

project mayhem

The life and death of Terry Lancaster

There was a problem at Publicis Dallas in the spring of 2009.

A “phantom pooper” was leaving poo-poo splatters in the toilets of the men’s restroom. Innocent employees (and perhaps sometimes clients) would venture into the bathroom, whistling a happy tune with dreams of relieving their bowels only to be greeted by poo stuck to the wall of a toilet.

It went on for months.

And someone had to do something.

That someone was Terry Lancaster, a fictional employee of the building management company, and brainchild of Andrew Beckman and Dustin Taylor.



To: Male Publicis Employees
Re: Restroom Stall Conditions

It has come to our attention that one or more of you have been leaving large fecal deposits in this restroom. The frequency and severity of these incidents indicate what may be construed as malicious intent.

Please flush *as many times as needed* or use a paper towel to remedy any situation you believe may be considered unacceptable.

Failure to do so will result in *fines and loss of restroom privileges.*

Sincerely,

A handwritten signature in black ink that reads "Terry Lancaster". The signature is written in a cursive style with a long, sweeping tail on the "h".

Terry Lancaster
Head of Custodial Engineering, Regis Property Management

Male employees came to work to find a letter from Terry one morning.



!!!! SECOND WARNING !!!!

To: DUSTIN TAYLOR
Re: Restroom Stall Conditions

Recently, notices were placed in each stall to inform you of recent fecal deposit-related problems. Unfortunately, said warnings have gone unheeded. Large fecal deposits were found yesterday evening in two of the three toilets on the third floor men's restroom, which caused incidents with our custodial staff.

In one such incident, our valued employee José slipped on a patch of liquified stool and nearly broke his hip.

Security footage has streamlined our investigation and you are among a select group of employees under scrutiny.

Once again, we remind you to please **FLUSH AS MANY TIMES AS NEEDED** or use a paper towel to remedy any fecal situation you believe may be considered unacceptable.

Failure to do so will result in ***fines and loss of restroom privileges.***

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry Lancaster'. The signature is fluid and cursive.

Terry Lancaster
Head of Custodial Engineering, Regis Property Management

When conditions did not improve, employees found a second note waiting for them.



!!!! FINAL WARNING !!!!

To: DUSTIN TAYLOR

Re: **Restroom Stall Conditions**

After two rounds of polite and ample warnings, our custodial staff has determined you are the culprit in the recent spree of fecal splatterings.

Fecal samples were collected over the past two nights, frozen, and then shipped to a lab in Illinois. Once you are confirmed as the perpetrator, appropriate legal action will be taken with the cooperation of local authorities.

Intentional fecal spraying is a **Class B Misdemeanor**, and is punishable under **Code 38** of the **DFW Waste Management Act of 1998**.

If/When you are proven guilty, you will be denied access to any public restroom in the DFW metroplex. Fecal offenders are required to wear tracking anklets to enforce this punishment.

Thank you and have a nice day.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Lancaster". The signature is written in a cursive, flowing style.

Terry Lancaster

Head of Custodial Engineering, Regis Property Management

A third note was delivered. People began to get suspicious it was a prank due to the ridiculous nature of the letters. Theories were hatched as to who could be putting on this prank. Andrew and Dustin remained in the clear, however, as they were receiving the notes on their desks each morning just like everyone else.

FROM THE DESK OF TERRY LANCASTER

Dear Dustin,

I feel terrible about the recent business notes I've had to leave you. It's just a part of my job that I have to do. And sometimes, as I'm sure you know, you have to do unpleasant things to keep the paychecks rollin' in.

As you can imagine, when you're the guy who has to make his staff post and deliver notes about fecal splatterings, you're not that popular. In fact, my staff hates me.

I've only lived in the DFW area for about ten months, and I can get a little lonely. My therapist says I need to put myself out there more and attempt to connect with people that share an interest with me. So, here goes nothing: Would you like to come over some weekend and watch a Mavs game with me or something? I make some pretty wicked nachos, and lets just say my fridge never doesn't have beer in it.

If you want to invite a friend, that's cool too. Maybe even you could introduce me to some females in your office. I've been clubbin' lately, but it hasn't amounted to much.

Anyway, just let me know if you're interested or when you'd like to hang. I've got a gmail address you could write to: ezlanaster@gmail.com

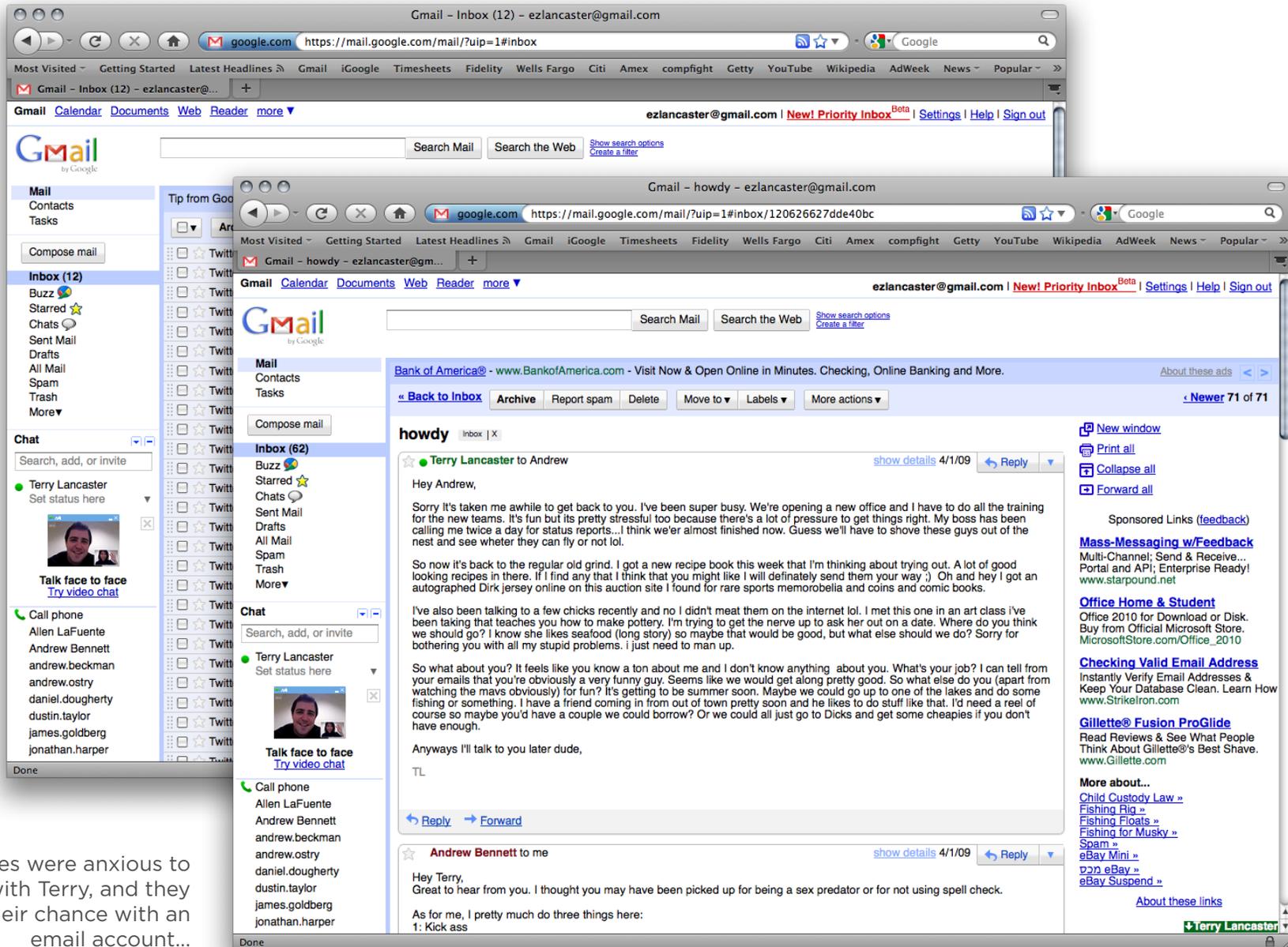
Later, Dustin.

Sincerely,



Terry Lancaster
Your Friend

At this point, Terry got personal.



Employees were anxious to interact with Terry, and they got their chance with an email account...

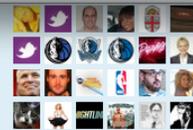
And a Facebook and Twitter account.

Twitter profile for Terry Lancaster (@ezlancaster). The profile shows a bio that reads "has been talking to a but some of them are :P" and a list of tweets from March and April 2009. The tweets include:

- 11:35 PM Apr 1st, 2009 via web
- is Po'd. Somebody is using his likeness on facebook!!! 5:31 PM Apr 1st, 2009 via web
- Worried about my place in the world. 10:51 AM Mar 12th, 2009 via web
- Let's git bizzy wit it. cleaning the stove. handlin' my bidness like my name was karl rove 5:21 AM Mar 12th, 2009 via web
- can't sleep 5:10 AM Mar 12th, 2009 via web
- But the Mavs won! Yay dirk! 1:43 AM Mar 12th, 2009 via web
- Really tired after a long hard day. 1:37 AM Mar 12th, 2009 via web

Facebook profile for Terry Lancaster. The profile includes a cover photo, a profile picture, and a bio. The bio reads "There's clean. And there's Lancaster Clean". The profile also shows a list of recent posts, including:

- Azaletch S Hi Terry...where've you been? October 27, 2009 at 4:27pm
- Katy Alonzo Your statement implies previous contact. June 8, 2009 at 4:19pm
- Terry Lancaster Enjoy the offseason TONY PARKER!!!! April 29, 2009 at 12:06pm
- Terry Lancaster I'm in Mavs heaven right now. Unbelievable bliss, baby! We goin' all the way!!! April 23, 2009 at 9:39pm
- Terry Lancaster Mavs kicking some serious hiney! Can't wait to be there next game!!! April 23, 2009 at 8:15pm
- Brenda Kiernoff Why haven't you been online recently?



View all...

RSS feed of ezlancaster's tweets

But wouldn't people sniff out Terry was fake when they saw he had no Facebook friends? Enter Brenda Kiernoff, another fictional person. Terry was struggling to spark a romance with her. Messages on both of their walls displayed the cat-and-mouse game of love in which they were engaged.





SPECIAL NOTICE

To: DUSTIN TAYLOR

Re: **Fecal Testing Results**

Recently, you were notified that samples of your stool would be collected, frozen, and then shipped to a lab in Illinois for testing. This process has now concluded and the results are in.

Your fecal samples tested negative in connection with the criminal fecal splatterings. This means you are not guilty of any charges and will not be legally pursued any further.

However, during testing of your feces, various health issues came to light. By law, whenever a property management company exercises its right to test fecal samples, said company is also required to release any health-related information that arises during testing to each suspect.

Your stool tested POSITIVE for the following: Rabies, Herpes (simplex 2), The Common Cold, Colorado Tick Fever, Smallpox, Tapeworms, and AIDS. Trace amounts of semen were also found.

Please accept our apology for any false accusations or defamations of your character that have come about through our investigation. We look forward to your continued tenancy in our building.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Lancaster". The signature is fluid and cursive.

Terry Lancaster

Head of Custodial Engineering, Regis Property Management

And then another note was delivered.

Terry Lancaster's Photos – Wall Photos

Photo 1 of 1 [Back to Album](#) · [Terry's Photos](#) · [Terry's Profile](#)



At this stage, people in the office had begun to sniff out the true identity of Terry. His friends demanded he post more photos. The profile pic found on Google images, however, had no corresponding photos. A desperate attempt was made. (Show to the left.)

My niece made this sculpture of me in art class. I promise I'm not always so sad!

Added April 6, 2009 · [Comment](#) · [Like](#)

 Brenda Kiernoff likes this.



Brenda Kiernoff Haha! That's pretty good! How old is she?
April 7, 2009 at 9:51am · [Like](#) · [Report](#)



Terry Lancaster I think she's 14 now. Pretty amazing talent, huh?
April 7, 2009 at 1:11pm · [Like](#) · [Report](#)



Dan Dougherty Looks just like you. Right down to the male-pattern baldness. WOWSERS!
April 7, 2009 at 6:26pm · [Like](#) · [Report](#)



Terry Lancaster Ouch, Dan.
April 7, 2009 at 10:58pm · [Like](#) · [Report](#)

From the album:
[Wall Photos by Terry Lancaster](#)

[Share](#)

[Tag This Photo](#)

[Report This Photo](#)

Facebook (8) | Terry Lancaster

http://www.facebook.com/#!/profile.php?id=1678597699&ref=ts

Most Visited Getting Started Latest Headlines Gmail iGoogle Timesheets Fidelity Wells Fargo Citi Amex compfight Getty YouTube Wikipedia AdWeek News Popular

Facebook (8) | Terry Lancaster

facebook Search Home Profile Account

Terry Lancaster [Add as Friend](#)

Info **Photos**

People who aren't friends with Terry see only some of his profile information. If you know Terry personally, send him a message or add him as a friend.

About Me

Basic Info Sex: Male
 Birthday: December 25, 1968

Likes and Interests

Other Dick's Sporting Goods, Christian Rock, fishing

Send Terry a Message
Poke Terry

I work in Addison, but I can travel. If you know what I mean...

Information

Birthdate: December 25, 1968
 Current City: Detroit, MI

Mutual Friends

29 friends in common See All

Andrew Beckman Kendall Smith Adrienne Norwood

Create an Ad

Rock Your School Colors

Just in time for tailgate parties. The Saucony Originals College Pack was designed with your colors in mind. Shop now

Pro Gamers Needed

Want a career as a Game Tester? Click Here!

Best WWII Shooter Game

Defend the objective and eliminate the enemy. It's Free, plus...

http://www.facebook.com/ajax/poke_dialog.php?uid=1678597699&pokeback=0

In a competing prank, a fellow employee erected a parody identity on Facebook, befriending all employees. The profile pic ... a mash up of Andrew and Dustin's faces. The game had come to an end.

SPECIAL NOTICE

To: _____

Re: Fecal Testing Results

By the way, thought you'd be curious to know who the "Phantom Pooper" was. Turns out it was Dean Hlavinka all along.

I know, I was shocked too. Don't worry, he's going to be disciplined. In accordance with our policies, we're keeping his major splatterings to a low roar. He has been put on bathroom probation for three months.

Recently, we have noticed some minor splatterings (as seen in figure 1). Such splatterings fall cleanly within our acceptable bathroom usage policy. Just FYI.

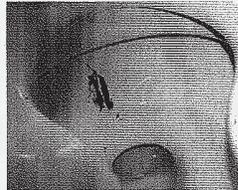


Figure 1.

Sincerely,



Terry Lancaster

Head of Custodial Engineering, Regis Property Management

Because the prank was up, this note was never delivered. The blame was placed upon an unlikely employee.

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