"Don't Mention It"

A boring, conventional office. A woman walks by carrying all sorts of things, very awkwardly. ENTER a man. Non-threatening, innocent looking. Totally banal. He snags a particularly unwieldy item from the women's collection and sets it down gently on her desk.

> CARRYING WOMAN Thanks, Ed!

> > ED

Don't mention it!

ED proceeds to a door, another man trailing behind him. ED reaches for the door handle and, excessively politely, swings it open and beckons his coworker through.

> TRAILING MAN Thanks, Ed!

> > ED

Don't mention it.

ED continues through the office. We see a woman rummaging through some cabinets above a coffee set up. Ed, gallantly, reaches into a bizarrely inconvenient corner and kindly pulls out a coffee pod.

> COFFEE WOMAN Thanks, Ed!

Don't mention it!

We follow Ed back into a conference room. A group of important, executive-looking types are seated. Ed proceeds to the front of the room where an active projector and a slideshow are waiting for him.

ED

Alright, folks. We were discussing strategies for presenting evil rapists and violent homophobes as lovable freedom fighters. Ideas?

EXECUTIVE AUDIENCE MEMBER

Wait, but....what about all the raping and kidnapping and mutilating and human shields and....

ED waves his hand, cuts it off. Looks more sinister, less innocent.

ED

Don't mention it....

Normal type says: You should mention it.

"You should" fades, "mention it" centers as the "it" turns blood red.

Below appears

#FreeGazaFromHamas

And "Hamas" turns red the same way "it" did