

CONTR0VRZY

LIGHTS UP ON THE  
LEAD TAP, A  
BREWERY LOCATED  
IN A SUITE  
WITHIN GAIL  
BUSINESS PARK

AFTER HE HAD A CHANCE TO REDEEM HIMSELF TO THE PRINCIPAL (ANNELISE) BY SERVING AS AN ALTERNATE IN THE PICKLEBALL GAME, JEENALD BLEW HIS SHOT BY HEALING THE HAND OF AN INJURED PLAYER INSTEAD OF SUBBING IN FOR THEM. HAVING VIOLATED THE *BOOTSTRAPS* CLAUSE OF THE STUDENT CODE OF CONDUCT BY OFFERING ANOTHER STUDENT AN *EASY WAY OUT*, JEENALD HAS BEEN SUSPENDED. DISTRAUGHT HE MAY BE EXPELLED AND SENT TO A PUBLIC SCHOOL, MARY HAS SOUGHT OUT HELP FROM THE MOTHER FRONTIER, AND HAS CHOSEN TO COME TO THE LEAD TAP FOR THEIR MONTHLY MEETING, WHERE ANNELISE IS ELATED TO HAVE ANOTHER MEMBER ON BOARD. AT THIS MEETING SHE SHARES THE METHODS OF PERSUASION USED BY THE MOTHER FRONTIER WITH MARY.

ANNELISE:

Mary, nice to see you, come on in, have a drink

Welcome aboard, let's skip the pleasantries 'cause girlfriend, I think

You've got something special, yeah, you've got what it takes

Mrs. Carpenter, you are so uniquely awake

What if you could say anything and make it true?

Wouldn't it be nice if all that power belonged to you?

Come now, close your eyes, I'll show you how to set the bait

To put it simply, sometimes you've just got to create a

Controversy, we stir it up all the time

Controversy, the proof is in the headlines

'Cause up for debate is as good as fact

Create a controversy,  
don't tell anyone I said that

A Cat inside the box is both dead and alive  
So it's not misinformation to announce that it died

CHERYL: Check your facts and cherry-pick and still cite your source

SAMANTHA: Save the truth and nothing but for when you're taken to court

ANNELISE: No one writes a hit by getting lost in the weeds

CHERYL: Omit that boring shit that we both know no one will read

SAMANTHA: Show me a front-page story with one iota of complexity

ANNELISE: (*spoken*) Mary, I thought I asked you before  
Let's skip the pleasantries for

Controversy, let's cut to the chase  
Controversy, let's see it on the front page  
A slight exaggeration brings the reader right back  
Create a controversy  
don't tell anyone I said that

The news cycle moves fast so have urgency  
Remember public outrage is the main currency  
The comment section stokes the fire and fans the flame  
Your story gets a follow-up and you stay in frame

Two players fighting for the ball, agreed to the game

You don't need to spike the ball, you just gotta keep it in play

We own the narrative until the last word is spoken

The cat is dead if the box stays closed

And the discussion remains open

Controversy, it keeps the chaos alive

Controversy, I'll pass it to the next guy

'Cause he'll keep the volley going,

kills his own cat

So create a controversy

*(spoken, drunk)* All right everybody, I know we're having fun,  
but seriously

Don't tell anyone I said that!