

SURVIVAL FIRST INC.

By

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Steve Miles 2017

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FADE IN:

INT. CHRISTY AND ARNOLD'S HOUSE - KITCHEN - DAY

A stub of candle on a table offers the only light.

LILY, 8, huddles before it, anxiously trying to tune the static from a small transistor radio,

GUNSHOTS echo from outside. SCREAMS follow.

CHRISTY, late 20s, tear streaked face wracked with fear, peels back a curtain, risks a peek outside.

BANG! She spins --

ARNOLD, late 20s, winded, blood-soaked office attire, presses his back to the rear door. Items spill from a grocery bag clutched to his chest.

CHRISTY
Did you find food?

Arnold just stares through her, lips moving in shock.

Christy empties the bag onto the table, stares at the contents, aghast.

CHRISTY
Three-D glasses and ketchup!

Lily bursts into tears.

ARNOLD
You don't know what it's like out there!

VIC BIRCH, mid 50s, grey buzz-cut, strides into frame, his confident smile breaking the fourth wall -- a salesman delivering his pitch. This is all just an infomercial.

VIC
No-one likes social collapse. Which is why at Survival First we make it our job to know what it's like out there, so you won't have to.

INT. SURVIVAL FIRST H.Q. - DAY

Vic addresses the camera as he moves through an open office. A plaque on the wall declares: SURVIVAL FIRST INC.

SUPER: VIC BIRCH, ARMAGEDDON SPECIALIST.

VIC
I'm Vic Birch, ex-army ranger and
two time European Wrestling
Association title holder. I've made
it my mission to ensure that in a
Without Rule of Law scenario you
live for tomorrow, not today.

RICKY BIGGS, early 40s, shaven head, biceps straining the sleeves of his too small tee, steps into frame from the other side. He faces the camera, intense, confident.

SUPER: RICKY BIGGS, PERSONAL SURVIVAL GURU.

RICKY
(playing for the camera)
Wait a minute, Vic, doesn't that
make you one of those crazy
'prepper' types?

VIC
You like animals, Ricky?

RICKY
I'm mindful of all God's creatures,
Vic.

VIC
Hallelujah, Noah was prepared. If
not for his foresight it'd just be
us and the fishes.

RICKY
And the fishes mammals.

VIC
Like Noah, here at Survival First
we understand what it takes to be
prepared.

EXT. CHRISTY AND ARNOLD'S HOUSE - BACKYARD - DAY

Christy, surrounded by makeshift 'water catchers' set out to collect rain. She whittles a crude spear from a mop.

VIC (V.O.)

Where you gonna find the time
between goat yoga and spin club to
build that backyard bunker?

CHRISTY

(muttering to herself)
This'd never happen with Trudeau.

INT. ARNOLD'S GARAGE - DAY

Arnold, still dressed in his blood spattered shirt, clumsily tries to duct-tape nails to a baseball bat.

VIC (V.O.)

And do you have the transferable
life skills to face down that
rampaging mob?

Arnold nicks his thumb, clutches his hand.

ARNOLD

My tech job made me soft.

Vic strides into frame, claps Arnold on the back.

VIC

At Survival First, we appreciate a
little pussy. But don't take it
from me, let's see what our
satisfied clients have to say.

INT. RAY & MAY'S HOUSE - LOUNGE - DAY

Schmaltzy MUSIC plays, soothing...

Cross-legged on beanbags are MAY and RAY, both mid 20s, tanned, manicured specimens of suburban bliss. They face the camera, smiling.

SUPER: MAY, 27, WELL-BEING COACH & BLOGGER

MAY

As a professional life coach and
vegan I don't believe in using
aggression to assert myself.

SUPER: RAY, 27, CONSULTANT & PROFESSIONAL SLACK-LINER.

RAY
I once set free a whole box of
Gummi Bears.
(shrugs)
I'm an I.N.F.P.

MAY
With so much negative energy in the
world, we just knew we had to have
a plan. A survival plan.

INT. SURVIVAL FIRST H.Q. - DAY

MUSIC continues as Vic strides from his office, hand
outstretched to greet May and Ray.

MAY (V.O.)
I was unsure at first, but within
seconds of meeting Vic, I knew we
were in capable hands.

Vic, Ray and May are gathered around a table as Vic amiably
guides them through a company handbook: pictures of
gas-masks, radio equipment, automatic rifles.

RAY (V.O.)
Vic helped us draw up our Survival
First custom plan. He even arranged
a home visit by our personal
survival guru, Ricky.

INT. RAY & MAY'S HOUSE - HALLWAY - DAY

Ricky leads Ray and May around, clipboard in hand. He draws
their attention to a window catch, as if to highlight its
vulnerability.

INT. RAY & MAY'S HOUSE - LOUNGE - DAY

Ray and May, on the beanbags as before.

RAY
Our biggest concern was the
looting.

MAY
I worried we wouldn't be able to
compete.

EXT. DOWNTOWN - STREET - DAY

Vic wanders the sidewalk, addressing the camera as he goes.
Sounds of social collapse rage in the background

VIC

Maybe you're not comfortable with
the idea of tangling with the
masses, or a millennial who's just
not up to the pressures of a
pre-technological society.

He stops before a store-front. A steady stream of MASKED
LOOTERS roam back and forth behind him.

VIC

Whatever the reason, one thing's
for sure, martial law ain't no law
at all. And no social media blog's
gonna keep anarchy from having its
way with you. So, let's talk about
what we call 'Supply Acquisition'.

SUPER: SUPPLY ACQUISITION.

INT. SUPERMARKET - NIGHT

LOOTER, 20s, snatches an item from a shelf and runs --

Straight into the iron grip of Ricky. Looter squirms, Ricky
plucks the packet from his grasp, studies the label.

RICKY

Gelatin. Now that's an animal
by-product.

He tosses it aside before sending the terrified Looter on
his way.

Ricky wheels a shopping cart along the aisle.

RICKY

At Survival First our philosophy is
awareness three-sixty. We not only
cater for supply acquisition but
we're trained to recognize and
respond to specific dietary needs
and trends.

Ricky stops at a shelf. He selects an item, checks the
label, nods, satisfied.

RICKY
Certified Vegan, just look for the
logo.

Rapid FOOTFALLS --

Ricky spins to find a MASKED RIOTER charging up behind him.

Vic calmly steps between them, zaps the Rioter with a taser.
Rioter veers, CRASHES head-long into a display stand.

VIC
We're trained in non-lethal
measures, for your peace of mind.

EXT. RAY & MAY'S HOUSE - NIGHT

RATTLE of machine-guns, EXPLOSIONS in the background. THWACK
of helicopter rotors somewhere high above.

May and Ray open the door to Ricky. He brandishes a pair of
Survival First branded reusable grocery bags.

MAY
You guys think of everything.

Ricky heads back along the driveway toward the sidewalk.

RICKY
It's our job to ensure you maintain
a consistent standard of living.

Vic appears lockstep beside him, full macho swagger as they
address the camera.

VIC
And with our range of flexible
payment plans you decide the level
of service to suit you and your
loved ones.

RICKY
Think of us like a four-o-one-k,
the kind packing muscle.

SUPER: HOME PROTECTION PLANS. SUPPLY ACQUISITION. CROWD
CONTROL. NON-LETHAL FORCE. RE-ACCOMMODATION SERVICES (FOR
UNDESIRABLES). POOL CLEANING.

INT. SURVIVAL FIRST H.Q. - DAY

Vic faces the camera. Survival First Inc. logo behind him.

VIC

So when the apocalypse strikes--

Ricky strides into shot.

RICKY

Be it socio-economic collapse or
thermo-nuclear war--

VIC

Global pandemic or roving bands of
workshy pagans--

RICKY

Even the global warmage.

They trade a skeptical smirk.

VIC

At Survival First, we got your
back.

INT. CHRISTY AND ARNOLD'S HOUSE - KITCHEN - DAY

Arnold, Christy and Lily sit around the table enjoying a
game of Risk.

VIC (V.O.)

Because we believe everyone
deserves a shot at survival. No
matter what your chances.

The light-bulb flickers. The room shakes. Crockery RATTLES.
Game pieces shimmy across the playing board.

All three exchange a knowing smile.

Arnold stands, phone to his ear, confident.

ARNOLD

Survival First? I'd like to report
an apocalypse.

SUPER: SURVIVAL FIRST. CERTAIN MEASURES FOR UNCERTAIN TIMES.

FADE OUT