

WONDERFUL WORLD OF DISNEY
BLACK-ISH INTERSTITIALS

PRESENTED BY WALMART

"INTRO"

"SQUAD"

"GEAR"

"STYLE"

June 23, 2017
2nd Rev Writers' Draft
ABC INTEGRATED MARKETING

INTERSTITIAL #1 - "INTRO" (:30)

INT. JOHNSON HOME - KITCHEN - DAY (DAY 1)

ZOEY is seated, eating an AVOCADO TOAST. DIANE enters, dragging a lifeless JACK, his skin squealing across the hardwood floor.

ZOEY

Wow, Jack, you still don't want to go back to school?

*
*

DIANE

Not until he gets his confidence back.

*

JACK

I can speak for myself, Diane.

(then, getting up)

Not until I get my confidence back.

*

JUNIOR enters.

*

JUNIOR

What happened?

*
*

DIANE

He got beat up by that girl.

*
*

JACK

I can speak for myself, Diane.

(then)

I got beat up by that girl.

*
*
*
*

JUNIOR

Dad would say you just need to be confident and rebrand your perceptions of school. Make it a fun mission.

*
*

Jack's face lights up.

JACK

Like a superhero!

ZOEY

Exactly. "Squad," "Gear," and "Style." Figure those three things out, and you'll totally win back-to-school. Now pull up a chair.

*

Jack pulls up a chair.

[BLACK-ISH TUNE IN / WALMART END CARD / TO BE CONTINUED]

INTERSTITIAL #2 - "SQUAD" (:30)

INT. JOHNSON HOME - KITCHEN - DAY (DAY 1)

Junior, Zoey, Diane, and Jack are where we left them.

ZOEY

Lesson one for Back To School: find your squad.

JACK

Cleveland Cavaliers!

ZOEY

Not that kind of squad. The best superheroes are part of a squad -- like *Big Hero 6*.

JUNIOR

We're still doing the superhero metaphor?

DIANE

It is literally your only chance of getting through to him.

ZOEY

You have an amazing family to help you get ready for school. But once you're there, you gotta find a squad of your own.

JACK

How?

ZOEY

Simple, just be yourself.

DIANE

Ooh, that feels like a mistake.

ZOEY

Everyone has unique superhero powers--

Junior incidentally OPENS A SODA CAN with his teeth, and it sprays him in the face.

JUNIOR

Ah! I got it in my nose!

ZOEY

Jack, you need to find a group of
friends that rely on each other for
their talents.

JACK

Diane, will you be on my squad?

DIANE

Come on, Jack. You know better
than to ask that.

*
*

[BLACK-ISH TUNE IN / WALMART END CARD / TO BE CONTINUED]

INTERSTITIAL #3 - "GEAR" (:30)

INT. JOHNSON HOME - KITCHEN - DAY (DAY 1)

CRASH! Zoey spills the contents of Jack's BACKPACK onto the kitchen table. A panoply of miscellany: CHRISTMAS LIGHTS, Mom's SURGICAL MASKS, a janitor-sized SET OF KEYS, etc. *

Zoey surveys the items.

JACK

School makes me nervous, so I just grabbed everything.

ZOEY

Lesson two: Gear. You gotta have the right stuff.

JUNIOR

Think of your backpack as your superhero utility belt!

ZOEY

Tell Mom you're *dying* for notebook paper, number two pencils, a protractor...

JACK

But I don't w--

ZOEY

...and once you're at the store, you hit her up for what you really want: sneakers.

DIANE

Oh, she's good.

ZOEY

Trust me, Dad took me shopping for highlighters and I walked out in these boots holding this phone.

JUNIOR

And I said 'no' to the sneakers and I got her highlighters.

Junior BANGS them on the table, proudly.

[BLACK-ISH TUNE IN / WALMART END CARD / TO BE CONTINUED]

INTERSTITIAL #4 - "STYLE" (:30)

INT. JOHNSON HOME - KITCHEN - DAY (DAY 1)

Junior, Zoey, Diane, and Jack are there.

JUNIOR

Okay, back-to-school superhero
lesson three: Style. You ready,
Jack?

Junior PRESSES PLAY on a SPEAKER and the kitchen becomes a runway as Jack shows off a number of different outfits in a mini-montage.

INT. JOHNSON HOME - KITCHEN - LATER (DAY 1)

Jack enters wearing a suit and tie.

DIANE

Too formal.

INT. JOHNSON HOME - KITCHEN - LATER (DAY 1)

Jack enters wearing a cape.

ZOEY

Too on the nose.

INT. JOHNSON HOME - KITCHEN - LATER (DAY 1)

Jack enters in the exact same outfit Junior's wearing.
Junior gives a thumbs up before WE PAN to Diane and Zoey.

DIANE/ZOEY

Too sad.

Junior looks hurt.

INT. JOHNSON HOME - KITCHEN - LATER (DAY 1)

Jack enters in a cute, contemporary look.

ZOEY

Now this I can get into.

JUNIOR

Looking good, kid. Except...

Junior slides a few highlighters in Jack's pocket.

JUNIOR (CONT'D)
For the ladies.

JACK
I'm ready for my back to school
mission.

Junior TURNS UP THE MUSIC and Jack starts to dance, with
Junior joining in.

We're CLOSE ON Jack, dancing, and transition to:

[BLACK-ISH TUNE IN / WALMART END CARD]