

NATO of California/Nevada

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## CALENDAR of EVENTS & HOLIDAYS

**ShoWest**  
March 13-16

**Deadline for Film  
Product Seminar  
registrations**  
March 20

**Film Product  
Seminar**  
April 4 - Long Beach  
April 6 - Pleasant Hill

**Scholarship  
Applications Due**  
April 7

**Passover begins**  
April 12

**Good Friday**  
April 14

**Easter**  
April 16

**Mother's Day**  
May 14

**Memorial Day  
Observed**  
May 29

**Board of Directors  
meeting**  
June 13

**Membership Meeting  
at ArcLight Cinemas**  
June 14

## NATO of California/Nevada's 2006 Scholarship and Charitable Giving Hits Record \$360,000.00



The members of the National Association of Theatre Owners of California/Nevada can truly be proud of the Association's record of charitable and scholastic financial support.

The 2006 fiscal year started with a cash donation of \$125,000 to the American Red Cross for assistance to the victims of Hurricane Katrina. This past January the Board of Directors unanimously approved a \$50,000 donation to *The Wonder of Reading* in support of the organization's ongoing program of renovating and restocking individual elementary school libraries in the greater Los Angeles area.

The Association will again provide eight \$6,250 scholarships to students of the University of California at Los Angeles and the University of Southern California's Theatre Departments. This year the Association will be granting up to 18 scholarships to field level employees and spouses and dependent children of corporate and management personnel in the amount of \$7,500 each. Applications are available at our web site [www.NATOCalNev.org](http://www.NATOCalNev.org) and are due April 7, 2006. Winners will be announced at the NATO of California/Nevada annual membership meeting to be held on June 14, 2006 at the ArcLight Cinemas in Hollywood.

With this year's recipients the Association will have granted a total of \$800,500 in scholarship support since the inception of the NATO of CA/NV program. ▼

### Bruce Coleman and Ted Mundorff Elected to Board of Directors

The NATO of California/Nevada Board of Directors unanimously elected Bruce Coleman and Ted Mundorff to fill two Board positions left vacant with the recent resignations of Len Westenberg of Loews Theatres and Sergio Contreras of Premiere Cinemas.



Bruce Coleman

Bruce Coleman is executive vice president and chief operating officer of Brenden Theatres. He joined Brenden Theatres in 1997 after serving 25 years with Mann Theatres as Director of Engineering and Construction and Senior Vice President of Planning and Development.



Ted Mundorff

Ted Mundorff joined Landmark Theatres in 2004 as their Head Film Buyer where he oversees film buying for all Landmark and Silver Theatres. Prior to joining Landmark he was Vice President, Film at Pacific Theatres where he was employed for 20 years.

The members of the Association extend best wishes and appreciation to Messrs. Contreras and Westenberg. Both gentlemen gave graciously of their time and efforts on behalf of the industry by serving on many committees including scholarship, ADA and showmanship. ▼

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Charlene Sievers  
*Director, Member Services*

# Don't Miss Out!!

## Register by March 20 for Film Product Seminar

The NATO of CA/NV Spring/Summer Film Product Seminar is set for April 4<sup>th</sup> at Regal's Edwards Long Beach 26 Theatre and on April 6<sup>th</sup> at the Century 16 Downtown Pleasant Hill Theatre. Reservations are due by March 20<sup>th</sup>.

The seminars will begin at 9:00 AM with a continental breakfast sponsored by ACS, Enterprises Inc. The studio presentations will begin promptly at 10:00 AM. Special highlights of this seminar will include the announcement of the NATO of CA/NV 2006 Showmanship Award winners and a screening of CINERAMA ADVENTURE, which will be shown beginning at 3:00 PM immediately after the seminar, followed by a Q&A period with the film makers, David Strohmaier and Randy Gitsch.

**DEADLINE FOR RESERVATIONS: Monday, March 20<sup>th</sup>**

Attendance for the NATO of CA/NV Spring/ Summer Film Product Seminar is open to NATO of CA/NV member employees by reservation only, **no walk-ins and no substitutions**. Due to space limitations we can accommodate no more than two persons from each theatre location. All reservations must be approved by the respective corporate office or district manager.

Location

**April 4, 2006**  
Regal's Long Beach 26 Theatre  
7501 Carson Blvd.  
Long Beach, CA 90808

**April 6, 2006**  
Century 16 Downtown Pleasant Hill  
125 Crescent Drive  
Pleasant Hill, CA 94523

Schedule

Continental Breakfast.....	9:00 AM	CINERAMA ADVENTURE
Program Begins .....	10:00 AM	screening .....
Product Seminar conclusion.....	2:30 PM	..... 3:00 PM
		Exit .....
		By 5:00 PM

To Register

Send the following information to the NATO of CA/NV office  
via Email (Office@NATOCalNev.org) or fax (310/460-2901):

Name & position • Email Address • Company Name • Theatre name  
Daytime Phone • Business Address

Indicate whether you will be attending the Southern (4<sup>th</sup>) or Northern (6<sup>th</sup>) California Seminar.

### In Memoriam

Longtime NATO of California/Nevada member Robert Gran passed away on Sunday, February 26, 2006. Bob, with his sons, operated theatres in Santa Maria, Buellton, Madera and El Centro. The Association extends its profound sympathy to his wife, three sons and all the employees of Gran Theatres.

The members of NATO of CA/NV extend their condolences on the loss of our friend and co-worker, Diane Carelli. Diane was a long time employee of Renaissance Rialto Theatres and a member of the NATO of CA/NV Advisory Board.

# Cinema's Treasure: Meet the Oscars!

By Andreas Fuchs

In the same edition of *Previews* last year, we took a look at the houses that Oscar built. During this 78th Annual Academy Awards season, this column highlights some of the traditional ways the Academy of Motion Picture Arts and Sciences is calling attention to the Golden Boy. Of course, you have all been showing the trailers in your theatres for years – some 20,000 prints with Oscar-winning moments have been shipped – and putting up the posters in your lobbies. More recently, however, the iconic figure has been popping up in a lot more places and is no longer as big (or just as small) as a one-sheet.

For the first time this year, the Academy chose two vintage photographs for its official commemorative poster. Conceived by Joan Maloney of San Diego-based Studio 318, “Black Tuxedo” and “White Gloves” showcase two hitherto unidentified actors – I predict here and now that they will be revealed during the March 5 telecast – cradling their beloved statuettes. Academy Executive Director Bruce Davis liked the transformation “from pictures of particular individuals at specific historic moments to images that convey the experience of capturing a dream.”

Dreaming up new ideas for the annual key image has designers working harder and harder. Last year, it was one of the Academy's own people, computer specialist Brett Davidson, who found the right, bright and colorful tone, just as pop artist Burton Morris did in 2004. His retro-celebration of camera and flash bulb signaled that the Red Carpet was back after having been pulled out because of the war in Iraq the year before. Graphic novel illustrator Alex Ross was put in charge to celebrate the superhero-style return of “The Gold Knight” to Hollywood in 2002. Another important move was “Sunday at the Oscars” for the 71st Annual Academy Awards. As you may recall, for many, many

years since the live broadcasts began, Mondays were the preferred choice in order not to impact Sunday box-office.

The 72nd season required nothing short of “a visual metaphor of the Academy Awards on the edge of a new millennium.” By encircling the statuette with the zeros in the numeral 2000, the designer – Arnold Schwartzman worked on four posters and several Oscar trailers – also beautifully evoked Fritz Lang's *Metropolis*. It was also the first time that the poster was made available to the public for purchase. With more than 50,000 posters now distributed worldwide, designs have been further adapted for use in banners, print ads, postcards and outdoor advertising on billboards, transit shelters and taxi tops in the key markets of Los Angeles, Beverly Hills, New York City and Philadelphia.

Even more up close and personal, the “50 Golden Statuettes” – 13 1/2 inches tall, weighing in at 8 1/2 pounds of gold-plated britannium, designed by Cedric Gibbons and handmade each year by R.S. Owens and Company in Chicago – were showcased live in the hearts of Manhattan and Hollywood. After ten days in the window of ABC's Times Square Studios, the Oscars were flown from JFK to LAX on United Airlines' Oscar One in time to make their freshly polished appearance at Hollywood & Highland, right next door to the Kodak Theatre. “Meet the Oscars” included other Academy Award-related displays along with photographs of previous winners.

Meanwhile, moviegoers at Krikorian Premiere Theatres had their very own access to such treasured pieces of cinematic history. NATO of CA/NV member George Krikorian's personal collection of 13 original Oscars – ranging from 1930's best director Norman Taurog (*Skippy*) to 1975's editing award to Verna Fields (*Jaws*) – was on touring display in his theatres in Monrovia, Vista, San Clemente, Buena Park, Chino and Redlands. Personal favorites of the columnist are two 1951 awards for cinematography in color and black and white, which went to *An American in Paris* and *A Place in the Sun*, respectively.

Reminding us once again of this industry's rich history that is so easily forgotten. ▼

–Andreas Fuchs is an independent exhibition consultant and industry analyst who will be meeting Oscar in the AMPAS pressroom. After co-writing *Cinema Treasures—A New Look At Classic Movie Theatres with Ross Melnick*, he is now on the team behind the upcoming theatrical documentary *Now Showing! America Goes to the Movies*. (AFuchs@creativecinema.net)



George Krikorian, a NATO of California/Nevada Board Member and owner of Krikorian Premiere Theatres, has acquired thirteen coveted Oscars® for his personal collection. According to the Academy of Motion Picture Arts and Sciences reference library only the family of Walt Disney has a larger personal collection than Mr. Krikorian.

### The Krikorian Oscar® Collection

- 1930 “Skippy” to Norman Taurog for Best Director
- 1933 “Cavalcade”, to Fox Film Corp. for Best Picture
- 1934 “It Happened One Night” a mini statue to Columbia for Best Picture
- 1939 “Wuthering Heights” for Black and White Cinematography
- 1941 “How Green Was My Valley”, to 20<sup>th</sup> Century Fox for Best Picture
- 1943 “The More the Merrier” to Charles Coburn for Best Supporting Actor
- 1951 “An American in Paris”, for Color Cinematography
- 1951 “Streetcar Named Desire” for Black and White Set Decoration
- 1951 “A Place in the Sun” for Black and White Cinematography
- 1956 “Around the World in 80 Days”, for Screenplay Adaptation
- 1958 “Gigi”, to MGM for Best Picture
- 1963 “Cleopatra”, for Best Visual Effects
- 1975 “Jaws”, for film editing





# LABOR ISSUES

## & Updates

### Employees Must Have Reasonable Access to Personnel Records

Employees often ask to see their personnel files. Generally, under the California Labor Code, every employee has the right to inspect any personnel records an employer maintains regarding employee performance or any grievance the employee has brought.

The law requires employers to make records available for review at “reasonable intervals” and “reasonable times,” but there is no definition of what that means. For instance, “reasonable intervals” could mean once a week or once a month. “Reasonable times” could mean only before or after an employee’s work shift.

#### Right to Inspect Records about Performance

The state Labor Commissioner has refused to further define “reasonable intervals” or “reasonable times.” Instead, the reasonableness of the employer’s action in granting or denying access will be decided on a case-by-case basis. Employers should be careful not to act arbitrarily, but instead to consistently apply a policy that is justified by the nature of the business operation.

To facilitate the inspection, employers must do one of the following:

1. Keep a copy of each employee’s personnel records at the place where the employee reports to work.
2. Make the personnel records available at the place where the employee reports

to work within a reasonable amount of time following the employee’s request.

3. Permit the employee to inspect the records at the location where they are stored with no loss of compensation to the employee.

Employers also can set other reasonable limits, such as requiring that any request to view personnel records be in writing.

#### Limits on Records Available

Certain records are not available for inspection by the employee. These include:

- Records that relate to a potential criminal offense;
- Reference letters;
- Ratings, reports or records that were obtained before the employee’s employment, prepared by identifiable examination committee members, or obtained in connection with a promotional examination.

These documents can be removed from the file before an employee inspection.

#### Limits on Right to Copy Documents

Employees do not have an unrestricted right to copy their entire personnel file. However, employees can copy any document they have signed that relates to obtaining or holding employment, such as employment applications, employment contracts, or warnings/discipline.

The employer can charge the employee a reasonable copying fee. The employee can take notes on any content in the file.

#### Who Has A Right To Access?

Employers often ask who has the right to copy employee documents. Obviously, an active employee has that right. However, even an employee who is on a leave of absence has the right to access. “Employee” is construed to mean any employee who is currently employed, someone who is laid off with rights to re-employment, or a person on a leave of absence.

Former employees also may have the right to inspect their personnel files. This right generally continues until the time that any limitations period they would have for bringing a claim against the employer expires.

Generally, retaining personnel files for the duration of employment plus four years after termination covers most federal and state retention requirements. Employers should consult legal counsel if a former employee seeks access to documents.

#### Right To Privacy Protections

The right to privacy under the California Constitution generally protects employees from having their personnel file information improperly disclosed to third parties. An employee may waive this right to privacy by authorizing access or, for instance, by filing a lawsuit that would put those records at issue – such as a wrongful termination claim.

A third party in a lawsuit may subpoena personnel records. If employment records are subpoenaed, the employee

must be notified and has the right to object to production of the records. However, when records are requested pursuant to a court order under the federal Patriot Act, the employee may not have the right to notice of the request, and the employer should consult legal counsel.

### Must Keep Payroll Records

Employers are required to keep accurate and comprehensive payroll records on each employee. An employer must make payroll records readily available for inspection by the employee upon reasonable request. When an employee is paid based on a piece rate or incentive plan, such as commission, an explanation of piece rates or the incentive plan formula shall be provided to employees. The employer also must maintain accurate production records.

### Keep Medical Records Separate

The law requires employers to keep all medical records and information about an employee confidential. The information must be protected from unauthorized use and disclosure. Employee medical information should be kept in a separate file from other personnel information. Only employees with a legitimate need to know should be given access to the files containing medical information.

Medical records may include reasonable accommodation requests; family and medical leave act requests (if the employee discloses the nature of his or her illness); fitness for duty reports; workers' compensation documents; and physician reports. ▼

## Five Tips to Help Employers Manage Personnel Files

- 1 Create and communicate a written policy regarding access to personnel files. Decide:
  - a) When the file may be reviewed.
  - b) Whether a written request will be required.
  - c) How often the file may be reviewed.
  - d) Where the file may be reviewed.
  - e) Whether a reasonable copying charge will be required.
- 2 Apply the policy regarding access to personnel files consistently.
- 3 Designate the correct employee, such as the human resources manager, to maintain the files. This employee should monitor the files' contents, keep them up-to-date, retain them as required, and purge them when allowed after the required retention period.
- 4 Keep medical information confidential and in a separate file.
- 5 Seek advice of counsel when you have questions about records requests by employees or third parties.

Source: California Chamber of Commerce, Labor Law Update

# NATO of California/Nevada Successfully Opposes Proposed California Sales Tax Change

By Janet Grumer, Davis Wright Tremaine, LLP



Janet Grumer

In January, the California State Board of Equalization considered making changes to its sales tax regulations that were proposed by several large retailers. The retailers asked the Board to require that sales tax be charged on all "combination sales" that included 10% or more taxable content, citing their difficulty in determining how much of a combo sale was taxable and how much was not.

The proposed regulation would have adversely affected theatre concession sales and profits, especially for National Association of Theatre Owners of California/Nevada (NATO of CA/NV) members who include tax in their sales prices. Additionally, the change would have been confusing to customers, who would have been required to pay tax on a combo of candy and a soft drink, but no tax on a candy bar purchased alone.

NATO of CA/NV responded to the proposed changes with the research and assistance of this author, who prepared a detailed opposition and alternative proposal for presentation to the Board. NATO of CA/NV argued that the proposed regulation exceeded the Board's Legislative authority and would damage the exhibition industry by increasing prices for the consumer. NATO of CA/NV is very pleased to report that the Board responded favorably to NATO of CA/NV's arguments, leaving the status quo in place for theatres and others able to segregate taxable and nontaxable sales, and allowing a 10% test for those unable to do so. The final decision will be made by the complete Board during the next few months. ▼

*Janet Grumer is an associate in the law firm of Davis Wright Tremaine, LLP and a former movie theatre executive whose practice focuses on theatre and retail clients, including employment and general litigation issues. She can be reached at (213) 633-6866 or [janetgrumer@dwt.com](mailto:janetgrumer@dwt.com).*

# Scholarship Program Communiqués

From time to time we receive notes from our scholarship recipients that we like to share with you, our members.

Dear NATO of California/Nevada,

As one of the fifteen recipients of the 2005 NATO of California/Nevada Scholarship Program awards, I want to sincerely thank you in selecting me.

I am the second oldest of nine children and it's hard for my parents to make ends meet when they have two children in college. The scholarship will greatly help me succeed in my remaining college years. Most importantly the scholarship will certainly take the burden off my parents' shoulders.

I received the great news while I was studying abroad in China. When I read the email from Charlene Sievers congratulating me, I was surprised and overjoyed simultaneously. I never thought I would be fortunate enough to be selected. Hearing such wonderful news made my experience in China even better.

I want to thank you again for the scholarship and believing in students, especially me, to succeed in a higher education.

Sincerely,  
(signed) Chue Zang Her  
Regal Manchester Stadium 16,  
Fresno

Ms. Sievers,

We would like to extend a very big thank you to the National Association of Theatre Owners of California/Nevada for the wonderful scholarship awarded to our son, Kevin Jepsen-Grant. He is doing very well at UC Davis.

We are glad that he had the opportunity to be an employee at Century 14 Downtown Walnut Creek. We believe he learned many life lessons while he was employed there. Of course, the wages he earned and the scholarship from NATO offered financial coverage that we all sincerely appreciate.

This is a great program. We commend NATO for their contributions to our family, the community, and our society.

Most sincerely,  
(signed) Julie Jean Jepsen-Grant (Kevin's Mom)  
Bill Grant (Kevin's Dad)

Autumn Yamamoto, from the Century 20 Daly City Theatre, is studying at the University of Wales Swansea this year through the California State University Office of International Programs. She has been kind enough to provide updates about her experiences abroad, some of which we'd like to share.

*... I have been busy with university and my involvements on campus. I appear to have yet again become committed to a lot of things as always but it never leaves a dull moment. I've been chosen to be a sort of international ambassador for the university. The British Council selected me and 2 other students to help promote, and be the face of, international education and the study abroad education program.*

*Also, I held a Spoken Word/Poetry Open Mic night on campus, a Swansea University first! I was really glad that people showed up (about 20) I thought it would be just myself and 3 friends because spoken word/poetry is not as popular as it is in the urban cities of the States. I also did a spoken word performance for the Afro-Caribbean Society's Talent Showcase at Cardiff University in Cardiff.*

Dear Members of the Scholarship Committee,

These thanks are WAY overdue, but I wanted to thank you all for selecting me as a recipient of the 2005 scholarship. I'm not sure what the determining factor in your selection was but I am grateful you chose me. I also want to thank those whose donations make this scholarship program possible.


I am encouraging the students at the theater to apply for the scholarship this year. It is a wonderful program that you offer and it was fun writing the essay (brought back what are now humorous memories). I hope my co-workers are motivated to apply knowing that I was a winner. Actually, Town Square 14 has had 2 winners now – me and Jennifer Willhite – nice track record for only being in existence for 8 years (at the time of my award).

Thanks again.  
Very Sincerely,  
(signed) Renee Thompson  
Pacific's Town Square 14  
Theatre

**YOU CAN'T WIN IF  
YOU DON'T APPLY!!!**

**Scholarship application  
deadline is April 7, 2006**

**For applications go to  
[www.NATOCaINev.org](http://www.NATOCaINev.org)**



National Association  
of Theatre Owners  
Of California/Nevada

**2006**  
**SCHOLARSHIP PROGRAM**

UP TO EIGHTEEN  
**\$7,500**  
**SCHOLARSHIPS**  
AVAILABLE FOR POST SECONDARY  
OR VOCATIONAL EDUCATION!

Applications must be postmarked or delivered to the  
NATO of CAINV Office by April 7, 2006.  
Scholarships will be announced in June, 2006.

Visit [www.NATOCaINev.org/scholarship.html](http://www.NATOCaINev.org/scholarship.html)  
for application and more information.



# SUMMER 2006 STARTS EARLY. OVER 70 FILMS SET FOR RELEASE.

With the release of *Mission: Impossible 3* scheduled for May 5, the summer of 2006 will have its official start. To date over 70 films, 43 set for wide release, have been placed on the official release schedules of the major and independent film studios beginning the weekend of May 5 through Labor Day.

The following is the release schedule of those films set for wide release during the summer period:

Release Date	Title	Company	Credits
May 5	<b>American Hunting</b>	Freestyle Hunting	<i>Sissy Spacek, Donald Sutherland</i>
May 5	<b>Mission: Impossible 3</b>	Paramount	<i>Tom Cruise, Ving Rhames</i>
May 12	<b>Goal! The Dream Begins</b>	Buena Vista	<i>Stephen Dillane, Kuno Becker</i>
May 12	<b>Just My Luck</b>	Fox	<i>Lindsay Lohan, Chris Pine</i>
May 12	<b>Poseidon</b>	Warner Bros.	<i>Jon Lucas, Kurt Russell</i>
May 19	<b>The Da Vinci Code</b>	Sony	<i>Tom Hanks, Audrey Tatou, Ron Howard directing</i>
May 19	<b>Over The Hedge (animated)</b>	DreamWorks	<i>Voices: Bruce Willis, Garry Shandling</i>
May 19	<b>See No Evil</b>	Lions Gate	<i>Bruce Altman, Jayne Atkinson</i>
May 26	<b>Little Man</b>	Sony	<i>Marlon Wayans, Shawn Wayans, Keenan Ivory Wayans directing</i>
May 26	<b>X-Men: The Last Stand</b>	Fox	<i>Patrick Stewart, Hugh Jackman</i>
June 2	<b>The Break Up</b>	Universal	<i>Jennifer Aniston, Vince Vaughn</i>
June 2	<b>Nacho Libre</b>	Paramount	<i>Jack Black, Efen Ramirez</i>
June 9	<b>Omen 666</b>	Fox	<i>Live Schreiber, Julia Stiles</i>
June 9	<b>Cars (animated)</b>	Buena Vista/Pixar	<i>Voices: Paul Newman, Owen Wilson</i>
June 16	<b>The Fast and The Furious 3, The Tokyo Drift</b>	Universal	<i>Lucas Black, Nathalie Kelley</i>
June 16	<b>The Lake House</b>	Warner Bros	<i>Keanu Reeves, Sandra Bullock</i>
June 23	<b>Click</b>	Sony	<i>Adam Sandler, Kate Beckinsale</i>
June 23	<b>Garfield's A Tale of Two Kitties</b>	Fox	<i>Jennifer Love Hewlitt, Breckin Meyer</i>
June 30	<b>The Devil Wears Prada</b>	Fox	<i>Meryl Streep, Anne Hathaway</i>
June 30	<b>Superman Returns</b>	Warner Bros.	<i>Brandon Routh, Kevin Spacey</i>
July 7	<b>Pirates of the Caribbean: Dead Man's Chest</b>	Buena Vista	<i>Johnny Depp, Orlando Bloom</i>
July 14	<b>You, Me and Dupree</b>	Universal	<i>Matt Dillon, Kate Hudson</i>
July 21	<b>Lady In The Water</b>	Warner Bros	<i>Paul Giamatti, Bryce Dallas Howard</i>
July 21	<b>Monster House (animated)</b>	Sony	<i>Steve Buscemi, Maggie Gyllenhaal</i>
July 28	<b>Flicka</b>	Fox	<i>Alison Lohman, Tim McGraw</i>
July 28	<b>Miami Vice</b>	Universal	<i>Colin Farrell, Jamie Foxx, Michael Mann directing</i>
August 4	<b>The Ant Bully (animated)</b>	Warner Bros.	<i>Voices: Zach Tyler, Nicolas Cage</i>
August 4	<b>Apocalypto</b>	Buena Vista	<i>Mel Gibson directing</i>
August 4	<b>Fearless</b>	Focus	<i>Jet Li, Nakamura Shidou</i>
August 4	<b>Talladega Nights: The Ballad of Ricky Bobby</b>	Sony	<i>Will Ferrell, John C. Reilly</i>
August 11	<b>Accepted</b>	Universal	<i>Justin Long, Lively Blake</i>
August 11	<b>The Reaping</b>	Warner Bros	<i>Hillary Swank, David Morrissey</i>
August 11	<b>World Trade Center</b>	Paramount	<i>Nicolas Cage, Maria Bello, Oliver Stone directing</i>
August 11	<b>Zoom</b>	Sony	<i>Tim Allen, Courtney Cox-Arquette</i>
August 18	<b>Snakes On A Plane</b>	New Line	<i>Samuel L. Jackson, Julianna Margulies</i>
August 25	<b>Crossover</b>	Warner Bros.	<i>Wesley Jonathan, Anthony Mackie</i>
August 25	<b>How To Eat Fried Worms</b>	New Line	<i>Luke Benwald, Tom Cavanaugh</i>
August 25	<b>Idlewild</b>	Universal	<i>Big Boi, Andre 3000</i>
August 25	<b>Yankee Irving (Animated)</b>	Fox	<i>Voices: Brian Dennehy, Whoopi Goldberg</i>
August 25	<b>The Descent</b>	Lions Gate	<i>Shauna Macdonald, Natalie Jackson</i>
Sept. 1	<b>Crank</b>	Lions Gate	<i>Jason Statham, Amy Smark</i>
Sept. 1	<b>The Return</b>	Focus/Rogue	<i>Sarah Michelle Gellar, Kate Beahan</i>
Sept. 1	<b>Stormbreaker</b>	Weinstein Co.	<i>Ewan McGregor, Mickey Rourke</i>

-Source: Exhibitor Relations Co.

## Year-To-Date Box-Office

YEAR-TO-DATE 57 days starting Sunday, January 1, through Sunday, February 26, 2006  
Average ticket price for 2006 is estimated

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% Change vs. Previous Year	Attendance	% Change vs. Previous Year
2006	\$6.50	2.52%	\$1,408,476,229	4.35%	216,688,651	1.78%
2005	\$6.34	2.09%	\$1,349,753,005	5.83%	212,894,796	3.66%
2004	\$6.21	3.97%	\$1,275,453,703	-	205,387,070	-

-Source: Exhibitor Relations Co.



## Films To Video: Projected Release Schedule

available at [www.natocalnev.org](http://www.natocalnev.org)

# INSIDE PREVIEWS

**NATO of CA/NV  
2006 Scholarship  
and Charitable  
Giving Hits Record  
\$360,000**

**Don't Miss Out**

**Cinema's Treasure:  
Meet the Oscars!**

**NATO of CA/NV  
Successfully  
Opposes Proposed  
California Sales  
Tax Change**

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**Don't Give  
"Pseudo"  
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# PREVIEWS

National Association of  
Theatre Owners  
of California/Nevada

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Los Angeles, CA 90049

ADDRESS SERVICE REQUESTED

## Don't Give "Pseudo" Apologies

Sometimes what sounds like an apology is just a bogus attempt to repair a rift without taking real responsibility for bad behavior. Remember, a feigned apology is worse than no apology at all. Avoid these common "pseudo" apologies:

### The excuse apology

**Example:** "I'm sorry I didn't call. I've been busy."

**Translation:** Please understand that other things were more important than you."

### The denial-of-intent apology

**Example:** "I'm sorry you took it that way. It wasn't what I meant."

**Translation:** "It's too bad you misinterpreted what I said."

### The generic apology

**Example:** "I'm sorry if I offended you."

**Translation:** "I can't think of anything I did wrong, but I'm happy to apologize to get back in your good graces."

**Advice:** Apologize only when you mean it and can specify exactly what you're apologizing for. To give an authentic apology, clearly state what you did that was disrespectful or inconsiderate. Make sure your apology comes across as genuine.

*Source: Adapted from What Do You Mean When You Say, "I'm Sorry," by Sharon Ellison*

## Safety Tip

**Keep your car's tires properly inflated to prolong their life**, save gas, and thus reduce pollution. Under-inflation increases the risk of a blowout. Under-inflated tires reduce fuel efficiency by about 2% for every pound of pressure.