

AMERIKKAN BUFFALO

THE BOULDER VALLEY TIMELAPSE

VOICE OVER

(grandiose, LOTR-esque)

*Those who see the beauty of the
valley will want to stay, and their
staying will be the undoing of the
beauty.*

A scratching staticy sound begins growing louder,
transitioning into...

MONTAGE WITH ENERGETIC MUSIC

- Shots of roaring CU fans at Folsom Field
- Ralphie being let loose and running
- Splice in clips from "Birth of a Nation" and various Cowboy vs. Indian Westerns
- Pictures of dead Buffalo and buffalo hunters
- etc.

END WITH

TITLE SCREEN: AMERIKKKAN BUFFALO

TRANSITION:

IN BLACK

RYAN (V.O)

All my life I've wanted to make a
documentary.

OLD FOOTAGE

RYAN (V.O) (CONT.)

Back in high school I was part of a
school news team wherein I got my
first taste of sweet, sweet
ethnographic filmmaking.

-Quick cuts of random episodes of school news featuring Ryan.

RYAN (V.O.) (CONT.)
 I started out small, discussing
 topics such as standardized testing
 as they related to the distribution
 of public school funding post No
 Child Left Behind.

- Clip from the actual school news episode I did this.

RYAN (V.O.) (CONT.)
 But soon playing small ball wasn't
 enough for me. I began uploading
 educational Youtube videos
 discussing topics such as the
 tenants of a single payer
 healthcare system and other
 progressive ideas that society
 needed to be educated on.

- Clip from the actual Youtube video I made before getting embarrassed and taking it down.

RYAN (V.O.) (CONT.) (CONT'D)
 Needless to say, I knew who I was
 as a distinct individual. And who I
 was, was Michael Moore.

- Maybe a shot of Ryan superposed with Moore's face?

RYAN (V.O.) (CONT.)
 Senior year I applied to my dream
 Universities, hoping they would be
 the key to unlocking my innermost
 desires. And after realizing I
 would not be able to afford three
 of my first choices, I settled on
 my fourth first choice- in state
 tuition.

- Something like 4 university logos, 3 of which fade away leaving CU Boulder's.

RYAN (V.O.)
 But after one whole year of
 partying a lot with all of my new
 college friends...

- Series of snapchat stories of Ryan drinking alone.

RYAN (V.O.) (CONT'D)
 My aspirations of making a
 documentary fell on the back
 burner.

(MORE)

RYAN (V.O.) (CONT'D)
 I just didn't have a topic I was
 passionate about, at least not one
 that John Oliver hadn't already
 covered. That is until I went to
 see my first CU football game.

EXT.FOLSOM FIELD

This section will depend on what footage we get, but
 essentially a voice over from Ryan leading into the "In the
 Arms of an Angel" bit with Ralphie.

RYAN (V.O.)
 (post Mclachlan)
 I was at a loss. What I saw shook
 me to my very core. How could such
 a beautiful animal be locked up and
 paraded around like some sort
 of...animal... in a parade. My
 heart was torn asunder, yet I tried
 to convince myself it wasn't what
 it seemed. Only one thing was for
 certain, this would be the start of
 my documentary...

RYAN (V.O.) (CONT'D)
 So I gathered up a crack team of
 the absolute best filmmakers I
 happened to have class with...

SHOT of Luke, Chase, and Rand standing in a front yard all
 holding equipment.

RYAN (V.O.)
 ...and went on back to headquarters
 to come up with a plan.

Shot of all of us going into Rand's basement. TITLE:
 HEADQUARTERS (Rand's Basement).

INT.HEADQUARTERS

RYAN
 It became very clear that if we
 were going to do this thing right
 we'd have to do our homework.

Ryan points to a sketchpad that has "STEP 1: RESEARCH"
 written on it.

TRANSITION TO

INT.OLD MAIN.

Ralphie exhibit sequence.

RYAN (V.O)

The tradition of running a live buffalo began in 1934, 3 weeks after the University decided its mascot was to be the Buffalo. 22 years of sporadic buffalo appearances later and CU officially named one of these buffalo Ralphie due to the noises it made while being run. For similar reasons my homies call me gag reflex. Anyways Ralphie number 1 was probably most famous for being kidnapped by Air Force Cadets in 1970. Don't worry though, because we treat our former prisoners of war right. We awarded Ralphie homecoming queen the following year. John McCain was never homecoming queen. Ralphie 2: Electric Buffaloo suffered the same fate as many sequels. Unable to walk in the massive hoof prints left behind by Ralphie 1, Ralphie the Second, aka Moonshine, died unexpectedly on September 19th, 1987 following a game against Stanford. Team won though, so sko' buffs. Luckily CU had a replacement waiting on the sidelines, and Ralphie 3 took the field with only 5 weeks training. When Moonshine failed, Tequila restored people's faith in the franchise. Hell, we even passed a State Resolution commemorating Tequila's death. Ralphie love was at an all time high. In 2002 a 96 year old lifelong CU fan named Violet Stromberg bequeathed her entire life savings of \$40,000 to create the Ralphie Fund, a program that's still receiving donations today. Donations that helped fund the career of Ralphie 4 and now 5.

(MORE)

RYAN (V.O) (CONT'D)

It was important to understand the history of the Ralphie program here at CU, but I still felt as though I wasn't getting the whole story. Besides what had anybody ever learned in a museum? I had to dig deeper. By talking to whoever this was at the desk, I managed to get the name of John Graves, the head of The Ralphie Program. Turns out, John was pretty famous in the world of live mascots, having been featured in an ESPN article titled "The Secret Life of Mascots". I knew if I was going to get any closure on Ralphie, he was the man I had to talk to. Which meant I had a game to go to.

LEADS TO

JOHN GRAVES INTERVIEW

A: My name is John Graves, I'm the program manager of the Ralphie live mascot program here in Boulder, this is my 12th year here working for Ralphie

Q: What drew you to the job?

A: Y'know I love animals, animals are great, Ralphie's great, been doing this for 12 years and for me really it's all about Ralphie and the Ralphie handlers. Y'know they get excited on game day, I get excited to see them get excited on game day, that's what keeps me around. We're a small family, we're a small team, we love what we do, we love cheering on the fans.

Q: Would you name your first-born child Ralphie?

A: Sure!

RYAN (V.O)

I was shocked at how serious John's commitment to the Ralphie program was, in fact, it kind of weirded me out.

A: There's nothing like Ralphie, there's nothing like a buffalo leading the team out onto the field. No one does it in the nation quite like we do. It's so special, the stadium just erupts when Ralphie comes out on the field.

The players love it, the fans love it, people around the nation love it when they're watching on TV, just the greatest tradition in all of college sports.

Q: What Ralphie's life on the ranch like?

A: So on Ralphie's ranch, she just hangs out. She grazes in her pasture, she plays in the cottonwood trees, she loves to scratch on her scratching post!... She just lives life being a buffalo, she loves it. We're out there at least once a day seeing her, taking care of her, cleaning up a lot of poop. She poops a lot so we have to clean it up, but she just hangs out.

RYAN (V.O) (CONT'D)
Hanging out all day? Scratching
Posts? Other people picking up her
poop? It sounds like Ralphie is
nothing more than a 1,200 pound
house cat. Well actually the
article John was in described her
as a "big puppy dog, wagging her
tail and even sticking her tongue
out...[for a] a playful slurp." I
wonder what John thought of that
article.

Q: You have a very unique perspective on the live mascots having worked with them so long having built your career off of them, I'm just curious...ESPN Question. Are Buffalos rockstars?

A: Live mascots are rockstars, they totally are. There's about 54 live mascots in NCAA from D1 down to D3, they're all rockstars. Treated like rockstars, treated like royalty. Especially Ralphie, we treat her like a queen.

RYAN (V.O) (CONT'D)
John's confidence in the totally
bitchin' life of live mascots was
reassuring, yet I couldn't help but
shake a single, nagging question.
Should buffalos be rockstars?

TRANSITION:

BUFFALO HISTORY MONTAGE

This section mainly consists entirely of voiceover set to relevant visual aids.

RYAN (V.O)

I mean why wouldn't they be? The images of the buffalo can be found all over Boulder. From folsom field to pearl street mall to Buffalo Bill. Not to mention they are the national mammal of America, raking it in with big name sponsors such as the Buffalo Bills, the State of Indiana, and Ralph Nader. Last century they were literally cash money! Hell, even the Native American's loved the Buffalo! Amongst the Indigenous People of the Great Plains they were considered sacred animals. They used every part of the buffalo, they were famous for it! So famous in fact that the U.S Government systematically decimated the buffalo population in an effort to starve Native Americans so they would stop complaining and get on the damn reservations already!... wait a second, that last part wasn't very cash money at all.

If there was any music prior, it takes a 180 here. Equivalent of a record scratch.

RYAN (V.O) (CONT'D)

Yes as it turned out, America has had quite an abusive relationship with its favorite mammal. Pre 1800 the American bison population estimated to be between 30 to 60 million, but in a century's time that population was gunned down to roughly 300. In this same period Native American deaths skyrocketed.

A graph showing the decline in Buffalo beside a similar graph of Native casualties.

RYAN (CONT'D)

But that's America, and this...*this* is Boulder, Colorado. Two completely different animals, like bison to buffalo...

NIWOT HISTORY

RYAN

Except that Boulder, like all of Colorado and all of America, was originally home to many different Native tribes. These included but were not limited to the Arapaho, Apache, Shoshone, and Ute tribes. Boulder itself was home to Chief Niwot and his Arapaho tribe. Niwot was the Boulder Valley's first hipster, having lived here before those gold minin' whites got here like poser Radiohead fans that only know the words to "Creep". One of these fuckin' posers names was Captain Thomas Aikens.

When Aikens first met Niwot he asked if him and his fellow gold seekers could build cabins on the Boulder creek. Niwot promptly told him to go away, the Boulder Valley is only for those who've listened to and enjoyed "In Rainbows". Aiken's pleaded with Niwot, saying that him and his settlers would only spend the winter in the Boulder Valley and that they also really liked "Karma Police". Niwot was skeptical, but agreed to let the white settlers stay for the winter. Little did Niwot know Aikens had his fingers crossed the entire time, meaning nothing he said would be viable in a court of law. And so Aikens formed the Boulder City Town Company. There was an uneasy peace after that. Niwot's tribe was unhappy with the their new Anglican neighbors, yet their Chief had had a vision of a great flood coming to wash away the Native peoples. Niwot understood that peace with the whites was the only way to not be washed away. Unfortunately, as far as the white people were concerned, Niwot should have built an arc.

Throughout the 1860's, while Niwot's tribe remained peaceful, tensions between white settlers and Natives continued to mount.

(MORE)

RYAN (CONT'D)

The Sioux Uprising of 1862 paired with wagon raids executed by Arapaho warriors, separate from Niwot's tribe, made white Coloradans nervous. Following the murder of the Huntgate family by said Arapahos, Governor John Evans held all Native's equally responsible. Evan's wanted to be rid of the "Indian Problem" entirely and thus banished Niwot and his people to Sand Creek. Months later Niwot along with approximately 180 Native Americans were killed in the Sand Creek Massacre. This attack was appalling, even by 1864 standards. While still navigating the Union through the Civil War, Abraham Lincoln ordered a congressional investigation of the bloodbath. Governor Evans was removed from office and the State of Colorado was placed under martial law. The tragedy of Chief Niwot and his people is one all too familiar to America as a whole...But, hey, at least we named a microbrew after him! And that's what makes Colorado different!

THOMAS ANDREWS INTERVIEW

RYAN

And what do I know? I got all that information from wikipedia like a dumb idiot. To make sense of all this and how it related to Ralphie, I did what any good student would do and talked to a professor.

Interview should brush past most of the environmental stuff for pacing,

RYAN (CONT'D)

The hell does that mean? God, I didn't know this history nerd was also a science nerd. This guy was boring the shit out of me! Okay quick, ask him another question so he doesn't get suspicious.

and focus on Andrews talking about contingency and the CU related stuff.

RYAN (CONT'D)
But that was like, a long time ago.
There has to be some sort of
statute of limitations with
history, right Tom?

End with Statute of Limitations part but before every part of the buffalo sequence. End with him mentioning cultural appropriation.

TRANSITION:

RYAN (CONT'D)
Wait a second, cultural
appropriation! I know that word!
And y'know come to think of
it...Native
Americans...mascots...this all
sounds real familiar.

REDSKINS MONTAGE

Shots of Washington Redskins/other native mascot controversies from the last few years.

RYAN
But wait, teams like the Washington
Redskins and the Cleveland Indians
are clear cut examples of cultural
appropriation, but Ralphie's just a
buffalo. Can we really equate
this...

Clip of Redskins fan-

RYAN (CONT'D)
With this...

Clip of Buffalo Phil.

RYAN (CONT'D)
Okay maybe that's not the best
example. And come to think of it,
Ralphie is introduced by Eric
Cartman.

South Park clip: "Hello, Washington Redskins, go fuck yourself!"

BACK TO: THOMAS
ANDREWS

Andrews mentioning Southern schools dealing with history of slavery.

RYAN (V.O.)
Wait, there are other schools
dealing with this shit? Any of them
got live mascots?

MIKE THE TIGER AND WHITE SUPREMACY

"Gimme a kiss, Mike" clip.

RYAN
This is Mike. Well, not this, this
is just an asshole. The tigers name
is Mike, and here at LSU, Mike is a
rockstar.

News clip of Mike.

RYAN (CONT'D)
Mike is pretty famous for his wild
side, even making the news for his
tendency to want to hunt those
staring at him in his enclosure.
But like any great rockstar, Mike
has his critics. LSU maintains that
they do not support the captive
breeding of Tigers and all Mike's
are "worshipped" inside their
multimillion dollar habitat. You
can see for yourself on the
constant live stream LSU has of
Mike's enclosure. Despite this, The
Pussies for the Ethical Treatment
of Animals claims that if these
Mikes were a true rescues, they
would be "treated as sensitive
living beings, with needs and
interests that can't be satisfied
when they're used as a mascot". But
that's PETA, what don't those
pansies complain about? Don't they
know LSU would never source its
tiger from captive breeders.
They'll just buy them from someone
else who does.

(MORE)

RYAN (CONT'D)

Places like the Great Cats of Indiana, birthplace of Mike the Sixth. Described as a "death camp" where "the cages are "covered in feces", "swarming with flies", and the "animals are filthy and matted". Huh you know those pussies might have a point. In fact, there have been a ton of petitions over the years asking for Mike to be released, including one this year by activist social networking site Care 2 that's gotten over 100,000 signatures. LSU's response? Well...

LSU Student Mike video ending

RYAN (CONT'D)

Interestingly enough, one of these petitions claims that the tiger is a racist mascot whose origins date back to Louisiana's Tigers, a confederate regiment given its name by Robert E. Lee himself. Ugh, I mean what is it with this country. You can't talk about a tiger in a cage for five minutes without finding evidence of institutional racism! But I mean that's like Southern certified tiki torch racism down in Louisiana, it's not like Colorado has a history of white suprema-

CLIP: Start of KKKOLORADO EXPERIENCE.

RYAN (CONT'D)

Aw god dammit here we go.

KKK IN COLORADO

Series of clips summing up KKK power in 1920s Colorado

RYAN (V.O)

Yeah yeah okay we had one little teeny tiny KKK phase... so what?

More clips.

RYAN (CONT'D)

Okay but like today we're good.

Walker Stapleton clip.

INT.STUDIO

RYAN

Alright that's it! I've had enough!
I can't take it anymore!

Ryan gets up to leave from recording his voice overs, little improvised section of him storming out with crew trying to stop him.

RYAN (CONT'D)

(something like)

No! I'm done! Ralphie's racist, the
state's racist, you're racist I'm
racist! I'm OUT!

Ryan storms out to his car, the camera still following him.
As he drives off...

RYAN (V.O) (CONT'D)

I had broken. Living this reckless
doc'n'roll lifestyle had finally
caught up to me. That night, like
the many nights leading up to it, I
lay restless. The collective
disembodied faces of Cheif Niwot,
Cheif Wahoo -and for some reason
Malala- haunted my every thought. I
just couldn't sleep... I was too
woke.

Was this just a new found
sensitivity for the plight of
hegemonized populations? Nah,
something had to be wrong with me.
Unable to sleep, I spent the night
scouring the web for an excuse I
mean diagnosis for my sickness.

Bill Maher Clip: Liberals drop your kale; followed by a shot
of Ryan choking on his kale.

More clips on White Guilt.

RYAN (V.O) (CONT'D)

Bill Maher was right, Coldplay is
above any and all criticism. It was
becoming clear to me that I had a
disease. A disease which made me
the ultimate victim.

CALL TO ACTION

RYAN (V.O)

Unfortunately for me, the medical world was not progressive enough to understand my illness. I had no idea where to go next. Was it time to give up on this documentary? To give up on Ralphie, and Niwot, and Malala? I needed guidance from a higher power.

INT.RYAN'S ROOM

HIGH ANGLE of Ryan is on his knees with his hands together, praying to an unknown deity.

RYAN

Hey big fella, I know it's been a while since we talked. It's just that... that I don't know what to do with my documentary. It's just all so complicated. When we started I thought this thing was gonna be a *Blackfish*, but it's turned into more of a *Hearts of Darkness*... I figured someone as all knowing and all seeing as you would know what to do.

LOW ANGLE on the disembodied face of Michael Moore.

CLOSE on Ryan's face, then Michael Moore.

EXTREME CLOSE on Ryan's eyes, EXTREMELY CLOSER to Michael's.

RYAN (CONT'D)

(suddenly out loud)

OF! COURSE! You always know what to do!

INT.RAND'S BASEMENT

Rand, Luke and Chase sit watching TV. Ryan kicks open the door.

RYAN

GUYS! I just had the best fucking idea for what to do with our documentary.

LUKE

Did you manage to get a med card
for your white guilt?

RYAN

Well no, unfortunately that's
untreatable. But that doesn't
matter because I- well it wasn't
just me you know I'm nothing
without my faith...

CHASE

Cut to the chase.

RYAN

Think about it guys. What does
every Michael Moore movie have?

RAND

Smug voice overs.

RYAN

Close

CHASE AND LUKE

(simultaneously)

Detroit/ Poor people.

CHASE (CONT'D)

Oh, jinx you owe me a coke!

RYAN

Hey now c'mon guys that was cheap.
No, every Michael Moore movie has a
sequence or a series of sequences
wherein Michael Moore annoys the
shit out of people!.. for a good
cause.

RAND

So you want us to annoy the shit
out of people.

LUKE

For a good cause?

RYAN

Exactly!

LUKE

Well how are we gonna annoy people?

RYAN

By starting a Revolution.

RAND

What are we revolting for?

RYAN

To free Ralphie and... I don't know, help Native Americans I guess!

CHASE

Wait wait wait, hold on. How in the heck are we going to start a Revolution?

RYAN

I have just the thing.

STICKER REVOLUTION

A music video-esque sequence of Ryan sticking the #EnoughisEnuffalo stickers around campus. Preferably to R.E.D by A Tribe Called Red.

END WITH: pull back on Ryan editing the sequence on his laptop surrounded by crew.

RYAN

Now this is bitchin'.

FRAT TRANSITION

RYAN

Now that all the stickers had been stuck, I knew there was no turning back. However, a week after our great stickening, there was absolutely zero discussion on the internet about our cause...

Shot of "No Google results for #enoughisenuffalo.

RYAN (CONT'D)

It was clear the powers that be were trying their best so suppress our message. So if I was going to wage a revolution against the University's greatest tradition, I would need a covert way of gaining allies. But where on campus could I find young and able bodies to fight the good fight?

Trending Houses: Sig Nu video

RYAN (CONT'D)

Of course! The only way to fight CU's biggest tradition was with its next biggest tradition, fraternities! And what better fraternity than the oldest one on campus and the home of a disembodied Ralphie head, Sig Nu! The Plan: To infiltrate Sig Nu by showing them that I am just so cool, they have to accept me as one of their own. Then, once on the inside, convince my fellow brothers of the innate evil of the Ralphie program thus making them Revolutionaries as well. The only problem with this plan was that recently frats on CU have been taking a lot of heat. Following the recent drugging of 5 students at a Sigma Pi party, I felt conflicted about making my foray into frat culture in today's MeToo era. But that didn't change the fact I needed allies. So how was I going to infiltrate Sig Nu while also sending a positive message about female empowerment? By wearing this hat.

Shot of "girls..." hat.

FADE TO:

James' Sig Nu house tour.

RYAN (V.O) (CONT'D)

It was working. They were beginning to accept me as one of their own. As James showed me some stupid jazz musician in the next room, I acted like I knew what I was talking about.

Jazz cigarettes.

RYAN (CONT'D)

But my mind wasn't on jazz. It was on my mission. It was time to officially become a brother.

End of frat sequence.

RYAN (CONT'D)

My plan to join a frat and party my way to revolution had failed. That's okay though, because frats are stupid and it's not like I was really hoping to finally be accepted into one or something. But as far as my revolution was concerned, we were back to the drawing board.

INT. HEADQUARTERS

SHOTS of Ryan and team planning.

RYAN

(to crew, pointing to sketchpad)

Climate change, Inequality, Corruption... what do all of these have in common?

The crew is silent.

RYAN (CONT'D)

(turning page)

They are all things that come up when you google "list of problems in the world". Now what does that mean for us?... I have no idea. All I know is no one is talking about our movement and I don't know why.

RAND

Maybe we need better marketing.

RYAN

We already spent our marketing budget on stickers.

LUKE

Maybe we could use a face for our movement.

RYAN

Isn't Ralphie the face of our movement?

LUKE

Like a human face.

CHASE

That's a good point.

RAND

Yeah.

RYAN

Uhm... I think we already got a pretty good human face for our movement guys, alright. Any other suggestions

LUKE

(variations on)

Who's our face?

RYAN

Me. I'm the face of the movement.

LUKE

Since when?

RYAN

Since we started? And I think I'm doing a pretty good job at it, right?

Crew is silent.

RYAN (CONT'D)

Seriously? What, is it the glasses? My hat? I have different hats I mean...

CHASE

I think we need a more... recognizable face.

RAND

Like a celebrity.

Crew all nod and agree.

RYAN (V.O)

I was offended the crew didn't have faith in my face, but they had a point. Climate Change had Leonardo Dicaprio, Genocide had George Clooney, and Cyberbullying had Demi Lovato. There's no such thing as a legitimate cause without a celebrity.

RYAN (CONT'D)

Alright, fine. Fuck you guys, but fine. Let's find some celebrities.

RYAN (V.O) (CONT'D)
 We decided to narrow our search to celebrities involved in the Dakota Access Pipeline controversy a couple years ago, since that had to do with Native Americans just like our cause.

Back in basement.

CHASE
 What about Shailene Woodley?

RYAN
 Probably still in jail.

RAND
 The cast of Justice League made a video endorsement of the cause.

RYAN
 Eh D.C. movies are a mess...
 (lightbulb over Ryan's head)
 But what about someone in a Marvel movie?

VIDEO: MARK RUFFALO ON ART & ACTIVISM

RYAN (V.O) (CONT'D)
 It was perfect... he was perfect. By making Mark Ruffalo the face of our movement we could finally have the legitimacy we so desperately desired. The plan: to replace any instances of the Buffalo here at CU with the Ruffalo, thus making us the University of Colorado Mark Ruffalos. For this plan to work we first needed to get into contact with Mark Ruffalo, which meant venturing into the sphincter of public discourse, Twitter. Given that I've never had a twitter before, I was a bit nervous about this. However, I figured the best approach would be being direct with Mark.

TWEET #1: Hey Mark! Turns out the mascot at our University is super racist and shit and we'd think you'd be a better one! Something like this, what do you think? #CUBoulder #EnoughIsEnuffalo #SkoRuffs

RYAN (CONT'D)

While I waited for Mark to reply I decided to check out some other trending hashtags to see what exactly made them trend-worthy. I found a comprehensive list of some of the most popular hashtags on twitter which included things like **#crypto, #cryptocurrency, #cryptocurrencies, #women's history month, #metoo, #influencer, #influencers,** and **#deeplearning**. It was going to be hard relating all of these different topics back to Ralphie, but if it meant a chance at getting closer to Mark Ruffalo's sweet Scruffalo, I had to give it a shot.

NotTWEET #2: Sorry about that last tweet Mark I'm new to Twitter but don't worry I've been #deeplearning about it. If you're willing to join our cause and become CU's new mascot you'd sure be a big #influencer. But if that's not enough we'll pay you in RalphieCoin which is a new #cryptocurrency that's backed by the aluminum standard. R u srs about changing the world, Mark? #metoo

RYAN (V.O) (CONT'D)

I really gave it my all on that tweet but Mark still wasn't responding. Maybe I had learned the right words, but didn't know the lingo. I decided to look into the most retweeted tweets of all time to see what they did right. Turns out, the most retweeted tweet ever was one by Japanese businessman Yusaku Maezawa. Now I don't speak Japanese, but Google translate tell me this tweet had something to do with offering people cash for retweets. Unfortunately we didn't have any money, but Mark definitely did so that wasn't a big problem. So the only thing standing between me and co-opting the most popular tweet of all time was whether Mark knew Japanese.

TWEET #3: Kon'nichiwa māku, watashitachi wa anata ga watashitachi no seina no wa anata ga subeteda to shitte irunode, karera ga kore o ritsuīto sureba anata ni karera ni okane o ataeru to hitobito ni iu tsumoridesu.

Demo shinpai shinaide kudasai, sorera subete no baka ga eru no wa rafīkoin

TITLE: Translation: Hi Mark, since we know you're all for our cause we're going to tell people that if they retweet this you'll give them money. Don't worry though, all those idiots will get is Ralphie-coin

RYAN (V.O) (CONT'D)

This tweet was sure to be a success, but as I went to hit send the unthinkable happened.

BLOCKED BY MARK RUFFALO SCREEN

Chase and Ryan sit looking at a laptop

CHASE

Nani ga okotta?

RYAN

Chitsu Haruku burokku sa remashita

GRASSROOTS PROTEST

RYAN (V.O)

With Mark Ruffalo having blocked me, we could no longer rely on a celebrity to save our revolution. It was clear we needed to take this upon ourselves, but how? Desperate, I took to googling the best methods of grassroots protesting. These included signage, occupying a public space, shouting, as well as silence and hunger strikes. All of these methods were effective in their own right, but what if we could find a way to combine all of them into one thereby the most effective protest of all time?

Fade out on whatever shot of Ryan

UP ON Pearl Street Mall in a state of tranquility. Then Ryan going and setting up. Cut between different locales of protest

RYAN (V.O) (CONT'D)
 It didn't seem like we were getting
 through to anyone, and even those
 who participated didn't seem to get
 what we were going for.

EYEPATCH MAN
 KILL PEDOPHILES!!!

RYAN (V.O)
 It was looking like our silent
 protest needed to get louder.

- Pearl Street Mall next to Ralphie statue
- Norlin Library
- The University Underpass
- Farrand Field Stage

After...

RYAN (V.O) (CONT'D)
 What was I missing? I had tried
 everything and I just couldn't get
 anyone to listen. Was this what it
 was like being a Native American?
 Wait, had I even talked to a Native
 American this whole
 documentary?...shit. I should
 probably do that.

TRIBAL SUMMIT

RYAN (V.O)
 But where would I be able to find a
 Native American's willing to talk
 to me about buffalo?

CLIP: 9 News Tribal Buffalo Summit; Tribal YT video

RYAN (CONT'D)
 Oh, well that was easy. But you
 know what that video could have
 used some was some Coldplay.

Tribal YT video but with Coldplay

RYAN (CONT'D)
 Aw dammit, now I'm culturally
 appropriating.
 (MORE)

RYAN (CONT'D)
 Guess I really should go talk to
 these people and see what they have
 to say about Ralphie.

TRANSITION: DRUMMING AND SHOTS OF THE SUMMIT

TITLE: THE FIRST EVER TRIBAL BUFFALO CONSERVATION SUMMIT

JASON BALDES
 It reminds me of cultural
 appropriation.

RYAN (V.O)
 Pause. Play it back.

JASON BALDES
 It reminds me of cultural
 appropriation
 (x3)

SOUND CLIP: LADIES AND GENTLEMEN, WE GOT EM!

RYAN (V.O.)
 I had done it. I had gotten a
 Native American to say Ralphie was
 cultural appropriation which means
 I had just found an ending to the
 best documentary ever made. But as
 I fantasized about my inevitable
 academy award, Jason threw me a
 curveball.

JASON BALDES
 I wish the conversation would
 switch to that of greater
 understanding...

RYAN (V.O)
 What? Greater understanding?
 Ralphie's all fucking racist and
 shit what more is there to
 understand?

INTERCUTTING INTERVIEWS WITH SUMMIT ATTENDEES

WOMBLY
 We learned to be who we are from
 the buffalo... we consider them
 family

OLDCOYOTE
 That relationship was a
 brotherhood... we treat them like
 people it all the tribes

JASON BALDES

Everything we needed came from the buffalo...they sometimes jokingly say Wal-Mart.

WOMBLY

You look at the socioeconomic issues... number of different ailments have affected native communities.

JASON BALDES

We have a lot of issues with our youth...

OLDCOYOTE

We have an uphill battle as Native Americans...

RYAN (V.O)

After hearing the perspective of those at the summit, it was beginning to dawn on me that the implications of buffalo eradication and the cultural imperialism therein was something not even Mark Ruffalo could solve...

REFLECTION ON REVOLUTION

RYAN (V.O)

Suddenly, the previous thirty minutes of my documentary was seeming pretty stupid.

(clips of prior scenes
underneath)

How could I be so stupid to think Frat boys or celebrities or *this*

(Chamillionaire White &
Guilty)

Would help in any way when I didn't even really understand the problems I was trying to fix. I thought about Ralphie and how her experience isn't all that different from that of Native Americans. Isolated from her identity, placed in a cage, and surrounded on all sides by cowboys.

(MORE)

RYAN (V.O) (CONT'D)

But this shit no longer seemed like just a CU problem, but more a deeply ingrained misunderstanding about our relationship with the world around us.

OLDCOYOTE

When I think about justice...

Maybe some other clips

RYAN (V.O)

Analyzing the cognitive dissonance associated with human centrality would probably be a documentary unto itself. So let's take a step back, look at what we already know, and try to figure out an ending for this one.

RESPONSIBILITIES OF UNIVERSITIES

RYAN (V.O)

First, the U.S Government systematically decimated the bison population, and subsequently the Native population, in order to gain lands. Lands that were then used to build things like Universities. These Universities went on to build big ass football stadiums where everyone could get drunk and watch CTE happen. Meanwhile, on their reservations, Native American are left to deal with poverty, mass incarceration, and a failing education system. Aand all this shit too.

Bunch of headlines of problem in Native communities.

RYAN (V.O.)

Second, in addition to tuition, Public Universities like CU are funded by taxing the communities in which they reside, the goal being that they'll improve said communities. Universities instead spend that money on stupid fucking bullshit like running a buffalo or building a 3 million dollar cage for a pet tiger.

(MORE)

RYAN (V.O.) (CONT'D)

It's cool though it's only 3 million dollars, not like the decrepit and structurally dangerous schools on various reservations could have used it or anything... even though Native Americans pay State sales tax which funds the University- HEY EVERYONE LOOK HOW COOL OUR BUFFALO POOL IS!

RYAN (V.O)

In all seriousness, with college tuition rates skyrocketing, Universities are more profitable than ever before, meaning there should be plenty of money to spare for helping Native Americans. But money's not the only thing they can do to help...

JASON BALDES

We've done a pretty poor job with education...

WOMBLY

Tell the whole story...

WOMBLY (CONT'D)

Ralphie quote...

GO FUND ME

RYAN (V.O)

As my documentary winded down, I couldn't help but reflect on all I had learned. When this thing started, I just wanted to be like Michael Moore. But that was a flawed approach. Making a documentary isn't about becoming Michael Moore, but rather demanding Michael Moore from those with the power to effect positive change. So while I hope this film can convince CU to do more for the Native Americans in which it owes its existence, I also know it's not enough to wait around for them to do the right thing.

(MORE)

RYAN (V.O) (CONT'D)
So, in a last ditch effort to
change the world, I decided to
donate to the InterTribal Buffalo
Council to help in their attempt to
return Buffalo to native
communities, and maybe inspire
those of you watching to do the
same.

Ryan sitting overlooking a herd of Buffalo.

RYAN (V.O.)
It was funny how all this work on
the documentary ended up in us just
asking people for money. Maybe I
should just switch my major to
advertising.

RYAN
Hey, Alexa, play something
bittersweet.

Norma Tanega's "Nothing Much is Happening Today" begins to
play over shots of buffalo roaming. Flash the
patreon/whatever funding site for the Tribal Buffalo Council