



Treatment: Joe Dietsch

Original Concept: Adam Hein

Added Material: Jeff Hause/Dave Hines

FALLOUT FILMS
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SUBJECT: Keaton Simons - Inconvenient Truth parody video - song attached

Mon, Apr 28, 2008 10:35 am

From: (Bigbillfishman@aol.com)

To: you

GOOD THINGS GET BETTER.mp3 (3.3 MB)

Jeff - below is the concept - I need your help! It needs to be funnier and SMARTER and involve more than just the planet heating up. The lack of food because of our beef consumption, pollution of the water and natural resources etc.

please help us - it's your duty!

Label: CBS Records artist: Keaton Simons song: "Good Things Get Better" concept: "Inconveniently Yours" treatment: Joe Dietsch original concept: Adam Hein director: Bill Fishman

This video concept is a spoof of recent films such as An Inconvenient Truth and The 11th Hour. It contains a pro-environment message, but uses humor and irony to make its point, similar to the humor found in the popular Colbert Report or The Daily Show.

We open on an Al Gore look-alike speaking before an audience of intellectual elite. A slideshow about global warming runs in the background. Images of melting ice caps and chemical compositions flash before us, cycling on the screen.

Suddenly Keaton comes out from the behind the podium, strumming his guitar, moving around the stage, performing, while the images on the screen change to depict the absurd reality that the people who believe that climate change doesn't exist, that we can go on using up all of the Earth's natural resources without any negative consequences and where gas prices are \$100 a gallon or that there is no need for alternative energy sources or sustainable food supplies - must believe in.

We see a vision of the future where global warming, oil and food shortages transforms the world into a utopia. We see Eskimos playing volleyball at the beach, people fishing from their doorsteps, little girls spraying each other with aerosol cans. Kids are cooking bacon and eggs on the sidewalk, laughing happily and other scenes that continue poke to fun at folks that don't believe that environmental and quality of life issues are a reality! All of this ties in ironically of course to Keaton's track - "Good Things Get Better" by obviously showing the absurdity of taking no action at all!

Soon Al Gore becomes flustered, trying to speak over Keaton, but his microphone has been cut off. We see politicians laughing gaily over articles about the vanishing polar bear, the albino seal, etc. The slides change to a redrawn map of the United States in which the coasts have floated away and there is seaside property in Nebraska. Photographs of Californians waving goodbye, standing over a growing valley on the Arizona state line.

Return to the stage as Keaton sings and Al Gore fumbles with his microphone cables, most of which have been jumbled and pulled out. A stage tech runs to his assistance.

As the video progresses the slides degenerate from any semblance of scientific findings and sink to depictions of how global warming has essentially turned the world into a 1950's beach party (ala Gidget), complete with 50's beach kids and Eskimos. Keaton performs at the beach party, the colorization of the footage mirroring the desaturated hues of 50's film stocks; all of the previous characters from the video spilling into the shot Pull back to reveal that the beach is in Fargo, North Dakota. Suddenly the image burns about, rattling in the projector.

Cut back to the stage. The projector has burned out. Al Gore angrily throws his lecture notes in the air and storms off the stage, obviously mumbling about how preposterous all of this is. The audience sits in shocked silence.

End on a shot of Keaton, perched on the podium, looking into the camera with eyebrows askance, as if to say, "Yeah right."

Fwd: CBS Records / Keaton Simon video
Mon, Apr 28, 2008 1:03 pm
From: Bill Fishman (bill@falloutent.com)
To: you

FYI - from the Record company.

Bill

Begin forwarded message:

Let' try and be more on the sympathetic side to Gore...let's not have him look foolish, more aghast at how the pro-global-warmers have co-opted his presentation, etc.

We'll cut the checks. Queenie will facilitate.

LJ
Larry Jenkins
CBS Records
11800 Wilshire Blvd.
Los Angeles, CA 90025
(310) 575-7300
larry.jenkins@cbsrecords.com

SUBJECT: I need the script!
Wed, Apr 30, 2008 12:43 pm
From: (Bigbillfishman@aol.com)
To: you Details

I have to cast etc!

Thanks,

Bill



SUBJECT: Video gags
Thu, May 1, 2008 3:49 am
From: (jhouse@aol.com)
To: you (Bcc) + 1 more

IDEAS: Maybe to clarify/crystalize the idea (and keep the artist from looking like a Global Warming apologist), we show Gore lecturing then introduce a climate denier/arch nemesis (George Bush?) who puts up a hastily-prepared rival lecture (writes "GOOD THINGS GET BETTER" in marker) to answer Gore's charges? Makes the conceit a little more obvious. Keaton can comment on both of them, above the political angle. So these jokes can play off each other, as presented, or you can just use the ones you like as isolated jokes, without taking any particular political slant.

1

INT. LECTURE HALL - DAY

1

--Al Gore lecture: Shows a slide of Global Warming - screen displays surf level rising into buildings (Beachfront property with Kansas City Arch/"Welcome to Nebraska!").
 --George W. Bush counters by showing a slide of New York City skyscrapers poking out of the ocean on a postcard reading, "VISIT NEW YORK CITY, THE VENICE OF NORTH AMERICA!" (Gondoliers and boats?)



2 EXT. TRAVEL SCENES - DAY 2

--Al Gore shows a slide of a gas station with fuel at \$20.00 per gallon... next to water pump at \$25 per gallon... next to a pump with air for \$30.

--George Bush shows a car hitched up to horses (large rats?), like a covered wagon on the frontier. "CHEAP TRAVEL!"

3 INT. OCEAN SCENES - DAY 3

--Al Gore lecture: "Water temperature rising!" (People wading in ocean, waving off rising steam like a sauna. Polar bear?)

--George Bush: "Your fish are pre-cooked!" (Fisherman catches steaming fish and immediately puts it on a plate.)



4 EXT. CITY STREET - DAY 4

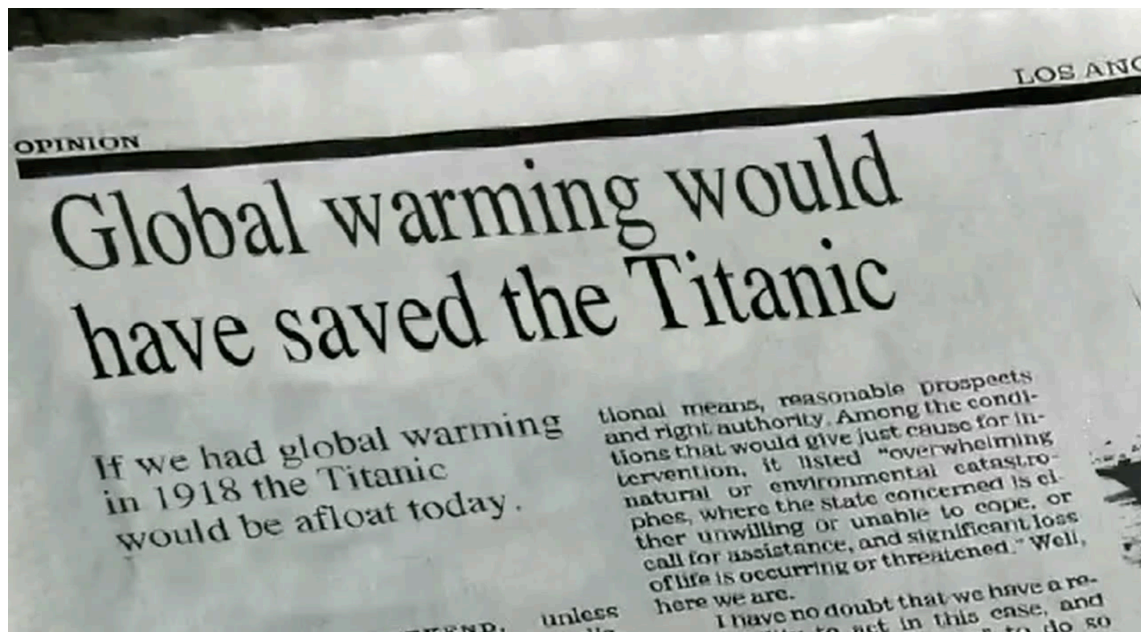
--Al Gore shows a slide of kids frying eggs on the asphalt of a city street.

--George Bush shows a slide of chefs preparing a full breakfast of eggs, bacon, hash browns, and boiling coffee on the asphalt... then down the street roasting a full pig with an apple in its mouth.

5 INT. LECTURE HALL - DAY 5

--Al Gore lecture: Global Calamities with accompanying photos! ("Fires!" "Floods!" "Bad Disaster Movies!")

--George Bush lecture: "If We Had Global Warming in 1912, the Titanic Would Still Be Afloat Today!" (Cruise ship hitting a small, melting ice cube.)



6

EXT. AGRICULTURAL AREA/DESERT - DAY

6

--Al Gore shows side of dead crop photos; holds up a cauliflower that turns to dust.
 --George Bush shows vegetables disappear off kids' dinner plates and they CHEER!



7

EXT. GLACIER - DAY

7

--Al Gore shows a huge, five-story tall chunk of ice drop from an Alaskan glacier.
 --George Bush shows surfers in the water below catching the wave caused by the collapse. (This type of surfing actually happens. You can get stock footage of one of these collapses and the surfers, then insert cheesy rear-projection of Simons

surfing and playing his guitar like a beach party movie.)

8

INT./EXT. VARIOUS GAGS

8

--Tourists 'ooh' and 'ahh' as they take pictures in front of the "Yellowstone National Forest Fire." Family posing and roasting marshmallows as above them a sign boasts "Now in its 10th straight year!"

--As the rival lectures go on, the room floods with water. The listeners pull off their formal attire to reveal swimsuits and bikinis and start to party -- they dance outside at the top of the Empire State Building to reveal a flooded New York. A bunch of them jump over the railing, cannonballing into the Atlantic Ocean - ten feet below.

--Disgusted, Al Gore angrily throws his lecture notes on the floor, the light from the window burning them up as Al storms off the stage.

--Simons waterskis merrily past Santa and Mrs. Claus clinging to a candy-striped "North Pole" marker, which bobs on the last small piece of Arctic ice. (He leaves Al and Bush clinging to the sinking pole?)



Re: Video gags

Thu, May 1, 2008 6:32 am

From: (Bigbillfishman@aol.com)

To: you

This is great stuff! Funny, absurd, brilliant! If you have any more - bring em on! We shoot next week and edit after that.

best, bf

Re: Pictures
Fri, May 9, 2008 2:22 pm
From: Bill Fishman (bill@falloutent.com)
To: you + 3 more

Thanks Robb - those photos are great -

I 'll try to get the other guys to start on it but please just temp in some of your stuff that you think is fun in the meantime and we will replace as we go.

My info is below:

Bill Fishman
Fallout
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On May 9, 2008, at 1:38 PM, Robb Hoffman wrote:

Hi Bill

Can you get any of your guys to start gathering and uploading photos for the video of Global warming shots we can use (permanently or temp)..

I was thinking we need to build up to the amount of humor from a possibility to absolute absurdity and have the audience play into that.

I've attached a few shots that I like, but if your guys could start mocking up some and email me them, that would be great...

Also, can you send me your phone # if i need to reach you.

thx,
Robb Hoffman
robbhoffman@aol.com
Jellyedit.com

From: Robb Hoffman <robbhoffman@aol.com>
Date: May 9, 2008 1:39:43 PM PDT
To: Bill Fishman <bill@falloutent.com>
Subject: Photos enclosed



Fwd: Edit 2
Mon, May 12, 2008 10:40 pm
Bill Fishman (bill@falloutent.com)
To: you

Jeff, Check out the edit. Any great, funny ideas for our graphics come to mind? Please hit me back.

Hope you are enjoying yourself by the bay!

Bill

Begin forwarded message:

>Hi Bill and Pete

>Here is a more updated cut..I'd like to start talking about
>backgrounds and working on comps (skier and santa). I feel
>there is a good build up from the audience being interested
>in Al, then towards keaton, and laughing at the humor on the
>big board.

>Please let me know your thoughts and also let me know when
>is a good time to come in, or if you are in the melrose
>area, you are welcome to come by.....

><http://web.mac.com/edithoffman/fallout/edit2.html>

>thx

>robb hoffman | editor

>

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HIP Video Promo: <https://www.youtube.com/watch?v=QlPpQrsi2A8>

KeatonSimonsVEVO: <https://www.youtube.com/watch?v=WHZObFyuv1U>

CBS Records: <https://www.youtube.com/watch?v=lkYXIQ0VgEk>

TheEricRoberts (stepfather):
https://www.youtube.com/watch?v=3redHzDjQ_I