

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## INSIDE PREVIEWS

**NATO of CA/NV  
Membership Meeting  
Set for June 23, 2010**

[Page 1](#)

**Reservations Being  
Accepted for  
Sexual Harassment  
Training Seminars**

[Page 2](#)

**Film Product Seminar  
Preview Reels  
Promise a  
Prosperous Summer**

[Page 3](#)

**June is Ratings  
Awareness Month**

[Page 4](#)

**Ninth Circuit Rules  
on Harkins Theatres'  
Case on Captions  
and Descriptive  
Narration**

[Page 5](#)

**Calendar of Events  
& Holidays**

[Page 6](#)

## NATO of California/Nevada Membership Meeting June 23, 2010

The National Association of Theatre Owners of California / Nevada annual membership meeting has been set for June 23, 2010, 10:00am at Mann's Chinese 6 Theatre in Hollywood. This annual meeting is open to all employees of Member companies and is by reservation only.

It is the Association's great pleasure to have as this year's keynote speaker the Vice Chairman of Sony Pictures Entertainment Jeff Blake who has headed the studio's film distribution arm since 1992.

Mr. Blake has been responsible for the launch of 64 #1 films since 2002. Under his leadership, Sony Pictures has consistently been a distribution powerhouse grossing more than \$1 billion in domestic market share for seven consecutive years, a record matched by only one other studio.

Mr. Blake is a member of the California Bar Association and was honored in 2007 as Will



*Jeff Blake, Vice Chairman  
Sony Pictures Entertainment*

Rogers Motion Picture Pioneers Foundation Pioneer of the Year and by *AdAge* for leading the studio's innovative and award winning marketing division.

A variety of issues will also be discussed including a presentation by Patrick Corcoran, national NATO's Director of Media & Research, that will include box-office revenue, digital cinema and 3D, release windows and general industry trends. The

law firm of Davis, Wright, Tremaine will provide a summary of the new Health Care Reform Bill and what affect it will have on the employer as well as the employee. Our Sacramento Lobbyist Terri Thomas will address the many issues and activities being discussed in our State Capitol and how these issues will impact our industry.

As in past years the winners of the NATO of California/Nevada 2010 Scholarship Program

*Membership Meeting, continued on page 2*



## Grauman's Chinese Theatre Tour

In conjunction with the Membership Meeting a special tour of the historic Grauman's Chinese Theatre (adjacent to the Mann Chinese 6 Theatre) will be provided to those registered guests who sign up with their meeting registration.

The 25-minute tour of this landmark theatre will begin in the renowned Forecourt

of the Stars at 8:45am and again at 9:15am. Guests will learn the history of this historic theatre, inside and out, from its earliest days to the present. The tour features stories and fun facts about the theatre's Hollywood premieres and its famous forecourt ceremonies. Interested guests must register for the tour when registering online for the Membership Meeting. Because of the intimate nature of the tour we will only be able to accommodate the first 50 persons signing up.

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

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

**OFFICERS**

Milton Moritz  
President & CEO  
Raymond W. Syufy  
Chairman  
David Corwin  
Vice President  
Frank Rimkus  
Treasurer  
Alan Grossberg  
Secretary

**BOARD OF DIRECTORS**

Christopher H. Blevins  
Regal Entertainment Group  
Bruce Coleman  
Brenden Theatres  
David Corwin  
Metropolitan Theatres  
Nora Dashwood  
Pacific Theatres  
Peter Dobson  
Mann Theatres  
Lyndon Golin  
Regency Theatres  
Alan Grossberg  
UltraStar Cinemas  
George Krikorian  
Krikorian Premiere Theatres  
Scott Lotter  
Paradise Cinemas  
Ed Moyer  
AMC Theatres  
Ted Mundorff  
Landmark Theatres  
Frank Rimkus  
Galaxy Theatres  
Hal Sawyer  
Cinemark USA  
Raymond W. Syufy  
West Wind Drive-Ins  
Charlene Sievers  
Director, Member Services

**Membership Meeting, continued from page 1**

will be announced. Each of the 20 honorees will receive an award of \$7,500.00. We will also honor the recipients from the UCLA and USC Schools of Cinema and Television who have been selected to share in the \$40,000.00 NATO of California grants provided to each of the schools.

The meeting will be preceded by a continental breakfast at 8:30 am in the lobby of the theatre. The Mann Chinese 6 Theatre is located in the Hollywood / Highland Complex. Special tours of Grauman's Chinese Theatre will be offered at 8:45am and 9:15am (see *Grauman's Chinese Theatre Tour* on page 1.)

The online registration form for the Membership Meeting will be available in the Seminars and Meetings section of our web site [www.NATOCalNev.org](http://www.NATOCalNev.org) beginning Monday, May 10<sup>th</sup> through midnight on Friday, June 11<sup>th</sup>. Once there follow the links to the registration form. Contact the Association office via email at [office@NATOCalNev.org](mailto:office@NATOCalNev.org) or during office hours at 310.460.2900 for help with, or questions about, registration.

## Reservations Are Now Being Accepted for the June Sexual Harassment Prevention Training Workshops



*Rialto Cinemas'  
Cerrito Theatre*



*Pacific's Culver Stadium  
12 Theatre*

As previously announced NATO of California/Nevada is once again sponsoring a two-hour Sexual Harassment Prevention Training workshop. This interactive workshop is open to all interested NATO of California/Nevada member companies.

The Northern California seminar will be held on June 2<sup>nd</sup> at 1:00PM at the Rialto Cinemas' Cerrito Theater in El Cerrito. The Southern California workshop will begin at 10:30AM on Tuesday, June 8th at Pacific's Culver Stadium 12 Theatre in Culver City.

The workshops will focus on education and prevention and will meet the requirements of California Government Code § 12950.1, which requires that all California employers having 50 or more employees provide at least two hours of interactive training and education regarding sexual harassment to **all supervisors** within six months of their assumption of a supervisory position and again every two years. Be sure to check your records to see if you or any of your employees need to be re-certified. But regardless of employer size, timing, or other compliance methods, the workshops are a great place for management employees to brush-up on their employee relations skills and learn about personal and company liability for harassment claims.

Our presenters, Janet Grumer and John LeCrone of the law firm Davis Wright Tremaine LLP, have vast experience in this field.

**Attendance is by reservation only, and online registration is now open for the workshops, which are free of charge to NATO members and their management employees. Please go to the Seminars and Meetings section of our web site at [www.NATOCalNev.org](http://www.NATOCalNev.org) and follow the links to the registration form. The registration deadline is Friday, May 21<sup>st</sup>.**

# Film Product Seminars' Preview Reels Promise a Prosperous Summer

A record number of member exhibitors previewed over 80 product reels from eleven studios at the NATO of California/Nevada Summer/Fall Film Product Seminar last month. Based upon the presentations the consensus is that theatres need to be prepared for a prosperous summer all the way through the fall season.

Once again we thank Regal Entertainment Group and Cinemark for generously hosting the seminars. Regal managers Dan Hokanson and Stacy Peterson, along with their staff, and under the guidance of District Manager Bill Curtis welcomed the Southern California members to the REG Edwards Long Beach Stadium 26 Theatre. The Northern California guests were welcomed by Cinemark manager Kelly Taylor, Regional Leader Hal Sawyer and the entire staff of their Century San Francisco Centre 9 Theatre. We appreciate the support of our long-time breakfast sponsor ACS Enterprises, Inc.; Long Beach lunch sponsor The Platinum Company and our new sponsor, MOC Insurance Services, who sponsored the lunch in San Francisco.

Please visit the Event Photos section of our web site at [www.NATOCalNev.org](http://www.NATOCalNev.org) to view the photos from the seminars.



NATO of CA/NV President Milt Moritz expresses the Association's appreciation to Cinemark's Century San Francisco Centre 9 Theatre

General Manager Kelly Taylor.



REG Edwards Long Beach Stadium's General Manager Dan Hokanson, 1<sup>st</sup> Assistant

Manager Stacy Peterson and District Manager Bill Curtis show off their NATO of CA/NV Appreciation Plaque.



 ACS Enterprises, Inc., our breakfast sponsor for both Northern and Southern California, was well-represented by Jose Nuñez, Jose Alvarado, Wayne Kochanek and Raul Alvarado. For more information visit the ACS Enterprises, Inc at <http://www.acs-ent.com/>



 NATO of CA/NV President Milt Moritz thanks second-time Long Beach lunch sponsor Gil Gonzales of The Platinum Company. To learn more about the variety of services they provide you can visit <http://www.platinumgroup.us/>



 Pictured above is Milt Moritz (back) and Charlene Sievers of NATO of CA/NV with our San Francisco lunch sponsor, MOC Insurance Services' President & CEO Van Maroevich, VP Worker's Compensation Carmina Angka and Sr. VP Entertainment Steve Elkins. For more information visit MOC Insurance Services at [www.mocins.com](http://www.mocins.com)

## Our Thanks to All the Studios for Their Participation



# June is Ratings Awareness Month

## Is Your Theatre Prepared?

- ❑ **Employee Notification Regarding Ratings Awareness Month** – Member company executives should notify ALL employees that June 2010 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. (A ratings poster request form is enclosed with this checklist.)

- ❑ **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. (A checklist specific to web site information is also enclosed.)

- ❑ **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](http://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!

## Ninth Circuit Rules on Harkins Theatres' Case on Captions and Descriptive Narration

In an important decision for the motion picture theatre industry, on April 30, the Ninth Circuit Court of Appeals upheld in part and reversed in part Harkins Theatres' dismissal of a case involving an exhibitor's duty to provide captions and descriptive narration to persons with auditory and vision disabilities. The court held that open captions were not required under the Americans with Disabilities Act, but remanded the case for further consideration on the issue of closed captions and descriptive narration.

In the Harkins case, the State of Arizona, a person with a vision disability, and a person with an auditory disability sued Harkins, alleging that Harkins' failure to provide adequate open or closed captions and descriptive narration on *all* films violated the ADA and Arizona law. Harkins moved for dismissal early in the case, arguing that providing the captions and narration would alter the content of the films, and that the ADA requires access to content, not alteration of content. The District Court agreed and dismissed the case.

On appeal, the circuit court held that open captions are not required, based on the Department of Justice's commentary to the Code of Federal Regulations. But the appellate court held that closed captions and descriptive narration are "auxiliary aids" to persons with disabilities, and that exhibitors have a duty to provide auxiliary aides to patrons under the ADA, except when to do so would create an undue burden or when provision of such aids would fundamentally change the nature of

the services provided. The circuit court remanded the case to the District Court for further action on those issues. Whether providing closed caption and descriptive narration technology creates an undue burden on an exhibitor is necessarily an individualized determination, based in part on the resources of the exhibitor. Whether either technology would fundamentally change the nature of the service provided is an open question in this case. The court made no rulings concerning Arizona's state law counterpart to the ADA.

The Harkins ruling is an important one for the motion picture exhibition industry, as it clarifies exhibitors need not provide open caption films. But it leaves open the issue of the extent to which closed captions and descriptive narration are required.



MOC Insurance Services, sponsor of our recent Northern California Film Product Seminar lunch, specializes in providing insurance to theatre owners nationwide. They prepared a very resourceful guide; *Loss Prevention Guide for Slip, Trip and Fall Accidents in Theatres*. If you would like a copy of the brochure, or for more information, please contact Steve Elkins at #800-951-0600. Or, visit their website at [www.mocins.com](http://www.mocins.com).

# CALENDAR of EVENTS & HOLIDAYS

**Mother's Day**  
May 9



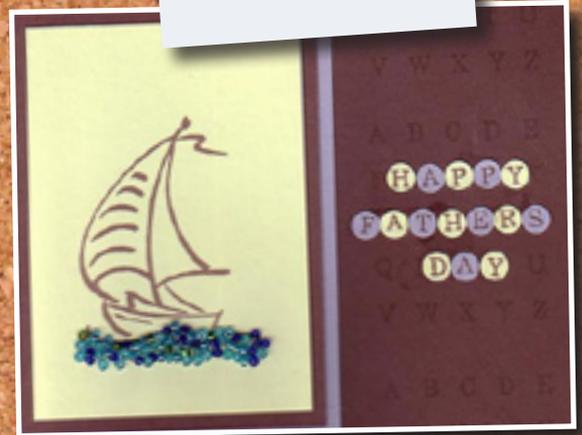
**Memorial Day Observed**  
May 31

**Northern California Sexual Harassment Prevention Training**  
June 2

**Southern California Sexual Harassment Prevention Training**  
June 8

**Flag Day**  
June 14

**Father's Day**  
June 20



**Summer Begins**  
June 21

**Board of Directors Meeting**  
June 22

**Membership Meeting**  
June 23