

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## INSIDE PREVIEWS

### Sacramento Legislative Update

[Page 2](#)

### Need Promotional Materials From A Studio?

[Page 4](#)

### June is Ratings Awareness Month

[Page 5](#)

### Food Manager Certification Course Planned for September

[Page 5](#)

### Calendar of Events & Holidays

[Page 6](#)

## Program Set For June 13 Annual Membership Meeting; Dean Elizabeth Daley, Patrick Corcoran Join Keynote Speaker Patrick Goldstein



*Elizabeth Daley,  
Dean of the School of  
Cinematic Arts  
at USC*

Elizabeth Daley, Dean of the School of Cinematic Arts at the University of Southern California and Patrick Corcoran, Director of Media and Research for National NATO, have been set as speakers at the NATO of California/Nevada Annual Membership Meeting on June 13 at the AMC Century City 15 Theatre in West Los Angeles. The pair will join Los Angeles Times columnist Patrick Goldstein, our previously announced keynote speaker.

Elizabeth Daley was appointed dean of the USC School of Cinema-Television in May 1991. She is also the founding executive director of the USC Annenberg Center for Communication (1994-2005) and serves as the executive director of the USC Institute for Multimedia Literacy. Her remarks will address the importance of NATO of California/Nevada's involvement with the school and of the scholarship funds we have provided over the past eight years. In that regard, she will share a story of what those scholarship funds have meant to Ryan Coogler, an award-winning filmmaker and recent film school graduate whose next film "Fruitvale," a full length feature, is currently in production with Forest Whitaker producing.

Patrick Corcoran will be discussing the past year's box-office results, trends in production and distribution, movie-going habits, and the latest developments in digital and 3-D projection technology and installation.

In his *Los Angeles Times* Big Picture column, Patrick Goldstein examines virtually all facets of the motion picture industry, be it heaping praise, calling on the carpet those he feels are deserving, or just informing on all manner of timely issues affecting our business. In some of his recent columns, he's opined on such diverse topics as what Disney's Bob Iger should do to fill the shoes of Rich Ross, the matter of texting in movie theatres, the MPAA's ratings dilemma, and the big dustup between Mel Gibson and screenwriter Joe Esterhas. He's a straight shooter who calls it like he sees it, and you can expect his keynote address will follow true to form.

During the meeting, winners of the Association's annual post-secondary education scholarship competition will be announced. 25 scholarships, in the amount of \$10,000 each, are to be awarded to field level employees of member theatres and qualifying dependents. Recipients of this year's scholarship grants at the film and television schools of UCLA and USC will also be announced.

Also on the agenda is the introduction of the new slate of officers for the Association.

*Continued on page 2*

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  
Jerome A. Forman  
Chairman Emeritus

**BOARD OF DIRECTORS**

Christopher H. Blevins  
Regal Entertainment Group  
Bruce Coleman  
Brenden Theatres  
Clyde Cornell  
Hollywood Theaters  
David Corwin  
Metropolitan Theatres  
Nora Dashwood  
Pacific 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

*Continued from page 1*

The Membership Meeting will be preceded by a complimentary buffet continental breakfast beginning at 9:00 a.m., with the business portion of the program to start at 10:00 a.m. and last approximately two hours.

Registration is now open through June 6<sup>th</sup>. Just click [HERE](#) to get to the registration page. 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@NATOCalNev.org](mailto:office@NATOCalNev.org) to confirm that the registration/s was/were completed

## Sacramento Legislative Update

*By Terri Thomas, Thomas Advocacy, Inc, NATO of CA/NV Lobbyist*



As we reach the midway mark of the second year of the legislative session, there are several hot issues still percolating. In addition, on-going budget deficits have prompted the Governor to seek to qualify an initiative for the November ballot raising both sales and personal incomes taxes as a way to fund education and provide for some fiscal equilibrium. Meanwhile, the Legislature continues to consider thousands of new bills introduced this year as well as holdovers from last year.

### Budget Battle Gets Tougher

In mid-May, the governor will release his May Revision to the 2012-13 budget he originally proposed in January. The revision will alter the earlier proposal principally based on any increase or decline in tax revisions received by the State through April, as well as allow the Governor to eliminate or modify earlier policy proposals as well as to propose new ones. Thus far, the Legislature has been extremely reluctant to accept many of his proposals which eliminate or substantially cut back on human service programs including child care, care for the elderly and disabled, and cash assistance. The “May Revise” will touch off several weeks of intense negotiations between the Governor, the legislative leadership and other interested parties with the goal of passing a budget by June 15, 2012 which the Governor can sign by July 1.

However, the primary election on June 5 puts the entire Assembly and half the Senate up for re-election under a new top two primary system in addition to a number of redrawn districts. In the past, whereas the top vote getter in the Democratic and Republican parties battled it out in November, now the top two vote getters in a primary will face each other setting off uncomfortable battles within each of the principal parties. In addition, Independent candidates have gained whole new power to shift the outcomes. Legislators will be reluctant to make big budget cuts before the primary so one can expect stalemating at least until after June 5.

In addition, the state’s revenues are running many billions of dollars behind that which was anticipated or at least presumed. The January budget assumed that the current budget would close on June 30 with about a \$4 billion deficit, plus another \$5 billion projected gap for 2-12-13. However, with the new calculations, it appears that the two year deficit will now be at least \$12 billion or higher.

### Budget Initiatives – and Others

As part of the Governor’s solution to the imbalance in revenues and expenditures, the Governor’s proposed initiative would increase the state sales tax rate by ¼ cent for four years and also

*Continued on page 3*

*Continued from page 2*

increase the state personal income tax rate for seven years for individuals earning over \$250,000 and joint filers over \$500,000. A competing initiative by wealthy education activist, Molly Munger virtually increases income taxes across the Board to fund K-12 education. While most recent polls put the Brown initiative in the 54% acceptable range, conventional wisdom indicates that when multiple tax proposals are on the same ballot, they all fail. The Brown camp has finished collecting signatures and believe they have enough valid signers to qualify. Munger has begun submitting her signatures as well although pressure continues to build on her to drop her proposal.

At this point, the November ballot looks to be at least eight initiatives long. They will most likely include: two crime and punishment initiatives; one food labeling proposal to require genetically modified foods to be labeled; a proposal involving human trafficking and the sexual exploitation of minors; one measure to repeal the newly drawn Senate districts; a measure banning paycheck deductions for unions engaged in political efforts; and perhaps a government reform initiative and an \$11 billion water bond. Get prepared for the saturation of the airwaves!

### **Legislative Update**

NATO is tracking several bills of interest and impact to the membership. They include:

**Services Taxes:** AB 2540 by Assemblyman Mike Gatto, as introduced, would have required a sales tax to be imposed on admission to theatrical events and other specifically identified services. Based on conversations with the author and significant opposition, it was subsequently amended to “live” theatrical events, but has been recently dropped and has now become a bill on an unrelated subject in which we have no interest. AB 1963 by Assemblywoman Alyson Huber, as introduced, would have required the imposition of a sales tax on all services with a select number of exceptions including legal, medical, accounting, etc., but would have included an admissions tax. A diverse opposition coalition developed around this bill and it has now been amended into a bill that would direct the Legislative Analyst to study the impact of a services tax and report back to the Legislature. We will continue to monitor this measure.

**Minimum Wage:** Both AB 10 and AB 196 from last year by Assemblyman Luis Alejo died by failing to meet the deadline for action. Both bills would have increased the minimum wage and adjusted for inflation. This year, Mr. Alejo introduced AB 1439 which would require the minimum wage to automatically adjust annually based on the California Consumer Price Index. This

measure did pass out of the Labor Committee and is scheduled for a full hearing in the Assembly Appropriations Committee. It is supported by an array of labor and public interest groups and opposed by a long list of business interests led by Cal Chamber. According to the Chamber, “placing the increase in minimum wage on autopilot is inappropriate when California has a full-time Legislature available and responsible for reviewing whether any adjustment in wages is proper given the state of the economy at a specific point”. They also point out that an hourly wage increase also potentially translates into increased workers compensation costs.

### **Miscellaneous Issues**

The California Chamber of Commerce annually releases its list of “job killer” bills which focus attention on the negative impact that these measures would have on California’s competitiveness and job climate if they were to become law. There are twenty-six identified bills this year ranging from those that contain costly workplace mandates to expensive, unnecessary regulatory burdens, to inflated liability costs, and those which are barriers to economic recovery. We join with the Chamber in opposing many of these bills and usually have a high level of success in derailing a large number of these measures.





## Need Promotional Materials From A Studio?

Based upon the films previewed at CinemaCon last month our industry is in for a very busy spring and summer. Promotional materials can be obtained by contacting the appropriate Exhibitor Relations representative as listed below.

The most current contact information is always available in the Industry Contacts section of the NATO of CA/NV website [www.NATOCalNev.org](http://www.NATOCalNev.org)

<b>CBS Films</b>		
Susanne Hansen	(310) 575-7055	<a href="mailto:susanne.hansen@cbs.com">susanne.hansen@cbs.com</a>
David Hawkins	(310) 575-7056	<a href="mailto:david.hawkins@cbs.com">david.hawkins@cbs.com</a>
Please register with the CBS Films materials site: <a href="http://exhibitorrelations.cbsfilms.com">exhibitorrelations.cbsfilms.com</a> CBS Film materials are handled through Deluxe and digital trailers are on Technicolor's Trail Mix		
<b>Focus Features</b>		
Eric Carr	(818) 777-8840	<a href="mailto:eric.carr@focusfeatures.com">eric.carr@focusfeatures.com</a>
Miriam Kunstadt	(818) 777-9460	<a href="mailto:miriam.kunstadt@focusfeatures.com">miriam.kunstadt@focusfeatures.com</a>
James Corp	(818) 733-2876	<a href="mailto:james.corp@focusfeatures.com">james.corp@focusfeatures.com</a>
<b>Fox/Fox Searchlight</b>		
Rebecca Jansson, Manager In-Theatre Marketing West	310.FOX.0893	<a href="mailto:Rebecca.Jansson@fox.com">Rebecca.Jansson@fox.com</a>
Susana Mendoza, Manager In-Theatre Marketing East	310.FOX.0884	<a href="mailto:Susana.Mendoza@fox.com">Susana.Mendoza@fox.com</a>
To order materials call <b>800-FOX-0010</b> or visit us on-line at <a href="http://www.foxintheatre.com">www.foxintheatre.com</a> <a href="https://www.facebook.com/FoxInTheatreMarketing">Facebook.com/FoxInTheatreMarketing</a> and <a href="https://twitter.com/FoxInTheatre">twitter.com/FoxInTheatre</a>		
<b>Lionsgate Entertainment</b>		
Will Preuss	310.255.4038	<a href="mailto:WPreuss@lionsgate.com">WPreuss@lionsgate.com</a>
Amanda Rufener, West	310.255.5758	<a href="mailto:ARufener@lionsgate.com">ARufener@lionsgate.com</a>
Joanna Fang, Central/South	310.255.3747	<a href="mailto:JFang@lionsgate.com">JFang@lionsgate.com</a>
Christian Arenas, East	310.255.3679	<a href="mailto:CArenas@lionsgate.com">CArenas@lionsgate.com</a>
Fax: 310.255.3730		
<b>Paramount Pictures</b>		
Reynee Scofield	323.956-7773	<a href="mailto:reynee_scofield@paramount.com">reynee_scofield@paramount.com</a>
<b>Relativity Media</b>		
Zach Beebee	310.724.7788	<a href="mailto:zach.beebee@relativitymedia.com">zach.beebee@relativitymedia.com</a>
Nikki Kealalio	310.724.7715	<a href="mailto:nikki.kealalio@relativitymedia.com">nikki.kealalio@relativitymedia.com</a>
Shelly Kratzer	310.724.7794	<a href="mailto:shelly.kratzer@relativitymedia.com">shelly.kratzer@relativitymedia.com</a>
Exhibitor Marketing Requests (424) 204-4122 <a href="mailto:theater.requests@relativitymedia.com">theater.requests@relativitymedia.com</a>		
<b>Roadside Attractions</b>		
Brian Flanagan	323.882.8490	<a href="mailto:BrianF@roadsideattractions.com">BrianF@roadsideattractions.com</a>
<b>Sony Pictures</b>		
Heather Chinich	310.244.3045	<a href="mailto:Heather_Chinich@spe.sony.com">Heather_Chinich@spe.sony.com</a>
Wesley Ratliff	310.244.8931	<a href="mailto:Wesley_Ratliff@spe.sony.com">Wesley_Ratliff@spe.sony.com</a>
Northern California Southern California and Nevada All materials can be ordered at <a href="http://www.sonypicturesreleasing.com">www.sonypicturesreleasing.com</a> or by phone: 877/Deluxe6		
<b>Universal</b>		
Cynthia Orellana	818.777.0096	<a href="mailto:cynthia.orellana@nbcuni.com">cynthia.orellana@nbcuni.com</a>
Nickie Sandoval	818.777.0011	<a href="mailto:nickie.sandoval@nbcuni.com">nickie.sandoval@nbcuni.com</a>
Kelvin Chiang	818.777.2358	<a href="mailto:kelvin.chiang@nbcuni.com">kelvin.chiang@nbcuni.com</a>
<a href="http://www.exhibitorrelations.com">www.exhibitorrelations.com</a>		
<b>Walt Disney Studios Motion Pictures</b>		
Julie Kominski	818-560-2541	<a href="mailto:Julie.A.Kominski@disney.com">Julie.A.Kominski@disney.com</a>
One sheets & trailers can be ordered from Technicolor		
<b>Warner Bros</b>		
Francis Orante	818.954.6474	<a href="mailto:Francis.Orante@warnerbros.com">Francis.Orante@warnerbros.com</a>
<a href="https://www.facebook.com/WB411">Facebook.com/WB411</a> <a href="http://WB411.com">WB411.com</a>		
<b>The Weinstein Company</b>		
Eric Tabak	424.204.4738	<a href="mailto:eric.tabak@weinsteinco.com">eric.tabak@weinsteinco.com</a>
Jennifer Brown	424.204.4705	<a href="mailto:jennifer.brown@weinsteinco.com">jennifer.brown@weinsteinco.com</a>



## June is Ratings Awareness Month

June was selected as Ratings Awareness Month because that's when school children begin their summer vacations. It's the perfect time to remind employees and parents about the movie rating system.

The February 2012 issue of PREVIEWS contains a checklist of important guidelines to help theatre personnel enforce the Movie Rating System. Visit the *Previews* Reading Room at [www.NATOCalNev.org](http://www.NATOCalNev.org) to review the checklist found on page 7.

The Web Site/Kiosk Movie Ratings Checklist (at right) will help ensure that your company's online presence reinforces your support of the rating system throughout the year, but especially in conjunction with Ratings Awareness Month. Ratings posters, placards, and brochures are available free of charge from NATO. They also have an educational ratings system DVD for your employees—also free of charge—that was produced as part of the NATO training series some time ago. Go to the NATO web site at [www.natoonline.org](http://www.natoonline.org) to order Ratings materials.

### Web Site/Kiosk Movie Ratings Checklist

*All movie theater company web sites, all movie ticketing web sites, all ticketing kiosks and all other sites displaying information about movies to which theater company sites are linked should include the following:*

- (1) Ratings should be prominently displayed in conjunction with all movies referenced on the site;
- (2) Ratings reasons should be prominently displayed in conjunction with the rating for all movies referenced on the site;
- (3) The site should provide detailed general descriptive information about the MPAA/NATO movie ratings system;
- (4) The site should link to rating information available on other sites, such as [parentalguide.org](http://parentalguide.org), [filmratings.com](http://filmratings.com), or [MPAA.org](http://MPAA.org); and
- (5) The site should include additional warnings related to the admittance of people under age 17 to "R"-rated movies, or people under the age 18 to "NC-17"-rated movies.

## Food Manager Certification Course Planned for September

NATO of California/Nevada has scheduled a food safety seminar for its members on September 11<sup>th</sup> in Southern California and September 13<sup>th</sup> in Northern California. The day-long class will cover the goals of a sanitation program; the basic principles of a Safety Program; proper cooking and holding temperatures; identify personal hygiene practices; savings on food cost through the implementation of a food safety program; minimizing the risk of an outbreak of food-borne illnesses, and much more. Most states and counties require that there is to be at least one employee with food safety certification. Those attendees who pass the exam at the conclusion of the seminar will receive this certification. Certifications that were received prior to July 1, 2007 were good for only three years, certifications received after that date are good for five years from the date of the exam.

Our instructor, Jack Koury of the Avalon Resource Group, comes to us with over 30 years of experience in the hospitality and service industry and has had a very high exam passage rate with

the other courses he has presented to our Association members. His presentation technique is entertaining and easy to follow.

Enrollment is available for employees of NATO of California/Nevada members only, at a reduced price of \$75.00 per person. The enrollment fee includes the 8 hour training, the Concession Professional Food Manager Certification training Manual and the accredited examination. The class will be conducted in English, but exams are available in Spanish if requested in advance.

Participants are encouraged to register early since training manuals will be sent to each registrant upon receipt of enrollment giving early registrants the advantage of more time to prepare for the seminar and exam.

Seminar locations and registration forms will be available in the June issue of PREVIEWS. Registration forms and checks must be received by August 10, 2012 in the NATO of California/Nevada office, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049.

# CALENDAR of EVENTS & HOLIDAYS

**Mother's Day**  
May 13



**Armed Forces Day**  
May 19

**Memorial Day observed**  
May 28

**NATO of CA/NV Scholarship  
Committee Meeting**  
June 5

**Scholarship Winners Announced**  
June 13

**Father's Day**  
June 17



**NATO of CA/NV  
Membership Meeting  
and  
Board of Directors  
Meeting**  
June 13

**Summer Begins**  
June 21

**Independence Day**  
July 4