

# "THEY RISE AGAIN"

TYRONE TRUMAN, FILM ENTHUSIAST



**"THE FLYING PIGS SOAR TO UNEXPECTED HEIGHTS,  
EVEN HIGHER THAN THE  
INQUIRER'S CIRCULATION NUMBERS!"**

FRANK HOWELL, CINEMA SPECTATOR



**"THIS FILM'S AUDIENCE IS GROWING AS FAST AS PHILLY.COM!"**

SHANIA BOYD, MOVIEGOER MONTHLY

**"MY SPIRITS ROSE FOR THE FIRST TIME IN NINE YEARS,  
LIKE THE DAILY NEWS' CIRCULATION!"**

MISSY PINKERTON, BIG SCREEN REVIEW



# THE RETURN OF THE FLYING PIGS

**THE CIRCULATION GOES UP... AND THE PIGS TOUCH DOWN!**

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SO AS TO FORM AN UNSTOPPABLE TRIUMVIRATE OF CINEMATIC FORCE "RETURN OF THE FLYING PIGS" STARRING SKY OINK, SHEILA SWINE, KING BLUBBER, BUFFALO MURPHY, DOCTOR NEWTONIUS AND FEATURING QUEEN BLUBBER, PRINCE BLUBBER, THE DUKE AND DUCHESS OF BLUBBERDONIA, SLY OINK AND THE FLYING PIGS NATIVE TO THE ISLE OF THE IMPOSSIBLE.

DIRECTED BY CORNELIUS VAN CORNCOB EDITED BY HOGARTH H. HOG PRODUCED BY BILL HOSS, PETE MOSS, FRED FLOSS EXECUTIVE PRODUCER BRIAN TIERNEY SCREENPLAY BY UNO SILVER SPECIAL THANKS TO YOU, THE READER

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BASED ON LAST YEAR'S HISTORIC LANDING OF THE FLYING PIGS AT THE INQUIRER-DAILY NEWS BUILDING RELEASED ON THE OCCASION OF STUNNING CIRCULATION GAINS BY THE PHILADELPHIA INQUIRER, DAILY NEWS AND PHILLY.COM  DISTRIBUTED BY PHILADELPHIA MEDIA HOLDINGS

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philly.com



# THE PIGS FLY AGAIN, CIRCULATION UP!

**With the help of two magical newspapers (and one indispensable website), Sky Oink saves the day in the instant classic “The Return of the Flying Pigs” BY HENRY FLOSS**

It was the day the earth stood still, a day that will go down in the astonishing annals of this impossible town. Last May, millions of pig lovers and newspaper fans around the world stopped what they were doing and focused their attention on The Inquirer and Daily News Building at 400 N. Broad Street. There, for the first time in history, pigs took flight—by the thousands!

The flying pigs were accompanied by an even more mind-boggling announcement. In little over a year, the new local

## The Return of the Flying Pigs

★★★★

**Cast and Crew:** Sky Oink, Sheila Swine, King Blubber, Queen Blubber, Prince Blubber, the Duke and Duchess of Blubberdonia, Doctor Newtonius, Buffalo Murphy

**Director:** Cornelius van Corncob

**PG:** For pigs, pigs, and more pigs

**Run Time:** 106 minutes (PMH Studios)

owners of The Philadelphia Inquirer and Daily News had succeeded in turning both papers around, trouncing the conventional wisdom with circulation gains. Yes, newspapers grew and pigs flew. The naysayers ate their words. The rest of the city celebrated.

Now, a few months later, the flying pigs have

returned to tell their story on the silver screen. Shot in a gritty, documentary style, “The Return of the Flying Pigs” chronicles the grueling 2,400-mile flight the pigs made to Philadelphia from the Isle of the Impossible, a voyage not unlike the journey that each of us must make from heartbreak to hope, from loneliness to love, and from exile to redemption.

Under new hometown owners, the pigs’ beloved news-

papers have made a similar journey. The release of “The Return of the Flying Pigs” coincides with another round of good news for Philadelphia’s dailies. Defying the predictions of peevish pessimists, The Philadelphia Inquirer posted another circulation increase, the paper’s largest in five years. The Daily News posted its first circulation gain in nine years. And, lighting up the small screen with its brand new look, Philly.com drew 42 percent more pageviews.

In addition to these uplifting lessons of pig-flight and rising newspaper circulation, “The Return of the Flying Pigs” finally explains the flying pigs’ fondness for newspapers, and why they chose Philadelphia as their home away from home. It also solves the riddle of how they learned to fly. Sky Oink delivers a masterful performance as himself, the dreamy pig who was once shunned by his fellow swine until he taught them how to aim for the skies. Born on the lonely Isle of the Impossible, Sky’s inspiration came from a bundle of magical newspapers—The Inquirer and Daily News—that washed up on the island’s shores still dry in their plastic wrappers. He read about the faraway land of Philadelphia, where the people were friendly and deliciously sloppy food flowed like water. With the help of these magic newspapers, and his best friend Buffalo Murphy (a sparrow who believes he is a buffalo), Sky teaches himself to fly. King and Queen Blubber, the wingless rulers of the Isle of the Impossible, refuse to listen to Sky’s teachings, that is,

until their neighbor Doctor Newtonius begins kidnapping pigs for his diabolic gravity experiments. From here on things get rather complex, but suffice to say the pigs we saw flying across Philadelphia last spring were actually refugees, the survivors of a transatlantic exodus who barely escaped Newtonius’ clutches. Zoologists, prepare to be surprised.

Based on May’s true events, the film was shot on location in Philadelphia by Cornelius van Corncob, the Lancaster

County hog who is the world’s only porcine filmmaker. “It takes a pig to film a pig,” he often says. Cornelius’ previous films focused on the everyday lives of the wingless colleagues he knows from the farm. “Sweet Sty,” was an ode to cool mud on a hot summer day while “Trough Hour” limned the complex politics of the feeding line. “The Return of the Flying Pigs” is Corncob’s most ambitious

work to date, a stunning exposé of the intersection between beast, man, gravity and nature. Sheila Swine, cast as Sky’s love interest, is about as stunning as a pig can be, and King and Queen Blubber, rulers of the Isle of the Impossible, are hilarious as their spoiled, bloated selves. The only mistake Corncob makes in this otherwise flawless production is the casting of Sky Oink’s older brother, Sly, as a junior captain in the flying pig air corps. Sly’s well-publicized debauches and brushes with the law make it hard for this critic to believe he played much of a role in the real migration. **A+**

### The Quick and Dirty:

A heartwarming epic of loss, redemption, and ever-increasing circulation numbers that’s sure to melt the iciest of hometown hearts.

## POLL OF THE MOMENT

What do the Viewers Say?

### PORK: HOW DO YOU FEEL ABOUT IT?

58% SAY

“Scrumptious!”



42% SAY

“Talented!”

## PAINTING THE MAP PINK

Last weekend, “The Return of the Flying Pigs” opened to sold-out theaters across the country. There were widespread reports of mile-long lines, scalpers, and fans camping out for days to get a ticket. This map breaks the film’s financial performance down city by city.

### BOX OFFICE RECEIPTS

● \$10,000 ● \$100,000 ● \$1,000,000



# PHILLY’S STAR NEWSPAPERS

## Flying Pigs Share the Limelight with Inquirer, Daily News & Philly.com

First, winged pigs appeared on Broad Street. Next, these special creatures starred in their own hit Hollywood movie. And now, just when you thought the limits of plausibility couldn’t be stretched any further, The Philadelphia Inquirer and Daily News have announced more stunning circulation gains.

**6 MONTHS AGO:** Winged pigs flew over The Inquirer-Daily News Building, while inside, the papers celebrated news of the rapid circulation gains announced by CEO Brian Tierney.

### 6 MONTHS AGO



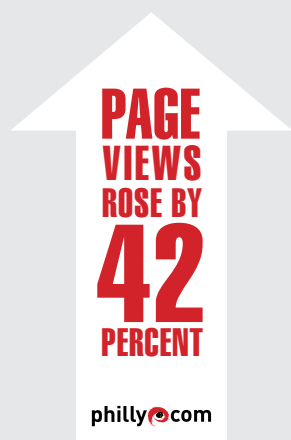
### TODAY



The Inquirer’s largest daily circulation gain in five years.



The Daily News’ first circulation rise in nine years.



Pageviews at Philly.com rose by forty-two percent!

# CORNELIUS GOES OFF HIS COB

## CIRCULATION BOOMS

When The Inquirer and Daily News were sold to a consortium of local investors, few expected that the new owners would be able to reverse the papers' downward spiral of falling ad revenues and shrinking circulation. But now, the turnaround has begun. The Philadelphia Inquirer and Philadelphia Daily News are two of the healthiest daily newspapers in the country, according to figures released this week. Do the readers of the Delaware Valley still want daily newspapers in the age of the Internet?

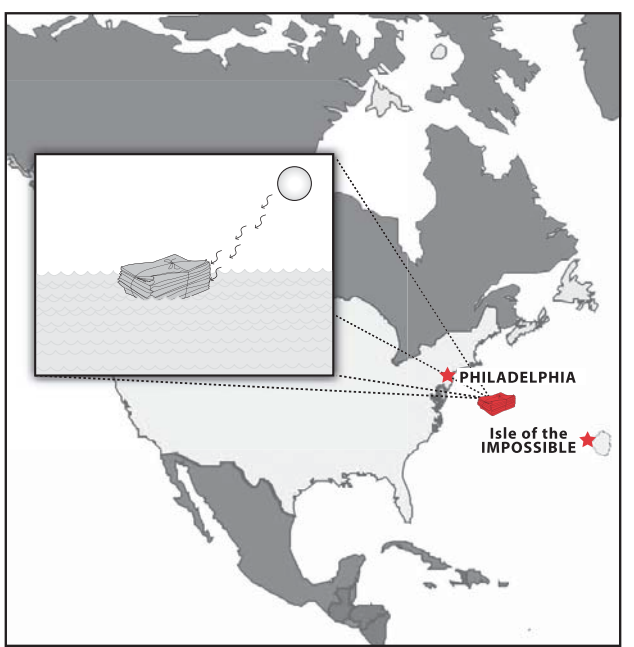
### “YES!” SAY THE FIGURES.

- 
**INQUIRER KEEPS RISING!**  
 Now ranks #1 in daily circulation growth among the top 50 newspapers
- 
 The Inquirer posted its **LARGEST** daily circulation **GAIN** in 5 years
- 
 The Daily News' first circulation **RISE** in 9 years
- 
 Philly.com maintained its position as the region's #1 local media website, with pageviews **RIISING** 42 percent
- 
 The Inquirer, Daily News, and Philly.com now reach a combined audience of **2.3 MILLION** adults

SOURCE: ABC FAS-FAX, Ending 9/30/07; Omniture (Sep/Oct '07) and Hitbox (Sep/Oct '06); Media Audit (7/07- 9/07)

## ARE NEWSPAPERS REALLY MAGIC?

**FILM SAYS “YES!” Scientists Take Up The Debate** BY WILMA Q WATSON



The plot of the smash hit “The Return of the Flying Pigs” hinges on a bundle of newspapers—The Inquirer and Daily News—that floated across thousands of miles of Atlantic water and washed ashore on the Isle of the Impossible. These are not ordinary newspapers. They are magical. From reading the newspapers, the film's hero, Sky Oink, realizes that there might be more to life than moping around on a rocky crag in the middle of the ocean. By laying under the soft, warm newspapers, Sky is able to survive a harsh winter. And from strapping bundles of the magic newspapers to his wings, Sky discovers the gift of flight.

Now swarms of school children are running around playgrounds with newspapers strapped to their flapping arms. Parents are facing difficult questions—Are newspapers magic? Can they grant wishes?

“It is true that The Inquirer and Daily News have many wonderful powers,” said Stephen Cumberland, lead investigator at the Center for Investigation of the Paranormal. “You can learn about what’s going on in your world. You connect with your city and your neighborhood. You can even find a terrific deal on a brand new automobile. This is why more and more people around the region are buying these papers— you can see it in the new circulation figures. No newspaper, however, can give a human reader the power of flight.”

If there was any witchcraft at work here, Cumberland said, it was on the part of those who did not believe newspapers could adapt to an age of digital media. “As the world becomes faster and more complex every day,” he mused, “we are growing even more dependent on our most reliable sources of local information— The Philadelphia Inquirer and Daily News. It’s just common sense. There’s nothing magical about it.”

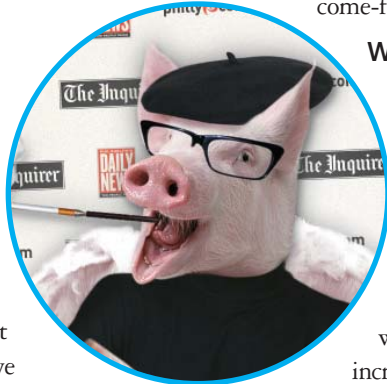
**With his first blockbuster filling theaters around the country, Cornelius van Corncob, celebrated director of “The Return of the Flying Pigs” reflects on his unlikely rise from the mud pits of Lancaster County to the red carpet.** BY JESSICA BAKER

Cornelius van Corncob is on a roll. Actually, he’s eating a roll, several of them at once, stuffing his mouth with the oven-warmed dough as we wait for our main course to arrive. Corncob has always been one to seize life with both hooves. Born on a Lancaster County farm, Corncob taught himself the art of filmmaking while his fellow swine laid around in the mud. Serendipity struck last May, when the flying pigs touched down in Philadelphia and van Corncob happened to be showing off his prodigious wings at a nearby county fair. It was there that he met Sky Oink, beloved hero of the flying pig tribe, and, over a meal of dandelions and rotten watermelon, signed an exclusive deal to film his life story.

talent was truly given room to roam. For Sky, this was a kind of payback. After all, it was The Philadelphia Inquirer and Daily News that first inspired him to take to the skies.

**What’s so inspiring about a couple of old newspapers?**

**CORNCOB:** Just look at what The Inquirer, the Daily News and Philly.com have done over the last year and half. The papers are posting these unprecedented circulation gains. The website keeps drawing more pageviews. The new owners have taken all the negativity, all the conventional wisdom about the newspaper business going around, and turned it on its head! It’s a classic come-from-behind story of the hometown underdog.



**Why do you think Sky went with an unproven director like yourself?**

**CORNCOB:** The flying pig thing definitely helped. We have some common experiences, especially dealing with the many misconceptions you humans have about us.

**Such as?**

**CORNCOB:** That we are lazy. That we’re not sophisticated. That we do not exist. That all we do is sit in the mud and eat. Actually flying pigs are incredibly intelligent and artistic and very, very real.

**Why did you choose to shoot on location, in Philadelphia?**

**CORNCOB:** I was born in the country, but this town has always been my spiritual home. I love the warmth of the people, the depth of the history. And this is the first place where my

**What are you like on the set?**

**CORNCOB:** I’m awful. I’m an insufferable tyrant. I have my vision, and I will go to any lengths to bring it to life.

**Did that pose any problems with the Oink brothers?**

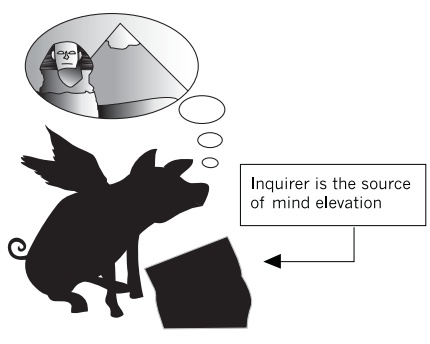
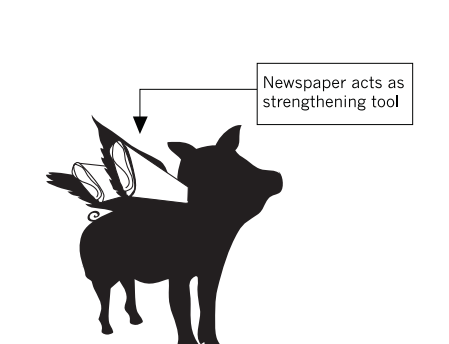
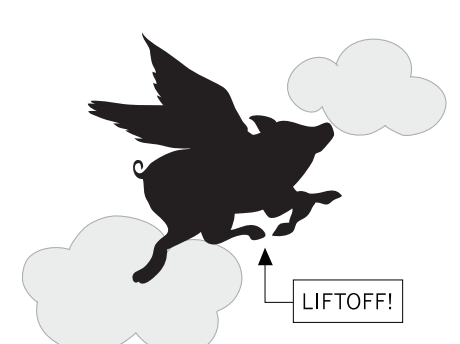
**CORNCOB:** No, Sky was such a dear. For a guy who saved an entire species from extinction, he is incredibly down to earth. Sly on the other hand... I’d rather not get into it.

**Do you see any sequels on the horizon?**

**CORNCOB:** Really, that’s up to Sky. For him, this is a passion project, a way to show his gratitude to The Inquirer and Daily News. You have to understand, these newspapers saved his species. But I do think it’s fair to say that so long as the papers’ circulation keeps rising, you’ll see plenty of flying pigs hanging around Philadelphia.

## HOW PIGS LEARN TO FLY

For months the flying pigs have been scientific anomalies. Their ability to defy the iron laws of gravity has been incomprehensible to mortal minds. But now, with the release of “The Return of the Flying Pigs,” the origin of pig flight has finally been revealed. Here is the three-stage process through which the species took to the skies.

STAGE 1: STUDY	STAGE 2: TRAINING	STAGE 3: FLIGHT
 <p>Inquirer is the source of mind elevation</p> <p>Before the body can rise, the mind must be elevated. It all begins with desire. Here the pig realizes that there’s more to life than his next meal, and that there are pretty cool places out there that he might want to fly to.</p>	 <p>Newspaper acts as strengthening tool</p> <p>In the early stages of flight, the newspaper acts like an aerodynamic dumbbell, strengthening the flying muscles, lengthening the wing, and providing additional lift.</p>	 <p>LIFTOFF!</p> <p>Eureka! At last, all the hard work pays off. Gravity is overcome and the beast’s ponderous pink body rises into the air. It looks like a miracle, but it wouldn’t be possible without months of laborious preparation.</p>

### BUT WHAT ABOUT GRAVITY?

Good question! Without gravity, hats would refuse to stay on heads, cows would float over fences, and we would all have to buy NASA-approved toilets. The flying pigs do not break Newton’s law so much as amend it, using their newspaper-derived knowledge and natural derring-do to escape the earth’s gravitational clutches.

$$F = \frac{m_1 m_2}{r^2}$$


INFORMATION, DERRING-DO AND RISING CIRCULATION

**PIGS**  
—THEY’RE SORTA LIKE  
**US!**



# ON THE RED CARPET FASHION POLICE!

Our Barnyard Insiders Snark It Up



**ROOSTER**  
Agent



**COW**  
Blogger



**HORSE**  
Writer

# LOCAL NEWSPAPER FACTS

**The Inquirer**

**CIRCULATION IS UP**  
The Inquirer now ranks  
#1 in daily circulation  
growth among America's  
top 50 newspapers.



**CIRCULATION IS UP**  
The Daily News now ranks  
#12 in daily circulation  
growth among America's  
top 85 newspapers.

**philly.com**

**42% INCREASE**

Page views have  
increased dramatically  
from one year ago.

SOURCE: ABC FAS-FAX, Ending 9/30/07;  
Omniure (Sep/Oct '07) and Hitbox (Sep/Oct '06);  
Media Audit (7/07-9/07)



**SKY OINK**

**ROOSTER:** This hoss gets around like the Daily News.

**HORSE:** If horses could vote, this guy would have mine.

**COW:** I'm amazed by this classic, masculine look.



**SHEILA SWINE**

**ROOSTER:** Who says you can't make a silk purse from a sow's ear?

**HORSE:** Sheila! Sheila! I love you!

**COW:** What's this? An explosion at the old cotton candy factory?



**CORNELIUS VAN CORNCOB**

**ROOSTER:** This outfit doesn't have a wing or a prayer!

**HORSE:** Who does he think he is? Orson Welles?

**COW:** Diet on the set!

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**Is this bologna?** While the information in this edition regarding The Philadelphia Inquirer, the Philadelphia Daily News and the newspaper industry is accurate, all other information (including but not limited to stories, graphics, artwork and photographs) in this edition is fictitious and satirical. All references to individuals are fictitious, and not intended to refer to any natural persons, whether living or dead. No pigs were harmed in the preparation of this work.

## HOW IS A FLYING PIG LIKE A NEWSPAPER?

We Must Use Our Five Senses, Analysts Say

Ever since the swine landed six months ago at The Inquirer-Daily News building, newspapers and flying pigs have been linked in the public mind. They are both cute and sturdy. Defying the odds, they do more than just survive. They soar. But the similarities between flying pigs and Philly's papers are much more than mere risibility and rise-ability.

We asked twelve top media analysts how pigs and newspapers are most alike. This is what we learned.



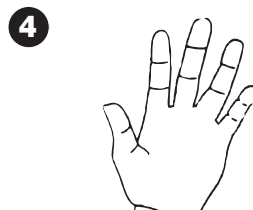
**1**  
Papers and pigs fascinate our visual fields, demanding that we give them a second look.



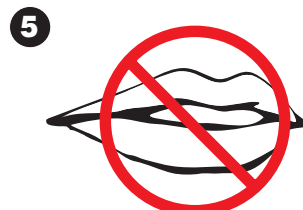
**2**  
With oinks of friendship and words of truth, paper and pig use voices to command attention.



**3**  
The scents of the mud, ink and flowers prime our brains for delight.



**4**  
Soft as a feather, warm as a puppy. Papers and pigs are a pleasure to hold.



**5**  
Do not eat, except in case of emergency.



## THE REACTION

Enough of these pretentious critics! Let's find out what the everyday person on the street thinks of The Return of the Flying Pigs. We gathered this sample of authentic grassroots opinion following a Saturday night show at the Rizzopolitan Theater, near Washington and Broad.



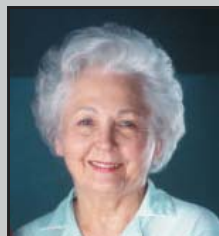
**MARK HUNT, 34** RESTAURATEUR

"What marvelous creatures! Never again shall pork chops appear on the menu of my humble brasserie."



**ANGEL FISCHER, 8** STUDENT

"OMG! Sky Oink is way, way funnier than a talking sponge."



**MELISSA LARSEN, 82** RETIRED DEBUTANTE

"As engrossing as Philly.com, and as heart-stirring as Gone with the Wind."



**LOREEN GUERTIN, 32** CONSULTANT

"Sky's fight to overcome our planet's earthward pull reminded me of my own heroic struggle against those who question my genius."



**KYLE GRUMMUN, 24** PHARMACIST

"Watching this movie is like having a drill sergeant screaming the words 'You deserve to be loved!' in your ear for one hundred and six minutes."



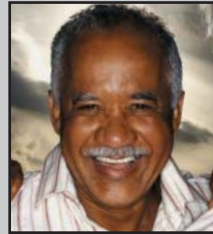
**MICHAEL FERRY, 51** CHOREOGRAPHER

"The pigs are back and the papers are growing. Man oh man, how I love this town."



**JENNIFER ROSENTHAL, 44** ACCOUNTANT

"So many laughs that I walked out with a full bucket of popcorn."



**ERIC SWARTZWELDER, 62** CLASSICIST

"Sure beats the Odyssey."

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