

TITLE
Crisis of Ads

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INT. OFFICE - DAY

JEREMY is sitting at a desk writing. CARISSA walks into the office.

CARISSA
Hey, boss?

Jeremy stops writing and looks up.

JEREMY
Ah, Carissa, right? How are things
in the PR department?

CARISSA
PR-ty awful.

Jeremy puts his hand to his face.

CARISSA
(CONT'D)
Yeah, sorry about that. That
sounded better in my head. Anyway,
we've been getting a lot of
complaints recently.

JEREMY
So that's a new thing? I thought we
always got a lot of complaints.

CARISSA
Well yeah, but we're getting more
than usual.

JEREMY
All right, I assume you wouldn't be
bothering me with this if it wasn't
important, at least I hope that's
the case for the sake of your job.

CARISSA
This has to do with the companies
YouTube channel. It seems we've
been getting a lot of offensive ads
playing on our videos.

JEREMY
Offensive ads?

CARISSA
You know,

JEREMY

No, I don't. I wouldn't have ended that sentence with a question mark if I did. So please, enlighten me.

CARISSA

Things like ads for coffins on our video promoting the retirement home, fast food restaurant ads on our video on weight loss,

Jeremy chuckles.

CARISSA

(CONT'D)

And a balding remedy ad playing on our video promoting cancer awareness.

Jeremy stops smiling.

JEREMY

Oh. Well, that is rather unfortunate, but I don't think there's really any great cause for concern, people understand that just because an ad plays on our video it doesn't mean we endorse it.

CARISSA

I'm afraid not.

Carissa plops a stack of papers on Jeremy's desk.

CARISSA

(CONT'D)

This is some data we've collected and it seems to point to people thinking that an ad on ours or someone else's video equals endorsement.

Jeremy reads some of the data.

JEREMY

Half of this is written in Swahili, where did you get it.

CARISSA

Google.

JEREMY

So do you have an idea of how to fix this?

CARISSA
Uh, no. That's why I came to you.

JEREMY
This is really your job.
(added as an afterthought)
For now.

CARISSA
I just need some help, I've spent
the entire morning trying to
explain to people that we don't
choose what ads play on our videos.
I'm sorry, can I sit down?

Jeremy sighs and gestures toward a chair. Carissa sits on it.

JEREMY
Perhaps we could make a video
explaining that we don't
necessarily endorse ads that play
on our videos. And by we, I mean
you.

CARISSA
(Thoughtfully)
Yeah, yeah, that could work! I'll
go do that!

Carissa gets up and exits quickly.

JEREMY
Wait! Wait you! Forgot your papers.

Jeremy sighs and pushes the statistics aside and continues
writing.

END ACT 1

ACT 2

INT. OFFICE - THE NEXT DAY

Jeremy is again sitting at his desk writing. Carissa enters and sits down. Jeremy stops writing and looks up.

JEREMY

Oh. I was hoping I wouldn't see you again.

CARISSA

It didn't work.

JEREMY

You made the video?

CARISSA

Yeah. But we, I, made the mistake of monetizing it.

Jeremy leans back in his chair.

JEREMY

I can't wait to see where this is going.

CARISSA

An ad for Electronic Arts played at the beginning. No one bothered to actually watch the video, they just rushed to the comments to express their disdain for our association with them.

JEREMY

You have one job. Don't make it had.

CARISSA

What am I supposed to do?

JEREMY

Public relations. It's the name of your job for now.

CARISSA

I meant more specifically.

JEREMY

Call YouTube. Straighten it out with them, maybe you can get them to only play ads we approve of on our videos.

CARISSA

I guess that's worth a try.

Carissa gets up and leaves. Jeremy thinks for a bit then picks up a phone on his desk and presses a button.

JEREMY

Yeah, Phil? Can you get me Carissa from PR's salary information?

END ACT 2

ACT 3

INT. OFFICE - THE NEXT DAY

Jeremy is sitting at his desk writing. Carissa enters and sits down. Jeremy stops writing and looks up.

JEREMY

This is becoming a regular thing with you. It shouldn't.

CARISSA

Well, I wanted to surprise you in person with some good news.

JEREMY

Good news would indeed be a surprise.

CARISSA

I fixed the problem.

JEREMY

Good.

Jeremy goes back to writing. A moment passes. Jeremy looks back up.

JEREMY

(CONT'D)

You're still here.

CARISSA

Don't you want to hear how I fixed it?

JEREMY

If I wanted to be bothered with the intricacies and details of public relations I wouldn't have a PR department, but if it will make you leave,

CARISSA

I demonetized all of our videos!

JEREMY

You did. What.

CARISSA

I couldn't get through to YouTube and for a while I couldn't think of what to do.

(MORE)

CARISSA (CONT'D)

Then I thought "How can offensive ads play on our videos if no ads play on our videos?" So I went through and disabled monetization on all of them.

Jeremy hands Carissa a pink sheet of paper.

JEREMY

Do you know what that is?

CARISSA

It's a piece of paper.

JEREMY

It is a piece of paper that in short states "You're fired".

Carissa drops the paper on Jeremy's desk and slumps back in her chair, overwhelmed. Jeremy takes the paper and tears it up.

JEREMY

(CONT'D)

And it would have been yours if you hadn't solved the problem. Good job.

END ACT 3