

NATO of California/Nevada

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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NATO of CA/NV Annual Membership Meeting Scheduled for June 25

NATO of California/Nevada's annual membership meeting is scheduled for Thursday, June 25th, 10:00 am at The Landmark Theatre in West Los Angeles. The meeting is open to all employees of member companies.

This year's keynote speaker will be Stephen Gilula, chief operating officer of Fox Searchlight Pictures. Mr. Gilula is no stranger to NATO of California/Nevada. Prior to joining Fox Searchlight Mr. Gilula served as President and Chief Executive Officer of Landmark Theatres which he co-founded in 1974. Mr. Gilula spent five years on the Board of Directors and Executive Committee of the National Association of Theatre Owners and served as Chairman of NATO of California/Nevada for six years.

Mr. Gilula has overseen the distribution of some of Fox Searchlight's most successful films and as part of his keynote address will provide the anatomy of the very successful release of *Slumdog Millionaire* which also became the Academy Award winner for Best Picture.

National NATO Director of Media & Research Patrick Corcoran will present a statistical analysis of the state of the industry. Topics covered will include long- and short-



*Stephen Gilula, COO of
Fox Searchlight will deliver
the keynote address.*

term box office and admissions trends, movie theatre performance during economic downturns, the theatrical release window, the current number of screens and sites, digital and 3-D screens, and seasonal product mix.

Also on the program will be a report by NATO of CA/NV Sacramento lobbyist, Terri Thomas, with details on the "tumultuous proceedings" currently facing Sacramento legislators.

The meeting will begin with a continental breakfast at 9:00 am followed by the Membership Meeting at 10:00 am.

As part of the agenda the 2009/2010 officers of NATO of California/Nevada will be introduced. The 20 winners of the 2009 NATO of California/Nevada Scholarship program will also be announced.

The Landmark Theatre is located at the corner of Pico and Westwood Boulevards with ample free parking available on site.

All member employees are encouraged to attend, however admission is by reservation only. To register please complete registration form found at <http://www.natocalnev.org/seminars.html> and send to office@natocalnev.org by June 10th.

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The Landmark Theatre Receives Mayor's Award

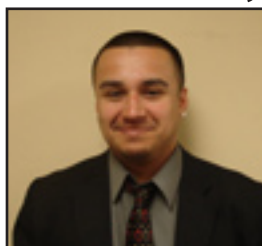
On April 30, 2009 Landmark Theatres' flagship theatre, The Landmark received the prestigious Los Angeles Mayor's Certificate of Appreciation award for the significant contribution the theatre has made to the community by "improving the quality of life in the Rancho Park Village".

The theatre is currently developing a "Take Me Out To The Movies Day" as a fundraiser to help the many local schools in the area that are facing severe budget cuts. The theatre was chosen for the award by the Westside Neighborhood Council and Chamber of Commerce who commented "We are very lucky to have The Landmark in our neck of the woods"!

(L-R) Rita Gattegno, General Manager of The Landmark and Ted Mundorff, Landmark Theatres' CEO accepted a certificate recognizing their contribution to the neighborhood from Jay Greenstein, Sr. Deputy Field Officer for Council District 5; Jennifer Badger, West Area Representative for Mayor Antonio R. Villaraigosa; Charles Horwitz, school representative for the Westside Neighborhood Council (WNC) and Lisa Morocco, business representative for the WNC.



Projectionist Catches Movie Pirate



*Michael Yanez
of Cinemark's
Century San Francisco
Centre 9 Theatre*

As part of its active campaign to fight movie piracy the Motion Picture Association of America (MPAA) has established a program that encourages individuals with information on suspected video piracy operations to come forward with that information. In many cases the person reporting may be eligible for an award. Mike Yanez, a projectionist at Cinemark's Century San Francisco Centre 9 Theatre, was rewarded with a check for \$500.00 from the MPAA for being observant while doing his job, thus leading to the apprehension of a movie pirate.

Mr. Yanez was in the projection booth getting ready to start a new movie on its opening Friday when he spotted a patron setting up a camera under his jacket. Mr. Yanez informed his GM, Kelly Taylor, who called the police.

When the police arrived, they walked into the theatre, came up behind the patron with the camera, took the camera out of his hands and asked him to step outside. After looking through the film, they handcuffed him and took him down to jail. The police department understood the severity and handled it accordingly. Mr. Yanez, who had to go to the courthouse later that week to make a statement said "it was all very easy."

Afterwards Mr. Yanez and Mr. Taylor contacted the MPAA, filled out the required paperwork and Mr. Yanez received an award check for a job well done. For more information on piracy and the MPAA visit <http://www.mpaa.org/piracy.asp>

Is Your Theatre Staff Prepared for Ratings Awareness Month?

Following is a check list to help you prepare for June 2009 Ratings Awareness Month -

- ❑ **Employee Notification Regarding Ratings Awareness Month** – Member company executives should notify ALL employees that June 2009 is Ratings Awareness Month, and should describe the company's activities planned for the month. Theatre personnel responsible for press inquiries should be made fully aware of all activities undertaken by the company.
- ❑ **ID-Check Policy Reminder** – Member company executives should remind all company employees of your ID-Check policy for "R" and "NC-17" rated films, via company-wide memo, staff meetings, and other appropriate communication channels.
- ❑ **Personnel Policy Review** – Ratings compliance officers should review their personnel policies to ensure proper emphasis on ratings education and enforcement. Any updates or enhancements in those policies should be promptly communicated to all employees.
- ❑ **Display Ratings Posters** – Ratings compliance officers should take steps to ensure that posters explaining the ratings system are displayed in every theatre complex. Contact NATO if you need additional posters. (To obtain ratings posters contact NATO at nato@natodc.com or visit the MPAA site at <http://www.mpa.org/index.asp>)
- ❑ **Include Ratings Information on Web Site** – Ratings compliance officers should work with their company information technology providers to ensure that ratings information is included on your company's web site.
- ❑ **Include Ratings Information and Protocols on Online Ticketing Systems and Kiosks** – Ratings compliance officers should review the online ticketing system and ticketing kiosks utilized by your company to make sure that ratings information is included in the system. You should also review the prompts utilized when tickets for "R" and "NC-17" rated movies are ordered to ensure proper age requirement notification.
- ❑ **Monitor One-Sheets to Ensure Ratings Information is Included Once the Movie is Rated** – Studio marketing departments should distribute movie posters with ratings information once a movie is rated. Theatre personnel must ensure that unrated posters are replaced with rated posters once they become available. If rated posters are not made available after a movie is rated, theatre personnel should inform NATO.
- ❑ **Ensure the Compatibility of Trailers** – Ratings compliance officers and theatre marketing personnel should always take steps to ensure that trailers are compatible with the feature film that follows. All trailers should be viewed prior to exhibition, with feature film audience compatibility in mind. Trailers for "R" rated movies should never be shown before films rated "G" or "PG", and should be viewed and assessed before being shown in conjunction with a "PG-13" feature. Exhibitors receiving patron complaints regarding trailer compatibility should inform NATO.
- ❑ **Reach out to Local Newspapers** – Ratings compliance officers and company marketing executives should contact newspapers with whom you do business to encourage them to include reasons for the ratings in their movie reviews.
- ❑ **Reach out to Community, Parent and Religious Organizations** – Company executives and ratings compliance officers should consider using the NATO ratings power point to provide tutorials to local groups on the rating system. Electronic copies of the tutorial can be obtained by going to www.natoonline.org and clicking on the Ratings Links.
- ❑ **General Patron Education** – Company executives and ratings compliance officers should investigate additional ways to use this month to educate patrons about the ratings system. Post your company's ratings policy where all patrons can see. Encourage box office attendants to mention the ratings in their conversations with patrons. Conduct theatre open houses and disseminate ratings information. Reach out to local schools. Create employee contests with ratings themes. Be creative and have fun!

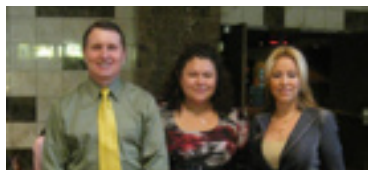
NORTHERN CALIFORNIA



Cinemark's Century San Francisco Centre 9 Theatre's General Manager Kelly Taylor accepts appreciation plaque from NATO of CA/INV President Milt Moritz.



Mariel Diaz, Warner Bros.; Audrey Marr, Renaissance Rialto and Eric Carr, Focus Features



Rob McConnell, Maria Parra and Fariba Ramirez of Simply Right, our Northern California lunch sponsor.



John Fraley, Maria Silva and Jared Figueira of Regal with Tony Cheng of Miramax



Coming Attractions' Nathan Davies, Sarah Shearer, Lee Fuchsman, Julie Vogan & London Goss.



Cinemark SF Centre GM Kelly Taylor and Regional Leader Hal Sawyer.

Win-Win for All: 2009 Spring/Summer Film Product Seminar

The NATO of California/Nevada Film Product Seminar is a highlight of our calendar as evidenced by the growing registrations at each semi-annual meeting. Members look forward to previewing the exciting product reels and rare footage brought by the studio marketing representatives; the studio representatives enjoy the opportunity of promoting their upcoming slates and meeting with so many managers in one convenient location – a win-win situation for all. The promise of a special added surprise screening of one of the summer's blockbuster films increased the level of enthusiasm and kept guests in their seats until late in the afternoon. Sincere thanks to Paramount Studios whose surprise screening of *Star Trek* was received enthusiastically.

The Associations' members were treated with gracious hospitality in Southern California by the staff and management team of National Amusements' *The Bridge::Cinema de Lux* led by Mark Bastian and in Northern California by GM Kelly Taylor along with his management team and staff at Cinemark's Century San Francisco Centre 9 Theatre. We extend our sincere appreciation to our host circuits, National Amusements and Cinemark. We thank ACS Enterprises, Inc. who continued their four-year breakfast sponsorship at both seminars and Simply Right for their sponsorship of the San Francisco lunch and drawing for a trip to Big Sur that was won by James Crosgrove of the Regal UA Berkeley 7 Theatre.

Focus Features, Fox/Fox Searchlight, Lionsgate, Overture Films, Paramount Pictures, Roadside Attractions, Sony, Universal Pictures, Walt Disney Studios Motion Pictures and Warner Bros sent representatives who took advantage of the time to introduce their Spring and Summer movie slates to the managers, and to mingle with the attendees during the breaks. Based on calls received by the Association office the slate of studios will grow at the next seminar.

Check your email for future issues of *Previews* that will list the dates of the Fall/Winter Film Product Seminar or visit the *Previews Reading Room* on our website: www.NATOCalNev.org to review the past and future issues.



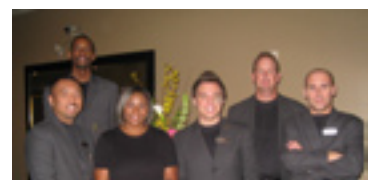
Patrick Artiaga of ACS Enterprises, the sponsor of our seminar breakfasts with Mike Tyler and Merrill Munoz of AMC

Please visit http://www.natocalnev.org/Event_Photos.html to view all of the photos from the Film Product Seminars.

SOUTHERN CALIFORNIA



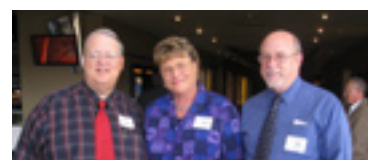
Jerry Forman and Jay Swerdlow of Pacific Theatres



Our hosts for the Southern California seminar the management team of National Amusements' The Bridge::Cinema de Lux. Top left - Paul Jones. (L to R) - Raymund Cornelio, Victoria Kimbell, Samuel King, Mark Bastian, Brian Hutchison



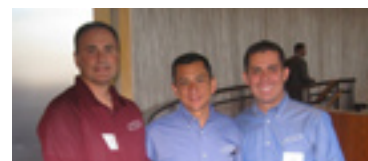
Many thanks to our Southern California photographers Brigette Buehlman from NATO and Aaron Fowler (pictured above) and Daniel Sanders (not in photo) from The Bridge.



Harold Taylor, Sherry Gartley and Bill Gartley of The Movie Experience



Kim Goia, Terri Moore and Elizabeth McCormick of Reading Cinemas



Breakfast sponsor ACS Enterprises, Inc. was represented by Wayne Koochanek, Richard Ortega and Jose Ramos

