

## Module 2 Video Scene

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[Title card appears: **Cut to the Point: Write for Immediate Understanding**. 1950's string music plays.]

[Spooky music plays]

[Two trucks have collided at an intersection — a dump truck is on its side, spilling green rocks on the road. A flatbed's cargo — a silver flying saucer, partially revealed by a detached tarp — is leaking black fluid.]

**NARRATOR: Great Scott!** A dump truck full of blurgletanium has crashed into a tractor-trailer carrying a mysterious silver disc! It's an **environmental health calamity!**

[The black fluid and green rocks combine to form a glowing ooze.]

[People with 1950s clothes and hair stand around motionless as the ooze moves towards them.]

[Chimes sound as messy documents appear in the people's hands.]

**NARRATOR:** Thank goodness the mayor has given the citizens a guide for just this sort of emergency.

[Shot of a hand scanning down the complex document's table of contents, pages turning.]

**NARRATOR:** But...it looks a little wordy.

[Tense music plays]

**NARRATOR:** These unfortunate people can't possibly read this fast enough.

[Close up on people's anxious faces, which are now perspiring.]

[The hand continues to scan through the document's long list of appendices.]

**NARRATOR:** Oh no — Appendix Z! Oh! Who can save the citizens from this tragic lack of concision?

[Shot of townspeople reading the document as the ooze nears.]

**NARRATOR:** Are they all doomed to be absorbed by the insatiable ooze?

[Triumphant music plays as Gary appears.]

**NARRATOR:** It's Gary! Paragon of clear communication principles!

[Tense music plays.]

[Shot of Gary writing hurriedly on the complex collection stack paper.]

**NARRATOR:** Looks like Gary's doing a quick edit! But **will he finish in time?**

[Shot of a clock tower with the hands turning quickly as the ooze rises in the bottom of the screen.]

[Gasps as Gary holds up a sheet of paper that reads, "Run Away!"]

[Shot of a sidewalk and scrambling feet as people run away. Light piano trill as a dog passes.]

[Clapping and cheering.]

**NARRATOR:** Phew!

[A hill overlooking the town. In the foreground, the document and citizens stand happily. In the middle ground, the dog floats on a piece of wood within the ooze.]

**NARRATOR:** Thanks to Gary's concise environmental health advice, the citizens are saved!

[In the background, the ooze grasps the clock tower and tears it down.]

**NARRATOR:** And next time you write an environmental health document for consumers, remember to

[Title card reappears (speaking as word simultaneously appear on the screen): **Get to the Point.** 1950s music starts to play again.]

**Get to the Point**

[Fade to black.]

## Appendix A: Chapter Titles for Blurkletanium Document

1. How to Prepare for the Reading of This Document
2. Pre-Document Reading Checklist
3. Brief History of Checklist Use in Protocols
4. 37 Things that Are Not Blurkletanium
5. Different Manners of Pronouncing Blurkletanium (excerpt from the Pedant's Corner for Toxicologists series)
6. "Not Like Cheese": Results of a Four-State Survey of What Blurkletanium Smells Like
7. What They Call Blurkletanium in Other Places and Languages
8. A Brief History of Blurkletanium Mining (from 1856 to 1942)
9. An Extended History of Blurkletanium Mining (from the Mesozoic Era to the Ooze You're Standing in Right Now)
10. Other Things That Have Oozed Throughout Our Time on Earth
11. "Should I not have eaten that Blurkletanium Fluff sandwich?" (Excerpt from the Toxicology Questions It's Too Late to Ask series)
12. Comparison Strategies for Lettuce, Dollar Bills, Shamrocks, Blurkletanium and Other Green Things
13. Why Blurkletanium Ooze Containment Strategies Inevitably Fail: Conclusions from a Meta-analysis
14. Blurkletanium Ooze Containment Strategies That You Can Try at Home
15. Revisiting the Efficacy of Turn-of-the-Century Blurkletanium-Based Foot Powders
16. The Treatment and Prophylaxis of Blurkletanium-Induced Gingivitis from Oral Ingestion
17. Communicating with Ooze: 10 Tips to Break the Ice
18. Why Consumers Should Not Believe Promises Made by Blurkletanium Ooze
19. Slip, Slap, Slop, and Scream: Don't Wade in Ooze!
20. Measuring the Effects, Positive and Potentially Negative, of Blurkletanium on Cell Structure and Mitochondrial Efficiency
21. Caring for Your New 3rd Eye: Consumer Tips for Coping with Symptoms of Blurkletanium Exposure
22. Post-Document-Reading Cool-Down Exercises
23. Post-Document-Reading-Cool-Down Checklist

### Appendices that appear after the chapters

- Appendix A: Battle for Mt. Blurgle: History of the Blurkletanium Rush, 1873-1882
- Appendix B: A Biographic Sketch of Colonel Tobias Blurgle: Chipmunk Trapper, Tycoon, Spittoon-Use-Champion, Bioluminescent Human
- Appendix C: Projected Temporal/Spatial Coordinates of the Lost Type I "Glowing Gertie" Blurkletanium-Powered Locomotive Prototype
- Appendix D: The Blurkletanium Near Disaster of 1973 and Similarities to the Actual Great Molasses Flood of 1919: Lessons Learned

Appendix E: A Data Analysis: How Blurgletanium Outbreaks Compare to Steve Carlton's 1972 Season

Appendix F: X-ray Crystallography and the Surprising Beauty of Blurgletanium

Appendix G: What to Do (And Not Do) If Your Tongue Is Stuck to Blurgletanium Ooze

Appendix H: Blurgletanium Ooze: As an Unguent — Unwise, Unsafe, Uncomfortable

Appendix I: “Blurglomania”: 7 Case Studies

Appendix J: Information for Physicians and Health Care Professionals When Discussing Blurgletanium-Related Injuries

Appendix K: Calming Ooze with Licorice: Outcomes of a Placebo-Controlled Trial

Appendix L: Dressing for a Blurgletanium Disaster with Tim Gunn

Appendix M: Quien es mas macho? Montalban o Blurgletanium?

Appendix N: How to Obtain EPA Funding for Blurgletanium Brownfield Sites and What to Wear in the Event You Win the Grant

Appendix O: Siberian Blurgletanium Deposits and Their Impact on the U.S.-Soviet Space Race

Appendix P: A Natural History of Viscous Substances

Appendix Q: Historical Sketch of Tobias Blurgle Jr. and the “Blurgle Boy Bandits”

Appendix R: Symposia Notes: Blurgletanium and You, Not Perfect Together

Appendix S: Recently Discovered Cargo Manifest of the Mary Celeste

Appendix T: Reconstructed Blurgletanium Plume Cloud Patterns of July 1937 Near Howland Island

Appendix U: Roanoke, “Croatan,” and North Carolinian Blurgletanium Deposits

Appendix V: The Incident of 1905 and the “Lost 49th State” of Blurgleon

Appendix W: Spectroscopic Analysis of Tobias Blurgle Jr.’s Blurgletanium Nerve Tonic

Appendix X: Effectively Utilizing Rapid Perambulation Strategies for Evading Town-Consuming Ooze

Appendix Y: Case Studies of the “First Annual” (and only) “Blurgy Pie” Competitive Eating Contestants

Appendix Z: Thoracic and Cephalic Hypertrophy and Bioluminescence of Formica Species Surrounding Blurgletanium Brownfields: A Cause for Concern (Includes consumer hand-out, “When Giant Ants Glow and Talk to You: Tips for Families.”)