

TITLE: CALL IT COURAGE
MEDIUM/LENGTH: VIDEO/:60
PAGE: 1 OF 4

VISUAL: INT. FRAT HOUSE – NIGHT

VISUAL: Blind-folded 18-year-old PLEDGES looking horrified, each with a funnel in his mouth and hands tied behind their back.

VISUAL: FRAT BOYS (ages 19-22) stand joyfully, circled around them.

FRAT

PLEDGE 1: (V.O.) This will be over soon. I hope.

VISUAL: INT. LOCKER ROOM

VISUAL: Blind-folded, early 20s PRO FOOTBALL PLAYERS looking scared, each with a funnel in his mouth and hands tied behind their back.

VISUAL: FOOTBALL PLAYERS stand menacingly, circled around them.

FOOTBALL

PLAYER

PLEDGE 1: (V.O.) I know it's stupid to do this, but...

VISUAL: INT. SORORITY HOUSE

VISUAL: Blind-folded 18-year-old PLEDGES looking terrified, each with a funnel in her mouth and hands tied behind their back.

VISUAL: SORORITY GIRLS (ages 19-22) stand gleefully, circled around them.

SORORITY

PLEDGE 1: (V.O.) ...if I survive, I'll look back on this someday and say, 'What the (SFX: BEEP) was I thinking?'

VISUAL: INT. ARMY BARRACK

VISUAL: Blind-folded 18-year-old MILITARY RECRUITS looking terrified, each with a funnel in his mouth and hands tied behind their back.

VISUAL: Older MILITARY RECRUITS stand menacingly, circled around them.

MILITARY

PLEDGE 1: (V.O.) And, 'What the (SFX: BEEP) were they thinking?'

TITLE: CALL IT COURAGE
MEDIUM/LENGTH: VIDEO/:60
PAGE: 2 OF 4

VISUAL: INT. FRAT HOUSE

VISUAL: A FRAT LEADER (21) grins, not unlike The Joker.

FRAT

PLEDGE 2: (V.O.) This BEEP is more like torture than initiation.

VISUAL: INT. LOCKER ROOM

FOOTBALL

PLAYER

PLEDGE 2: (V.O.) Maybe someone will put an end –

VISUAL: INT. SORORITY HOUSE

SORORITY

PLEDGE 2: (V.O.) – to this.

VISUAL: INT. ARMY BARRACK

MILITARY

PLEDGE 2: (V.O.) – to this lunacy.

VISUAL: INT. FRAT HOUSE

VISUAL: One FRAT BOY looks hesitant.

HESITANT

FRAT BOY: (V.O.) What the (SFX: BEEP) are we doing?

VISUAL: INT. LOCKER ROOM

VISUAL: FOOTBALL PLAYER 1 (VO): Rite of passage –

VISUAL: INT. SORORITY HOUSE

SORORITY

PLEDGE 1: (V.O.) – bull (SFX: BEEP).

TITLE: CALL IT COURAGE
MEDIUM/LENGTH: VIDEO/:60
PAGE: 3 OF 4

VISUAL: INT. ARMY BARRACK

SQUAD

LEADER: (V.O.) Since I had to suffer...

VISUAL: He starts pouring beer down the first Recruit's mouth. The Recruit starts gagging.

VISUAL: INT. FRAT HOUSE

FRAT BOY 3: (V.O.) Sure, we 'had' to go through this, but why?

VISUAL: The Hesitant Frat Boy makes the time out sign:

HESITANT

FRAT BOY: Time out!

FRAT BOY

LEADER: What?! Why?!

HESITANT

FRAT BOY: This is ludicrous.

FRAT BOY

LEADER: Anytime you want to leave –

VISUAL: INT. LOCKER ROOM

FOOTBALL

PLAYER 2: Maybe you should, you sadist.

VISUAL: INT. SORORITY HOUSE

SORORITY

SISTER

LEADER: I'm not –

VISUAL: INT. ARMY BARRACK

MILITARY

SQUAD

LEADER: – a sadist.

TITLE: CALL IT COURAGE
MEDIUM/LENGTH: VIDEO/:60
PAGE: 4 OF 4

VISUAL: INT. FRAT HOUSE

VISUAL: FRAT BOY 2: You do fulfill most of the traits.

VISUAL: The Fraternity Leader stops pouring.

VISUAL: INT. LOCKER ROOM

FOOTBALL

PLAYER 2: Yep.

VISUAL: INT. SORORITY HOUSE

VISUAL: The other Sorority Sisters back away from the Sorority Leader.

VISUAL: INT. ARMY BARRACK

VISUAL: The Squad Leader looks stunned.

VISUAL: INT. FRAT HOUSE

VISUAL: Most of the other FRAT BOYS: Yeah.

VISUAL: The Frat Leader puts down the jug. Pulls out a knife... Cuts the first Pledge's rope.

VISUAL: As the Frat Boys/Football Players/Soldiers/Sorority Sisters release the other Pledges/Rookies/Military Recruits...

MALE

ANNCR: (V.O.) Hazing is not a rite of passage and not worth dying to belong. If the person being hazed suffers permanent injury or death, the offender/offenders could be charged with a Class Three Felony. Engage in positive peer pressure. Instead of hazing, have your pledges, recruits, rookies assigned to volunteer – performing acts of kindness and do some social good in a recognized, benevolent or charitable organization. It takes more courage to face up to injustice and negative peer pressure than it does to turn a blind eye or blindly go along. Be brave... do good, not harm.

SUPER: #EndHazing #PositivePeerPressure #Volunteer #CallItCourage

TITLE: CALL IT COURAGE
MEDIUM: ONLINE AD

“It’s not worth dying to belong!”

[Photo: A vodka bottle with “Hazing” in an International “no” symbol, horizontally with vodka pouring out that turns to blood halfway down the “waterfall.” Beneath the “waterfall” are photos of four groups: frat boys, football players, sorority sisters, and military recruits.]

Hazing is not a rite of passage and not worth dying to belong.

[Photo: Close-up image of a female in handcuffs, with long, red fingernails, behind her back.]

Engage in *positive* peer pressure.

[Photo: Pro football players in their jerseys, handing out gifts to little children in a hospital.]

Instead of hazing, have your pledges/recruits/rookies assigned to volunteer – performing acts of kindness and do some social good in a recognized, benevolent or charitable organization, for example: hospitals.

It takes more courage to face up to injustice and negative peer pressure than it does to turn a blind eye or blindly go along.

If the person being hazed suffers permanent injury or death the offender(s) could be charged with no less than a Class Three Felony – which may include 24 months in prison.

Be brave... do good, not harm.

#EndHazing #PositivePeerPressure #Volunteer #CallItCourage

Note: I wrote this PSA campaign for my two “godchildren,” who were entering college. “Call It Courage” – written by Armstrong Sperry – was also the title of one of my favorite novels I read as a child. It’s about a boy who tries to overcome his fear of the sea.