

Behind The Hero Commercial

by  
Searnold

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Searnold  
(310) 806-3373  
SuperSearnold@yahoo.com  
<http://www.SuperSearnold.com>

The basic premise of the commercial is Joshua getting various people to say a few lines to promote the show. He handed them a script and these are clips from how they responded. In a few of the panels we might even be able to see the script (but not in most of them). Some of the characters were happy to help and others... not so much. It should have the feel of an actual commercial with lots of fast cuts.

The way the panels are set up, it's going to look a lot like the Brady Bunch. We're going to do a few silly things where the characters are playing off what the other characters say, even though they don't actually hear each other.

**PAGE 01:**

I figure we'll do the same six panel per page set up.

PANEL 1.1

A fake "This preview has been approved for all audiences" screen with a green background and white lettering.

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR

**ALL AUDIENCES**

BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

THE DOCUMENTARY ADVERTISED HAS BEEN RATED

**[S] SILLY AUDIENCES**

[www.filmratings.com](http://www.filmratings.com)

[www.mpaa.org](http://www.mpaa.org)

PANEL 1.2

Speedee, looking into the camera, totally for serious.

SPEEDEE

I wouldn't miss it.

PANEL 1.3

Awesome Man, looking into the camera, being very heroic when he says this.

AWESOME MAN

I most certainly would not miss it.

PANEL 1.4

F.B.I. Agent #1 (the male) with his arms crossed, mouth shut, staring daggers at Joshua. We can't see Joshua because he's standing right next to the camera. So we can tell that F.B.I. Agent #1 isn't looking directly at us - but at someone slightly off to the side. We want to give the impression that there's someone else in the room with him that we can't see.

PANEL 1.5

The Time Master in all his crazy glory.

THE TIME MASTER  
Of course I wouldn't miss it! What  
do you think I am - an idiot?

THE TIME MASTER (CONT'D)  
(with a separate balloon  
in small font)  
Don't answer that.

PANEL 1.6

A pizza delivery guy holding up a few pizzas inside one of those pizza carrying cases they have. He just arrived at Speedee and Joshua's apartment. Again, we should get the impression that he's talking to someone who is standing next to the camera.

PIZZA DELIVERY GUY  
What? No - I'm just the pizza  
delivery guy.

**PAGE 02:**

PANEL 2.1

Joshua looking and pointing directly at the camera.

JOSHUA  
I wouldn't miss it. And neither  
should you.

PANEL 2.2

Speedee, contemplating, trying to see which sounds better. He's not paying any attention to the camera.

SPEEDEE

I wouldn't miss it. I WOULDN'T  
miss it. I wouldn't MISS it. I  
wouldn't miss IT.

PANEL 2.3

Awesome Man, with a worried look on his face asks his question straight into the camera.

AWESOME MAN

It's not already too late - is it?

PANEL 2.4

F.B.I. Agent #1 still very closed off and angry. He's talking to Joshua, not the camera.

F.B.I. AGENT #1

What? I'm not gonna say that.

PANEL 2.5

The Time Master trying to look villainous and threatening - speaking directly to the camera (so the audience feels he's speaking directly to them).

THE TIME MASTER

You better not miss it! Or I'll  
change history so that you were  
never born!

PANEL 2.6

The pizza delivery guy looking even more confused.

PIZZA DELIVERY GUY

What's going on here? Is one of  
you going to pay for this pizza?

**PAGE 03:**

PANEL 3.1

Joshua, explaining. It should seem like he's explaining to the pizza delivery guy. But, in Joshua's world, when he filmed this, there was no pizza guy.

During editing, he cut it to make it SEEM like he's responding to the pizza delivery guy, but in this panel, Joshua is in the exact same place he was the first time we saw him. Does this make any sense?

JOSHUA  
We're making a commercial.

PANEL 3.2

Speedee looking excited and over towards Joshua in Panel 3.1. Again, when this was filmed, Joshua wasn't actually standing near Speedee, but it was cut to seem like Speedee is responding to what Joshua just said as though they were in the same room.

SPEEDEE  
Oooh - can I be in it?

PANEL 3.3

Awesome Man, frustrated, trying to remember something.

AWESOME MAN  
Line!? I'm sorry - I'm not normally like this. I don't know why this is happening to me.

PANEL 3.4

F.B.I. Agent #1 looking downright mean. Still looking straight at Joshua. He completely ignores the camera the entire time.

F.B.I. AGENT #1  
Because I don't like you.

PANEL 3.5

The Time Master talking to Joshua who is sitting slightly beside the camera. So again, he's not looking directly at us - he's looking a bit off to the side.

THE TIME MASTER  
No threatening the audience? Are you sure?

PANEL 3.6

The pizza delivery guy, now holding a script instead of the pizzas. He's unsure about this.

PIZZA DELIVERY GUY  
Are you sure you want me to say  
this?

**PAGE 04:**

PANEL 4.1

Joshua asking a question straight at the camera.

JOSHUA  
But what is it?

PANEL 4.2

Speedee pretending to be a model. Pretending poorly.

SPEEDEE  
IT. The new scent by Calvin Klein.

PANEL 4.3

Awesome Man looking even more confused.

AWESOME MAN  
No - I don't know what it is. I'm  
sorry - I'm not all together clear  
as to why I'm here.

PANEL 4.4

The F.B.I. Agent has gotten up and started walking over towards Joshua (who is beside the camera.)

F.B.I. AGENT #1  
I hope you know that I can have you  
arrested for no apparent reason.

PANEL 4.5

The Time Master is happy. The F.B.I. Agent just proved his point.

(But from a character perspective, The Time Master actually has no idea what the F.B.I. Agent just did. They aren't sitting next to each or anything like that.)

THE TIME MASTER

See? Threats can be quite persuasive. Now why don't we stop all this nonsense and tell them what it is.

THE TIME MASTER (CONT'D)

(in a another balloon with small font)

Audiences these days have such short attention spans.

PANEL 4.6

The pizza delivery guy is totally over acting this with a completely fake smile on his face.

PIZZA DELIVERY GUY

Jeepers! It's the most nifty keenest show since ever!

PIZZA DELIVERY GUY (CONT'D)

(in a new balloon with smaller font)

There - can one of you pay me now? I've got more pizzas to deliver.

**PAGE 05:**

PANEL 5.1

A fairly large panel (the size of 4 of the normal TV screens.) This is a poster for "Behind The Hero." So this is not film capture of these characters actually doing this. It's a picture of all of them kind of bursting off the page in huge action poses a la Giant Sized X-Men #1. With big lettering for the title and small descriptors of each character.

CAPTION

IT is:

TITLE

BEHIND THE HERO: A Documentary  
Episode #1 Coming Soon

(MORE)

TITLE (CONT'D)

Featuring:  
Joshua Roberts - Documentarian  
Awesome Man - Superhero Guest Star  
Speedee - Superhero Wannabe  
The Time Master - Villain  
Extraordinaire  
F.B.I. Agent #1 - Professional  
Ruiner Of Fun  
and  
Pizza Delivery Guy - (does not  
appear in actual documentary)

PANEL 5.2

Pizza guy looking confused and sad, holding his money and an empty pizza carrying case.

PIZZA DELIVERY GUY  
I don't get to be in the show?

PANEL 5.3

Joshua, once again directly addressing the audience, giving his little schpeal about the show.

JOSHUA  
"Behind The Hero" is the premiere documentary about all your favorite superheroes. See your local listings for air times. Also check us out on the web at [www.myspace.com/Behind\\_The\\_Hero](http://www.myspace.com/Behind_The_Hero) to get updates and ask your favorite heroes the questions you want to know!

THE END.