

ADC Video Script:

[que intro music]

[text pops up on the screen]: Due to popular demand...

[text changes]: We have decided to change our mission

[mission changes to]: values, purpose

[text changes]: What you once knew as the DKC...

[text changes]: Is now the ADC

[text changes]: ADC

[text changes]: Analog Disinformation Center

—Scene Change—

[Fades into B-roll pan of the consultation room from right to left]

[Fades into another B-roll of the room with 3-D printers from left to right, signs on technology saying “no longer available for student use”]

—Scene Change—

[Que interview 1]

Interviewer (LEE): “Hi there I’m Lee, please introduce yourself and your position at the ADC”

ADC Staff member (): “I’m ____, I don’t work at the ADC.”

Interviewer (LEE): “What’s your favorite part about working at the ADC?”

ADC Staff member (): “I don’t work at the ADC.”

[Zoom in on employee nametag]

Narrator (LEE): “Our staff strive to spread misinformation.”

Interviewer (LEE): “So how do you feel about the rebrand of the DKC to the ADC?”

ADC Staff member (): “I love it! Students are so informed!”

—Scene Change—

[Text pops onto the screen saying “Our Services”]

Narrator (LEE): “One way we can help you here at the ADC is by one-on-one appointments with student consultants who strive to help you complete your projects slower than ever”

—Scene Change—

[Student is seated with a consultant at a table. The student is clearly distressed and crying, the consultant is very happy]

Narrator (LEE): “Students who book with our consultants will be told completely incorrect information so that they can spend record amounts of time being confused and led in the completely wrong direction”

—Scene Change—

[Show students laptop with broken website]

—Scene Change—

[Text pops up saying "Technology Checkout." Pictures of a record, VHS tape, typewriter, cam recorder, and old fashioned telephone appear]

Narrator (LEE): "Here at the ADC, we provide free checkout to the most up to date technology for students"

—Scene Change—

[Text pops up saying "Spaces are no longer available at the ADC... we feel they are not helpful"]

—Scene Change—

[Que interview 2]

Interviewer (LEE): "Hi there can you please share with us your name and involvement with the ADC?"

Student (): "I'm ____, I am a student at Mary Washington."

Interviewer (LEE): "Perfect. Now, how helpful would you say the staff at the ADC is?"

Student (): "Well...my website is broken..."

[flashback with ripple effect to broken website screen]

Interviewer (LEE): "Great! And how would you rate the services we offer at the ADC out of 10?"

Student (): "0/10. The technology doesn't even work..."

Interviewer (LEE): "I'm glad to hear that. Now finally, overall are you happy with the change from the DKC to the ADC?"

Student (): "No the staff made me cry."

—Scene Change—

[Text pops onto the screen "Visit the ADC!" then follows with "book an appointment at" then follows with "adc.umw.edu".]