

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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Ryan Coogler Captures Top Award at Sundance



Ryan Coogler (3rd from left) appears with his Fruitvale film collaborators at the recent Sundance Film Festival. (Left to right) Sev Ohanian, Michael Sawver, Ryan Coogler and Ludwig Goransson. A total of eight USC graduates participated in the production of the film.

Ryan Coogler, the recipient of a 2008 NATO of California/Nevada Fellowship award while a student at the University of Southern California (USC) Film School, has won the top award at the recent Sundance Film Festival for his film *Fruitvale* about the 2009 New Year's Day police shooting in Oakland.

Early on in the competition critics predicted that Mr. Coogler's film, *Fruitvale*, which tells the story of the seemingly senseless shooting of 22-year-old Oscar Grant by a Bay Area Rapid Transit (BART)

police officer at the Fruitvale station in Oakland on New Year's Day of 2009, came away with both the Grand Jury Prize and the Audience Award for a dramatic film. It had been hailed passionately by critics (NPR/*Los Angeles Times* critic Kenneth Turan called it "the standout film" of the festival, "a very, very moving film;" Marlow Stern of the *Daily Beast* noted that it received "rounds and rounds of applause – and quite a few tears -- at its press screening" in Park City, Utah). The film, which was produced by Forest Whitaker and Nina Yang, was quickly snapped up for \$2 million by the Weinstein Co., topping bids from Paramount, Universal's Focus Features, Fox Searchlight, and CBS Films. Announcing the award former Fox studio chief Tom Rothman predicted that it will pick up many more awards down the line. "This will not be the last time you guys walk to a podium," he said to the filmmakers, who included the much praised first-time director Ryan Coogler. He also predicted that the film will deliver a mighty social impact. "For anyone out there who thinks for one second that movies don't matter or can't make a difference in the world, welcome the winner," he said.

NATO of California/Nevada members were introduced to Mr. Coogler's work at the 2012 membership meeting where his short film *Locks*, winner of the Dana and Albert Broccoli Award for Filmmaking Excellence at Tribeca Film Festival, was screened. Coogler attributed much of his success to studying at USC, saying, "USC was the place where I learned how to make films; it's the place where I met most of the crew that [worked] on this film. Pretty much everything I learned about movies, I learned at USC."

When NATO of CA/NV originally set up its fellowship programs with the UCLA and USC film schools it was with the hope that it would help nourish filmmakers of the future. We believe we can all agree that we have succeeded.

Previews
is published by the
National Association of
Theatre Owners of
California/Nevada

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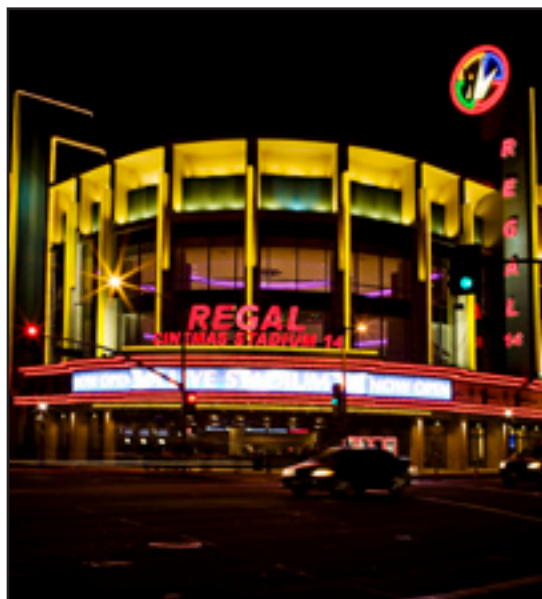
New Forum Added to 2013 Summer/Fall Film Product Seminar

NATO of California/Nevada has set the dates for its 2013 Summer/Fall Film Product Seminar for May 7th in Southern California at Regal's LA Live Theatre and May 9th in Northern California at the AMC Metreon Theatre in San Francisco where a new forum featuring the studio marketing representatives will be introduced.

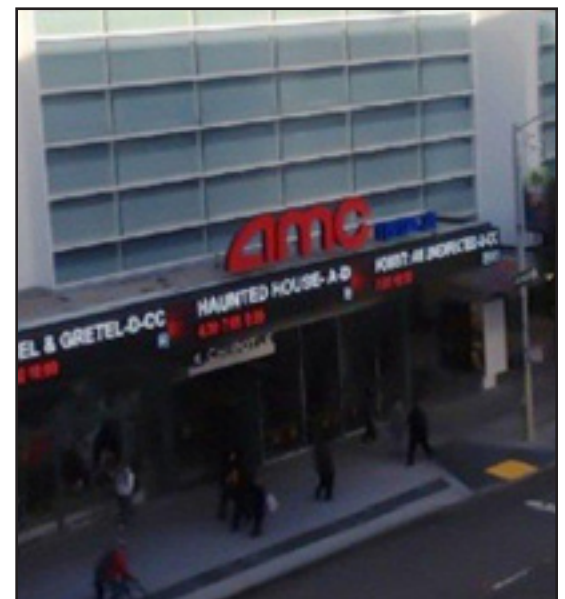
The personal interaction of the "Meet and Greet" introduced at last October's Film Product Seminar was deemed a success by both the member attendees and the Studio Marketing Representatives yet many of the seminar survey respondents felt that more time was needed to get all of their questions answered. Therefore a Panel Discussion with the Studio Representatives will be incorporated in to an extended lunch break providing all attendees the opportunity to not only ask their questions, but to hear the responses to others' questions. This will be in addition to the one-on-one break-time "Meet and Greet" which proved to be so popular in the Fall. Look for more panel discussion details in future issues of PREVIEWS.

The full day seminars will include a continental breakfast, lunch, previews and back stage footage from summer and fall films, and time for networking with other managers and studio representatives.

The seminars are free to employees of NATO of California/Nevada corporate offices and member theatres. The registration period is from Friday, March 1st through midnight Sunday, April 21st. Up to three registrations per theatre will be accepted from Friday, March 1st through March 31st. Beginning Monday, April 1st through the close of registration on April 21st we will accept no more than two reservations per theatre location pending availability. Details and the registration form can be found in the Seminars and Meetings section of the Association's web site www.NATOCalNev.org.



Regal's LA Live Theatre
May 7th
Southern California



AMC Metreon Theatre
May 9th
Northern California

FOR NATO CA/NV MEMBERS ONLY!

As a service to our Members, NATO of California/Nevada is pleased to present a very timely, important and informative webinar on the subject of *Health Care Reform* . . . what it means to the movie theatre business in particular.

Sarah Bhagwandin of Davis Wright Tremaine will conduct the webinar. She is an employee benefits attorney, who regularly speaks and counsels employers on the Affordable Healthcare Act and other employee benefits matters. She will focus on *our industry* and *our specific concerns* – including our many part time employees, cost limitations, and other issues. Janet Grumer of Davis Wight Tremaine, who worked many years in the movie theatre industry, will act as moderator. Plenty of time will be available for live questions . . . have yours ready.

There is no charge but only Members are eligible to participate:

WHEN: Wednesday, March 6, 2013 from 10:30am – 12:30pm PST

Register by following this [HEALTHCARE LINK](#) to the registration form at the Association web site.

YOU MUST REGISTER BY MARCH 1, 2013. Once you have registered you will be provided with a link to download materials for review prior to the Webinar and participation instructions.

DISCUSSION POINTS

PAY or PLAY! UNDERSTANDING YOUR OBLIGATIONS under HEALTH CARE REFORM

Health Care Reform is here and its time to start planning! Effective January 1, 2014, most residents in the United States will be required to either obtain health care insurance or pay an individual tax. Employer-sponsored health plans play a major role in the new health care coverage requirements.

Who Should Attend?

Any member company that employees at least 50 individuals, whether part-time or full-time.

Persons of Interest.

Any individual who conducts business planning for your entity, answers questions for employees, or buys insurance coverage should consider attending. For example, business owners, CFOs, human resource employees, and individuals in risk management.

AGENDA

The Employer Mandate

- Pay or Play! – What is the new mandate?
- Who must comply?
 - Calculating who is full-time
 - Calculating hours for part-time and seasonal employees
 - How to address fluctuations in hours and turnover

What does it mean to “play”?

- What kind of plan must an employer offer?
- Who must be covered?
- How has health plan coverage changed under health care reform?
- What is the role of the state-exchange?
- What is the small-employer tax credit?
- Does offering a health plan trigger other obligations for an employer?

What does it mean to pay?

- What are the potential tax penalties under health care reform?
- How are penalties calculated?
- How will an employer know when they are subject to a penalty?

The Individual Mandate

- What does the law require of individuals?
- What individuals are eligible for a tax-credit or premium subsidy?
- How to answer employee questions
- Managing employee communication about employee benefits

*Reminder all who want to participate must register by: Friday, March 1, 2013
By going to: NATocalnev.org or following this [Healthcare link](#)*

NATO of CA/NV Scholarship Program Solves Rising Tuition Costs

Most university and college applications were submitted months ago, acceptance letters are starting to arrive so, if it hasn't been done already, now is the time to figure out how to cover the high cost of tuition. The National Association of Theatre Owners of California/Nevada (NATO of CA/NV) Scholarship Program could be the answer. Up to twenty-five \$10,000.00 scholarships will be awarded to eligible and qualified member employees or their dependents.

We are happy to report that a number of scholars have begun the process by filing their applications on-line. The next, and possibly most important step, is to review the application checklist and submit all of the supporting documentation with the top sheet (sent to applicant's email address). If you did not receive an email confirming the receipt of your application please contact the NATO office via email at office@NATOCalNev.org with Scholarship Application in the subject line. All applications must be postmarked or delivered to the NATO of CA/NV office by 4:00 PM on Friday, March 8th.

Applications are available in the Scholarship Section of the Associations web site www.NATOCalNev.org. The deadline for submitting applications is March 8, 2013. Please refer to the November/December 2012 issue of PREVIEWS for some helpful tips on completing the application process or contact the NATO of CA/NV office at Office@NATOCalNev.org with your questions.

The NATO of CA/NV Scholarship Program has helped over 300 member scholars since the inception of the program in 1996. One of our recent winners expressed her appreciation in a letter:

Hello everyone at NATO CA/NV,

I am writing to give you a simple update as to my progress in school. If you remember I am half-way through my first year in law school, and what a semester it has been. The workload was more than I thought possible and considering my scholastic history that is really saying something. I work as hard as I can to understand the terms, process and overall purpose of the law.

My motivation to make a difference in my community and make you proud are what gives me the strength to wake up early every day and stay up late every night to get this right.

I am pleased to say that my Fall semester grades proved that all of this hard work is paying off.

Let me say again how grateful I am for all of your help. Just knowing that I have your support means the world to me and makes this very difficult journey a little easier to navigate.

I hope to see you all when I return this summer,

Cyrena Shirley

Howard Law School

Regal Entertainment Group Palm Springs 9 Theatre

Study: Movies Set a Record In 2012

As was widely predicted, the motion picture industry did indeed set a modern record for both total receipts and attendance in 2012, according to media measurement service Rentrak. It was reported that the domestic box office was up 5.88 percent to \$10.8 billion from \$10.2 billion in 2011. Overseas ticket sales were up 3 percent to \$23.1 billion versus \$22.4 billion in 2011. Attendance was up 2.5 percent. "America's favorite pastime is still heading to the movies to watch the thrilling content that was available throughout 2012," Ron Giambra, President of Theatrical Worldwide at Rentrak, said in a statement. That assessment could also be applied overseas. Of the top twelve films, only one, Lionsgate's *The Hunger Games*, boasted a bigger gross at home than it did abroad (\$408 million versus \$279 million). Fox's *Ice Age: Continental Drift* earned nearly five times more overseas than it did domestically (\$718 million versus \$161 million). Three films exceeded \$1 billion worldwide: *Marvel's The Avengers* with \$1.51 billion; *The Dark Knight Rises* with \$1.08 billion and *Skyfall* with \$1.02 billion. Sony was the leading studio with a 16.50 percent market share, followed by Warner Bros. with 15.39 percent, Disney with 14.36 percent, Universal with 12.48 percent, Lionsgate with 11.52 percent and 20th Century Fox with 10.44 percent.

The Oscar telecast will be aired live on Sunday, February 24. If you would like to order a 27" x 40" single or double –sided one sheet(s), please contact Deluxe Customer Service at (877) 335-8936.



Rewards for Phone Etiquette

Movie theatres have long struggled to figure out how to get moviegoers to turn their cell phones off once the movie starts, and Cinemark has introduced an app to encourage them to do so. CineMode, a component inside Cinemark’s smart-phone app, offers users the chance to earn rewards for not texting or otherwise using their cells during film screenings. When you put your phone in CineMode, your screen dims, and a message appears reminding you to set the volume to vibrate. Stay in CineMode until the movie’s over and you’ll get a digital coupon.

“For a while, our customers have asked us to design an alternative and creative solution that addresses texting and cell phone issues in our auditoriums,” says James Meredith, Cinemark’s VP of marketing and communications. “Now, through the Cinemark app, CineMode targets these courtesy issues through the very same devices that are causing the problems.”

The Cinemark app is available for iPhone and Google Android phones.

Source: *Boxoffice Pro*

Why Movies Today Are Longer Than Ever Before!

Kirsten Acuna, *Business Insider*

We’ve compared the length of various films and big theatrical releases of the past few years. The findings show we’re more inclined to sit in theaters longer today to see the most-anticipated films of the year. And, the trend shows no sign of stopping.

A partial list of theatrical releases for 2007 – 2012:

2007	2008	2009	2010	2011	2012
Pirates of the Caribbean: At World’s End – 169 min	Curious Case of Benjamin Button 166 min.	Avatar 162 min.	Inception 148 min.	Transformers: Dark of Moon 154 min	Django Unchained 165 min
There Will Be Blood - 158 min.	The Dark Knight 152 min.	Transformers Revenge of The Fallen 160 min.	Shutter Island 138 min.	The Help 146 min.	Dark Knight Rises 165 min
Spider-Man 3 139 min.	The Hurt Locker 131 min.	Inglorious Basterds 153 min.		X-Men: First Class 132 min	Les Miserables 158 min
				Harry Potter & the Deathly Hallows Pt 2 130 min	Zero Dark Thirty 157 min
					The Avengers 143 min
					Skyfall 143 min.
					Hunger Games 142 min

Average length of movies went from 118 minutes in 2002 to 130 minutes in 2012.

The average running times for the five highest-grossing films in 1992 was 118 minutes.

Editor’s note: In the 1940’s typical program consisted of a double feature, cartoon, newsreel and short subject for an average running time of 3 hours 40 minutes.

Academy Award® Contest

Previews, the monthly newsletter of NATO of California/Nevada, is sponsoring its annual Academy Awards® contest, open only to employees of NATO of California/Nevada members. The winner will be selected based upon the most correct answers; in case of a tie, the prize will be awarded based upon order of receipt of entry in the NATO of CA/NV office.

Fill in your choices and return to the NATO of CA/NV office by 4:00PM on Friday, February 22, 2013. Only one entry per person, the first one submitted, will be accepted.

1. Best Motion Picture of the year

- "Amour"
- "Argo"
- "Beasts of the Southern Wild"
- "Django Unchained"
- "Les Miserables"
- "Life of Pi"
- "Lincoln"
- "Silver Linings Playbook"
- "Zero Dark Thirty"

2. Actor in a leading role

- Bradley Cooper in "Silver Linings Playbook"
- Daniel Day-Lewis in "Lincoln"
- Hugh Jackman in "Les Miserables"
- Joaquin Phoenix in "The Master"
- Denzel Washington in "Flight"

3. Actress in a leading role

- Jessica Chastain in "Zero Dark Thirty"
- Jennifer Lawrence in "Silver Linings Playbook"
- Emmanuelle Riva in "Amour"
- Quvenzhané Wallis in "Beasts of the Southern Wild"
- Naomi Watts in "The Impossible"

4. Actor in a Supporting Role

- Alan Arkin in "Argo"
- Robert De Niro in "Silver Linings Playbook"
- Philip Seymour Hoffman in "The Master"
- Tommy Lee Jones in "Lincoln"
- Christoph Waltz in "Django Unchained"

5. Actress in a Supporting Role

- Amy Adams in "The Master"
- Sally Field in "Lincoln"
- Anne Hathaway in "Les Miserables"
- Helen Hunt in "The Sessions"
- Jacki Weaver in "Silver Linings Playbook"

6. Achievement in Directing

- Michael Haneke, "Amour"
- Benh Zeitlin, "Beasts of the Southern Wild"
- Ang Lee, "Life of Pi"
- Steven Spielberg, "Lincoln"
- David O. Russell, "Silver Linings Playbook"

7. Original Screenplay

- Michael Haneke, "Amour"
- Quentin Tarantino; "Django Unchained"
- John Gatins "Flight"
- Wes Anderson & Roman Coppola "Moonrise Kingdom"
- Mark Boal "Zero Dark Thirty"

8. Achievement in film editing

- "Argo" William Goldenberg
- "Life of Pi" Tim Squyres
- "Lincoln" Michael Kahn
- "Silver Linings Playbook" Jay Cassidy and Crispin Struthers
- "Zero Dark Thirty" Dylan Tichenor and William Goldenberg

9. Achievement in cinematography

- "Anna Karenina" Seamus McGarvey
- "Django Unchained" Robert Richardson
- "Life of Pi" Claudio Miranda
- "Lincoln" Janusz Kaminski
- "Skyfall" Roger Deakins

10. Production Design

- "Anna Karenina"
- "The Hobbit: An Unexpected Journey"
- "Les Miserables"
- "Life of Pi"
- "Lincoln"

11. Achievement in costume design

- Jacqueline Durran, "Anna Karenina"
- Paco Delgado, "Les Miserables"
- Joanna Johnston, "Lincoln"
- Eiko Ishioka, "Mirror Mirror"
- Colleen Atwood, "Snow White and the Huntsman"

12. Makeup and Hairstyling

- Howard Berger, Peter Montagna and Martin Samuel "Hitchcock"
- Peter Swords King, Rick Findlater and Tami Lane "The Hobbit: An Unexpected Journey"
- Lisa Westcott and Julie Dartnell "Les Miserables"

13. Achievement in sound editing

- "Argo"
- "Django Unchained"
- "Life of Pi"
- "Skyfall"
- "Zero Dark Thirty"

14. Achievement in visual effects

- "The Hobbit: An Unexpected Journey"
- "Life of Pi"
- "Marvel's The Avengers"
- "Prometheus"
- "Snow White and The Huntsman"

15. Music in connection with motion picture (Original Song)

- "Before My Time" from "Chasing Ice"
- "Everybody Needs A Best Friend" from "Ted"
- "Pi's Lullaby" from "Life of Pi"
- "Skyfall" from "Skyfall"
- "Suddenly" from "Les Miserables"

16. Best foreign language film

- "Amour", Austria
- "Kon-Tiki" Norway
- "No", Chile
- "A Royal Affair", Denmark
- "War Witch" Canada

Name: _____ Daytime Phone: _____ E-mail _____

Company: _____ Title: _____

Email completed entry to Office@NATOCalNev.org, fax to 310/460-2901 or mail to
NATO of California/Nevada, Attn: Academy Contest, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049

CALENDAR of EVENTS & HOLIDAYS

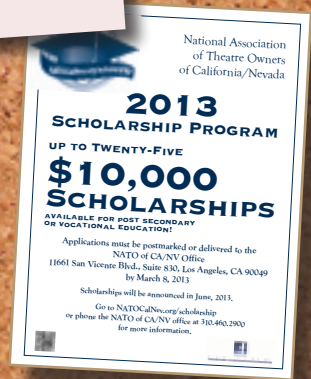
Valentine's Day
February 14



Presidents' Day
February 18

Academy Awards® Show
February 24

Scholarship Program Application Deadline
March 8



Daylight Saving Time Begins
March 10

St. Patrick's Day
March 17

Spring Begins
March 20



First night of Passover
March 25

Easter Sunday
March 31