

# BELL, BOOK AND CAMERA PRODUCTIONS

## Director's Note

*Say My Name* was inspired by a very personal object: the doll known as “Mallory,” which I created and have kept for years. She even spent time in my classroom, moving from place to place, observing, silently influencing the space around her. Watching the reactions of students and staff was fascinating — some delighted in her presence, while others were visibly horrified and found her existence to be disturbing. Of course, I leaned into those moments, spinning yarns about how she came into my possession. One thing that grew from her time in my classroom: there was a story waiting to be told.

In *Say My Name*, that story begins. Mason Oliver Reed, a serial killer, confronts the vengeful spirit of his final victim — and through her, Mallory becomes both a harbinger and a haunting presence. This short film allowed me to explore psychological dread, tension, and atmosphere in a contained, high-concept narrative.

*Say My Name* is also the seed of a larger vision. I am developing a feature-length story that will explore the origin of Mallory from the Dust Bowl of Oklahoma and how she came to be with Alejandra, expanding the mythology hinted at in the short. This film is both a standalone experience and the foundation of a broader horror universe.

Through *Say My Name*, I hope to engage audiences not just with scares, but with atmosphere, dread, and curiosity — leaving them haunted long after the credits roll.

— Bruce David Janu

