The P.R. Meeting
RICK (mid-40s) wrings his hands as he stands at the head of a board room table with six women seated around it.

RICK
Well, I appreciate this opportunity and so does our agency. You all have any more questions for me?

LILITH
Thanks, Rick. We'll review this and get back to you soon.

Rick smiles and his right eye twitches as he glances around the room. He quickly gathers some papers, shoves them into his satchel and hurries out.

LILITH opens a folder in front of her.

LILITH
I know some of us have a lot to get to tonight so let's get through this.

MURIEL, dark-haired and heavy set, pulls a basket of bread toward her from the center of the table.

ESMERELDA seated across from Muriel, sighs and rolls her eyes.

ESMERELDA
I don't know. I'm not sure there's any new ideas here.

JEZEBEL
At least Whitney and Gage sent someone cute this time.

MIRANDA
Remember that perv from Pace-Loughlin?

LILITH
That was ten years ago. Let's get to the materials in the packet.

MIRANDA
That guy couldn't stop staring down Jezzie's cleavage.

MURIEL
So? I've never been able to stop staring at Jezzie's cleavage either.

MIRANDA (30s) and WILLOW (20s) laugh.

LILITH
Guys, stop! Let's get through this.
Muriel stuffs a piece of bread in her mouth.

**MURIEL**
I like the bread.

**ESMERELDA**
We noticed.

**JEZEBEL**
I like the idea. 'Wich Witch bread. It's clever.

**ESMERELDA**
Doesn't this just rip off the Keebler elves?

**MIRANDA**
I think we look cute on here.

Miranda holds up a card depicting cartoon-looking witches working around a brick oven with loaves of bread on tables.

**ESMERELDA**
I don't think this works.

**JEZEBEL**
I do. It fits into our all-natural, Earth-mother image we want.

**ESMERELDA**
It looks stupid.

**MURIEL**
(with mouth still full)
I like their sourdough bread.

**ESMERELDA**
People aren't going to buy food with witches on it.

**MIRANDA**
But these aren't hags. The branding artwork is cute.

**MURIEL**
Only thing is, sourdough bread gives me gas.

**ESMERELDA**
Thanks for sharing, Muriel.

**MURIEL**
A couple of more pieces and I'll be sharing alright!

**LILITH**
I'm sorry. Can we get through this?
I like the bread idea. I think it's

(MORE)
LILITH (cont'd)
integrated with well with our overall plan. Willow, you're new. What do you think?

WILLOW flips through several pages in her folder.

WILLOW
I agree with the bread idea. I'm not sure about this TV show proposal.

MIRANDA
Really? I loved that.

WILLOW
That just seems...far fetched.

JEZEBEL
It's actually worked before.

ESMERELDA
No it hasn't.

JEZEBEL
Bewitched was a hit.

MURIEL
Elizabeth Montgomery...so gorgeous.

ESMERELDA
That show didn't really do anything for us.

MURIEL
Elizabeth Montgomery should have been a bigger star.

LILITH
Guys--

WILLOW
I don't understand what we're talking about.

JEZEBEL
Every few years, we've been able to network with people to get movies or TV shows made about witches that portray us in a more positive light.

WILLOW
Really?

JEZEBEL
Yeah. And sometimes to get a star to do it we'll create a deal that--
MURIEL
Elizabeth Montgomery never should have turned us down.

LILITH
Guys, we really need to--

MURIEL
I mean, look at what we did for Sandra Bullock.

WILLOW
Sandra Bullock?!

MURIEL
Yeah, she did that movie Practical Magic.

WILLOW
I don't remember that movie.

ESMERELDA
Which is MY whole point--

JEZEBEL
Nicole Kidman was in that too but she turned down our package deal.

WILLOW
So Sandra Bullock's really a witch?

MIRANDA
Yeah, but it's more of a secret honorary title but we obtained rights to certain eternal aspects of her being.

WILLOW
Seriously? Why would she do that? Wasn't she already a star?

MURIEL
She was coming off of Speed 2 for godsakes!

JEZEBEL
It was worth it for her. Did you see The Blind Side? You think that was really award-worthy?

MURIEL
Hey, has anybody seen that thing she's in now?

LILITH
Can we focus on why we're here for at least a few minutes?
MIRANDA
Why are any of us here?

Muriel and Jezebel start snickering.

LILITH
People! Shut up! Let's get this done.

ESMERELDA
Well, like I was saying, we've done entertainment programs before. Bewitched...Sabrina...and movies like Eastwick and that Sandra Bullock one--

MURIEL
Nicole Kidman hooking up with Tom Cruise instead of us...so dumb.

ESMERELDA
I just don't think they have a lasting impact in terms of how we're perceived.

MURIEL
Nicole Kidman...I could have shown her a whole new meaning of going down under.

ESMERELDA
Don't be disgusting, Muriel.

MURIEL
Be nice to me or I'm eating more sourdough bread.

LILITH
OK, look. We need to talk about integrating all these pieces with an enviornmentomal, natural image.

MIRANDA
Well, I don't know if this proposal does enough.

JEZEBEL
Yeah, you can put out all the witch-sitcoms and cool movies you want but when people think of witches, the only image they have is that green chick from the Wizard of Oz.

WILLOW
And that's not fair!

JEZEBEL
It's not, but it's true.
WILLOW
That's not what we look like at all. I mean, we're all normal looking people.

MURIEL
Yeah, I'd do any of you.

ESMERELDA
Y'know, I liked you a lot better when you were skinny and too embarrassed to talk about yourself.

MURIEL
Give me five minutes with you in that closet and I'll bet Jezzie here a hundred bucks that you'll be liking me all over again.

Miranda, Willow and Jezebel try to surpress their snickering.

LILITH
People! Really! I swear we can't have a meeting and stay on the agenda to save our lives. I want to hear from Cassandra. You haven't said anything this whole time.

CASSANDRA sits at the other end of the table dressed all in black. She looks up from her folder revealing her dark, penetrating eyes that immediately quiets the room.

Cassandra lets out a sigh as she looks at her partners.

CASSANDRA
I've been doing this for over 450 years. How many proposals and PR campaigns have we been through just in the last couple of decades? What is this, twelve?

LILITH
About that.

CASSANDRA
I swear, if we would concentrate on developing our power instead of spending energy trying to change how people think of us...I don't know where we'd be today.

JEZEBEL
But it's always been an issue.

CASSANDRA
It doesn't matter. People are always going to look at us as evil.
JEZEBEL
But that sucks. I don't want--

CASSANDRA
We ARE evil! Dammit people, you're all worse than the Republican Party when it comes to being worried about what people think of you and having those thoughts get in the way of doing your job!

MIRANDA
Yeah, well, in the case of the Republicans they're even more evil than we are.

Several in the room starts laughing but not Cassandra.

CASSANDRA
Laugh if you want but it's the Democrats that want to revoke our tax exempt status.

LILITH
What are you suggesting we do?

CASSANDRA
Nothing and I'll tell you why. In my four and a half centuries in this game I've never seen the world so weak. There's no leadership anywhere. And people are starving for it. The time is ripe for the One we've pledged yo serve to rule. And I mean rule like we've always dreamed of.

LILITH
We've talked about that for years, though and--

CASSANDRA
This is different. Forget this business about TV shows, a brand of bread and whatever else. Let's bring more people into the fold and use our power to set the stage for what's coming. THAT'S what we should do.

LILITH
If that's what you think, then that's what we'll take to the executive board.

CASSANDRA
Right. And Lilith, you'll do the follow-up with Rick?
LILITH

Yes. Being done as we speak.

Lilith closes her eyes.

EXT - HIGHWAY OUTSIDE SALEM - SAME TIME

A car on the highway slows to a halt and Rick gets out. With a blank expression on his face, he drops his car keys on the pavement and walks into the woods.

Still expressionless, Rick strides through the wooded area plowing through brush and weeds. He approaches a clearing where there is a small pond. Rick's right eye twitches but his face remains expressionless.

He doesn't break stride as he walks straight into the pond. Rick keeps walking through the water sinking deeper and deeper until he disappears under the surface.

The water is still for a moment until Rick's white shirt floats to the surface followed by his necktie.

The water is still again.

Then a frog breaks the surface landing on a lily pad. The frog's right eye twitches and it lets out a lonely croak.

FADE TO BLACK