

The PR Team

Satire · Scene for 3·3 min · No gender marker · Young adult · Intermediate

(A meeting room. Three people, a whiteboard. At the top: "CRISIS".)

LA DIRECTRICE

Right. The plant dumped three tonnes of paint into the river. Press is calling. What do we say?

PAULO

We don't say "dumped". "Dumped" is a negative word. We say "shared".

ANH

"The company shared colour with the ecosystem."

LA DIRECTRICE

I love it. It's warm, it's generous. Keep going.

PAULO

"In a spirit of transparency..." No, not "transparency", the river isn't transparent anymore.

ANH

"In a spirit of authenticity, we own our visible footprint."

LA DIRECTRICE

"Visible footprint." Gorgeous. It almost sounds like an award.

PAULO

We could make it an award. The "Chromatic Boldness Prize." We give it to ourselves.

LA DIRECTRICE

You see? There is no crisis. There are only campaigns that don't know it yet.

(Anh, very quietly, to Paulo.)

ANH

...And the fish?

PAULO

The fish aren't on our channels. They're not our target.

What you can do with it

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