

# Publications video

## **Introduction:**

The quality of the client's publications is by far second to none. Things have come a very long way since materials produced in Saudi Arabia for English speaking consumers dominated the field. Now Muslims around the globe are proud to possess and handover these materials to the non Muslim community, but as you know it's not just a simple case of repackaging poor quality materials. It's about the work that goes into developing them and the time spent producing thought provoking text and pictures that clearly do have an impact.

In this video we want to capture the imagination of potential donors as to the endless possibilities that exist with the materials produced with their help. How many people have had their lives changed as a result of being in contact with these publications? Although we don't have the exact answer, we know with certainty that they do have an impact. This is a video about a guy whose life is about to change.

## **Treatment:**

Travis boards an underground train in a traumatic state. His world has collapsed in on him. He is a broken man. He throws himself in his seat and begins rocking violently. Passengers sitting near him get up and move seats. Tears streaming down his face he cries out in distress. Perhaps his father has died or his wife has left him or he's lost a child. Whatever it is it's bad and perhaps he has lost the will to live. Next stop Abdullah boards and sits next to him. He quickly notices that something is not right but does not change seats or say anything. Travis continues to cry and throws his head into his hands. Abdullah is watching him through the reflection. The next stop is his so he reaches into his bag and produces a booklet. As he passes Travis to exit the train he stops and places it on the seat next to him. Travis does not notice this at first but then the brightly coloured booklet catches his eye. He glances down at it and picks it up. As he flicks through the pages his expression changes from distress to curiosity. After reading through a few more pages he looks up into blank space. Now there is hope. His face changes and screen fades to black.

**Location:** Underground train

## **Actors:**

Travis: Played by Travis Booth Millard

Abdullah: Played by Esa Khan

**Soundtrack:** Ordinary People, John Legend Cover performed by Abdullah  
[www.abdullahrolle.com](http://www.abdullahrolle.com)

**Cameraman:** Jamaal Richards

**Editor:** Jamaal Richards

**Graphics:** We-Convey.com

**Kit:** Canon C100

**Props:** iERA.org booklet

**Shots:**

- Establishing shot of platform
- Wide shot of Travis entering train
- Jump cut closeups of Travis in distress
- Wide shot of Esa entering train
- Close up shots of Esa noticing Travis' distress
- Medium shot of Travis and Esa
- Close up shot of booklet
- Wide shot of Esa leaving train
- Medium shot of Travis reading booklet
- Close up shots of Travis' reactions

**Audio:** Sounds of train movement  
Sounds of Travis in distress

**Motivation:**

**Scenario 1: Jenny**

Ian's 5 year old daughter Jenny is in her final stages of cancer. He requests that she spend her final moments in his arms of which the nurses agree. She is placed in his arms. Fighting back the tears he looks at his baby and smiles at her trying to reassure her that everything is going to be alright. Jenny is clearly in a lot of pain despite being under medication. She is barely conscious. She opens her eyes and looks straight into the eyes of her father. 'Daddy? Daddy you said it wasn't going to hurt. You said it was going to be ok.' and with her next breath she passes away. Ian breaks down as the nurses take his deceased child from him. He breaks down in tears, calling to his baby screaming 'I'm so sorry Jen. I'm so sorry.'

**Emotion: Deep hurt. Distress**

## **Scenario 2: Mum**

It's early Saturday afternoon and Ian is chilling at his mate Brian's house. It's become a weekly ritual. He escorts his 70 year old mum to the bingo and then catches the train 2 stops to Bethnal Green to have lunch with Brian and the lads. They take it in turn to make lunch but dessert is always the same. A few beers and a few joints but this Saturday is going to be the worst of his life.

His mum has struck it big and has won the jackpot. She's 2 grand up and over the moon. When she gets out of the building, Ian is nowhere to be found. She takes out her mobile phone to call him but her battery is dead. Unwilling to stand around, she makes her way through Lambert Estate towards the station. As she passes under Mallard court she is greeted by a group of youths. As she passes them she is in sheer disbelief as she feels a hand pulling her to the ground by her coat.

Ian is startled awake by his mobile phone. 'Mum?' he calls. It's the police. They tell him that his dear mother was murdered and robbed while he lay crashed out on his mate's sofa. The one time he thought it would be ok to have that extra lager, he let his mum down.

**Emotion: Deep hurt. Distress. Failure. Anger**

## **Scenario 3: That man**

The call has come that Ian knew would always come. Despite this it feels as if his whole world has collapsed from beneath him. His sister and closest friend Pauline has committed suicide. She had been suffering from mental illness since the age of 11. Ian is beside himself with distress. Pauline was the only thing left that reminded him of the days when their mum was alive. She died when they were young. She was their everything and their lives fell apart after her death.

Ian arrives at the hospital and is ushered to the room where his beautiful sister has been placed. He throws himself onto the seat next to the bed with his head in his hands crying out her name. The door quietly opens and he tentatively encroaches into their space. Ian looks up and his expression turns from hurt to rage. The unwanted visitor is his father, but then Ian already knew that without having to look up. He recognised the way the door was opened. It was the same manner that he heard night after night as he entered his daughter's room under the cover of darkness.

**Emotion: Hurt, distress, anger, rage.**

#### **Scenario 4: Girlfriend**

Ian had been trying to get out of the work related trip for ages. He had no desire to travel to Scotland in the middle of winter, but sadly he had no choice. It was either that or say goodbye to that promotion. As luck would have it, right on the eleventh hour the boss has called it off. Everyone was packed and ready at the office but Ian was the only one relieved. He decided not to let Kathy know. He thought it would be really nice to shock her by getting home early and surprising her with her favourite munch.

As he put the key in the door he's surprised to find that it's not double locked. He opens it and almost jumps out of his skin when he discovers Kathy running towards him crying and screaming 'no no no!' Ian is confused and can't work out what's wrong. She's all over the place. Then he notices that she's not fully dressed and she's using a shirt to cover herself that's not one of hers and definitely not one of his. *why's she blocking the bedroom door?* Ian's heart begins to sink. Something isn't right. He grabs her by the shoulders and moves her from the doorway still crying out. He enters the room and his whole world falls apart in an instant. There, sitting on the edge of his bed half dressed is his best mate Brian. He can't even look him in the face and the room falls silent. Ian runs out of his own house fearing what he might do if he stays.

**Emotion: Anger, hurt, betrayal, heartbroken.**