

# A FAT WRECK

THE PUNK-U-MENTARY

**MEDIA KIT**



# A FAT WRECK

THE PUNK U-MENTARY

25 years of punk ethics, chosen family, and surviving the music business. The Fat Wreck Chords story.

## SYNOPSIS

This feature length documentary film follows the early history of FAT WRECK CHORDS, from its founding by Fat Mike and his then wife Erin Burkett, through its cultural zenith in the late 1990's. The film's main narrative focuses on the longest tenured and most successful bands that shaped the label's formative years, primarily LAGWAGON, PROPAGANDHI, NO USE FOR A NAME, GOOD RIDDANCE, and STRUNG OUT. The film follows the highs, lows, and cultural impact of Fat Wreck Chords across 157 studio albums and 150 other releases, and the challenges and struggles the label faced in staying true to its 100% independent ethos.

“

*The first four or five bands I signed were really good and touched people. It was a good time to get in on the record label game.*

- FAT MIKE

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# WHAT IS FAT WRECK CHORDS?



**KEY DEMOGRAPHIC:** Male | Ages 18-44

**FAT BANDS** have been featured on  
**VAN'S WARPED TOUR & TONY HAWK PRO SKATER**

Fat Wreck Chords is an independent punk rock record label founded in 1991 by "Fat Mike" Burkett and his then girlfriend, future wife, and further-in-the-future ex-wife Erin Burkett.

Over the past 25+ years, Fat Wreck Chords has put out over 150 albums and 300 total releases, selling over one million records per year at its peak. A hugely influential part of the pop-punk explosion of the late 90s/early 2000s, Fat Wreck Chords brought punk music to larger and larger audiences through a hugely successful mail-order operation and a series of "Fat Music" label compilations.

WRECK CHORDS

"FAT MIKE"



Fat Mike is an American musician, producer, lead vocalist and bassist for the punk rock band NOFX, as well as the President of Fat Wreck Chords, Owner of Motor Studios, founder of Punk Voter, and co-creator of the musical Home Street Home.



ERIN KELLY-BURKETT

Erin Kelly-Burkett is the co-founder and vice president of Fat Wreck Chords, She runs day-to-day operations at the Fat Wreck Chords offices and is considered to be the facilitator of the business side of Fat Wreck.

FAT

# FEATURED INTERVIEWS

*Akihiro Namba* / Bassist for Hi-Standard | NAMBA69

*Laura Jane Grace* / Singer of Against Me! | Emmy nominated host of AOL's Tru Trans

*Chris Shiflett* / Foo Fighters | ex-No Use For A Name | HBO's Sonic Highways

*Jay Bentley* / Bassist for Bad Religion | Early Epitaph employee

*Joey Cape* / Lagwagon | Bad Astronaut | Me First and the Gimme Gimmes

*Mike Herrera* / Guitar/vocals for MXPX

*Rody Walker* / Singer for Protest the Hero

*Jason Heller* / Senior Writer for The A.V. Club. | Writer for Pitchfork, NPR.org  
Hugo Award-winning editor

A close-up portrait of Laura Jane Grace, looking slightly upwards and to the right. She has long dark hair and is wearing a dark top. The background is out of focus, showing what appears to be a window with blinds.

**LAURA JANE GRACE**

SINGER OF AGAINST ME! | EMMY NOMINATED HOST OF  
AOL'S TRUETRANS

A portrait of Chris Shiflett, wearing a light-colored cowboy hat and a white t-shirt. He is smiling and looking towards the right. The background consists of green foliage and a stone pillar.

**CHRIS SHIFLETT**

FOO FIGHTERS | NO USE FOR A NAME  
EMMY AWARD WINNING HBO'S SONIC HIGHWAYS

FEATURING INTERVIEWS WITH BAND MEMBERS FROM :

NOFX / FOO FIGHTERS / BAD RELIGION / RISE AGAINST / MXPX / H1STANDARD /  
PROTEST THE HERO / FACE TO FACE / AGAINST ME! / ME FIRST AND THE GIMME  
GIMMES / LAG WAGON / PROPAGANDHI / STRUNG OUT / GOOD RIDDANCE /  
NO USE FOR A NAME / TILT / PENNYWISE / THE VANDALS / THE BOMBPOPS  
LESS THAN JAKE / SWINGIN' UTTERS / TEN FOOT POLE / WAX  
THE IMPLANTS / A WILHELM SCREAM / THE FLATLINERS / MASKED INTRUDER  
GET DEAD / BAD COP BAD COP / TEENAGE BOTTLE ROCKET / RED CITY RADIO

## PRODUCTION STILLS



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## PUPPET RE-ENACTMENTS



Puppets created by Jennie Cotterill; mural artist for NBC's Parks and Recreation, background artist for [adult swim]'s Metalocalypse, and singer/guitarist for the Fat Wreck Chords band Bad Cop/Bad Cop. - [jenniecotterill.com](http://jenniecotterill.com)



## ANIMATION



Animation provided by COREPOPS. Know for producing animated bumpers for MTV2 and [Adult Swim]. COREPOPS animation style is dynamic and fluid and creates some memorable moments in the film. - [core-pop.com](http://core-pop.com)

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# IN THE PRESS



f 706K likes

t 375K followers



f 228K likes  
8K new per wk

t 341K followers  
20K new per wk

40% of Traffic Social Media Driven



f 25K likes

t 98K followers



f 25K likes

t 98K followers

v 4.6M views per month



f 25K likes

t 98K followers

v 3.8M views per month

*A Fat Weck* has also been featured on **INTERNATIONAL PRESS**



ALL NEWS **Fat Wreck Chords documentary successfully funded on Indiegogo**

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The 15 best screamers in modern metalcore



FILM TV CLUB MUSIC COMEDY BOOKS GAMES AUX MORE

COMING DISTRACTIONS

**An A.V. Club staffer pops up in the teaser for the punk doc *A Fat Wreck***



**Fat Wreck Chords' History to Be Explored in New Documentary Featuring NOFX, Propagandhi, the Flatliners**



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**A Fat Wreck Director Shaun Colón on His Fat Wreck Chords Documentary and How He Tripled His \$7,500 Indiegogo Goal**

Posted By Adrian Rodriguez on Thu, Apr 10, 2014 at 11:58 AM



NEWS CALENDAR MUSIC RESTAURANTS ARTS FILM VIDEO BEST OF PROMO CLASSIFIEDS  
DALLAS MUSIC | MUSIC BLOG | CONCERT CALENDAR | DALLAS NIGHTLIFE | SUBMIT AN EVENT | MUSIC NEWSLETTER | GET MOBILE | DATING

Interviews

**A Dallas Man Raised \$10,000 For A Film About A Record Label**

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amass

PUNKCENTRALEN



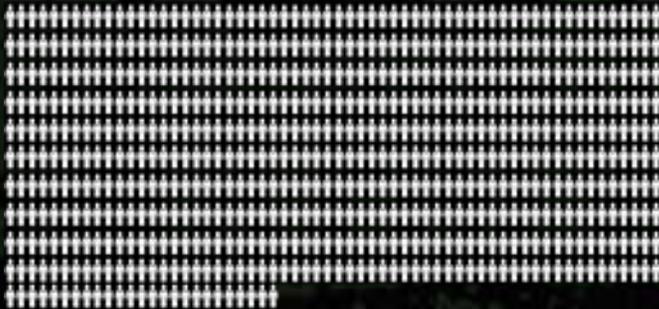
# INDIEGOGO. STATS

*over*  
**\$ 35,000**  
*raised via crowdfunding*

based on the project idea alone

# 404%

The indiegogo campaign reached over 400% of it's initial goal | The initial goal of \$7500 was met in just 24hrs!



# 825

contributors



Donations from over  
**20 COUNTRIES**  
WORLDWIDE

# CREW



**SHAUN COLON** is the Owner/Operator of Open Ended Films and Dang! Studios, and the director of A Fat Wreck. Shaun lives in Dallas, Texas with his wife Jenni Woodson-Colon and their daughter Tessa. A Fat Wreck is his first feature film.

Shaun began work on A Fat Wreck in early 2013, intending to make a short film about Fat fandom. That project eventually grew to include a number of Fat Wreck Chords artists and punk luminaries, which shifted the film to a broader history. Thanks to a burst of publicity and an enthusiastic response from Fat fans, the successful April 2014 crowdfunding effort allowed the film to grow into its current length and form.



**JOEL HERRERA | AUDIO | PRODUCER** is a Full Sail University graduate and an award winning screenplay writer. A filmmaker since high school, Joel has served on many productions as a Producer, Director of Photography, and Sound Designer. Joel is also the Tracking Engineer at Dang! Studios, a recording studio based in Irving, TX, specializing in punk and ska. When not working you can find Joel on his drum set, pwning n00bs in Halo or watching a random horror movie on Netflix.



**JUSTIN WILSON | DIRECTOR OF PHOTOGRAPHY | EDITOR | CO-PRODUCER** is a filmmaker with a music background. After years of international touring with his bands, he served as Director of Photography, Editor & Co-Producer of Filmage: The Story of Descendents/All, which has screened all over the world. He also composed the film's score.

Between films, he directs music videos, most notably for The Polyphonic Spree, The Toadies & Riverboat Gamblers. Wilson has directed commercials for brands such as American Airlines, Neiman Marcus & Beachmint and co-created a webseries for Vans starring Oliver Peck. When he's not behind the camera or in an edit suite, he can be found traveling to the Pacific Northwest in search of inspiration.



**GREG "THE CANADIAN" PRATT | LEAD WRITER** has been writing about punk rock, hardcore, and heavy metal for 15 years for magazines and websites such as Alternative Press, Exclaim!, Revolver, bravewords.com, and many others. When he was 15, he had his life changed by Propagandhi and Lagwagon; he can still be found late at night clutching on to his cassette copy of How To Clean Everything (it's a white tape!). A newspaper editor by day, he currently lives in Victoria, BC, with his wife and two children.



**IOANNIS (JOHN) HANSEN | PRODUCER** insists to anyone who will listen that logistics, financial control, and quantitative efficiency analysis are "still pretty punk rock".

John has managed documentary/reality TV productions for a variety of channels, including HGTV, Cooking Channel, Travel Channel, and History. John also served as the post-production coordinator for HIT Entertainment, where he oversaw execution and delivery of North and South America home entertainment and theatrical releases for Thomas the Tank Engine, Barney, Bob the Builder, and other popular children's entertainment brands.

His most recent independent work was as the Assistant Director for "Dig", an official selection of the 2014 Sundance Film Festival and SXSW.

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# CONTACT



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# Film DETAILS

RUNNING  
TIME

(\*Post production)

ASPECT  
RATIO

2.39 : 1 Widescreen

FORMAT

NTSC / PAL, DVD / Bluray /  
HD Digital, color

SOUND

48kHz 24bit Stereo

# SOCIAL MEDIA



[afatwreck.com](http://afatwreck.com)



[facebook.com/afatwreck](https://facebook.com/afatwreck)



[@afatwreck](https://twitter.com/afatwreck)



[youtube.com/afatwreck](https://youtube.com/afatwreck)

# SOCIAL MEDIA STATS

Total Social Media Reach - **3MM+**  
A Fat Wreck Social - F - 5.7k | T - 2K

## Fat Wreck Chords

T - **75k** - [https://twitter.com/fat\\_wreck](https://twitter.com/fat_wreck)  
I - **62k** - [https://www.instagram.com/fat\\_wreck](https://www.instagram.com/fat_wreck)  
F - **170k** - <https://www.facebook.com/Fat-Wreck-Chords-111826664236/>

## Akihiro Namba (HI-Standard)

T - **116k** - <https://twitter.com/akihironamba>  
I - **23k** - <https://www.instagram.com/akihironamba/>

## Fat Mike (Fat Wreck Chords / NOFX)

T - **103k** - [https://twitter.com/fatmike\\_of\\_nofx](https://twitter.com/fatmike_of_nofx)  
I - **91k** - <https://www.instagram.com/fatmikedude/>

## Laura Jane Grace (Against Me!)

T - **76k** - <https://twitter.com/LauraJaneGrace>  
I - **73k** - <https://www.instagram.com/laurajaneGrace>

## Chris Shiflett (Foo Fighters)

T - **31k** - <https://twitter.com/ChrisShiflett71>  
I - **61k** - <https://www.instagram.com/shifty71>

## Jay Bentley (Bad Religion)

T - **26k** - [https://twitter.com/jay\\_bentley](https://twitter.com/jay_bentley)  
I - **12k** - <https://www.instagram.com/jaybentleys>

## Joey Cape (Lagwagon)

T - **24k** - <https://twitter.com/joeycape>  
I - **16K** - [https://www.instagram.com/joey\\_the\\_caper/](https://www.instagram.com/joey_the_caper/)  
F - **36K** - <https://www.facebook.com/joeycape/>

## Mike Herrera (MXPX)

T - **19K** - <https://twitter.com/mikeherreraTD>  
I - **19K** - <https://www.instagram.com/mikeherreratd/>

## Rody Walker (Protest The Hero)

T - **14k** - <https://twitter.com/jrodywalker>  
I - **8k** - <https://www.instagram.com/rodywalker>

## NOFX

T - **9K** - <https://twitter.com/nofxband>  
I - **111k** - <https://www.instagram.com/nofx/>  
F - **1 Million +** - <https://www.facebook.com/NOFX/>

## LAGWAGON

T - **30k** - <https://www.facebook.com/lagwagon/>  
I - **22k** - <https://www.instagram.com/lagwagon1989/>  
F - **212k** - <https://www.facebook.com/lagwagon/>

## PROPAGANDHI

T - **16k** - <https://www.facebook.com/Propagandhi/>  
I - **7k** - [https://www.instagram.com/propagandhi\\_official/](https://www.instagram.com/propagandhi_official/)  
F - **155k** - <https://www.facebook.com/Propagandhi/>

## GOOD RIDDANCE

T - **3k** - [https://twitter.com/gr\\_punk](https://twitter.com/gr_punk)  
I - **8k** - <https://www.instagram.com/goodriddances/>  
F - **73K** - <https://www.facebook.com/goodriddance/>

## STRUNG OUT

T - **20k** - <https://twitter.com/StrungOut>  
I - **13k** - <https://www.instagram.com/strungout/>  
F - **122k** - <https://www.facebook.com/strungout/>

## PROTEST THE HERO

T - **30k** - <https://twitter.com/ProtestTheHero>  
I - **18k** - <https://www.instagram.com/protestthehero/>  
F - **346k** - <https://www.facebook.com/protestthehero/>



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