



# THE PURITAN POST

| by Hank W. Mardukas |

## This Week on TV

**IT'S ALWAYS SUNNY IN PHILADELPHIA "THE GANG MAKES PADDY'S GREAT AGAIN" [S13, Ep1] (FX, TONIGHT, Wed. 10pm/9ct)**

My favorite show's 13th season starts tonight! Prudence and I were fortunate enough to attend the premier screening of this season last night, our first real Hollywood shindig. We saw not just the first but also the second episode of the 13th Season as well as the cast themselves! As far as the content of Season 13's first two episodes, I can assure fans that they will be pleased. There has been a lot speculation about this season when it comes to the future of Dennis, now that Glenn Howerton is on "AP Bio" (Puritan Post Issue No. 5). Without spoiling anything, I think that "Sunny" has stayed true to itself through its 13 years on air and I think that this season will be no exception.

## This Week on Home Video

### DEADPOOL 2 (2018)

"Deadpool 2" is a vast improvement on its predecessor in nearly every category, be it cinematography, character development, or direction ("Atomic Blonde"s David Leitch). However, the one area in which "Deadpool 2" may not be as strong as the first is its sense of humor. First one had me in stitches, but the "Deadpool 2" is a better movie.

### Director

### Spotlight:

### Jason Reitman



**Birth Date:** 10/19/77

**Birth Place:** Montreal, QC

**Notable Works:** Thank You For Smoking; Juno; Up in the Air; Young Adult; Labour Day; Men, Women and Children; Tully

**Whats Next:** The Front Runner (2018)

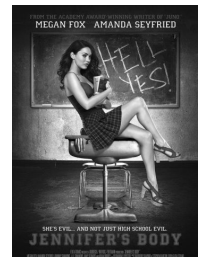
**Fun Fact:** Son of director Ivan Reitman (Ghostbusters)

## Movie Review: LABOR DAY

Most Americans don't know that in Canada we also celebrate the holiday Labor Day on the exact same day. Except in Canada we spell our Labour Day, L-a-b-o-u-r Day. So pardon me if I slip in and out calling the film "Labour Day" Labour Day sometimes instead of "Labor Day". Prior to this, "Labor Day" was the only Jason Reitman movie I hadn't seen. Jason Reitman is my favorite Canadian director, and the subject of this week's "Director Spotlight". That said, "Labour Day" is not Reitman's finest hour. In fact, I'd say it is his worst. However, a bad product from a guy as talented as Reitman is an above average work for most. "Labour Day" is the story of a boy and his reclusive single mom who are taken hostage by a wrongfully imprisoned escaped convict. The man teaches them to make peach pie, play baseball and fix cars. "Labour Day" is not a particularly bad flick, but I don't think I'll review it anymore. Our viewing was also interrupted by commercials, which is always the worst.

## Movie Review: JENNIFER'S BODY and How MisMarketing Can Ruin a Movie's Legacy

After realizing that "Labour Day" wasn't the movie I wanted to review this week, Prudence and I turned on The Home Box Office Channel to find one of my favorite movies "Jennifer's Body" (also produced by Reitman) was about to begin. Prudence had no interest in the film as she had the wrong idea about the movie due to its dubious marketing campaign years ago. In 2009, 20th Century Fox took a horribly misguided turn in marketing the movie, "Jennifer's Body". I recall both the AV and Print campaigns were unnecessarily sexualized to highlight Megan Fox (pictured right). The poster sells a fun and sexy vibe, but the movie actually subverts its perceived sexuality. After rewatching its trailers and TV spots, I see that the marketing execs were also clearly going for a very "Twilight"-esque vibe, also nothing like the movie.



The truth is that "Jennifer's Body" is actually one of the best horror-comedies of the last two decades. The flick was rather ahead of its time with both a fantastic female protagonist and villain. The writing is some of Oscar winning screenwriter Diablo Cody's ("Juno", "Young Adult") best work as well as well and features sharp direction from a fantastic female director in Karyn Kusama ("Girlfight", "The Invitation"). While the flick shares some similar tonal characteristics to Cody's other work, "Jennifer's Body" is much darker and more satirical. It has a very eighties dark comedy vibe similar to one of my favorite movies, "Heathers". Also has Adam Brody as a villain, so you can't beat that.

I noticed that between 2010 and 2013, 20th Century Fox fired their Chief Marketing Officer on two separate occasions. I think it's safe to assume that the mishandling of the "Jennifer's Body" marketing campaign had something to do with that. I highly recommend rewatching the criminally underrated horror flick "Jennifer's Body" while it is still available on the Home Box Office Channel and its streaming platforms.

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