

NATO of California/Nevada PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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A Rousing Debut for NATO's CinemaCon 2011

With more than 5,000 members of the exhibition and distribution communities and related industry suppliers in attendance, NATO's 1st annual CinemaCon debuted March 28 thru 31 at Caesars Palace Convention Center in Las Vegas. And by all accounts the sold-out, premiere industry gathering was deemed a big success. Much-deserved congratulations are extended to CinemaCon Managing Director Mitch Neuhauser and CinemaCon Manager of Sponsorships and Tradeshow Andrew Sunshine for their launch of CinemaCon in such grand fashion. The months of hard work and planning that went into this major undertaking were evident in the very smooth and efficient CinemaCon debut. The record breaking attendance, so many prominent panelists, so much valuable information presented and such great sponsor and tradeshow participation set the bar very high for CinemaCon 2012.

Over the course of four days, registrants attended numerous feature screenings, seminars and panel discussions, viewed exclusive footage from upcoming product, met many stars and filmmakers, recognized the achievements of distinguished colleagues and heard from prominent motion picture industry dignitaries.

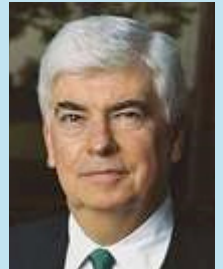
On Monday evening, following a day of registration and visiting with friends and associates in the hospitality lounge, CinemaCon officially kicked-off with Paramount Pictures, DreamWorks Animation and Marvel Studios unveiling footage from some of their upcoming releases, among them *Super 8*, *Kung Fu Panda 2*, *Thor*, *Captain America*, and *Puss in Boots*. The official CinemaCon Kick-Off Party, themed Celebrating the Moviegoing Experience, followed in the spacious Octavius Ballroom.

Tuesday morning began with an Industry Awards Breakfast, where the presentation of NATO/CinemaCon Marketing Achievement Awards recognized the efforts of 12 theatre managers for their outstanding marketing and promotion campaigns in different categories. Later, DreamWorks had a video presentation of Steven Spielberg offering behind the scenes footage from his upcoming feature *War Horse*,

See **CinemaCon**, continued on page 4

MPAA Chief Dodd Stresses Community Involvement

In remarks before an audience at CinemaCon 2011, MPAA CEO & Chairman Christopher Dodd urged theatre operators to reach out to their elected officials and others in their communities to gain support in combating film piracy. In discussing illegal trafficking of counterfeit movies and in-theatre camcording, he reminded theatre owners "you are the face of the film industry in your local communities. No one is in a better position to educate the American public about these threats than you are."



Noting that after three decades in Congress he had some idea how to attract the attention of Congressmen and Senators, he suggested that theatre operators invite their governors, state legislators,

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11661 San Vicente Blvd., Suite 830
Los Angeles, CA 90049
Phone: 310/460-2900
Fax: 310/460-2901
E-mail: Office@NATOCalNev.org
www.NATOCalNev.org

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- Charlene Sievers
Director, Member Services

Dodd, continued from page 1

congressmen and senators to their theatres, along with others who have a stake in the movie entertainment business such as video store employees and their families. "Tell them about the importance of these issues to you and your communities," Dodd said. "If you become the educator, you will leave a lasting and indelible impression on those who will make decisions about your future."

Dodd further reminded his audience of how important theatres are to the fabric of a community, that they are the place where you will see neighborhoods coming together. "You will see families and friends settling in for two hours in a darkened theatre," he remarked. "And even though everyone's eyes are on the screen, it is somehow still a communal experience - unlike any other. The value of that shared experience crosses economic, political and even generational boundaries."

His observations are well worth remembering.

CinemaCon 2011 Honors NATO of CA/NV Members

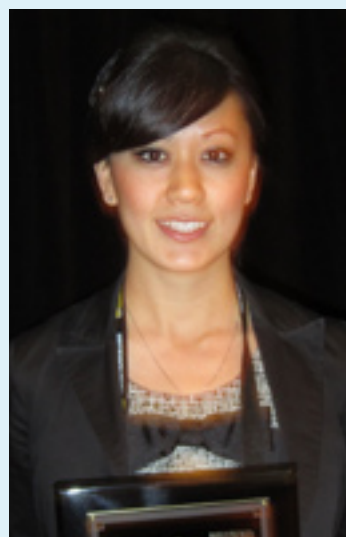
NATO of California/Nevada was well represented as three of the thirteen inaugural **CinemaCon 2011 NATO Marquee Awards** were presented to its current and past members. Jerry Forman, Chairman Emeritus NATO of CA/NV; Bill Kartoizian and Phil Harris, past Chairman NATO of CA/NV are shown with their awards.



Other recipients of this prestigious award are Mike Campbell, A. Alan Friedberg, Richard A. Fox, Steve Marcus, Lee Roy Mitchell, Joel Resnick, T.G. "Teddy" Solomon, William J. Stembler, Peter Warzel and Roy B. White.

These industry leaders were honored for their contributions and leadership in the exhibition industry and its member-led association.

Congratulations and thank you to all the honorees.



Mandy Willenborg of Regal's Edwards San Marcos Stadium 18 Theatre won a NATO/CinemaCon Marketing Achievement Award for the Best Use of Media and Events for a Specialty Release for her promotion of *Waiting for Superman*.

Ms. Willenborg's team members included Josh Bingham, Marlene Lopez, Matt Chewiwie, Joelle Vann, Ryan Davis and Alex Harris.

The Regal San Marcos team brought in local schools, colleges, libraries, the San Diego Blood Bank and other businesses to promote education and the importance of learning. A lobby display featured a book worm who stressed the importance of reading. Their outside carnival featured learning games with math and time bingo, care of the environment with a recycled paper toss and tables where sponsors promoted scholarship programs, community involvement and other educational opportunities.

TIME IS RUNNING OUT Final Call!!

Registration For The NATO of California/Nevada 2011 Summer/Fall Film Product Seminar Closes at Midnight, Wednesday, April 13th

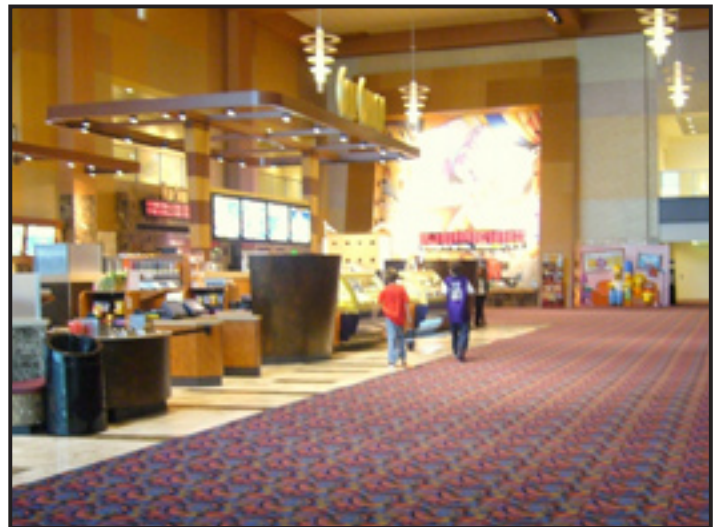
The always popular NATO of California/Nevada Film Product Seminars are almost here. Don't miss out on the opportunity to visit with the Studio Marketing Representatives, meet with other managers and view even more product reels than were featured at the very successful, inaugural CinemaCon 2011.

Southern California, April 27, 2011



*Regal's
LA Live Stadium 14 Theatre
Continental Breakfast at 9AM
Program begins at 10:00AM*

Northern California, May 4, 2011



*Cinemark's
Century San Francisco Centre 9 Theatre
Continental Breakfast at 8:30AM
Program begins at 9:30AM*

Online registration is available to members in the Seminars and Meetings section of the NATO of CA/NV web site at www.NATOCalNev.org. Once there just click on the link to the registration form. Should you have any questions regarding the registration process contact the NATO of CA/NV office and ask to speak with Charlene Sievers. Attendance is limited to employees of member companies, with a limit of two guests per theatre location. There is no charge, but reservations are a must, no walk-ins will be admitted, and no-shows will incur a \$25.00 charge. Mark your calendars now and be sure to register by midnight, Wednesday, April 13, 2011.

CinemaCon, *continued from page 1*

followed by peeks of the company's *Fright Night*, *Real Steel*, and *The Help*. Later in the day, Walt Disney showed footage from *Winnie the Pooh*, *Avengers*, and its upcoming Muppets feature.

Following Tuesday morning's product previews, NATO President & CEO John Fithian officially welcomed everyone to CinemaCon, and addressed various Association business issues. He made particular note of the industry's rapid transition to digital theatre conversion, stressing the inevitability of the day in the not too distant future when 35mm film prints will no longer be available for wide, general theatrical release.

Mr. Fithian then introduced Senator Christopher Dodd, newly seated chairman & CEO of the Motion Picture Association of America, making his first appearance before a major motion picture industry gathering after only nine days on the job. In his address, Senator Dodd spoke of the strong ties that bind motion picture studios and theatre owners and their shared commitment to one of America's greatest industries. And while citing today's difficult economic climate at a time when the country's trade deficit continues to spiral out of control, he noted that the motion picture industry is the only large American industry that maintains a positive balance of trade with every country in the world in which it does business. (*See MPAA Chief Dodd page 1 story.*)

Tuesday evening offered screenings of five different independent and specialty film options shown at the nearby The Rave Motion Pictures' Town Square 18 Theatre.

Wednesday featured a series of seminars that covered such topics as Social Networking: Changing The Marketing World Now and Forever; When Independent Films Became Mainstream: An Arthouse Documentary; Keeping Your Cinema Open on a Saturday Night, a technical overview of problems that can cause the loss of a performance; New Technologies: How They Impact the Theatrical Exhibition Business; Dinner and A Movie: How Premium Theatre Concepts Are Enhancing the Movie-Going Experience, and Accessibility for Digital Cinema.

Highlighting Wednesday's panel discussion was the luncheon presentation "Frankly Speaking: The Digital World of Filmmaking Today, Tomorrow and Beyond, featuring panelists James Cameron, Jeffrey Katzenberg and George Lucas. The trio was united in proclaiming that recent and forthcoming innovations in 3D and animation technology will have a huge impact on the way movies are made, exhibited and experienced. Cameron said that his next two *Avatar* films will be shot at a much higher frame rate, 48 to 60, as compared to an industry standard of 24 frames per second, delivering even greater clarity to 3D images. Katzenberg noted that the newest generation of computers will allow animators to view their work in real time, a decided advantage to the art of storytelling. And Lucas urged exhibitors to enthusiastically embrace digital

projection so audiences may fully experience all the enhancements that the new technology brings to filmmaking today.

Wednesday continued with the screening of Sony's live action/animated feature *The Zookeeper*, and the Female Star of the Year presentation by Drew Barrymore to Cameron Diaz, star of *Bad Teacher*.

On Wednesday night, a host of motion picture industry notables paid heartfelt tribute to former Walt Disney Studios' Chairman Dick Cook, as he was saluted by the Will Rogers Motion Picture Pioneers Foundation with its 2011 Pioneer of the Year Award. Chaired by the Academy of Motion Picture Arts & Sciences President Tom Sherak, and emceed by actor/comedian Tim Allen before a sold-out crowd of over 2,400 guests, the emotionally charged evening raised over \$1 million for the charity. Among the many honoring and sharing their fondness for Dick in person or via film clips were Ben Affleck, James Cameron, Jamie Lee Curtis, Johnny Depp, Michael Eisner, Jeffrey Katzenberg, Joe Roth, John Travolta and Robert Zemeckis. It was a grand celebration and a good time was had by all.

Wednesday's after dinner activities concluded with a screening of *POM Wonderful Presents: The Greatest Movie Ever Sold*, and the Documentary Filmmaker of the Year Award presentation to Morgan Spurlock, all hosted by Sony Pictures Classics.

Thursday's program began with the presentation "James Cameron Talks Frame Rates: A Demonstration and Exclusive Look at the Future of Digital Cinema." Following was a screening of Lionsgate's upcoming release *Warrior* then a luncheon hosted by Lionsgate. On Thursday afternoon, Warner Bros. Pictures unspooled exclusive footage from its upcoming release schedule including *Hangover 2*, *Green Lantern*, *Horrible Bosses*, *Harry Potter & The Deathly Hallows Pt. 2*.

CinemaCon 2011 concluded Thursday with a Gala Final Night Party hosted by The Coca-Cola Company, which was preceded by the presentation of the CinemaCon Big Screen Achievement Awards, emceed by Access Hollywood's Billy Bush. The Awards and their recipients were:

Hall of Fame Award..... The Harry Potter Film Franchise
Breakthrough Performer of the YearBlake Lively
Action Star of the Year Vin Diesel
Female Star of Tomorrow..... Rosie Huntington-Whiteley
Male Star of Tomorrow..... Chris Hemsworth
Comedy Star of the Year Russell Brand
Career Achievement Award..... Helen Mirren
Male Rising Star of 2011 Jason Momoa
Female Rising Star of 2011Juliane Hough
Male Star of the Year..... Ryan Reynolds
CinemaCon Visionary Award Tyler Perry

We now look forward to CinemaCon 2012!

James Cameron Siding with Theater Owners Against Studios' Premium VOD Plan

Reprinted from *The Hollywood Reporter*, by Pamela McClintock

The standoff between Hollywood studios and theater owners over a new premium VOD service intensified as prominent filmmakers—including James Cameron—prepared to side with exhibitors in a show of support for the theatrical experience.

The country's largest theater circuits also are hitting back hard at Warner Bros., Fox, Universal and Sony, whose VOD deal with DirecTV is reportedly finalized.

Cinemark Entertainment told the four studios it won't carry trailers, or put up signage, for any movie until the studio notifies it in writing whether the title will be part of the premium VOD offering down the road. Cinemark also could refuse to play a film.

"We are not here to market movies for DirecTV and VOD. We are demanding they tell us upfront what movies those are," Cinemark CEO Alan Stock told *The Hollywood Reporter*. "Our goal is to promote and advertise movies for their theatrical run."

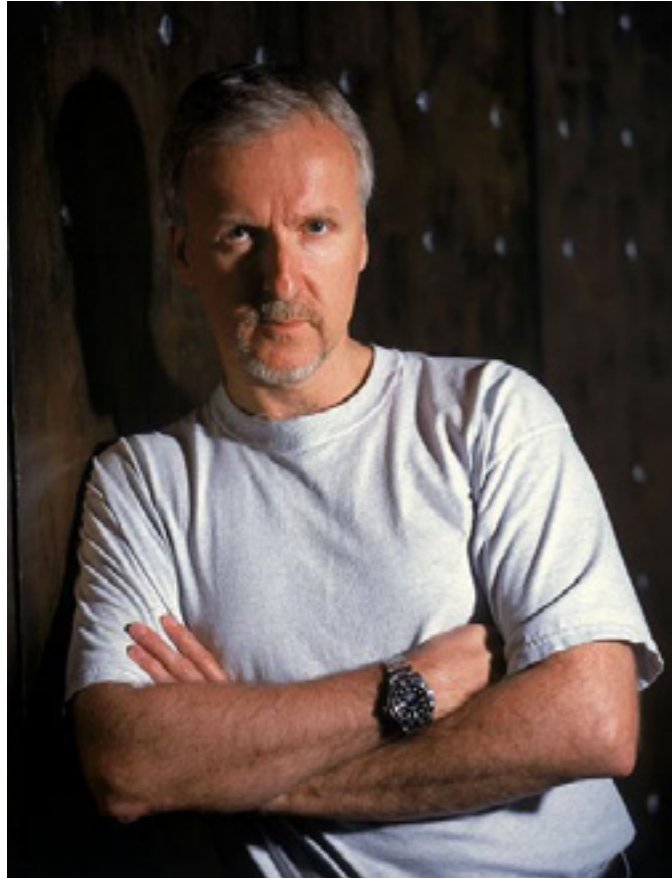
Cinemark's stern warning came one day after Regal Entertainment told the four studios that it is slashing by half the number of all trailers it plays from them. Nor will it play a spot for any film that's slotted for premium VOD. The policy takes effect April 15.

Representatives from AMC Entertainment met with studios Wednesday to discuss the steps it plans on taking. AMC is likely to reconfigure its promotional policies as well.

Regal, AMC and Cinemark are the country's three largest theater chains, respectively, representing nearly 16,000 of the 38,605 screens in the U.S.

DirecTV is expected to launch the new service -- dubbed Home Premiere -- this month, followed quickly by a similar service on Comcast and VUDU. Consumers will be able to see a movie 60 days after its theatrical release for \$29.99.

Theater owners say the move threatens the theatrical window



and sends the message that watching a movie at home is just as good as seeing it in a theater.

Last week, director Todd Phillips spoke out against the premium VOD service when attending CinemaCon, the annual convention of theater owners. He was there as part of the Warner Bros. contingent, promoting his *The Hangover Part II*.

Phillips told theater owners he makes his films for the big screen, not for the small screen. Otherwise, he would have been a television director.

Cameron also attended CinemaCon to discuss the future of digital cinema and give a demonstration on frame rates. He repeatedly told exhibitors that the theatrical experience can't be repeated in the home, particularly when it comes to digital 3D and new technologies.

Insiders say Cameron, along with other industry leaders, will go public with his opposition to the premium VOD service in the coming days.

For their part, studios say they have to find a way to make up for collapse of the DVD market, once a major source of revenue. Also, they say movies don't play in theaters beyond four or five weeks anyway.

Now, movies debut on DVD 90 to 120 days after they bow in cinema houses.

In a statement, Regal CEO Amy Miles said a healthy theatrical window is important to the entire movie industry.

"Based on the recent announcement regarding Premium Video on Demand, we are amending our policies for support of films from studios participating in the new VOD model," Miles said. "It is simply not in Regal's best interest to utilize our resources to provide a marketing platform for the release of Premium Video on Demand movies."

We Get Letters

Federal Accessibility Standards

In the March issue of PREVIEWS we outlined some of the new Federal ADA standards (find article [here](#)) which prompted a response from Steven J. Fellman, GKG Law who is of ADA Counsel to national NATO. Mr. Fellman outlined other information that should be noted. Our thanks to Mr. Fellman for bringing this additional information to our attention:

1. **Reserved Seating.**

Some movie theatres are now featuring reserved seating in sections of the theatre where food and beverages are served by theatre staff to those who purchase this type of seating. If a theatre has this type of a seating area, wheel chair seating must be provided and wheel chair patrons and their companions must be able to purchase reserved seating in the same manner as other patrons purchase reserved seating. A person in a wheel chair should be able to call the theatre or go on-line and reserve one of the wheel chair spaces and one of the companion seats in that special area. This means that the special area must be accessible to wheel chair patrons.

2. **Service dogs.**

In the past some persons with disabilities, mostly people with mobility impairments, have had guard dogs to protect them from muggers or others who might want to take advantage of such a persons' inability to defend himself. The new regulations make it clear that guard dogs are not service animals. However, if a person with a mobility impairment has a large dog and leans on that dog to prevent falling or tripping, that dog would be a service animal.

Movie theatres have reported instances where a patron entered a theatre holding a very small dog and claimed that the dog was a service animal as it was an "emotional support" dog. The new DOJ regulation indicates that emotional support dogs are not service animals under the ADA.

Of course, your members operate in California and Nevada and there may be state regulations that do qualify such dogs as service animals. The states have the authority to issue regulations that are more restrictive than the ADA and people doing business in such states must conform to the state regulations. (Check your local, state and municipality for the applicable regulations regarding "emotional support" animals. *Editor*)

3. **Wheel chair seating.**

A reference is made in the article to the fact that the ICC/ANSI 117.1 standard requires wheel chair seating to be located in the rear 70% of a theatre rather than the rear 60% as required by the new Federal standards. ICC/ANSI 117.1 was recently amended to provide for rear 60% not rear 70%. NATO had been instrumental in getting the rear 70% in the prior ANSI standard but after the major circuits signed consent orders with the DOJ including the rear 60% requirement and the DOJ ANPRM proposed the rear 60% requirement for the new ADA standards, NATO recognized the writing on the wall and dropped its opposition to the change in the ANSI standard.

In both the old and new ICC/ANSI standards and in the old DOJ standards, the 60% or 70% requirement was limited to auditoriums of 300 seats or less where no vertical dispersion of wheel chair seating was required. However, in the new DOJ standards, the rear 60% test applies to all required wheel chair seating, even in auditoriums of more than 300 seats where there is vertical dispersion. This is an important point to recognize.

For the full review of the Standards please go to:

California Division of Labor Standards Enforcement:

<http://www.dir.ca.gov/dlse/dlse-cl.htm>

Nevada Labor Commissioner:

<http://www.leg.state.nv.us/NRS/NRS-609.html>

U.S. Department of Labor:

<http://www.dol.gov/dol/topic/youthlabor/>

Independent and Arthouse Film Fans – Who Are They?

NATO introduced an educational seminar series at CinemaCon last month with five separate programs. The Worldwide Motion Picture Group (MPG) at Ipsos OTX shared the data gathered for their power point presentation, *When Independent Films Became Mainstream: An Arthouse Documentary* with PREVIEWS readers. Follow this [link](#) or visit the Previews Reading Room at www.NatoCalNev.org to learn who goes to your theatres for arthouse and independent films, how often they visit, what they value in a theatre, where their sources of information about the films are and much more.



CALENDAR of EVENTS & HOLIDAYS

Passover
April 19



Good Friday
April 22

Earth Day
April 22

Easter Sunday
April 24



**Southern California
Film Product
Seminar**
April 27

**Northern California
Film Product
Seminar**
May 4

Cinco de Mayo
May 5

Mother's Day
May 8

Armed Forces Day
May 21

Memorial Day
May 30