

Check Out This Behind-The-Scenes Look at *Scream*...the Musical

Horror films have a proud and lengthy history of using real-life gimmicks to draw in viewers, from director William Castle having actors dressed up as “nurses standing by” in case someone died of fright during showings of *Macabre* (1958) to the “No Late Admissions” rule that Alfred Hitchcock embraced for *Psycho* (1960). In the age of viral videos, this has taken on a whole new angle with pranks like “Carrie in the Coffee Shop” or “Devil Baby.”

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