

Jedemi Sunday Session - 23 February 2014

INT. JEDEMI CAFE

Sunday morning. The sun's rays are streaking through the windows of the cafe.

FRANNIE

Looks like a beautiful morning.
Let's head to the roof and hang for
a while.

DOSSIE

Sounds good to me. Can't beat this
kind of weather in February, no
less!

FRANNIE

Hey, Doc! You care to join us?

DOC

Of course. Saw some items online
that we should hash out. Let me
grab my notes and Joey. I'm sure
he'll have some thoughts.

And with that, the LP Gang from the Jedemi Cafe headed up to the rooftop to enjoy the beautiful morning while continuing their tradition of Sunday Sessions -- lively discussions regarding timely topics from the news and other sources.

CUT TO:

EXT. JEDEMI CAFE - ROOF

Frannie and Dossie are admiring the colors in the sky when Doc shows up with Joey and Frankie in tow.

FRANNIE

Ah! Now we are outnumbered,
Dossie.

DOSSIE

No worries. We know Frankie has a
short attention span...

JOEY

Don't be so sure, ladies. This
happens to be something even our
Frankie can hang with. The floor's
yours, Doc.

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DOC

Today, we've got ourselves a Sunny, Sunday Session.

JOEY

Nice alliteration
(<http://en.wikipedia.org/wiki/Alliteration>), but remember, we'll lose Frankie if...

DOC

Got it. So, I was all ready to talk Olympic tech stuff -- especially in light of the Under Armour issues with the United States speedskaters (<http://www.theverge.com/2014/2/14/5410832/under-armour-speedskating-suit-criticism-olympics-2014>) and how BMW created a screaming fast bobsled for Team USA (<http://www.craveonline.com/lifestyle/articles/649527-bmw-helps-usa-bobsled-win-first-medal-in-62-years>). To me, these were great stories of contrasting corporate contributions to the Olympic...

Joey makes a loud, throat clearing sound.

DOC (CONT'D)

Oh right... sorry. So I just came upon this story in Saturday's Wall Street Journal which seemed much more interesting.

He holds up the paper and points to the headline: "Double Debut for 'Mars' Film."

<http://online.wsj.com/news/articles/SB10001424052702303636404579397322240026950>

DOC (CONT'D)

Time Warner has decided to release its "Veronica Mars" film to theaters **and** for home viewing on the same day.

FRANNIE

Really? I thought there was some kind of rule against that sort of distribution arrangement.

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DOC

They found an end-around. Time Warner decided to rent out 260 of AMC theater's screens. So the theater makes their money up-front and Time Warner gets to keep the ticket revenue. Usually the theater and studio split.

FRANNIE

Interesting. No doubt AMC digs the publicity for this alternate approach...

JOEY

And they get to keep all the popcorn sales to themselves. I'd say that's worth giving up the price of admission!

They all laugh.

DOSSIE

What makes this Mars movie so interesting that it would be worth spending... What ARE they spending?

FRANKIE

Yeah, Doc! What was the number again?

DOC

The story said screens run 5 to 20K a week. Figure... 260 screens at let's say they got a deal, \$10K, that would be...\$ 2,600,000 a week.

JOEY

Offset by admission fees. We could do the math...

DOC

No need to. The story goes beyond the numbers. The Veronica Mars movie is an extension of the Veronica Mars television series that ran for three years, but was cancelled due to -- low viewership.

JOEY

How low?

DOC

It ran on the CW network...

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JOEY

Where?

DOC

Exactly... The story said there were ONLY 2.8 million viewers a week in 2007.

FRANNIE

Only?

DOC

Apparently a lot of those viewers were bummed and were really pushing to get the show back in some shape or form.

DOSSIE

Sorry... Let's back up and start with who or what is Veronica Mars?

FRANNIE

Great point.

DOC

Forgive me. I should have established that in the beginning. And with your background, Dossie, you may find the lead character very interesting.

He pulls out a print out from a story about Kickstarter funding (Reviving an Old Series the New Way: Fan-Financing) and hands it to Frannie.

<http://www.nytimes.com/2013/04/28/us/veronica-mars-will-return-thanks-to-fan-financing.html>

DOC (CONT'D)

I've been talking a lot, so why don't you scan through this. You'll see the areas I highlighted.

Frannie reads quickly.

FRANNIE

Ah! Would you look at that? It says, Veronica Mars, starred Kristen Bell as the title character --the teenage daughter of a working-class private eye in wealthy, corrupt Neptune, California. She's a high school student who, like her father, sleuthed.

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DOSSIE

Oh? So it is like if my Lord Peter Wimsey
(http://en.wikipedia.org/wiki/Lord_Peter_Wimsey) had a daughter.
Never thought of that.

JOEY

Interesting! Please continue.

FRANNIE

Says here the show was a descendant of both the Nancy Drew stories and "Buffy the Vampire Slayer," only darker.

She pauses.

DOSSIE

Got it. I can check it out online.
Let's get back on track..

FRANNIE

Oh there's more about the fan base here that makes the move by Time Warner makes more sense.

FRANKIE

That's what caught my ear when Doc first mentioned it to me. The fan base seems to have had a ton of influence on this picture... starting with getting it made. Does that article talk about Kickstarter?

JOEY

Kickstarter??

FRANKIE

It is a fundraising website. Apparently, the Mars project broke records -- with \$5.7M raised from over 90,000 backers which blew away the 2 million dollar goal they set. Crazy right?

FRANNIE

Says here it was the fastest campaign to reach its goal -- in just 12 hours there was a commitment of \$2 million. It also set a record for greatest number of supporters in Kickstarter history.

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JOEY

Now that's impressive!

DOC

So it has a built-in audience that pretty much deserves access on whatever platform they choose.

JOEY

I get it. So why not make it stream-able to mobile devices...

FRANKIE

Or viewable on a big screen at home without the distractions of all those Previews shouting at you? They are ruining the out of home experience. When my films...

FRANNIE

Another day, another topic Frankie. It's a good one, mind you. Sorry for cutting you off.

DOC

Agreed. We've kicked that topic around a bit and I really want to revisit it after we see how this little experiment works out.

DOSSIE

Can't wait to see that Mars pic. Tommie will hook US up right?

DOC

He always does. No worries there.

JOEY

We could be entering a new era of sorts regarding storytelling...

FRANNIE

Implying that the venue will impact the message. You've always used the Irish fireside chats...

<http://irishfireside.com/2012/11/25/the-ancient-art-of-irish-storytelling/>

JOEY

...As examples of how the way stories are told helps get the audience engaged... connected.

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DOSSIE

That's so hard these days too.
Lots of distractions.

Just then, the sound of an airplane can be heard. They all pause and look skyward. Because of the sun, they can only see its shape.

FRANNIE

Here's X's contribution to our session.

She picks up a napkin that has floated down and made a perfect landing on the roof.

DOSSIE

I'm amazed how he is so good at doing that.

JOEY

Me too! So what does it say -- the invisible to the eye thing? Seems like all our sessions deal with that essential.

FRANNIE

This says, "Only the children know what they are looking for..." Then 1 of 3.

Airplane buzzing can be heard while she is reading. Then another napkin floats down.

FRANNIE (CONT'D)

Oh... Okay, here's 2 of 3: They waste their time over a rag doll and it becomes very important to them...

Dossie picks up the third napkin and reads it out loud.

DOSSIE

...and if anybody takes it away from them, they cry.

JOEY

Nicely done.

DOC

Again.

FRANKIE

Indeed.

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JOEY

The fans of Veronica Mars DID something. Maybe they cried at first, but then saw an opportunity to bring their story -- their rag doll -- back.

DOC

Yes! Let's keep an eye on this quote, unquote developing story.

FRANNIE

Thanks, Doc! Fantastic job as usual.

DOSSIE

Let's tuck back inside and see what Viv is up to.

FADE TO BLACK.