

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

Special
Annual
Membership
Meeting
Issue

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Top Political Communications Strategist, Featured Speaker



*Dan Schnur, Director
of the Jesse M. Unruh
Institute of Politics
at USC*

Given the interest nationally in California's economic and political climate, we have invited Mr. Dan Schnur, Director of the Jesse M. Unruh Institute of Politics at the University of Southern California, to be the guest speaker at our June 22 annual membership meeting.

Politics and entertainment are intertwined industries in California, as evidenced by the political careers of actors such as Ronald Reagan and Arnold Schwarzenegger. California is at the forefront of most trends in both entertainment and politics, and the two can affect each other in many ways as movies shape popular opinion and politicians invoke well-known phrases or images from movies to reach their audiences.

While we focus on the entertainment world in our daily work, there is ongoing action in Sacramento that could affect our industry. It should be both informative and entertaining to hear an update from an expert that can give us the inside scoop on what's happening and what might be coming next in California.

Dan Schnur is among California's top political communications strategists and analysts, and served in leadership roles in four presidential and three gubernatorial campaigns. At USC Mr. Schnur

*See **Meeting**, continued on page 2*

Membership Meeting Details

Where:

The Landmark
10850 W. Pico Blvd.
Los Angeles, CA 90064

When:

Wednesday, June 22nd

Schedule:

Check-in and Continental
Breakfast - 9:00am – 10:00am
Meeting begins - 10:00am
Exit - 12:15 pm

Parking:

Three hours of free parking in lot below theatre. Entrances on Pico Boulevard and Westwood Boulevard.

Registration:

Registration is now open through June 15th. Just click [HERE](#) to get to the registration form. Once your registration is processed an email will be sent to the address provided within two hours, if you do not get one you must contact the NATO of CA/NV office at 310/460-2900 or office@NATOCaNev.org to confirm that the registration was completed.

See inside for detailed information on Speakers and Registration.

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Meeting, continued from page 1

works to motivate students to become active in the world of politics and encourages public officials to participate in the daily life of the campus.

In addition to his position at USC, Mr. Schnur is an Adjunct Instructor at the University of California at Berkeley's Institute of Governmental Studies. He has also held the post of Visiting Fellow at the John F. Kennedy School of Government's Institute of Politics at Harvard University and taught an advanced course in political campaign communications at George Washington University's Graduate School of Political Management.

Dan Schnur writes frequent political commentary for *The Washington Post*, the *New York Times*, and *Politico*. His op-ed pieces have appeared in several other newspapers, including the *Los Angeles Times*, the *San Francisco Chronicle*, and the *Sacramento Bee*. In addition, he has been an analyst and political commentator for CNN, MSNBC, Fox News, and National Public Radio.

In short, Dan is a true expert on California government and politics, and is a very engaging speaker who makes these topics come alive. We are looking forward to hearing Dan's always entertaining perspective on the issues facing us.

Why You Should Attend the 2011 NATO of California/Nevada Membership Meeting

- Hear what your association is doing to support you and your theatre(s).
- Be informed of Legislative developments.
- Learn about new ADA requirements.
- Get an update on VOD windows.
- What is happening on the national and state economic climate?
- Discussion on the state of our industry and Box Office trends.
- Meet our 2011 Scholarship winners.
- Learn about the upcoming 3D Workshop.
- Enjoy a Meet & Greet with your exhibition colleagues at the complimentary continental breakfast.

SPECIAL WORKSHOP

“Perfecting Your 3-D Presentation”

At the request of NATO of California/Nevada Dolby Laboratories has agreed to conduct a special workshop “Perfecting Your 3-D Presentation.” The presentation is designed to apply to all types of projection equipment and 3-D formats.

The workshop will answer questions on what it takes to create the best 3-D experience for your audience.

Topics will include:

- Overview of 3-D technologies.
- Tools and tricks for calibrating your theatre.
- The importance of light levels.
- Dos and don'ts of presenting 3-D films.
- Future Cinema Technologies.

There will be two Workshops as follows:

July 13 Dolby Laboratory, San Francisco

July 14 Dolby Laboratory, Burbank

Schedule of Events:

- | | |
|-----------------|-------------------|
| Registration | 10:30 am |
| Workshop | 11:00am – 1:00 pm |
| Lunch and Q & A | 1:00pm – 2:00 pm |

Attendance is by reservation only and is open to employees of NATO of California/Nevada member companies. We suggest you register early as space is limited to 80 persons in San Francisco and 58 in Burbank. Registration will be cut-off at midnight, Thursday, June 30th or once we have reached capacity.

To register follow one of these links for [San Francisco](#) or [Burbank](#) registration form or visit the Seminars and Meetings section of our web site at www.NATOCalNev.org



New ADA Media Requirements to Be Discussed At Annual Membership Meeting



Greg Hurley

Greg Hurley of the law firm Greenberg Traurig and Chairman of the firm's ADA practice group, will discuss at the NATO of California/Nevada annual Membership Meeting how exhibitors can conduct and audit their media to comply with new ADA developments on accommodating the blind and deaf beyond captioning. Mr. Hurley will discuss what Exhibitors should be familiar with regarding the opened and closed captioning options available for their feature movies. He will also provide information on how to make marketing materials, web-sites, menu boards, etc., accessible to the blind and deaf. The scope of this obligation is shown by a recent opinion where the second highest federal court found that the Washington Redskins football team must offer transcripts of the lyrics of the songs that the team plays over the PA system as well as a recent settlement by Wells Fargo Bank to pay \$16 million to settle claims about ADA access for blind & deaf to its phone services, ATM's, web media, in person services and documents.

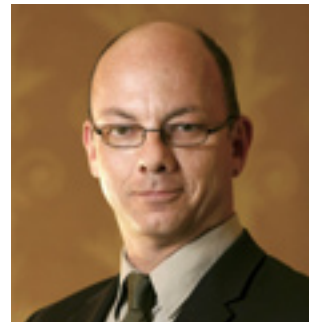
Mr. Hurley has prepared media audits for Home Depot, Taco Bell, Fresh & Easy, Little Caesars Pizza, PetSmart, Live Nation and many other national businesses

An Update on The State Of Exhibition

Patrick Corcoran, National NATO Director of Media & Research and California Operations Chief will provide his annual presentation on past historical data and a glimpse of what we may anticipate for the future.

His power point presentations have always been most interesting and informative; we look forward once again to gain his insight on box-office trends and other valuable information. He will also cover the convergence of digital cinema and 3-D installations as to their value relative to the inherent costs.

Mr. Corcoran will also provide an update on the very controversial issue of Video on Demand and release windows. This is an issue that should be and is of great concern to everyone in theatre exhibition now that four studios have committed to make their films available for streaming within sixty-days of their initial release dates. Have your questions ready as Mr. Corcoran will be available for a Q & A at the conclusion of his presentation.



Patrick Corcoran

Working with Sacramento



Terri Thomas

NATO of California/Nevada's Lobbyist Terri Thomas will once again provide an update on the many issues confronting theatre exhibition in Sacramento. The looming budget is still of the greatest concern with both political parties drawing their lines in the sand as gridlock has set in. One thing is for certain the legislators must come up with a balanced budget by June 15th. We are hopeful that the budget will be in place and many of these other issues will be resolved by the time of our meeting. Ms. Thomas will advise of the progress on the legislation that affects our Members including:

1. Discussion of the political climate in the State Capitol including the potential effects of reapportionment on member outlook, balance of power in the houses and reshaping of California politics.
2. Summary of Budget negotiations including impacts of final budget especially on key areas such taxes and any significant labor-related modifications
3. Update on Key legislation including the following:

AB 10 (Alejo) re: minimum wage increases	SB 303 (Padilla) re: food handlers
AB 400 (Ma) re: paid sick days	SB 653 (Steinberg) re: authorization
AB 669 (Monning) re: soda tax	for local taxation

CALENDAR of EVENTS & HOLIDAYS

Father's Day
June 19

**NATO of CA/NV Board
of Directors Meeting**
June 21

Summer begins
June 21

**NATO of CA/NV Annual
Membership Meeting**
June 22

**Announcement of 2011
Scholarship Award Winners**
June 22

Independence Day
July 4



**3D Workshop at Dolby
Laboratories, San Francisco**
July 13

**3D Workshop at Dolby
Laboratories, Burbank**
July 14