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Digital Media Practicum

First Project Treatment

Working Title: A Blue Light Fright

Approximate Length: 30 seconds

Target Audience: College Students

Objective: To inform students about the Blue Light system on the RIC campus and more generally, about their own Blue Light systems. Also to scare them out of using them for pranks or non-emergencies.

Treatment: A group of about five college students are walking at night, toward the stationary camera, on a well-lit sidewalk at Rhode Island College. They are laughing and talking amongst themselves, but the noise is indistinguishable - maybe they're talking about some test or a homework assignment. It's unclear. They all stop at the edge of the sidewalk and see a Blue Light phone box across the street, the camera cutting to a shot of the pole from their perspective. They look at one another, the camera turned back on them and jog towards it, clearly with the idea of some prank in mind. The camera cuts to a side view, all the students gathered around the one who picks up the receiver. Next is a close up of him/her pushing the "CALL" button.

The students hold back laughter as the line rings, and someone answers on the other end. "Campus police, what's your emergency?" the voice will ask. "Help! There's a murderer in the parking lot!" the student replies in a sarcastic, whiny voice. The students can't help but laugh now. However, one of them is very obviously now missing. The

students don't immediately notice. "Get off the line, this phone is for emergencies only!" The annoyed campus police officer hangs up the phone and, in the distance, over the sound of laughter from the students, we hear a blood-curdling scream. They all stop and turn to see where the noise came from. One of the students now speaks. "You guys? Where's Becky?" Beyond the safety of the street lights where they all stand, one of their comrades has been dragged away by an actual assailant. She reaches out a mangled hand from the darkness and calls for help again, her scream is terrified. They are all shocked, the one holding the phone drops it, and we see a slow motion view of it falling from his/her hand. We watch it hang there for a moment before we cut to black.

Text will appear on the screen, reading: "Don't Play With The Blue Light Phones. You may need them one day." Below that text, in a smaller font, will be the direct line to RIC Campus Police.