

SNIPPET FROM A FILM SCHOOL ALUMNI INTERVIEW:

'How would I create a star today'

Ross Interview

Alumni: How would you launch or create a star in the landscape of today? There are so many dream seekers in Hollywood in 2025. Lots of Nepotism. Plenty of people are having temporary success after being discovered on Tik Tok or Social Media. How do you create something that breathes above today's norm?

Ross: I think the first step is finding a subject with focus, time and true talent. Without talent every level of success you achieve could be considered fluff or luck. I want to unleash entities on this earth that are legendary and everlasting. So finding a viable talent is key. Someone who is not looking for instant success but one who wants to work hard for iconic success. These people are hard to find. Even this year I bumped into a few potentials who just did not have that hunger. Michael B Jordan and Ryan Coogler had their first meeting together at Starbucks at Universal Studios. After that meeting, they both knew that they were a team of the ages. They blazed a trail in a way that no one has ever seen before in Hollywood. People don't have deep conversations these days. There are a lot of assumptions in this era of Hollywood and that is why something like a Tim Burton and Johnny Depp or Scorsese and Dicaprio are rare.

Alumni: Let's say an actor with the IT factor walked through that door right now. What would be the first steps of your process in moving to make them an international superstar?

Ross: Whew an International Superstar. That's a tall task in 2025, but I am hungry for a challenge like that. Well first I would start small. Going big and wide immediately could cause a quick crash and burn. Since its the end of the year, I would start the hype machine. Create light character study short films that organically focused on the actor. I'd rent out a lavish, multi media venue in the middle of Hollywood and do some type of black tie industry event. An event where I would have that particular actor's imagery and talent strategically placed throughout the venue. Again a part of the hype machine. New Years Eve I would probably drop something substantial in the name of the actor all over social media as a tease.

Alumni: What do you mean substantial?

Ross: Well I can't tell all of my tricks because I may just find this rare talent that I speak of. Let's just say it is in line with pushing them to the forefront by giving them an advantage over every single rising actor that is in the deaming side of Hollywood currently.

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Alumni: And you believe due to your experience that you could pull this off?

Ross: One hundred percent. I think I have auditioned more talent consistently than any other human being that ever lived. I mean this is me saying this and unless someone tells me different, I am going to hold on to that belief. I have been auditioning since I was a kid in the 90s. Before social media existed. I have seen 100s of thousands of talent come and go. A lot of people come to Hollywood with delusions. I think my study and experience gives me an advantage in that respect. Besides I have been in rooms that you wouldn't believe. I want to take all of my experience, education and knowledge and collaborate with an actor to make them one of the biggest talent's and personalities that film has ever seen. Someone who came to my shows once said that I do my plays like a rock concert. That was an ultimate compliment for me. That is how I would guide the career of an actor. Like a Rock star but in film...