

NEWS POPS

Gavin Jasper

INT. SUBURBAN HOUSE, KITCHEN -- DAY

BILLY sits at the kitchen table, eating cereal while propping up his head with his hand. He glares at the back of his box of Cocoa Puffs while looking incredibly bored. MOM walks in, looking worried.

MOM

Billy, what's wrong? Aren't you enjoying your cereal?

BILLY

I guess. It's just that I've been reading this stupid activity page on the back of the box and it's been the same boring maze and riddles for the last year. I'm bored.

Mom looks to the camera.

MOM

Children spend up to 20 minutes a day sitting at the breakfast table, stuck staring at the same tired box of cereal. As a parent, I want a cereal that's nutritious and is able to stimulate my child's mind. That's why I choose News Pops.

Mom holds up a box of cereal with "NEWS POPS" on the front. We see a close-up of her pouring it out into a bowl, adding milk and replacing Billy's bowl of Cocoa Puffs with this. She then moves the Cocoa Puffs box off the table and places the box of News Pops. Billy blinks, snaps out of it and looks at the back. We're shown a shot from over his shoulder where the back of the box is a block of text, not unlike a newspaper page.

BILLY

"Snow Storm Affects Gas Prices"?

CUT TO:

INT. SUPERMARKET -- DAY

Mom is walking down the aisle with a filled shopping cart. She walks over to a big display of News Pops and places a box in her cart, all while smiling to the camera.

MOM

News Pops is the only cereal that acts as your window into the world, giving you the daily news, hot off the presses.

CUT TO:

INT. SUBURBAN HOUSE, KITCHEN -- DAY

Front shot of Billy as he eats the cereal and looks at the back of the box. It's a montage, showing minor changes to the background that suggest days have passed, including Billy's clothes being different. In each time shift, we notice more and more opened boxes of News Pops sitting behind him in a pile on the counter, many of them spilling out their unfinished contents. In each subsequent shot, Billy appears more and more intrigued.

MOM (V.O.)

No repetitive activity pages and knock-knock jokes here. Each box of News Pops has the day's news, ready to teach your little boy or girl about current events.

BILLY

Whoa! 32 killed in a hotel fire!
Four survivors horribly mangled!

We see Billy reaching into the box.

MOM (V.O.)

And that's not all. There's also a prize in each box.

Billy pulls out a newspaper circular and looks genuinely excited.

BILLY

All right! A flyer for Payless!

MOM (V.O.)

Plus it's filled with a strong dose of vitamin C and has the flavor that kids love. Isn't that right, Billy?

BILLY

They took a picture of Beyonce
walking out of her car and she's
not even wearing underpants! Neat!

Mom walks on-screen and angrily removes the box from the
table before storming off-screen.

CUT TO:

SIDEWALK -- DAY

NEWSBOY stands on the sidewalk, waving a box of News Pops in
the air.

NEWSBOY

Extra, extra! News Pops part of a
delicious, balanced breakfast!

A jingle begins playing in the background.

CUT TO:

INT. FISH MARKET -- DAY

A man at the fish market throws a box of News Pops. A
coworker catches it, revealing that there are a couple
fishes sticking out of the cereal. He looks to the camera
and winks.

CUT TO:

INT. DANK ROOM

Two criminals stand next to a beaten man tied to a chair
with duct tape around his mouth. One criminal punches him in
the stomach and the other holds a box of News Pops next to
the hostage while a third criminal takes a picture. He makes
sure to point at the day's date, written on the box while
smiling.

CUT TO:

INT. APARTMENT -- DAY

A man walks his dog over to a pile of boxes of News Pops
laid out on the floor. As the dog lifts his leg, the man
kneels down, smiles and gives the thumbs up to the camera.

JINGLE SINGERS

(singing)

News Pops! Stop the presses!
News Pops! It's the bestest!
News Pops! It's all the rage!
News Pops! The most important meal
is the front page!

CUT TO:

INT. SUBURBAN HOUSE, KITCHEN -- DAY

DAD walks into the kitchen, noticeably angry. Billy is chowing down on his cereal while Mom stands behind him, patting his shoulder.

DAD

Hey! What's with all this unfinished cereal?! Don't you know that there are children starving in Africa?

BILLY

I sure do! Thanks to News Pops!

Mom smiles with pride.

BILLY

I also know that the president is a socialist monster who wasn't even born in this country!

Mom's smile becomes incredibly strained as she shifts her eyes. The logo appears over the screen.

JINGLE SINGERS

(singing)

News Pops!

Blackout.