

To: jeevacation@gmail.com[jeevacation@gmail.com];
jeevacation@gmail.com[jeevacation@gmail.com]
From: Peggy Siegal
Sent: Sun 1/8/2012 4:29:57 PM
Subject: Fw: Game Change

Title: Fw: Game Change

Left phone message and will speak to friend Monday morning.

Please read this email exchange from the bottom up. It shows you the depth of my understanding of the films, filmmakers and relationships with them...and why they hire my company.

xoxo Peg

----- Original Message -----

From: Danny Strong <[REDACTED]>

To: Peggy Siegal

Cc: [REDACTED]
[REDACTED]

Sent: Sat Jan 07 13:42:44 2012

Subject: Re: Game Change

Wow, Peggy, you really nailed the movie. Your analysis is completely spot on. Jay always said that he wanted it to be a Shakespearean tragedy and I thought it was a fantastic approach. One of the reasons why we thought this story could work as a movie was Schmidt's growing regret as the story plays out, it felt dramatic enough to carry a two hour narrative, so I love that you pointed that out. And thank you thank you thank you for your high praise, I'm really taken aback. I wish you could of seen my smile when I read what you wrote.

As for a crawl, it was discussed, but ultimately we decided against it. I think we felt the story would end more powerful if it was contained within the narrative, and that a crawl, although intellectually engaging, might ever so slightly dilute the visceral energy of the last 90 seconds of the movie. It's always a tough decision with crawls on these kinds of movies, because you want to keep giving the audience more information. On Recount, we had about 100 discussions over a crawl, and finally ended up not doing one.

I hear a A Separation is fantastic, I'm dying to see it. I was bummed I couldn't make your screening. Then Joshua Bell, Michael Moore and the Koch brothers all in one night! Wow! That sounds like a movie all on its own!

Thanks again for all the amazing words. It really floored me. Looking forward to seeing you soon!

Best,

Danny

On Jan 6, 2012, at 4:48 AM, Peggy Siegal wrote:

Danny:

You are so welcome. I have been thinking about the film since I saw it at HBO yesterday.

The film is devastating because it shows you how the most brilliant political and legal minds in our country can make mistakes running a campaign.

Obviously, McCain's team had honorable intentions finding a "qualified" running mate. The film is actually very empathetic to McCain's camp. Woody Harrelson's character and the others try endlessly to fix their mistake. You feel sorry for McCain's entire team, shocked at Palin's stupidity (Julianne's performance is startling and sensational) and horrified by the truth that she was positioned to be a heartbeat away from the presidency.

It is equally horrifying when Palin's popularity does ignite the public and the crowds roar for her at the end at McCain's concession.

Did you think about putting a crawl on the end saying where everyone is today? Is that too obvious? Is that not the book? Does that diminish the impact of the ending? Just curious....because I am not that knowledgeable about politics and would like to be told.

I think this film is the single most important look at all (American and international) politics to date. It is right up there with a Shakespearian tragedy.

I had a "typical" evening in my life last night and as I mentioned, could not stop thinking about your film.

I started with attending a screening we organized of Sony Classic's Oscar bound "A Separation" with devout liberals like Michael Barker, Michael Moore and the Iranian director in the room.

During the screening I ran to Mitt Romney supporter and devout conservative David Koch's home to hear violinist Joshua Bell (coincidentally also a Sony Classic artist) give a private concert. That group was a mix of Republicans and Dems.)

Gayle King, Barbara Walters, Princess Firyal of Jordan, Naomi Watts and Glenn Close....(the Democrats were Joshua's friends)

Then back to Sony's screening room to hear a Q+A with the Iranian director discuss how as an artist he navigates the Iranian government to work. He also said Michael Moore, who was sitting right in front of him, is the most famous filmmaker in Iran because the government loves his take on criticizing Americans and shows his films on their television all the time.. Michael said he loves showing his films to Iranians because the people actually get his take on abuse of power.

And....I kept imagining all night that Michael Moore AND David Koch must sit in the same room and watch "Game Change"! I kept thinking about you and Jay conducting a Q+A with Michael Moore and David Koch.....now "That's Entertainment".

This is what goes thru the mind of a simple pr girl after seeing your landmark film.
xoxo Peggy

----- Original Message -----

From: Danny Strong [REDACTED]
To: Peggy Siegal
Sent: Fri Jan 06 00:55:28 2012
Subject: Re: Game Change

Thank you so much for the amazing words, Peggy, it really means a lot to me. Especially coming from you because you work on the best movies out there. So glad you're doing the premiere, I know it will be amazing in your hands. Hope you had a great New Year and looking forward to seeing you in 2012.

Best,
Danny

On Jan 5, 2012, at 12:31 PM, Peggy Siegal wrote:

Richard/Quentin/Jay/Danny:
Man O Man! What a powerful film. I never thought I would say this, but as good and even better than "Recount"!

Jay/Danny you both are so incredibly talented. "Game Change" is a political masterpiece. You hang on every syllable. You are floored by the truth. All performances are beyond perfect.

I send my heartfelt congratulations to you all...Bravo, Bravo, Bravo.
I can't wait to work on March 7th NYC HBO premiere. It's going to be a star studded night. WOWOWOW.
Your friend and fan,
xoxo Peggy