



"PHISHING_IRL"

August 13-15

Drew Rose, Executive Producer

David West, Director

Graham Westbrook, Writer

Philip Roy, Director of Photography

Chris Combs, Production Designer

CAST & CREW



CREW

David West (301-254-2498)	Director
Drew Rose	Executive Producer
Graham Westbrook	Writer/Script Supervisor
Philip Roy	Director of Photography
Keishla Di Giorgi	First Assistant Camera
Chad Brewer	Gaffer
Mike Anderson	Key Grip
Chris Combs	Production Designer
Thom Viele	Asst. Production Designer

CAST

Jon Michael Davis	Narrator
Brian Villalobos	Mark
Jessica Irvine Drake	Connie
Gabriel Bush	CEO
Jeaux Bartley	SOC Supervisor
David Le	SOC Staff
Marvin Ritchie	SOC Staff
Devian Sanchez	SOC Staff
Tiphani Villareal	SOC Staff
Gabrielle Westbrook	SOC Staff
Katrina Antonishek	Security Trainer

PRODUCTION SCHEDULE



Production is slated from 8am-6pm Tuesday August 13 through Thursday August 15. Breakfast will be provided each day, as well as lunch for cast & crew who are on-set at 12pm.

TUESDAY	August 13			Wednesday	August 14		
	MAIN STAGE	UPSTAIRS/SOC SET	TALENT CALL		UPSTAIRS	MAIN STAGE	TALENT CALL
8:00 AM	Crew Load-in	Crew/PD Load-in		8:00 AM	Light SOC Set	Build Office Set	
9:00 AM	Light "Lair" set Truss & Dolly	Build SOC set		9:00 AM			SOC/Staff; JMD
10:00 AM				10:00 AM	Shoot SOC		
11:00 AM				11:00 AM			
12:00 PM	Lunch	Lunch	Jon Michael Davis	12:00 PM	Lunch	Lunch	WRAP SOC Brian Villalobos
1:00 PM	Shoot Narr. Lair	Oversee Lucky Giraffe		1:00 PM	Shoot Breakroom/Hallway	Build Office Set	
2:00 PM				2:00 PM			
3:00 PM			Katrina Antonishek	3:00 PM			
4:00 PM				4:00 PM	Pre-light Office set		WRAP BV; JMD
5:00 PM				5:00 PM			
6:00 PM				6:00 PM			
	WRAP CREW	WRAP PD	WRAP CAST		WRAP CREW	WRAP PD	
THURSDAY	August 15						
	MAIN STAGE	TALENT CALL					
8:00 AM	Light Office set/Build Cam Rig					Lighting; Rigging; Blocking; Prep	
9:00 AM		Jessica Irvine Drake				Shooting	
10:00 AM	Shoot "Connie" Scenes					Production Design; Build and	
11:00 AM		Jon Michael Davis Brian Villalobos				Talent On-Set	
12:00 PM	Lunch						
1:00 PM	Shoot Connie/Mark/Narr Scenes						
2:00 PM							
3:00 PM	Shoot Mark/Narr Scenes	Gabriel Bush Jeaux Bartley					
4:00 PM							
5:00 PM							
6:00 PM							
	WRAP PRODUCTION	WRAP PRODUCTION					

LOCATION

New Republic Studios
140 Utley Rd.
Elgin, TX 78621

New Republic Studios is a 45-minute drive from downtown Austin. Please plan for traffic and drive-time to make your call.



CALL SCHEDULE

Call schedule is preliminary and subject to change due to time over- or underruns. All cast and crew will receive individual call sheets for each day of production.

Tuesday Aug 13			
CREW		CAST	
LS (Dave, Drew, Graham)	8:00 AM	Jon Michael Davis	12:00 PM
Philp Roy (DP)	8:00 AM	Katrina Antonishek	3:00 PM
Keishla Di Giorgi (1AC)	8:00 AM		
Chad Brewer (Gaffer)	8:00 AM		
Mike Anderson (Grip)	8:00 AM		
Chris Combs (PD)	8:00 AM		
Thom Viele (Sets)	8:00 AM		
Wednesday Aug 14			
CREW		CAST	
LS (Dave, Drew, Graham)	8:00 AM	Jon Michael Davis	9:00 AM
Philp Roy (DP)	8:00 AM	Brian Villalobos	12:00 PM
Keishla Di Giorgi (1AC)	8:00 AM	Devian Sanchez	9:00 AM
Chad Brewer (Gaffer)	8:00 AM	Jeaux Bartley	9:00 AM
Mike Anderson (Grip)	8:00 AM	David Le	9:00 AM
Chris Combs (PD)	8:00 AM	Tiphani Villarreal	9:00 AM
Thom Viele (Sets)	8:00 AM	Gabrielle Westbrook	9:00 AM
		Marvin Ritchie	9:00 AM
Thursday Aug 15			
CREW		CAST	
LS (Dave, Drew, Graham)	8:00 AM	Jon Michael Davis	11:00 AM
Philp Roy (DP)	8:00 AM	Brian Villalobos	11:00 AM
Keishla Di Giorgi (1AC)	8:00 AM	Jessica Irvine Drake	9:00 AM
Chad Brewer (Gaffer)	8:00 AM	Jeaux Bartley	3:30 PM
Mike Anderson (Grip)	8:00 AM	Gabriel Bush	3:30 PM
Chris Combs (PD)	8:00 AM		
Thom Viele (Sets)	8:00 AM		

SHOT LIST - DAY 1



JON MICHAEL DAVIS - 12:30p -1p OFFICE

1. Narrator - Full script read for Voiceover/rehearsal

JON MICHAEL DAVIS - 1p - 6p LITTLE BEAR STAGE

Scene 1

1. Walking into frame from Camera R/Stage L
2. Slow walks across from Camera R to L
3. Mids
4. Closeups with Truss out-of-focus
5. Exiting Cam L

Scene 2

1. Walking in from Camera L/Stage R (Mark over his shoulder from last scene)
2. Mids
3. Closeups with Truss out-of-focus
4. Narr walks off Cam R/Stage L and we push in on Truss (final scene in GFX)

Scene 3

1. Narr appears (cut) with CEO scene in GFX
2. Mids
3. Closeups with truss OOF
4. Walking into Security Training (2x options for signs and wardrobe)
5. Closeup on last line/door

Extras

1. Truss by itself (2x persp; head-on)

SHOT LIST - DAY 2

Scene 1

JON MICHAEL DAVIS - 10a - 12p

SOC STAFF - 10a - 12p

SOC/ANIMATION ROOM

1. Narr approaching and opening door to SOC (Lines)
2. Wides of the SOC. People working. Foreground and background movement.
3. Mids of certain staff members
4. Closeups of faces, hands, screens, eyes, etc.
5. David Le gets a warning on his screen. Puzzled. Calls over his boss (Jeaux)
6. Jeaux looks concerned. Picks up David's phone and calls Mark.
7. Last Narr line with Narr on camera
8. Narr NO exit
9. Narr exiting Cam R/Stage L
10. SOC team, arms crossed, smiling at camera

Scene 2

JON MICHAEL DAVIS - 1p - 2p

BRIAN VILLALOBOS - 1p - 2p (WARDROBE 2 STRESSED)

BREAK ROOM/COMMISSARY

1. Mark watching TV (OTS, mid, CU)
2. TV only (tracking markers)
3. Mark reactions
4. Narr walks in from Cam R/Stage L
5. Narr standing over Mark and TV
6. "Live like kings" Mark wipes by. Narr points at screen
7. Mark leaving/sign. Narr at fridge with coffee

Scene 3

JON MICHAEL DAVIS - 2p - 3p

BRIAN VILLALOBOS - 2p - 3p (WARDROBE 2 STRESSED)

HALLWAY

1. Follow shot as Mark looks into office
2. Mark POV
3. Office POV (slo mo)
4. Mark passes off to Cam L/Stage R to reveal Narr
5. Finger snaps (Wide/Mid/CU)

SHOT LIST - DAY 3



Connie Scenes

JESSICA IRVINE DRAKE - 10a - 12p

LITTLE BEAR STAGE

1. **GIMBAL** - Opening shot. Dark hoodie. Lights come up slowly. Hood off (:20-25 to hood)
2. Screens are pre-made loops
3. Drinking tea. Spills and removes hoodie.
4. Closeup of WGM mug being taken
5. Closeups of humanizing objects (pictures, wall art, family, etc)
6. Closeups of hands, eyes, monitors, mouse, checking her watch, etc.
7. CU of face smiling when sending phish
8. Making a phone call/taking a phone call.
9. Eyes from behind/over over monitor
10. Monitors (OTS, dirty, only, etc.) (natural tracking markers)

Connie/Brian/Narrator Scenes

JESSICA IRVINE DRAKE - 1p - 2p

JON MICHAEL DAVIS - 1p - 2p

BRIAN VILLALOBOS - 1p - 2p (WARDROBE 1 STRESSED)

LITTLE BEAR STAGE

1. **GIMBAL** - Camera transit from Connie to Mark. Stop at slight OTS of monitors (:15 wall to OTS)
2. **GIMBAL** - Narr transit from Mark to Connie.
3. Narr in frame through whole Webex/whiteboard scenario
4. Narr exits on last line Cam R/Stage L with Connie at the whiteboard/Webex
5. Connie leans forward "we got him" moment. Gets up.
6. Connie midsize and CU for whiteboard/webex
7. Monitor, whiteboard writing, etc.
8. iPhone perspective shot (Dave's iPhone)

SHOT LIST - DAY 3 (cont'd)



Brian/Narrator Scenes

JON MICHAEL DAVIS - 2p - 6p

BRIAN VILLALOBOS - 2p - 6p (WARDROBE 1 STRESSED)

GABRIEL BUSH - 4p - 5p

JEAX BARTLEY - 4p - 5p

LITTLE BEAR STAGE

1. Closeups of Mark's desk in disarray (papers, cups, stuff everywhere)
2. Stress CUs (face, hands, eyes) Hands through hair, wiping brow, breathing
3. Phone, knock over cup of pens
4. Monitors (OTS, dirty, only, etc.) (natural tracking markers)
5. Eyes (getting an email sequence, not sure what to do. Decides to click it)
6. Face, pop ups everywhere.
7. Reverse. Pop-ups
8. ECU on mouse. Hesitating. Clicking.
9. Phone ringing. Picks up. Receives really bad news. Shocked then distraught. Face in hands.
10. After all the clicking, we see a "locked message". Hangs head.
11. Narrator walking in with Mark in stress mode.
12. Narrator snaps fingers in Mark's office. Closeup. Mid.
13. Wide 8fps. Wide open shutter. For blurred super-fast segment. Mark working getting up and coming back. Leans back. Lots of movement.
14. Same angle. Narrator only.

(WARDROBE 3 MARK GOT-IT-TOGETHER)

1. Mark see email. Skeptical look.
2. Picks up phone to call SOC.
3. Jeux at Mark's desk. Standing with Mark sitting. Nodding, smiling, pointing
4. Wide with Narr and mid/CU
5. Monitors (OTS, dirty, only, etc) (natural tracking markers) LOTS
6. Congratulated by CEO. With and without Narrator (wide enough for GFX)



SHOOTING SCRIPT

PHISHING IRL

(3-Part Phishing Video + Training Narrative)

Written by
Living Security

LOGLINE

An engaging, training-driven storyline designed to debunk myths about cyber criminals and better inform end-users about what phishing looks like in real life.

CHARACTERS

Connie (con-woman): A professional cyber criminal who does not embody the typical 'hacker' trope, but is doing this for money, working with a criminal collective (CHAOS) around the world to infiltrate businesses, steal data and make \$. This persona counters the glorification of the criminal and humanizes/professionalizes the stereotype.

Mark (the mark/victim): An employee of DataDojo who is under stress at work and at home, trying to stay on top of email and who appears to succumb to security fatigue by initially clicking the email and not taking time to really think about the consequences of his decisions. Video 3 redeems Mark by way of better decision-making.

Omniscient Narrator (unnamed): A relatable, empathetic narrator who walks the viewer through the story and debunks myths left and right. His cognitive re-categorization of stereotypes and themes helps put the viewer in a new state of mind in which to understand phishing and learn security awareness best practices.

DataDojo: The victim organization which has products and services and clients (supply-chain) related to big data (a topic applicable to all companies who transmit data of any kind). In video 2 we see the DataDojo security team working to uncover the truth about the breach and origin of infection. The alt-scenario in video 3 redeems this company from breach and highlights the potential for its resilience, given better decisions on the part of Mark.

VIDEO ONE

OVER BLACK --

Mid-tempo, cinematic MUSIC as we...

FADE IN:

INT. OFFICE - DAY

PUSH IN: on the back of what appears to be a MAN sitting at a desk and working on a computer, a typical 'hacker' trope of dark room, hoody, glow.

NARRATOR (off screen)

Be honest. Part of you wants to see this guy as a basement-dwelling gamer or some anonymous hoodie-wearing cyber villain...

We TRACK CLOCKWISE around the shoulder of the hooded figure, their computer monitor not yet visible.

NARRATOR (CONT'D)

...scheming behind pixels and keyboards.
But you know what? Cybercriminals are unexpectedly...*HUMAN*.

On the word *human*, the camera is left enough to see that it is a woman, CONNIE, feet up on a swivel chair, coffee mug in hand.

NARRATOR (CONT'D)

And sometimes even *professional*.

She suddenly spills coffee on her shirt, then quickly removes her hoodie to reveal -- PROFESSIONAL ATTIRE underneath.

We also see things inconsistent with the Hacker stereotype; FAMILY PHOTOS, a DESK CALENDAR, POSITIVE MOTIVATIONAL QUOTES, a COFFEE MUG which reads: *WORLD'S GREATEST MOM*, etc...

2.

She begins checking her watch, and SCRUBBING the coffee stain from her hoodie while simultaneously CROSSING OFF TASKS on a notepad, MAKING CALLS, and doing RECON on a target.

NARRATOR

Deadlines and due dates, marching orders and job requirements, obligations for customer service.
The motive is simple: your money.

The camera has TRACKED to the opposite side, behind the COMPUTER MONITOR. Over the top edge of the monitor we see the woman's eyes narrow as she gets back to work.

NARRATOR

Illegally acquired? M-hm.
Deceptively earned? Yes.
(empathetic)
But earned.

We DOLLY past the wall to the back of another COMPUTER MONITOR. Over the top edge of the monitor we see a man, MARK'S, face. He's clearly an office employee, hard at work and focusing on his screen.

NARRATOR (CONT'D)

Now this guy. You're thinking: seasoned desk jockey, steady, immovable. Productivity guru with a workflow mojo...

WE TRACK CLOCKWISE and PUSH IN to see --

A MESSY DESK, his desk phone and cell phone RINGING off the hook, he knocks over his COFFEE on his KEYBOARD -- his stress level is rising rapidly.

NARRATOR (CONT'D)

But you know what? He's human too.

TRACKING AROUND we see his screen --

3.

ONSCREEN: Email notifications DINGING, TEXT MESSAGES popping up, BROWSER CRASHING, COMPUTER FREEZING, etc...

The Man runs his hands through hair and wipes his SWEATY brow. He takes one DEEP BREATH, then ANOTHER, he's close to blowing...

NARRATOR enters scene from STAGE RIGHT

NARRATOR (onscreen)

And sometimes even emotional.

(beat)

Overtime and bills due, honey-do's and oil changes. We are obliged to remain calm and collected. We are simply...overwhelmed.

WHIP PAN: to WALL CLOCK --

Time passes feverishly; minutes, hours, days. TIME LAPSE of FADING and RISING SUNLIGHT plays across the clock's face.

NARRATOR (CONT'D)

It's a human thing; to suppress emotions when there's work that needs to be done...yesterday. And yet, the world turns...

NARRATOR exits the scene STAGE RIGHT

The Cinematic MUSIC fades, trap MUSIC replaces it.

The Narrator STEPS IN to the narrator's lair/stage from STAGE LEFT. VISUALS appear over the Narrator's shoulder...

NARRATOR (CONT'D)

Let's zoom out. The good news is, it's possible to identify cyber-criminals and their scams because they are not new, just a reinvented manipulation dressed up with shiny new code.

The Narrator gestures over his shoulder to the visuals.

NARRATOR (CONT'D)

But that doesn't mean it's always easy. And sometimes, it feels like these criminals know us better than we know ourselves. Right?

While the Narrator talks, we see examples of PHISHING EMAILS, SUSPICIOUS ELEMENTS (URGENCY), CATFISHING, and overshared SOCIAL MEDIA POSTINGS.

NARRATOR (CONT'D)

After all, they craft persuasive emails which exploit our trust. They introduce a false sense of urgency in order to trigger fear and reaction on impulse. And they impersonate our friends and families to solicit more information, all the while, tracking our digital footprints like a modern-day Sherlock Holmes.

We see IMAGES/VIDEO of Connie and her criminal collective emphasizing their efficiency and professionalism.

NARRATOR (CONT'D)

This, is the dark business of cyber criminality.
(sincerely)
Now, I know this can be frightening. I, too, felt frightened for much of my life. But now I know this: our fears can become wisdom in the face of danger and we *can* fight back.

IMAGES of SMOKE and MIRRORS or an exposed slight-of-hand CARD TRICK.

NARRATOR (CONT'D)

First, I want you to see the charade for what it is. A trick, a ruse, a mere echo of reality. We can fight this...together.

The Narrator FADES/WALKS OUT.

5.

LIGHTS UP on Mark getting yet another EMAIL NOTIFICATION. Connie SMILES.

Mark sees the email and pulls it up in his hectic rush. He stares at it for a moment...

WE PUSH IN: to his screen -- his CURSOR moves over a GREEN HYPERLINK.

He reaches for his mouse...

CUT TO BLACK: INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO ONE

VIDEO TWO

OVER BLACK -- Mid-tempo, cinematic MUSIC. INSERT: Living Security LOGO. FADE IN:

INT. DATADOJO OFFICE - DAY

We see Mark's CURSOR hovering over the GREEN HYPERLINK. We watch the mouse "click," but instead of hearing a "click," we suddenly see the Narrator SNAP HIS FINGERS and walk on-screen.

NARRATOR

Maybe you're thinking that would have immediately infected his computer. But in actuality, it's more subtle. Much more.

(beat)

You see, while Mark is still hard at work, he is asleep to the fact that he is a gatekeeper for his organization. With a single click, he will throw open wide the digital gates and hand a cyber criminal the keys to the kingdom. And he won't even know it.

Other than a CALCULATOR app firing up, nothing appears to have happened on Mark's screen. With a shrug, he goes back to work browsing FILES and FOLDERS.

With an *I-told-you-so* look, the Narrator TRANSITS the wall and stands beside Connie.

NARRATOR (CONT'D)

You see, it doesn't happen all at once. Like the first domino to fall, it is the start of a chain reaction.

Connie realizes that she has established a connection. Smiling, she opens a Webex on her second monitor and begins sharing access with her posse in the criminal collective.

NARRATOR (CONT'D)

...and just like that,
(snaps his fingers)
It's over.
(beat)
Faster than lightning,
more powerful than a tsunami.

Connie mouths the words "WE GOT HIM."

Connie stands, calling into a remote webex. On the other side of the screen, several other PROFESSIONAL-LOOKING PEOPLE ask about her "kill." She turns to the whiteboard next to her and writes: "No-MFA, valuable customer data for resale..."

NARRATOR

Intent on determining the value of her recent acquisition, her crime ring colleagues begin to formulate a strategy to further penetrate Mark's organization.

Why? For the sole purpose of collaborating around the globe to cripple the organization and turn that now unsecured data into untraceable cash. Something made all the easier thanks to the cyber-security measures written off as "overly expensive" by Mark's company. Let the offloading begin....

The Narrator moves across the room and exits STAGE LEFT.

INT. DATADOJO SECURITY OPERATIONS CENTER - DAY

The DATADOJO'S SECURITY TEAM begins combing through logs in an attempt to locate the origin of the suspicious activity.

The Narrator enters the room and walks around the Security Team members as they work at a fevered pace. One of them picks up a phone.

NARRATOR (CONT'D)

Meanwhile, the good guys are at work, too. The organization's security team is quickly figuring out that something is going on. Raw logs show an intrusion of some kind, but they're not exactly sure yet. Analysts scramble to contain the situation and identify the source. Mark is notified of the preliminary findings...

Mark's phone RINGS. He picks it up.

NARRATOR (CONT'D)

(beat)

It's a race against the clock.

Mark hangs up his phone and sits, his face in his hands.

SLOW FADE TO BLACK:

INT. NARRATOR'S LAIR/STAGE [CONTINUOUS]

The Cinematic MUSIC fades, trap MUSIC replaces it.

The Narrator STEPS IN. MARK, with face in hands, appears over his shoulder.

NARRATOR

A thousand questions run through Mark's mind; Why did I click on that link? It was safe...wasn't it? Why didn't the spam filter catch it? Overworked, am I just overworked?

(beat)

Scammers don't want you to think about their message. They want you to take action, and *fast*. So, they will often try to make you think that

something has happened that requires you to immediately act, capitalizing on your fear of missing out.

Enticing BILLBOARDS begin popping up.

NARRATOR (CONT'D)

Bargain! Limited Offer! Today Only! Immediate Attention! Action required!

We see Mark anxiously reacting to the messages of the billboards.

NARRATOR (CONT'D)

Already, you are battling impulses to find out what all the fuss is about, right? And internally, your brain is trying to figure out what's going on at 100 miles an hour. Before you know it, you're so far off course its nearly impossible to come back from it...

MARK clicks a link and suddenly his screen fills with pop-ups and banner ads.

NARRATOR (CONT'D)

Believe me, it's far better to stop, breathe and think about what you are doing.

(beat)

Considering the alternatives, there's just too much at stake...for you and your company. Trust me.

The Narrator walks off.

In the visuals behind NARRATOR, MARK approaches his computer and stares at a FLASHING MESSAGE:

"Your computer has been temporarily locked - please try again later."

10.

CUT TO BLACK: INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO TWO

VIDEO THREE

OVER BLACK --

Mid-tempo, cinematic MUSIC. SUPER: One Week Later...

FADE IN:

INT. DATADOJO'S BREAK ROOM - DAY

Mark sits in the Break Room looking up at a TV MONITOR mounted on the wall. Across the screen we see STOCKS TRENDING DOWN with a BREAKING NEWS headline in the LOWER THIRD.

Another TV MONITOR show a female REPORTER talking as a large CROWD of PEOPLE PROTEST in the streets with banner and signs which read: GIVE US OUR DATA BACK and MY DATA MATTERS. A marquee scrolls beneath her: SECURITY BREACH AT DATADOJO PUTS 5 MILLION AT RISK.

Mark watches in shock, clearly feeling responsible. The Narrator walk in.

NARRATOR

It doesn't take much for a scenario like this to unfold - skilled cyber criminals steal valuable assets and escape virtually without a trace. In their wake, a massive devaluation of stocks, as well as data and cash reserves disrupt the markets. Businesses grind to a near halt, having succumbed to a lack of consumer confidence and the very real possibility of impending class action lawsuits.

(beat)

It is a scenario where criminals live like kings...

The TV shows mansions and private jets as random oligarchs walk past. MARK gets up to leave.

NARRATOR (CONT'D)

And legitimate pros, like paupers...

As he's leaving, we see Mark looking at SIGN on the REFRIGERATOR:

"Due to cutbacks, no corporate food until further notice."

As he makes his way out of the Break Room and down the hallway, he passes fellow EMPLOYEES in their offices boxing up their belongings in their cubicles. By the look on his face, he knows he is next. With head down, he walks into his office. NARRATOR is revealed standing in the hallway.

NARRATOR

After all of this, you might think that Mark had no chance, that WE have no chance.

(smiles)

But there is *another* way.

The Narrator SNAPS HIS FINGERS.

INT. MARK'S OFFICE - DAY

Footage rewinds back to the moment of the "click." This time, Mark stops, stares at the link and picks up his phone. We hear the voice on the other end. "Datadojo Security."

Moments later, SOMEONE stops by his cubicle and converses with him. They look at the screen and nod.

NARRATOR

There is an old African proverb which goes something like this: *"If you want to go fast, walk alone; if you want to go far, walk together."* The same can be said of this story. When you want to act fast and impulsively, decide alone. When you want to act with care and common sense, decide together...for the common good.

Mark mouses up to a BUTTON that has a FISH WITH A HOOK LOGO and reads: "*Report a phish.*"

NARRATOR (CONT'D)

That way, we don't have to live like it's only a matter of time before something like this happens again.

We rewind further back to moments of Mark clicking "*Update Software*" instead of "*Ignore*" on a desktop notification, and clicking "*Cancel*" instead of "*Continue Anyway*" when browsing to a site which warns of potential malicious activity.

NARRATOR (CONT'D)

By taking some simple, common sense precautions, we can help to secure our digital gates and keep the keys to the kingdom where they belong - in the kingdom.

We see Mark enhancing his wifi connection with a VPN app, taking time to make calls to security on his desk phone, and discussing various scenarios with his colleagues.

NARRATOR (CONT'D) (facing the camera)

Not to act, is to act. Not to care, is to care - albeit in a cold and complacent way. See something out of the ordinary? Talk to someone. Keep an eye out for red flags.

PHISHING EMAIL examples POP UP on screen.

NARRATOR (CONT'D)

Such as, when the sender's address is different than their display name. Or when you receive generic greetings, bizarre looking URL links, or unnecessary pressure to click a link or download an attachment.

Mark is being congratulated by his BOSS for his vigilance and cyber security awareness.

NARRATOR (CONT'D)

Take a lesson from Mark, and be aware of the fact that when you feel stressed or emotional, you are far more susceptible to malicious digital attacks. Remember to review your cyber security protocols and keep a watchful eye out for you and your colleagues.

(beat)

Because only when we work together, can we forge the strongest links in our chain.

The Security Team from earlier looks at the camera, smiling casually.

NARRATOR (CONT'D)

The people on your security awareness team are here for you. Prepared to stand and fight with you and for you - wherever, whenever.

(straight at camera)

But this fight is all hands on deck. Are you in?

The Narrator walks over to a door which reads: *"Security Awareness Training Division - You Are Welcome Here!"*

NARRATOR (CONT'D)

The choice is entirely up to YOU.

He opens it and steps through. As it closes behind him, we...

FADE TO BLACK:

INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO THREE



DAILY SIDES

PHISHING IRL

(3-Part Phishing Video + Training Narrative)

DAY 1

Written by
Living Security

VIDEO ONE

LEAD-IN (NARRATOR exits the scene STAGE RIGHT)...

The Cinematic MUSIC fades, trap MUSIC replaces it.

The Narrator STEPS IN to the narrator's lair/stage from STAGE LEFT. VISUALS appear over the Narrator's shoulder...

NARRATOR (CONT'D)

Let's zoom out. The good news, is that it IS possible to identify cyber-criminals and their scams because they are not new, just a reinvented manipulation dressed up with shiny new code.

The Narrator gestures over his shoulder to the visuals.

NARRATOR (CONT'D)

But that doesn't mean it's always easy. And sometimes, it feels like these criminals know us better than we know ourselves. Right?

While the Narrator talks, we see examples of PHISHING EMAILS, SUSPICIOUS ELEMENTS (URGENCY), CATFISHING, and overshared SOCIAL MEDIA POSTINGS.

NARRATOR (CONT'D)

After all, they craft persuasive emails which exploit our trust. They introduce a false sense of urgency in order to trigger fear and reaction on impulse. And they impersonate our friends and families to solicit more information, all the while, tracking our digital footprints like a modern-day Sherlock Holmes.

We see IMAGES/VIDEO of Connie and her criminal collective emphasizing their efficiency and professionalism.

NARRATOR (CONT'D)

This, is the dark business of cyber criminality.
(sincerely)

Now, I know this can be frightening. I, too, felt
frightened for much of my life. But now I know
this: our fears can become wisdom in the face of
danger and we can fight back.

IMAGES of SMOKE and MIRRORS or an exposed slight-of-hand CARD
TRICK.

NARRATOR (CONT'D)

But first, I want to you to see the charade for
what it is. A trick, a ruse, a mere echo of
reality. We can fight this...together.

The Narrator FADES/WALKS OUT.

...

END OF VIDEO ONE

VIDEO TWO

LEAD-IN: (Mark hangs up his phone and sits, his face in his hands)

...

SLOW FADE TO BLACK:

INT. NARRATOR'S LAIR/STAGE [CONTINUOUS]

The Cinematic MUSIC fades, trap MUSIC replaces it.

The Narrator STEPS IN. MARK, with face in hands, appears over his shoulder on the screens.

NARRATOR

A thousand questions run through Mark's mind; Why did I click on that link? It was safe...wasn't it? Why didn't the spam filter catch it? Overworked, am I just overworked?

(beat)

Scammers don't want you to think about their message. They want you to take action, and *fast*. So, they will often try to make you think that something has happened that requires you to immediately act, capitalizing on your fear of missing out.

Enticing BILLBOARDS begin popping up.

NARRATOR (CONT'D)

Bargain! Limited Offer! Today Only! Immediate Attention! Action required!

We see Mark anxiously reacting to the messages of the billboards.

NARRATOR (CONT'D)

Already, you are battling impulses to find out what all the fuss is about, right? And internally, your brain is trying to figure out what's going on at 100 miles an hour. Before you know it, you're

so far off course its nearly impossible to come back from it...

MARK clicks a link and suddenly his screen fills with pop-ups and banner ads.

NARRATOR (CONT'D)

Believe me, it's far better to stop, breathe and think about what you are doing.

(beat)

Considering the alternatives, there's just too much at stake...for you and your company. Trust me.

The Narrator walks off.

In the visuals behind NARRATOR, MARK approaches his computer and stares at a FLASHING MESSAGE:

"Your computer has been temporarily locked - please try again later."

CUT TO BLACK: INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO TWO

VIDEO THREE

ON SCREEN BEHIND NARR: Mark is being congratulated by his BOSS for his vigilance and cyber security awareness.

NARRATOR (CONT'D)

Take a lesson from Mark, and be aware of the fact that when you feel stressed or emotional, you are far more susceptible to malicious digital attacks. Remember to review your cyber security protocols and keep a watchful eye out for you and your colleagues.

(beat)

Because only when we work together, can we forge the strongest links in our chain.

The Security Team from earlier looks at the camera, smiling casually.

NARRATOR (CONT'D)

The people on your security awareness team are here for you. Prepared to stand and fight with you and for you - wherever, whenever.

(straight at camera)

But this fight is all hands on deck. Are you in?

The Narrator walks over to a door which reads: *"Security Awareness Training Division - You Are Welcome Here!"*

NARRATOR (CONT'D)

The choice is entirely up to YOU.

He opens it and steps through. As it closes behind him, we...

FADE TO BLACK:

INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO THREE

PHISHING IRL

(3-Part Phishing Video + Training Narrative)

DAY 2

Written by
Living Security

VIDEO TWO

LEAD-IN: The Narrator moves across the room and exits STAGE LEFT.

INT. DATADOJO SECURITY OPERATIONS CENTER - DAY

The DATADOJO'S SECURITY TEAM begins combing through logs in an attempt to locate the origin of the suspicious activity.

The Narrator enters the room and walks around the Security Team members as they work at a fevered pace. One of them picks up a phone.

NARRATOR (CONT'D)

Meanwhile, the good guys are at work, too. The organization's security team is quickly figuring out that something is going on. Raw logs show an intrusion of some kind, but they're not exactly sure yet. Analysts scramble to contain the situation and identify the source. Mark is notified of the preliminary findings...

Mark's phone RINGS. He picks it up.

NARRATOR (CONT'D)

(beat)

It's a race against the clock.

Mark hangs up his phone and sits, his face in his hands.

...

The Security Team from earlier looks at the camera, smiling casually.

END OF VIDEO TWO

VIDEO THREE

OVER BLACK --

Mid-tempo, cinematic MUSIC. SUPER: One Week Later...

FADE IN:

INT. DATADOJO'S BREAK ROOM - DAY

Mark sits in the Break Room looking up at a TV MONITOR mounted on the wall. Across the screen we see STOCKS TRENDING DOWN with a BREAKING NEWS headline in the LOWER THIRD.

Another TV MONITOR show a female REPORTER talking as a large CROWD of PEOPLE PROTEST in the streets with banner and signs which read: GIVE US OUR DATA BACK and MY DATA MATTERS. A marquee scrolls beneath her: SECURITY BREACH AT DATADOJO PUTS 5 MILLION AT RISK.

Mark watches in shock, clearly feeling responsible. The Narrator walk in.

NARRATOR

It doesn't take much for a scenario like this to unfold - skilled cyber criminals steal valuable assets and escape virtually without a trace. In their wake, a massive devaluation of stocks, as well as data and cash reserves disrupt the markets. Businesses grind to a near halt, having succumbed to a lack of consumer confidence and the very real possibility of impending class action lawsuits.

(beat)

It is a scenario where criminals live like kings...

The TV shows mansions and private jets as random oligarchs walk past. MARK gets up to leave.

NARRATOR (CONT'D)

And legitimate pros, like paupers...

As he's leaving, we see Mark looking at SIGN on the REFRIGERATOR:

"Due to cutbacks, no corporate food until further notice."

As he makes his way out of the Break Room and down the hallway, he passes fellow EMPLOYEES in their offices boxing up their belongings in their cubicles. By the look on his face, he knows he is next. With head down, he walks into his office. NARRATOR is revealed standing in the hallway.

NARRATOR

After all of this, you might think that Mark had
no chance, that WE have no chance.

(smiles)

But there is *another* way.

The Narrator SNAPS HIS FINGERS.

END OF VIDEO THREE

SHOT LIST**SOC**

1. Narrator entering into SOC operations; busy & chaotic. Trying to find the source of the breach.
 - a. PROP - Sign on door
2. SOC analyst sees something odd and grabs supervisor. Supervisor picks up the phone and calls Mark
3. Random shots of monitors and faces
4. Shot of team together smiling with arms crossed. Slow push in (post?)

BREAKROOM

1. Mark sitting at table. End of lunch. Empty bags, wrappers, soda cans, etc. Looking up at TV.
2. Narrator enters
3. 2-shot of Mark and TV.
4. TV by itself (black with tracking markers) Mid and CU.
5. Mark changing channels (from stocks to news)
6. Mark reactions
7. Mark packs up trash and gets up to leave
8. Mark passes fridge and notices sign on door. Narrator is standing to the right of the fridge drinking a cup of coffee.

HALLWAY

1. Mark walking down hallway from behind
2. Mark glancing into office on right
3. POV looking into office (for composite)
4. POV from office at Mark
5. Mark from behind. Enters office on left to reveal Narrator
6. Narrator snaps fingers (Mid and CU)

PHISHING IRL

(3-Part Phishing Video + Training Narrative)

DAY 3

Written by
Living Security

VIDEO ONE

OVER BLACK --

Mid-tempo, cinematic MUSIC as we...

FADE IN:

INT. OFFICE - DAY

PUSH IN: on the back of what appears to be a MAN sitting at a desk and working on a computer, a typical 'hacker' trope of dark room, hoody, glow.

NARRATOR (off screen)

Be honest. Part of you wants to see this guy as a basement-dwelling gamer or some anonymous hoodie-wearing cyber villain...

We TRACK CLOCKWISE around the shoulder of the hooded figure, their computer monitor not yet visible.

NARRATOR (CONT'D)

...scheming behind pixels and keyboards.
But you know what? Cybercriminals are unexpectedly...*HUMAN*.

On the word *human*, the camera is left enough to see that it is a woman, CONNIE, feet up on a swivel chair, coffee mug in hand.

NARRATOR (CONT'D)

And sometimes even *professional*.

She suddenly spills coffee on her shirt, then quickly removes her hoodie to reveal -- PROFESSIONAL ATTIRE underneath.

We also see things inconsistent with the Hacker stereotype; FAMILY PHOTOS, a DESK CALENDAR, POSITIVE MOTIVATIONAL QUOTES, a COFFEE MUG which reads: *WORLD'S GREATEST MOM*, etc...

She begins checking her watch, and SCRUBBING the coffee stain from her hoodie while simultaneously CROSSING OFF TASKS on a notepad, MAKING CALLS, and doing RECON on a target.

NARRATOR

Deadlines and due dates, marching orders and job requirements, obligations for customer service.
The motive is simple: your money.

The camera has TRACKED to the opposite side, behind the COMPUTER MONITOR. Over the top edge of the monitor we see the woman's eyes narrow as she gets back to work.

NARRATOR

Illegally acquired? M-hm.
Deceptively earned? Yes.
(empathetic)
But earned.

We DOLLY past the wall to the back of another COMPUTER MONITOR. Over the top edge of the monitor we see a man, MARK'S, face. He's clearly an office employee, hard at work and focusing on his screen.

NARRATOR (CONT'D)

Now this guy. You're thinking: seasoned desk jockey, steady, immovable. Productivity guru with a workflow mojo...

WE TRACK CLOCKWISE and PUSH IN to see --

A MESSY DESK, his desk phone and cell phone RINGING off the hook, he knocks over his COFFEE on his KEYBOARD -- his stress level is rising rapidly.

NARRATOR (CONT'D)

But you know what? He's human too.

TRACKING AROUND we see his screen --

ONSCREEN: Email notifications DINGING, TEXT MESSAGES popping up, BROWSER CRASHING, COMPUTER FREEZING, etc...

The Man runs his hands through hair and wipes his SWEATY brow. He takes one DEEP BREATH, then ANOTHER, he's close to blowing...

NARRATOR enters scene from STAGE RIGHT

NARRATOR (onscreen)

And sometimes even emotional.

(beat)

Overtime and bills due, honey-do's and oil changes. We are obliged to remain calm and collected. We are simply...overwhelmed.

WHIP PAN: to WALL CLOCK --

Time passes feverishly; minutes, hours, days. TIME LAPSE of FADING and RISING SUNLIGHT plays across the clock's face.

NARRATOR (CONT'D)

It's a human thing; to suppress emotions when there's work that needs to be done...yesterday. And yet, the world turns...

NARRATOR exits the scene STAGE RIGHT

...

LIGHTS UP on Mark getting yet another EMAIL NOTIFICATION. Connie SMILES.

Mark sees the email and pulls it up in his hectic rush. He stares at it for a moment...

WE PUSH IN: to his screen -- his CURSOR moves over a GREEN HYPERLINK.

He reaches for his mouse...CU: He starts to click

CUT TO BLACK

END OF VIDEO ONE

VIDEO TWO

OVER BLACK -- Mid-tempo, cinematic MUSIC. INSERT: Living Security LOGO. FADE IN:

INT. MARK'S OFFICE - DAY

We see Mark's CURSOR hovering over the GREEN HYPERLINK. We watch the mouse "click," but instead of hearing a "click," we suddenly see the Narrator SNAP HIS FINGERS and walk on-screen.

NARRATOR

Maybe you're thinking that would have immediately infected his computer. But in actuality, it's more subtle. Much more.

(beat)

You see, while Mark is still hard at work, he is asleep to the fact that he is a gatekeeper for his organization. With a single click, he will throw open wide the digital gates and hand a cyber criminal the keys to the kingdom. And he won't even know it.

Other than a CALCULATOR app firing up, nothing appears to have happened on Mark's screen. With a shrug, he goes back to work browsing FILES and FOLDERS.

With an *I-told-you-so* look, the Narrator TRANSITS the wall and stands beside Connie.

NARRATOR (CONT'D)

You see, it doesn't happen all at once. Like the first domino to fall, it is the start of a chain reaction.

Connie realizes that she has established a connection. Smiling, she opens a Webex on her second monitor and begins sharing access with her posse in the criminal collective.

NARRATOR (CONT'D)

...and just like that,
(snaps his fingers)
It's over.
(beat)
Faster than lightning,
more powerful than a tsunami.

Connie mouths the words "WE GOT HIM."

Connie stands, calling into a remote webex. On the other side of the screen, several other PROFESSIONAL-LOOKING PEOPLE ask about her "kill." She turns to the whiteboard next to her and writes: "No-MFA, valuable customer data for resale..."

NARRATOR

Intent on determining the value of her recent acquisition, her crime ring colleagues begin to formulate a strategy to further penetrate Mark's organization.

Why? For the sole purpose of collaborating around the globe to cripple the organization and turn that now unsecured data into untraceable cash. Something made all the easier thanks to the cybersecurity measures written off as "overly expensive" by Mark's company. Let the offloading begin....

The Narrator moves across the room and exits STAGE LEFT.

...

LEAD-IN: (Phone conversation with SOC team)

Mark's phone RINGS. He picks it up.

NARRATOR (CONT'D)

Analysts scramble to contain the situation and identify the source. (beat)

It's a race against the clock.

Mark hangs up his phone and sits, his face in his hands.

SLOW FADE TO BLACK:

...

We see Mark anxiously reacting to the messages of the billboards.

...

MARK clicks a link and suddenly his screen fills with pop-ups and banner ads.

...

In the visuals behind NARRATOR, MARK approaches his computer and stares at a FLASHING MESSAGE:

"Your computer has been temporarily locked - please try again later."

CUT TO BLACK: INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO TWO

VIDEO THREE

LEAD-IN: The Narrator SNAPS HIS FINGERS.

INT. MARK'S OFFICE - DAY

Footage rewinds back to the moment of the "click." This time, Mark stops, stares at the link and picks up his phone. We hear the voice on the other end. "Datadojo Security."

Moments later, SOMEONE stops by his cubicle and converses with him. They look at the screen and nod.

NARRATOR

There is an old African proverb which goes something like this: "*If you want to go fast, walk alone; if you want to go far, walk together.*" The same can be said of this story. When you want to act fast and impulsively, decide alone. When you want to act with care and common sense, decide together...for the common good.

Mark mouses up to a BUTTON that has a FISH WITH A HOOK LOGO and reads: "*Report a phish.*"

NARRATOR (CONT'D)

That way, we don't have to live like it's only a matter of time before something like this happens again.

We rewind further back to moments of Mark clicking "*Update Software*" instead of "*Ignore*" on a desktop notification, and clicking "*Cancel*" instead of "*Continue Anyway*" when browsing to a site which warns of potential malicious activity.

NARRATOR (CONT'D)

By taking some simple, common sense precautions, we can help to secure our digital gates and keep

the keys to the kingdom where they belong - in the kingdom.

We see Mark enhancing his wifi connection with a VPN app, taking time to make calls to security on his desk phone, and discussing various scenarios with his colleagues.

NARRATOR (CONT'D) (facing the camera)

Not to act, is to act. Not to care, is to care - albeit in a cold and complacent way. See something out of the ordinary? Talk to someone. Keep an eye out for red flags.

PHISHING EMAIL examples POP UP on screen.

NARRATOR (CONT'D)

Such as, when the sender's address is different than their display name. Or when you receive generic greetings, bizarre looking URL links, or unnecessary pressure to click a link or download an attachment.

Mark is being congratulated by his BOSS for his vigilance and cyber security awareness.

NARRATOR (CONT'D)

Take a lesson from Mark, and be aware of the fact that when you feel stressed or emotional, you are far more susceptible to malicious digital attacks. Remember to review your cyber security protocols and keep a watchful eye out for you and your colleagues.

(beat)

Because only when we work together, can we forge the strongest links in our chain.

The Security Team from earlier looks at the camera, smiling casually.

NARRATOR (CONT'D)

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The Narrator walks over to a door which reads: *"Security Awareness Training Division - You Are Welcome Here!"*

NARRATOR (CONT'D)

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He opens it and steps through. As it closes behind him, we...

FADE TO BLACK:

INSERT: Living Security LOGO. Big MUSIC resumes.

END OF VIDEO THREE

SHOT LIST

DUAL OFFICES

1. Opening shot - from behind Connie to reveal; light change
2. CU of Connie on hands, eyes, etc.
3. CU of human items: mug, family photos, wall art, etc.
4. Connie human: removes hoodie, spills coffee, keeps doing work
5. Connie tasks: checking watch, taking notes, making calls, etc.
6. Transit wall to Mark
7. Move to reveal messy desk and chaos
8. CU of Connie on hands, eyes, etc.
9. Mark reactions: frustration, overwhelmed, on-the-edge
10. Narrator entering
11. Narrator transiting wall over to Connie's side at the beginning of video 2

MARK'S OFFICE

1. Undercrank (8fps; wide open shutter) Mark in chaos
2. Narrator delivering lines (very still) and exiting
3. Sequence of Mark receiving new email. Reaches for mouse. Hesitates. CU of him about to click
4. Finger snaps (Mid & CU) to start video 2. Mark clicks link and shrugs as nothing seems to happen
5. Mark picks up ringing phone (from SOC)
6. Shocked discussion
7. Hangs up phone. Head in hands, multiple upset reactions.
8. Mark reacting to pop-up ad on computer. Clicking
9. Computer populating with pop-ups. Mark in shock.
10. Mark on cell phone walking around. Hangs up and approaches his computer to see a "Computer locked" message. Monitor.
11. MARK'S REDEMPTION: Mark sees link and picks up phone to report.
12. MARK'S REDEMPTION: Mark converses at desk with SOC staff member
13. MARK'S REDEMPTION: Mark confidently working on computer. CU hands, monitor, keyboard, etc. Slight smile.
14. MARK'S REDEMPTION: Mark meeting in office with CEO. Handshake and congratulations.

CONNIE'S OFFICE

1. Connie gets excited when he clicks the email.
2. Mouths "We got him"
3. Opens multi-person Webex
4. Pulls white board in front of computer
5. POV from her webcam (phone or GH5?)