

REEL to REEL

Film & Entertainment Analysis

**Veronica Mars
is Back!**

**South by
Southwest
Interactive**

**Ultimate
Guide to
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Get Ready for

Kaleidoscope Endings

**Lead Actress JJ Adams discusses
the process of shooting the film that
became a breakout hit**



December 2014



3 An inside look into the beloved cult classic franchise that made a welcomed comeback. **A long time ago, we used to be friends...**

Wish I Was Here: A reader takes a look inside the Zach Braff kickstarter controversial film

4 Box Office Flops that Later Became Cult Classics

God's Not Dead...and neither are movie goers. The low-budget independent christian film scores big at the box office. A light is shined on the movie's marketing campaign and how it scored the attention of a diverse set of audiences.

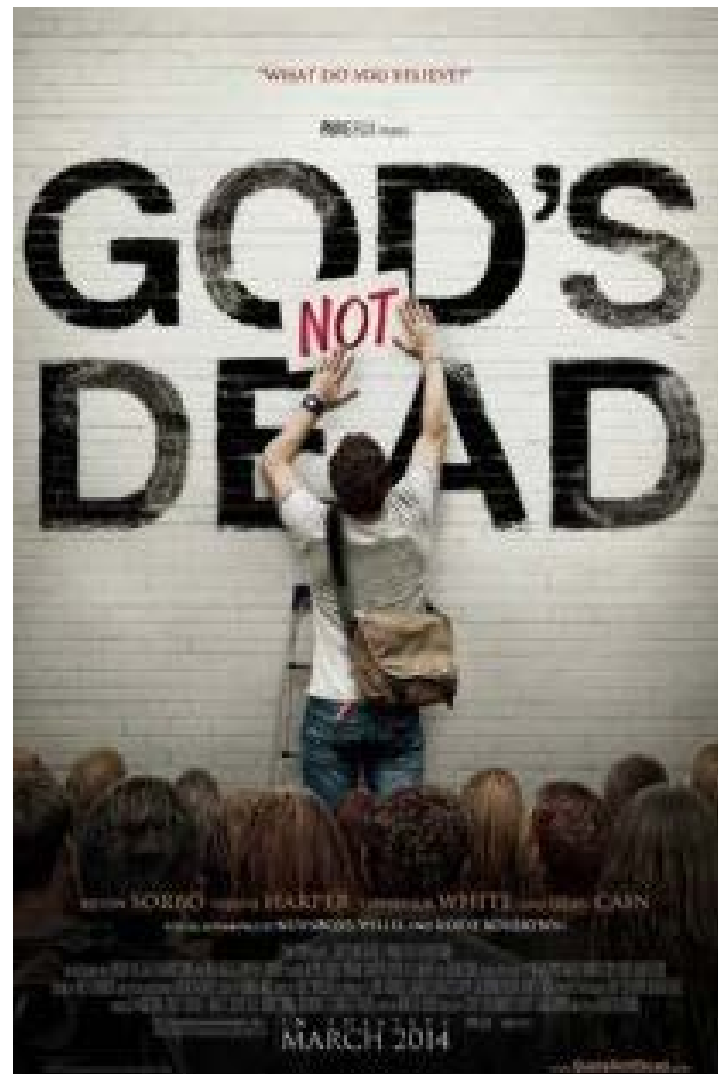
TV Theme Songs A shift in the nature of television theme songs has taken place. An analysis of the evolution of the television theme song.

Reviews & Coverage

5 Amazon Pilots A batch of new Amazon Prime original pilots have been released for viewing. A look into the best...and the worst.

SXSW: Inside Late Night with Seth Meyers

Seth Meyers is adjusting to his new job as a late night host.



VERONICA MARS IS BACK

It's easy to think that more people would be in the Veronica Mars fandom if the show had aired during the current binge-encouraging TV community. The show ran from 2004-2007 on UPN/CW. It was low-rated but beloved for its writing, format and acting.

Despite (very persistent) fan attempts for a movie to be made, Warner Brothers (the studio that financed/distributed the show) opted not to fund the possible film. Fast forward six years

to 2013 and a Kickstarter campaign was launched, raising \$5.7 million in 30 days. The movie was officially happening

Veronica Mars was last seen at the end of season three, her freshman year of college, getting recruited by the FBI (Great career planning!). Nine years later she is living in New York City with her college boyfriend "Piz" and pursuing jobs at a few law firms. Things go a little awry when she has to trek down to Neptune to clear some names.



With persistent fan attempts, a kickstarter campaign for the film raised \$5.7 million.

Say Hi to the Next Hipster You See

Going to the South by Southwest Festival always seems like a great yet daunting time. First I looked at all of the events that were scheduled and I got excited. A little case of FOMO (Fear of Missing Out) developed deep down in me. There were so many great events that I wanted to go to yet so little time. The daunting aspect of SXSW is the traffic, crowds, misplacing things and not finding out about free food opportunities (of course). The one

thing that I did learn from attending this years festival was to si hi to anyone that you meet and/or cross paths with. I met a lot of great people when I just reached out and said hi to them. A web designer, architect, teacher, magazine writer, freelancer and many others were among the ones that I met. They were great at giving insightful advice to me.

-Colin Ashby, Editor in Chief



Wish I Was Here

Wish I Was Here, the movie Zach Braff co-wrote/directed, premiered at the Sundance Film Festival two weeks ago. I was a little excited about the movie premiering due to the fact that I pitched in via Kickstarter to fund it back in April 2013 (I can call myself a movie producer!). While my excitement was somewhat high, it quickly went down.

SUPRISE SUCCESS OF INDIE FAITH FILM

The low-budget indie christian film God's Not Dead turned heads (or computer mouses) when it finished its opening weekend with a surprising 9.2 million from just 780 theaters.

The movie industry has been deemed with the unofficial title of "Year of the Bible in Hollywood." Son of God came out in February, God's Not Dead and Noah in March and Exodus in December. Many were shocked that a low-budget film that was seemingly unheard about did so well. Its strong marketing efforts may have been the reason for the strong opening

weekend turnout. The marketing plans had attention.

"We're not buying a demographic. We're buying a committed audience"

Ash Greyson, CEO of social media consultant Ribbow Media, oversaw the social media marketing for the film. Greyson did research into the different niche markets of christian movie goers (young ones, older ones, ones that listen to pandora, ones that watch TV frequently).

"We're not buying a demographic, we're buying a committed audience. It's all about peeling the onion," Greyson said during an interview with The Wrap.

Greyson looked into various platforms, seeing which ads grabbed the most attention. He didn't want generic ads that were broad and people passed over. He placed potential movie goers into niche categories based on what actor from the films cast they liked the most.

A few certain factors came together that provided the film with a successful box office return.



TV Theme Song Evolution

Whatever happened to TV show theme songs? It seems to be a thing of the past. A quick flip of the remote (or computer mouse) and you'll see a quick burst of a sound clip before going onto the show. What the heck?

Theme songs seemed to have taken an evolution of some sort. The intro songs used to establish a vibe for show the viewer was about to watch. They established a show's brand to an audience.

NEW AMAZON PILOTS RELEASED



Remember last year when a Zombieland TV pilot popped up on Amazon and was panned? It eventually got "hated out of existence" (Rhett Reese, creator of the TV adaption's words). Well fear not, a new batch of television pilots have been released on Amazon and nothing to negative has been said so far.

"Alpha House received critical acclaim"

On February 6th, Amazon released 10 new pilots for free. Continuing the plan they had last year, viewers watch and vote on what pilots live and what pilots bite the dust. Alpha House, a show starring John Goodman that revolved around four U.S. Senators. It was met with acclaim and positioned Amazon as a serious contender against Netflix and its original programming.

SXSW INTERACTIVE: INSIDE LATE NIGHT WITH SETH MEYERS

The panel started off a little awkward. The video that was suppose to open the panel didn't work at first. Panel Moderator Olivia Munn gave an impromptu story about wanting to be a mermaid in third grade. The panel moved into talking about Meyer's new gig and how it differs from his 12.5 year tenure at Saturday Night Live.

"A lot of our writers had a strong digital presence on things like Twitter"

Olivia Munn read tweets from a sheet of paper. To "refresh" she would flip the papers and go to the next one. She was one great moderator.

