

Justin Bieber is releasing his own emoji app

36



In this image released by Sony Pictures (from left) Leslie Jones, Melissa McCarthy, Kristen Wiig and Kate McKinnon are seen from the film 'Ghostbusters', opening nationwide on July 15. — AP

## 'Ghostbusters' courts male moviegoers



(From left) Melissa McCarthy, Kate McKinnon, Kristen Wiig and Leslie Jones are seen in another scene from 'Ghostbusters'.

To sell "Ghostbusters", who are you going to call? In the film's initial nationwide TV spots, not its female stars. Sony Pictures trotted out commercials Thursday night that promoted the female-led reboot not with cast members Melissa McCarthy or Kristen Wiig, but basketball stars Kobe Bryant and Carmelo Anthony. The ads ran on ABC during game one of the NBA Finals, which is watched by a largely male audience.

Targeting different demographics through varied marketing strategies is commonplace for Hollywood films. Rarer are ads that replace a movie's actual cast wholesale. The ads, which drew mixed reactions from viewers Thursday night, exhibited the anxiety Sony may have in getting enough male moviegoers to buy tickets for the big-budget comedy. A lot is riding on the film, due out July 15, which cost more than \$150 million to make.

Since its inception, Paul Feig's "Ghostbusters" - which also stars Kate McKinnon and Leslie Jones - has proven unexpectedly divisive online. Some have objected to the 1984 original being

remade at all, while others have voiced criticisms of the female-led cast that have been called sexist. Much attention has centered on the high number of "dislikes" the film's trailer received on YouTube.

The spots Thursday featured one New York Knicks-centric ad with Anthony, Spike Lee, Kristaps Porzingis and Clyde Frazier strapping on proton packs. In the other, the newly retired Bryant wages war in a "Ghostbusters" jumpsuit. The East Coast-West Coast ads were made jointly by Sony Pictures and ESPN. The promotional push for "Ghostbusters" is going into hyperdrive. Sony also announced that Wednesday will be "Ghostbusters Day".

At least then the "Ghostbusters" cast will get part of the marketing spotlight. Jimmy Kimmel will host the stars, along with appearances of original cast members Bill Murray, Dan Aykroyd, Ernie Hudson and Annie Potts on Wednesday. — AP

## Damon tells MIT graduates to face world's problems

Matt Damon spoke to Massachusetts Institute of Technology graduates Friday and passed on a little advice he got from former President Bill Clinton. The actor, who grew up near the MIT campus and played a mathematically gifted MIT janitor in "Good Will Hunting," listed what he described as some of the world's greatest problems, including income inequality, a corrupt banking system and a broken political system. Then he told graduates: "Turn toward the problems you see. You have to engage."

More than 1,000 undergraduates and almost 1,800 graduate students received their degrees at Friday's ceremony. Damon, who dropped out of Harvard to pursue his acting

career, said being keynote speaker was an honor he didn't deserve. He questioned why he was selected when previous commencement speakers have included Nobel prize winners and presidents. "And who did you get? The guy who did the voice for a cartoon horse," referring to the 2002 animated movie "Stallion of the Cimarron."

He even let his politics shine through, taking a swipe at presumptive Republican presidential nominee Donald Trump while discussing simulation theory - the notion that the world is part of an advanced alien species computer simulation. "If there are multiple simulations, how come we have to be in the one where Donald Trump becomes the Republican nominee

for president? Can we transfer to a different one?" he asked.

The actor and filmmaker best known for his roles as Jason Bourne also borrowed a line from his latest movie, "The Martian," to caution graduates: "Not every problem has a high-tech solution. We can't science the you-know-what out of every problem." He added: "You've got to go out and do really interesting things, important things, inventive things, because this world has problems that we need you to drop everything and solve." — AP



Actor Matt Damon gestures during his address at the Massachusetts Institute of Technology's commencement in Cambridge, Massachusetts on Friday. — AP