie Keet

Three award-winning writer/director/producers from the South, combining their creative powers to murder their friends in the woods.



drop a line:

will.lee2493@gmail.com

tylerhansenactor@gmail.com

cassie.keet@gmail.com

g.courtney.austein@gmail.com

harley.bronwyn@gmail.com