

FEATURE FILM PRESS KIT

# HOLLER

A character-driven Midwest apocalypse film about what survives after the world ends.

Currently in production | 60% shot | Ten shoot days remaining

The dead are in the world, but  
this story belongs to the living.

Produced through Subterranean Sound and Vision |  
Jacksonville, Illinois

**OFFICIAL TRAILER**

[https://youtu.be/fd25jum\\_VOQ](https://youtu.be/fd25jum_VOQ)

Press contact: [subterraneansoundandvision@yahoo.com](mailto:subterraneansoundandvision@yahoo.com)



# At a Glance

The clean version for press, podcasts, festivals and regional coverage

## SHORT DESCRIPTION

Holler is a character-driven Midwest apocalypse feature film currently in production through Subterranean Sound and Vision in Jacksonville, Illinois.

The film is approximately 60% shot, with ten shoot days remaining. The new trailer is made from actual feature footage, and the team is preparing one final Kickstarter to complete principal photography.

## QUICK FACTS

|                   |                                            |
|-------------------|--------------------------------------------|
| <b>Title:</b>     | Holler                                     |
| <b>Genre:</b>     | Character-driven apocalypse / horror drama |
| <b>Status:</b>    | In production                              |
| <b>Shot:</b>      | Approximately 60%                          |
| <b>Remaining:</b> | Ten shoot days                             |
| <b>Location:</b>  | Jacksonville, Illinois / Midwest           |

## CORE HOOK

A zombie movie that is not really about zombies.

The undead are part of the world, but Holler is about grief, isolation, reluctant connection and the fragile reasons people keep going.

## KEY LINKS

|                          |                                                                                                                                           |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Official trailer:</b> | <a href="https://youtu.be/fd25jum_VOQ">https://youtu.be/fd25jum_VOQ</a>                                                                   |
| <b>Kickstarter:</b>      | <a href="https://kickstarter.com/projects/hollerfilm/holler-the-final-push">kickstarter.com/projects/hollerfilm/holler-the-final-push</a> |
| <b>Website:</b>          | <a href="https://subterraneansoundandvision.com">subterraneansoundandvision.com</a>                                                       |
| <b>IMDb:</b>             | <a href="https://imdb.com/title/tt37604674">imdb.com/title/tt37604674</a>                                                                 |
| <b>Instagram:</b>        | @subsvjville                                                                                                                              |

# Story

New logline, synopsis and the emotional center of the film

## LOGLINE

Years after the dead take the world, an isolated survivor takes a pregnant young woman across the rural Midwest and finds the thing he fears most is needing someone again.

## SHORT SYNOPSIS

Years after the dead overrun the world, Ray Holly survives alone in the rural Midwest, cut off from anything that might still feel human. When he encounters Sydney, a pregnant young woman trying to get home, he reluctantly agrees to take her across a broken landscape. Their uneasy journey becomes an unexpected chance for connection, redemption and something worth living for.

## LONGER SYNOPSIS

Years after the dead have overrun the world, Ray Holly has built a life around isolation. He survives through routine, instinct, whiskey and the strange comfort of a stuffed bear named Cotton Candy.

When he meets Sydney, a pregnant young woman trying to get home, Ray is pulled into a journey across a desolate Midwest filled with the dead, the desperate and the leftovers of a world that no longer makes sense.

The undead are present, but they are not the point. Holler is about grief, guilt, survival and the damage people carry long after the world has already ended.



# The Anti-Zombie Approach

The genre is the world. The people are the story.

Holler begins from a familiar genre image: the dead have risen and the world has collapsed. But the movie is not built around zombie spectacle, kill counts or survival-game mechanics.

The dead are pressure. They are atmosphere. They are the condition of the world. The real story is what living people become after years of loss, routine, guilt and loneliness.

The film is a road story, a survival drama and a fractured two-hander inside an apocalypse. It uses horror to get to character, not the other way around.

That is the identity of Holler: an anti-zombie movie where the dead are everywhere, but the living are the problem.





# Regional Angle

A downstate Illinois feature built outside the usual system



## WHY THIS IS AN ILLINOIS STORY

Holler is being made in Jacksonville, Illinois and the surrounding Midwest by a small regional cast and crew. The film has been built with help from local businesses, artists, restaurants, property owners, friends, family and community members.

The Midwest is not a neutral backdrop. The roads, fields, old houses, overgrown buildings, quiet highways and empty spaces are part of the film's identity. The movie looks and feels like the place it came from.

## PRESS HOOK

This is not just another indie horror trailer online. It is a downstate Illinois feature being dragged across the finish line with actual footage, local support and one final production push left.

The story for regional press: ambitious cinema can come from places outside Los Angeles, New York and Chicago.

# Production Status

What has been shot, what remains and what the final Kickstarter is meant to do

## WHERE THE FILM STANDS

- Approximately 60% of the feature has been shot.
- Ten shoot days remain to complete principal photography.
- The production has raised roughly \$20,000 so far.
- The first Kickstarter raised about \$5,000.
- Additional independent support helped carry the film through major production days.

## THE FINAL PUSH

- The next Kickstarter is designed to bring the cast and crew back and finish the remaining shoot days.
- The bare production need is approximately \$6,000: \$4,500 for cast and crew and \$1,500 for lodging.
- Anything above the bare minimum can support food, gas, rentals, post-production sound, color, festival materials, marketing and final delivery.



# Press Angles

Easy ways an outlet can frame the story

## Downstate Illinois filmmaking

A Jacksonville, Illinois team building an ambitious feature outside the usual production hubs.

## Microbudget feature in motion

Not a theory, mood reel or script pitch. Holler is approximately 60% shot with actual feature footage released.

## Anti-zombie identity

The dead are in the world, but the film is about grief, isolation, survival and needing another person again.

## Community-built production

Local businesses, artists, restaurants, locations, friends and family have helped keep the film moving.

## Final production push

The upcoming Kickstarter has a clear practical goal: finish the remaining ten shoot days.

## Regional genre cinema

A horror-adjacent feature using Midwest landscapes, quiet roads and rural spaces as part of its emotional identity.

# Director Statement

From Devin Smock and Samuel David

We wanted to make a zombie movie that was not really about zombies.

The genre is familiar. The dead rise. The world falls apart. People survive or they do not. But for us, the more interesting question was what happens after the shock is gone. What does a person become when grief has had years to settle in? What does survival mean when there may not be anything left to survive for?

Holler uses the apocalypse as a backdrop for something more intimate. It is about damaged people, loneliness, guilt, responsibility and the strange moments of connection that can still happen after everything has collapsed.

We are making this film in Jacksonville, Illinois and the surrounding Midwest because this is the world we know. The landscape matters. The silence matters. The distance between people matters.

This is a microbudget film, but it is not small in ambition. It is being made with local support, a committed cast and crew, and the belief that serious independent cinema does not have to come from Los Angeles, New York or Chicago.





# Credits

Selected cast and key creative team



## KEY CREDITS

|                          |                                                               |
|--------------------------|---------------------------------------------------------------|
| Title:                   | Holler                                                        |
| Genre:                   | Character-driven apocalypse / horror drama                    |
| Production Company:      | Subterranean Sound and Vision                                 |
| Location:                | Jacksonville, Illinois / Midwest                              |
| Status:                  | In production                                                 |
| Written and Directed by: | Devin Smock and Samuel David                                  |
| Director of Photography: | Taylor Hoos                                                   |
| Produced by:             | Seth Beavers, Heather Smock and Subterranean Sound and Vision |
| Audio:                   | Scotty Gee / Scott Murphy Scottyg                             |
| SFX:                     | Tammy Pritchett and Boo Crew Haunted House                    |
| Composer:                | Stuart Smith                                                  |
| Editor:                  | Subterranean Sound and Vision                                 |
| Color:                   | Taylor Hoos                                                   |

## SELECTED CAST

- Rick Jensen as Ray
- Teagan Ealey as Sydney
- Scott Michael Dunn as Isaac
- David Krostal as Carl
- David Sanchez as Luis

Full cast and crew information is available upon request. Additional production credits may be updated as the film moves through completion and post-production.

# Links, Contact and Press Use

Everything an outlet needs to cover the project quickly

## CONTACT

Devin Smock

Subterranean Sound and Vision

Jacksonville, Illinois

subterraneansoundandvision@yahoo.com

www.subterraneansoundandvision.com

## LINKS

Official trailer: [https://youtu.be/fd25jum\\_VOQ](https://youtu.be/fd25jum_VOQ)

Concept trailer: <https://youtu.be/BCnrPkle3NU>

Kickstarter: [kickstarter.com/projects/hollerfilm/holler-the-final-push](https://kickstarter.com/projects/hollerfilm/holler-the-final-push)

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IMDb: [imdb.com/title/tt37604674](https://imdb.com/title/tt37604674)

Instagram: [@subsvjville](https://www.instagram.com/subsvjville)

## PRESS USE

Production stills may be used for editorial coverage of Holler with credit: Courtesy of Subterranean Sound and Vision.

For interviews, coverage, festival inquiries or press materials, contact Devin Smock at the email above.

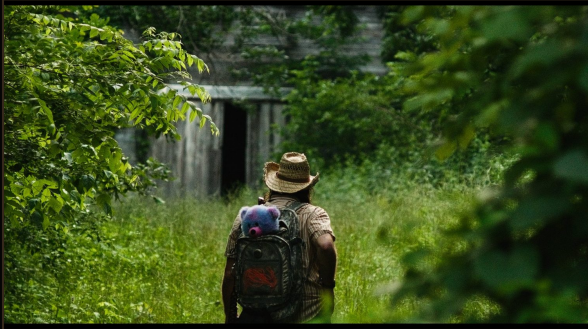
## READY-TO-COPY SHORT BLURB

Holler is a character-driven Midwest apocalypse feature currently in production through Subterranean Sound and Vision in Jacksonville, Illinois. The film is approximately 60% shot, with ten shoot days remaining, and the team has released a new trailer made from actual footage while preparing one final Kickstarter to complete principal photography.

Tagline: The dead are in the world, but this story belongs to the living.

# Stills Gallery I

Production stills from actual Holler feature footage



Ray approaches an overgrown Midwest location.



Ray and Sydney on the road.



Ray in close-up.



Sydney in a candlelit room.



Sydney in close-up.



Sydney looks back from the car.

Image credit for press use: Courtesy of Subterranean Sound and Vision.



# Stills Gallery II

Production stills from actual Holler feature footage



Ray and Sydney inside the house.



Ray in the kitchen.



Ray in the field.



Ray in extreme close-up.



Sydney during the night drive.



Ray on the road.

Image credit for press use: Courtesy of Subterranean Sound and Vision.





FOR PRESS, INTERVIEWS, COVERAGE OR FESTIVAL INQUIRIES

# HOLLER

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