

MSC Aggie Cinema



FALL 2024 NEWSLETTER



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LETTER FROM THE CHAIR

JULIA BUMGUARDNER, CHAIR



Howdy! My name is Julia Bumguardner, and I proudly serve as the 2024-2025 MSC Aggie Cinema Chair. This semester has been filled with change, collaboration, and exciting new pursuits.

First, Aggie Cinema has endured major change in fall 2024. All MSC Committees changed status from departmental orgs to Registered Student Organizations. The most difficult impact of that change, is how we can use our MSC funds. Until this year, MSC financial support provided everything needed to host fun, interactive movie events at Texas A&M. But that has changed.

Now, MSC funds can be used to pay for movie licenses and venue rentals, only. Everything else comes from fundraising efforts. From the posters we print to advertise movies, to yard signs we place around campus, to the popcorn we serve at screenings... everything must come from donations now. We need support from former members like you. Please donate today at give.am/mscAggieCinema.

This semester MSC Aggie Cinema collaborated with Fraternity & Sorority Life and the Graduate & Professional School to host two holiday movies. We also invited former student filmmakers to speak to our members about their projects, and we hosted the premier of our first full length student made film, *Maid to Kill!*

Without funds to pay for posters and yardsigns, MSC Aggie Cinema has ramped up our social media presence by initiating Instagram Reels. This initiative has delivered a massive spike in online engagement and is a strategy that I would love to see implemented for years to come. But we still need funds to cover operating and physical advertising costs for our events.

As always, I along with the outstanding members of MSC Aggie Cinema thank you for your support of this beloved organization.

MEET THE EXEC TEAM!



JULIA BUMGUARDNER
Chair



SAM BRADY
Vice-Chair



SARA LISENBY
Arthouse Director



PRESLEY DOWNS
Blockbuster Director



GRACE ZAMANI
Classics Director



AARYA KANARU
Student Development



ANIKET MOHAPATRA
Graphics Director



ADEN RAMIREZ
Legacy Director



EVAN MARTINEZ
Streaming Site Director



BRANDON LE
Website Director



COLE CUMMINGS
Videographer



MARY COMPTON
Advisor

Maid to Kill



STUDENT FILM SCREENING

SAM BRADY, VICE CHAIR

MSC Aggie Cinema provides a community for film lovers to meet and explore their passions. This semester, we provided a special opportunity to share a film created by Texas A&M students, one of whom is one of our own members: Connor Field. Field and co-director Pranav Krishnan, are the creators of *Maid to Kill*. The film is a horror comedy following a detective's mission to stop a serial killer who has a strange obsession with cleaning. "Being able to put our work on public display to a crowd was a huge goal of mine" recalls Connor Field. "Finally getting to do it is a blessing, relief, and surreal experience."

On November 22nd, MSC Aggie Cinema premiered *Maid to Kill* in Bethancourt Ballroom followed by a moderated Q&A by MSC Aggie Cinema Legacy Director, Aden Ramirez. Both Field and Krishnan talked about their personal challenges and dedication involved in making the 90 minute film, and they expressed gratitude to their cast and crew. "This was not a one man job and I am thankful for everyone who helped make this a reality" said Field.



The premiere of *Maid to Kill* was a celebration of creativity at Texas A&M University. Field and Krishnan stated that any student has the ability to make their dream project. "It feels like a dream you continuously imagine," says Pranav, "now the dream is on a big screen with hundreds of people waiting to see your creation."

Maid to Kill is now available to stream on YouTube.



SEAN KERRIGAN



YASH BANSAL



ZACH PRIDDY

GUEST LECTURES FROM FORMER AGGIE CINEMA MEMBERS

GRACE ZAMANI, CLASSICS DIRECTOR

This semester, we were lucky to have two opportunities for former Aggie Cinema members to give guest lectures about their film projects. One of which was Yash Bansal (writer and co-director) and Zach Priddy (editor) who shared a short film they made called *Noise Cancellation*. The story follows a freestyle-rap-loving man named Sammy as he deals with academic life. During an Aggie Cinema general meeting on September 24, our members were able to watch this wonderful coming-of-age story. Afterwards, there was a Zoom call where members were able to ask the cast and crew questions.

Additionally, in October, Aggie Cinema alum Sean Kerrigan gave a talk about his work as a layout artist intern at DreamWorks where he worked on sequences for *The Wild Robot*. He explained the processes involved in animation and even went on to say that six shots that he helped to animate made it into the final cut of the movie!

The Holdovers

COZY SCREENING

SARA LIENBY, ARTHOUSE DIRECTOR

This semester, the Aggie Cinema exec team wanted to create a special screening for audiences inspired by the holidays. After much brainstorming, we decided on a “cozy screening” for our *The Holdovers*. We encouraged students to wear sweatpants and pjs, and to bring their own pillows and blankets. We provided them space on the floor to stretch out and relax just like they would at home. We also provided free popcorn and candy canes to make it feel christmasy. Before the screening, in order to get into the holiday mood, we had students participate in a round of Christmas movie trivia. The winner of the trivia contest won their very own maroon fuzzy blanket!

The Holdovers sets the perfect tone for this type of event because it's a nostalgic wintery movie that you want to snuggle under the covers and watch with a friend while sipping on some hot cocoa with a candy cane. We laughed, we cried, we felt all the emotions, and we were able to relax before finals!

Aggie Cinema plans to continue these unique format screenings to provide students with experiences they can't get at any of the local movie theatres in town.





MARKETING UPDATE: INSTAGRAM REELS!

ANIKET MOHAPATRA, GRAPHICS DIRECTOR

As graphics director at Aggie Cinema, I'm always looking for new ways to spread the word about our programming on campus. A new marketing initiative that we launched this year is the introduction of Instagram Reels. Instagram has always played a big part in how we market our screenings. In the past, this has generally consisted of graphics posted on our page and story. However: the recent popularity of short-form video content such as Reels presented an innovative avenue to spread the word about our screenings.

Our reels aren't complicated: they usually have some absurd comedic premise such as a botched trust-fall. No matter what, each reel always spotlights the movie we're screening that week, the location, time, and the fact that it's free to attend. The reels have found an audience too: each reel pulls an average of 3000 to 4000 views!

The reels have also been successful as an avenue for our new members to participate as actors and writers. We are simultaneously promoting our own programming while also giving members a role within the organization.

Overall: I am personally very excited for the future of Instagram reels and how they play a part in our overall marketing strategy. Check them out on Instagram @aggiecinema.



NEW MEMBER SPOTLIGHT: NOELLE MORSE

AARYA KANARU, STUDENT DEVELOPMENT

Aggie Cinema: Introduce yourself!

Noelle Morse: I'm class of 2027, International Affairs major with an Italian minor

AC: What's your favorite/comfort movie?

NM: *Dirty Dancing*, *Princess Diaries*, *Narnia*, *Hunger Games*, etc.

AC: Why did you join Aggie Cinema?

NM: I love talking about and watching movies with people who enjoy movies too.

AC: What has been your favorite part of being in Aggie Cinema?

The people have been my favorite part!



AC: What are your hobbies outside of Aggie Cinema?

NM: I am a mentor for ISMA and enjoy watching movies/tv shows, reading, baking, skiing, and hanging out with friends and family.

AC: What's a favorite theater experience you've had here in College Station?

NM: Going to see *Challengers* for the first time with my friends during my freshman year.

AC: What would you tell other students about Aggie cinema?

It is a great community full of accepting people who foster diverse ideas and would be a great fit for anyone who enjoys discussing all things movies and film!!

STREAMING SITE UPDATES!

EVAN MARTINEZ, STREAMING SITE DIRECTOR

2024 has proven to be a big year for AggieCinema.TAMU.edu! Since August, we've had 13,829 views and more social media engagement with our polls, where students choose the films for next month. The past six months have seen the addition of many of the year's most talked-about films to our streaming site, such as *Dune: Part 2*, *Twisters*, *Challengers*, and *Inside Out 2*. The most popular titles on the streaming site right now are:

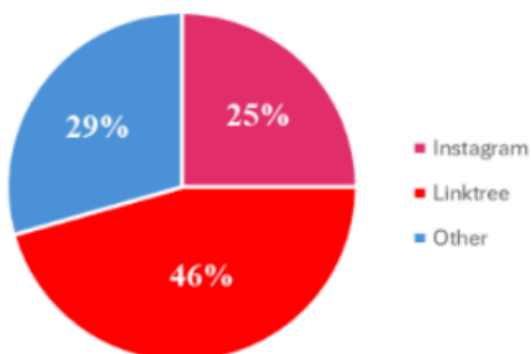
DESPICABLE
ME4
THE
FALL
GUY

CHALLENGERS

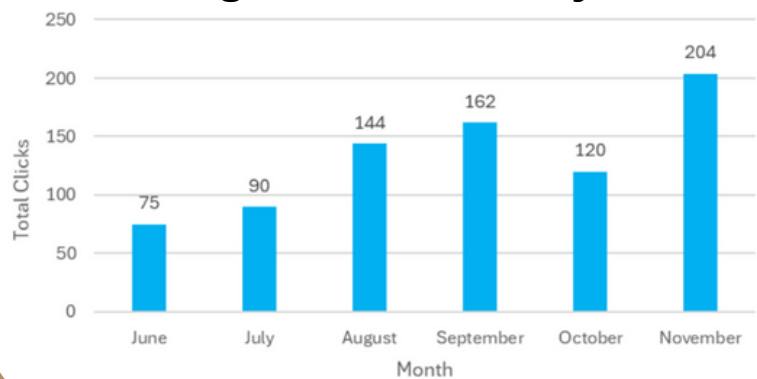
D U N E
PART TWO

OPPENHEIMER

Sources of November '24
Streaming Site Poll Engagement



Streaming Site Poll Clicks by Month



2024 saw a 12% increase in the amount of time students spent streaming on AggieCinema.TAMU.edu compared to 2023, a sign that our social media ads and polls are bringing more attention to our service! I have provided some graphs to document the increased engagement we have received over the past six months, as well as measuring the most popular methods of engagement.

Currently, we are working with SWANK, the provider of the streaming site platform, to add more customization options to AggieCinema.TAMU.edu such as changing the site's color from dark red to our patented Aggie Maroon. We are also looking forward to adding some great new Holiday films to the site when the results of our December poll come in!



AGGIE REPLANT

ADEN RAMIREZ, LEGACY DIRECTOR



This year, MSC Aggie Cinema participated in Aggie Replant, an annual event in which Aggies come together to plant trees in the Bryan-College Station area. We were partnered with a women's organization here at Texas A&M known as Aggie Babes. Our task was to plant six trees at a ranch about thirty minutes from campus. To start the afternoon, two Replant members guided us through getting shovels and gloves, and then demonstrated how to plant a tree. The family had already dug the holes for the first few trees because the planting

location was near some pipes. So our job was just to plant them. This required hitting the potted trees with our shovels to loosen the soil in the pot so the tree could be taken out easier, this was quite fun to see as most people started hitting too lightly, and then got encouraged to hit a lot harder.

The next few trees we needed to plant were in a pasture where we met the cutest cow named Buttercup. After we finished planting, we took a group picture and talked to the family more. This opportunity was a reminder of the Aggie core value of selfless service, and how giving up just a few hours of our day can save people multiple days worth of work.



THE WILD ROBOT

FILM REVIEW

BRANDON LE - WEBSITE DIRECTOR

The Wild Robot is based on the children's book by Peter Brown and is directed by Chris Sanders (the director of *Lilo & Stitch* and *How to Train Your Dragon*). Aggie Cinema alum Sean Kerrigan also interned for this film and 6 of his shots made it to the final product. The film is about a robot named Roz who is stranded on an island full of wild animals and is left to take care of a duckling. The story explores themes of parenting and fitting in as an outsider. The film is filled with beautiful animation and heartwarming moments that are perfect for the whole family to enjoy. Even though this film has A-list actors, their performances perfectly disappear into their characters. You're not hearing a celebrity's voice, you're hearing the character's voice. *The Wild Robot* is undoubtedly the best animated film of the year and one of the best films of the year. If you haven't seen it you should check it out. If you have already seen it, then watch it again!



SUPPORT US!

Donate today and you can help MSC Aggie Cinema continue the tradition of bringing movies to every Aggie!



\$25 Popcorn Sponsor

Your donation of \$25 or more purchases enough popcorn for an audience of 75 people. ***Starting spring 2025, all consumable supplies for events come exclusively from fundraising efforts.***



\$50 Advertising Sponsor

Your donation of \$50 or more allows Aggie Cinema to print posters and outdoor signs for one movie. ***Starting spring 2025, all printing and advertising costs come exclusively from fundraising efforts.***



\$100 Cinema Lover Sponsor

Your donation of \$100 or more allows Aggie Cinema to register for Open House or to send a member to Fall Leadership Conference. ***Starting Spring 2025, all professional development and registration costs come exclusively from fundraising efforts.***

Donate today at give.am/mscAggieCinema



**THANK YOU TO OUR SPRING '24 AND
FALL '24 SPONSORS!**

CINEMA LOVER SPONSOR

Michael Wakin '17

PREPARED BY

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Aden Ramirez, Legacy Director
Aniket Mohapatra, Graphics Director
Brandon Le, Website Director
Cole Cummings, Videographer
Evan Martinez, Streaming Site Manager
Grace Zamani, Classics Director
Presley Downs, Blockbuster Director
Sam Brady, Vice Chair
Sara Lisenby, Arthouse Director
Mary Compton, Advisor

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