

PRESS RELEASE

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1. INT. "HOLLISTER" PR AGENCY - 8 AM

We are approaching a concrete, high-end PR office that opened just a week ago. Located on the main street in New York, where busy workers don't even have time to say hi to each other, all of them are blindly walking with eyes fully controlled by their phones. Some of them even write emails on their laptops on the go.

JULIA (an elegant, ambitious, and passionate woman in her mid-40s) is a Senior PR communication specialist at Hollister PR Agency. She is an early bird and is already in the office, sitting at her desk, sipping her black morning coffee while reviewing titles for a press release that has to be sent today.

JULIA
(to herself)
"Useless... Unnecessary... Uhhh
Just... Trash..."

She takes another sip from her coffee, but now it's cold.

JULIA (CONT'D)
Do you even know how to make good
coffee?

Her phone rings. JULIA checks it and realizes that she put it on a "*don't disturb*" mode. There were lots of emails, missed calls, and messages from JULIA's husband "*Don't forget to pick up kids from school. Love you*". The first person she calls immediately is TOM (a mid-50 gentleman with a tech company turnover of up to six billion dollars). JULIA and TOM have been working together for almost ten years.

JULIA
(on the phone)
"Tom, I'm working on getting the
press release out, but the media's
simply not buying into it."

TOM
(on the phone)
"We need a win. We need media
coverage, Julia. Make it happen.
Otherwise, it will get ugly... And
we aren't ugly people, Jul"

Not only TOM was JULIA's boss, but also her husband.

JULIA
"I've got it under control. Trust
me."

She hangs up, sighs, and covers her face with her hands. She doesn't know what to do. JULIA is looking at her coffee.

JULIA (CONT'D)
Well, I will give it a shot anyway.

EMAIL SENT

2. INT. FRONTLINE NEWS AGENCY - 8.30 AM

We cut to a bustling newsroom. DAVE (in his 40s, news hunter) sits behind his desk, surfing through a disastrous amount of emails. He grumbles email after email and moves it to the trash.

Suddenly, a personal email from JULIA pops up with the subject line: *"Don't Tell Anyone But We Have Something For You."*

DAVE smirks.

DAVE
(to himself)
"Now that's what I was looking for."

3. INT. "HOLLISTER" PR AGENCY - LATER

JULIA gathers her team around a table. A whiteboard behind her lists their top media targets.

JULIA
Okay, we're done with sugarcoating releases. We need to focus on media relations and not just publicity. As the practice had shown to us - it's a dead end. Establishing a relationship is the KEY.

She writes *"Reputation Management"* on the board.

JULIA (CONT'D)
Every journalist needs to feel like they're part of something big. Let's stay adaptive, anticipate tough questions, and always keep it visual.

She takes a sip from her coffee which has remained cold since the morning.

JULIA (CONT'D)
Remember the Kellyanne Conway example I gave you last week? Queen of reputation management. *Talks a lot about nothing, but keeps the public impressed.*

A new intern, MARTHA, raises her hand to ask.

MARTHA

Should we give certain media
outlets exclusive stories?

JULIA

That's right. We must give them the
impression that they are unique.

The team nods passionately, but JULIA somehow understands
that they actually did understand nothing.

4. INT. NEWSROOM - NEXT DAY

DAVE opens JULIA's email, intrigued by her unusual promise.
He scrolls through the multimedia previews, checking
conspicuous images and videos related to TOM's startup's
latest novelty. He clicks on one and simultaneously picks up
his phone with a smile and calls Julia.

JULIA

"Hello?"

DAVE

"Julia, you've got me. I want the
story. Let's set up an interview."

5. INT. "HOLLICTER" PR AGENCY - MORNING NEXT DAY

It's 7 AM and JULIA and TOM are already in the office today.

JULIA (TYING A TIE)

I still can't understand how can
you operate a huge company, but
still can't tie your tie properly.

TOM (SMILING)

Why do I need to know this if I
have such a wonderful wife who can
both organize a meeting and fix my
tie?

She kisses him on the cheek.

JULIA

Good luck.

6. INT. "HOLLICTER" PR AGENCY - TOM'S OFFICE

TOM sits in a chair and connects to a Zoom call with DAVE.

DAVE

I love your proposed ideas, but I
have one last question for you.
What do you value the most?

TOM

Well, we as a team have faced lots of challenges, but we're pushing boundaries to innovate for the public's interest. That's our motto.

DAVE nods, he is impressed.

7. INT. PR AGENCY - AFTERNOON

MARTHA is running towards JULIA's office. She is in a rush and can't wait to share breaking news.

MARTHA

It's all over NY! Each major website and media channel covered us!

JULIA smiles, but she already knows that the real victory isn't just the popularity, but rather the connections they established.

8. INT. NEWSROOM - NIGHT

DAVE writes his article. In the end, he adds a personal note about the exclusive he was given, cementing TOM and JULIA as trusted catalysts in the industry.

DAVE (VOICE-OVER)

"It takes more than simply an intriguing story to succeed in the PR industry. Who you can trust to tell it is what matters most"

9. INT. PR AGENCY - NIGHT

JULIA stands alone in front of the big office window, looking out at the concrete jungles of NY. She already received more than a hundred emails for today and all are from journalists, asking for a press release.

She smiles, knowing she and her husband built something much more than just a PR campaign. They established trust. And that's what matters.

FADE OUT.

THE END