

<b>Program</b>	<b>We the People PSA Script (Proof of Concept) - DRAFT</b>
<b>Date</b>	2/14/18

**LIFE CYCLE OF FAKE NEWS**

<b>RT</b>	<b>Video</b>	<b>Audio</b>
	<p>FADE IN</p> <p>A blank white page. We see black text appear on screen as if being typed</p> <p>GRAPHIC <b>BOMBSHELL DISQUALIFIES LEADING CANDIDATE!!</b></p>	<p>SFX: Sounds of fingers typing on keyboard</p>
	<p>CU - hands type on keyboard</p>	<p>MUSIC: Soft notes of piano matching the keyboard strokes</p>
	<p>CU - Finger hovers over the keyboard for a split second...and then drops down</p> <p>CU on computer screen: The POST icon on the screen. The arrow hovers over it and then clicks</p>	<p>SFX: Sounds of typing stop</p> <p>SFX: One final click. The fake news story has been posted</p>
	<p>EXT. SEATTLE</p> <p>Establishing shot of city skyline (non-descript city - we want this to represent anywhere in the US)</p>	<p>MUSIC: Music cue changes as the story is released into the world.</p>

	<p>MS – Middle aged man waits at bus stop, surrounded by other pedestrians. He browses Facebook on his phone.</p> <p>GRAPHIC: A <b>RED PIN</b> indicating the fake news story appears over the man’s phone</p>	<p>MUSIC: Music cue starts to steadily build</p>
	<p>OTS MS: Man looks down at phone screen</p> <p>Insert: CU on phone screen. We see the fake news story featured prominently in the man’s feed.</p>	
	<p>MS: Middle aged man reacts to story. Surprised, he immediately clicks the SHARE icon</p> <p>Insert: CU on phone screen. He hits the SHARE icon. The story spreads</p>	<p>SFX Sound of click</p>
	<p>WS: Bus arrives. The middle aged man steps onto bus, the RED PIN hovering over his head to indicate that he has been “touched” by the news story.</p> <p>We hold on a wide shot of the bus from the outside. We follow the RED PIN. Suddenly two more RED PINS appear from inside the bus. The news story is spreading.</p> <p>The bus drives off</p>	

	<p>Montage- we see 2-3 different locations. In each location, we see multiple RED PINs pop up over people reading their phone or tablet, indicating that the fake news story is going viral:</p> <ul style="list-style-type: none"> <li>-In rural areas as people work the soil</li> <li>-In small-town marketplace</li> <li>-Inside public library, as people study and browse the web</li> <li>-In a college classroom, as student arrive for lecture</li> </ul>	<p>MUSIC: Music swells as the story spreads</p> <p>SFX: cacophony happens after the fake news starts spreading. We hear ambient noise and signals from everywhere.</p>
	<p>EXT: Community Center Parking Lot</p> <p>MS – Outside vehicle. Young woman sits inside car. She looks down at her phone and sees the fake news story now covered by major news outlets like CNN and Associated Press</p> <p>CU: Her eyes scan the headline. Her brows furrow. She opens the car door.</p>	<p>MUSIC stops abruptly. All we hear is ambient noise.</p>
	<p>EXT. Community Center Parking Lot</p> <p>WS – In a profile shot we reveal that it is election day. There are numerous visible VOTE HERE signs in front of the community center.</p> <p>The young woman gets out of her car and walks into the voting center, as a RED PIN pops up above her head</p>	

	<p>GRAPHIC: We return to the computer screen with the original headline in the center</p>	
	<p>WS – We reveal the writer of the original headline to be a young teenager DMITRI in Macedonia sitting in his parent’s home. Camera tracks back</p> <p>(Archival footage from NBC News at 01:44 - <a href="https://youtu.be/gOiHIsYA03I?t=1m44s">https://youtu.be/gOiHIsYA03I?t=1m44s</a>)</p>	<p>MUSIC: Soft piano begins to fade in</p>
	<p>GRAPHIC: We return to the computer screen with the original headline in the center.</p>	<p>SFX: We hear short sound bites from the NBC News story.</p> <p>DMITRI: “I know who is the responsible one for the election, and that’s the American people. I think the American people take their politics not as serious as other countries do. No offense to Americans but we don’t believe such hoax news.”</p>
	<p>WS – We return to the Middle aged man at the bus stop. It’s a repeat of the scene we saw earlier. The man browses Facebook on his phone.</p>	

	<p>Man looks down at phone screen</p> <p>Insert: CU on phone screen. We see the fake news story featured prominently in the man's feed.</p> <p>WS - He furrows his brow, does some extra digging on a web browser and deletes the post when he determines it's fake.</p>	<p>VO: We can't stop fake news from being written. But we can stop it from being spread.</p>
	<p>FADE TO END GRAPHIC (staggered text fades on screen): Call to Action screen</p> <p><b>HELP STOP THE SPREAD OF DISINFORMATION</b></p> <ul style="list-style-type: none"><li>• <b>Question</b></li><li>• <b>Verify</b></li><li>• <b>Delete</b></li><li>• <i>[alt Refute, Combat]</i></li></ul> <p><b>#deletefakenews</b></p>	<p>Music fades out</p>