

THE NEW AUTEURS

What's one major way movies are different from TV and magazines and newspapers?

Movies are not as reliant on advertising (however, movies are much more reliably on product placement, licensing, and merchandising than they were in the past).

The Hollywood guys say the first thing they need to do is “position” the film. What do they mean by that?

Positioning refers to creating an image for the film (for example: *Fried Green Tomatoes* = a heartwarming story for women, *You've Got Mail* = romantic comedy *in the age of e-mail*). Positioning is the tagline used in marketing, sort of like a slogan. Positioning is one of first steps of selling ANY product.

How do they decide to position the hypothetical movie?

As an “epic romantic adventure” like *Raiders of the Lost Ark*.

How else might they have positioned it?

As an “important” intellectual film (the film equivalent of *Silent Spring?*), as a romance (recall discussion about editing the trailer), or as a political thriller.

Note how these people have nothing at all to do with the creation of the movie. They haven't seen the script. Similar to other advertising campaigns. Have any of you ever seen a movie that turned out to be completely different from how it was advertised?

Why not promote the environmental angle?

“Box-office poison.”

What rating do they want? Why?

PG-13 or PG because they can't get commercial tie-ins with an R, but still want to show sex.

Why do the Hollywood guys think it will be easy to get corporations involved in the movie?

Because corporations want to appear environmental.

But how do they feel about a tie-in with Greenpeace?

“No way,” because corporations would run away.

Corporations want to *appear* environmental, without actually supporting environmental causes because they conflict with their economic interests.

Why are movie openings so important?

That's when the marketing matters most—people haven't read reviews or gotten word-of-mouth yet. After two weeks, the quality of the movie matters.