

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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Over a Quarter Million Dollars to be Awarded in NATO of CA/NV 2011 Scholarship Programs

To date the National Association of California/Nevada has awarded almost \$1.7 million to 319 deserving students since the inception of its scholarship program. In 2010 the Association awarded \$230,000 to 20 deserving field level employee scholars and 11 film students. The 2011 scholarship program will award over a quarter million dollars due to a decision by the Association's Board of Directors to provide for 5 additional \$7,500 employee scholarships for a total of 25 awards.

The scholarship program has expanded considerably since 1996 when 20 deserving field level employees each won \$1,000. The amount of each award increased to \$5,000, then to \$7,500. Eligibility requirements changed allowing dependents, spouses and qualifying corporate employees access to the awards.

The Association also felt it was important to support young filmmakers, who will be responsible for the future success of the Industry so it reached out to the community with the awarding of AFI Fellowships in 2001 and 2002. The UCLA Fellowship in Film was established in 2004 and the USC School of Cinematic Arts Fund for Student Support in 2005 with each school receiving \$25,000, the funding for both of those programs were increased in 2008 to \$40,000. (See page 5 to learn about one of the USC winners.)

Scholarships are available for full-time students working on their post secondary or vocational education. The complete list of eligibility requirements can be found in the Scholarship section of our website: www.NATOCalNev.org but the basic requirements are; applicants must have a minimum GPA of 3.0, based upon grades earned from January, 2009 through December, 2010 – consideration is *not* given to honors or AP classes when calculating the GPA. Field level employees must have worked a minimum of 500 hours in a member theatre during the year of eligibility (March 1, 2010 – February 28, 2011) – winter break is a good time to earn those extra hours. The 2011 Scholarship Application will be available at the web site in early December. The 2010 winners are now posted on the site, along with their essays.



National Association
of Theatre Owners
of California/Nevada

2011
SCHOLARSHIP PROGRAM

UP TO TWENTY-FIVE

\$7,500
SCHOLARSHIPS

AVAILABLE FOR POST SECONDARY
OR VOCATIONAL EDUCATION!

Applications must be postmarked or delivered to the
NATO of CA/NV Office by March 11, 2011.

Semi-finalists must be available for a 15 minute phone interview.

Scholarships will be announced in June.

Visit www.NATOCalNev.org/scholarship.html
for application or phone NATO of CA/NV office for more information.

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Food Safety Workshop Stresses Importance of Hand Washing



Sincere appreciation goes to Krikorian Pico Rivera Village Walk 15 Theatre GM Lucio Quinones, shown with presenter Jack Koury of The Avalon Resource Group.

NATO of California/Nevada extends its appreciation to Krikorian Premiere Theatres' Pico Rivera Village Walk 15 Theatre General Manager Lucio Quinones and his staff for hosting the Southern California Food Safety Certification workshop; and to Cinemark's Anthony Tan and the staff at the Century Bayfair 16 Theatre in San Leandro for their hospitality at last month's Northern California workshop. Presenter Jack Koury stressed the importance of thorough hand washing as the most effective tool in the fight against bacteria to over 200 managers and concessionaires who spent a full day learning the best ways to keep their concession stands and theatres healthy and safe for their customers.



Cinemark Regional Leader Mike Wegner with presenter Jack Koury at Cinemark's Century Bayfair 16 Theatre in San Leandro.



Cinemark's Century Bayfair 16 Theatres' management team Anthony Tan (GM), Anita Liang (Asst. Manager), Elizabeth Carrasco (Asst. Manager), Aries Ella (Senior Manager) ensured the comfort of the participants – thank you!

Thoughts on the Business of Movies!

Back in 1987 the late Malcolm Forbes was asked what he thought of the motion picture business, his response:

"Analysts have been interring the movie industry almost since its birth. The funeral choir was enormous after TV took wing, and swelled again as tapes and tape players swept the world aerials. Ditto when cable snaked through the streets and bounced around the world from satellites. Yet last year movie box office revenue was among the greatest ever. Only bad movies can kill the movie business. Great movies will always pack 'em in. But determining, before they're made, which will be which is an art no one has yet had the genius to determine. So long as the world turns, so will the movie reels."

Federal Trade Commission Movie Theatre Mystery Shopper Operation

We have been informed the FTC will conduct another sting operation supposedly during the upcoming holiday season. Part of the operation is to see how theatres enforce the rating system. In the past underage teenagers have been sent to purchase tickets for R rated movies. Special emphasis should be applied in making certain that cashiers and door personnel enforce the system by

checking credible ID's as well as policing auditoriums.

Make certain that posters, websites and your other sources provide adequate and proper rating information. We are not only judged by our performance but also in comparison as to how DVD and video game retailers perform in overseeing sales to minors.

Is Your Theatre Prepared?

See the following check-off list to make certain that you are in compliance and your staff is properly trained to enforce the rating system.

- 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.
- 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.
- 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.

What Everyone Should Know About The Movie Rating System.



Cinema Alfresco

Reprint from Westways Magazine
by Morgan P. Yates



Pico Drive-In Theatre, California's first drive-in movie theater, opened in 1934

People who grew up in the 1950s and '60s often wax nostalgic about the drive-in theaters of their youth. Younger folk, raised with high-tech entertainment devices, might not see the appeal of a fuzzy screen, poor sound, and a long evening spent in the car with their parents. But those who lived in L.A. in the 1930s and '40s might remember the Pico Drive-In Theatre at Pico and Westwood boulevards (pictured) in Los Angeles – California's first drive-in movie theater – which opened September 9, 1934.

America's first drive-in theater opened in Camden, New Jersey, in June 1933. Inventor Richard Hollingshead reasoned that even during the Great Depression, people wouldn't give up their cars or stop going to the movies. Thanks to Hollingshead, drive-in theaters sprang up across the country, and, except for some technical improvements, their basic elements remained unchanged throughout the following decades.

Dubbed "ozoners," these open-air theaters reached the zenith of their popularity during the suburban boom of the 1950s. Piling the kids in the car made for a cheap family-night out, and drive-ins were a favorite hangout for teens who'd recently gotten driver's licenses. But the competing lures of shopping malls and television, and the increase in land values brought on by encroaching development, spelled the end for most outdoor theaters.

Only 19 operating Drive-Ins remain in California. The Pico drive-in relocated a few miles away to a site on Olympic Boulevard – where it was fittingly renamed the Olympic Drive-In – in the late 1940s, and closed for good in 1973. The Westside Pavilion – containing a modern cinema complex – now stands at Pico and Westwood, where rows of cars once bathed in the eerie glow of the big screen under starry night skies.

An Unexpected Audit

The Division of Labor Standards Enforcement (DLSE) possesses broad powers to enforce California employment laws, including those relating to minimum wage, overtime, meal and rest breaks, and even some discrimination laws.

Audit Authority

California Labor Code section 1174 grants the DLSE "free access to the place of business" of every employer in California, and gives the DLSE the ability to undertake any investigation necessary to enforce California laws.

DLSE agents, in the course of carrying out their duties, can audit the records of any California business. The audit process itself is not well-defined, and the DLSE may initiate an audit for any issue related to the Labor Code or the Industrial Welfare Commission orders.

No set procedure applies to every audit, and the DLSE may choose to notify

employers in advance of the impending audit, or may launch the audit with no notice whatsoever.

In an audit, a DLSE field enforcement agent reviews employer records for compliance with California labor laws. Employers who refuse to allow DLSE access to their records face a criminal misdemeanor charge and a \$500 fine.

Key Points:

- **DLSE auditors can show up anytime.**
- **Keep good records and cooperate during the audit.**

The nature of the DLSE review depends on the scope of the audit itself. An agent may require an employer to produce extensive paper or electronic records, such as time sheets, time clock reports or payroll records, to support proper wage payments.

DLSE agents might interview employees to glean more information about alleged retaliatory discrimination or wage and hour violations. Finally, agents may inspect businesses' physical premises to ensure compliance with posting requirements and certain safety issues. Specialized staff, such as payroll and finance auditors, may assist DLSE agents with an audit.

In some circumstances, the DLSE will ask an employer to perform a self-audit. In this case, the employer reviews its own records to determine compliance with laws and regulations. Once the self-audit is complete, the employer submits a report to the DLSE for a review. If the self-audit is incomplete or demonstrates non-compliance, the DLSE may follow up with its own audit of the employer's records.

Source: California Employer Update

Iraq War Veteran Offers Scholarship Appreciation

NATO of California/Nevada began its Fund for Student Support at the USC School of Cinematic Arts in 2005 by presenting five deserving students, selected by the school, with \$5000 awards. The award was increased to \$8,000 per student in 2008 and to date 30 deserving USC film students have received a total of \$195,000 from the Association.

One of this year's winners is Chris Roessner, a Special Operations Iraq war veteran and current M.F.A. student in USC's Motion Picture Producing Program. He enriched his life during his undergraduate school career through summer learning programs at both Yale University and Harvard University. In addition to filmmaking, Chris spends his time as a "semi" professional adventurer – "semi" because no one pays him to go on his impromptu, around-the-world trips. His trips include: a 2-month journey up Nepal's Mt. Everest, a documentary job in Kenya interviewing Sudanese refugees, and a trip to Seattle, Washington for Stuntman School.

The Association received the following note from Chris:



On Gratitude

Receiving the NATO Scholarship is a point of great pride for me, and I want to extend my sincerest gratitude to you for granting me this award. I am approaching my final year of Graduate Studies and (now that I think of it) the end of my academic career. Entering the professional world next year, I expect few instances where organizations such as yours will award me for my meritorious contributions.

When you work for a company, your efforts are all in a days work. But now, I feel blessed to be singled out for the work I have done in my life thus far, and rewarded for it – not because my merits have benefited your organization in any direct way, but simply because you feel hard work and a dedication to filmmaking is worth rewarding. I thank you for this.

Finally, I want to stress that your charitable contribution will not go to waste. Not only does it alleviate a good deal of my financial concerns, it makes me happy to know that I am doing my part to lessen the financial burden on my parents. On behalf of all the NATO Scholarship recipients, may your continued generosity instill confidence in us all.

(signed)

Chris Roessner

USC School of Cinematic Arts

Art House Convergence 2011 Conference Set for January 17-20, 2011

Long time NATO of California/Nevada member Gary Meyer wanted to pass on information regarding Art House Convergence 2011 a conference held annually where independent art house operators gather to discuss common challenges and share successes and secrets. This annual conference is designed for community-based, mission-driven film exhibitors and community cinema programmers and is presented in cooperation with the Sundance Institute.

The next conference is scheduled for January 17-20, 2011 at the historic, and according to Gary, reasonably priced Homestead Resort and Conference Center in Midway, UT about 50 minutes from Salt Lake City.

For more information go to:
www.arthouseconvergence.org/index.html

New Book Pays Homage to San Francisco Theatres *Left in the Dark: Portraits of San Francisco Movie Theatres*

Left in the Dark is a singular book. It's neither a nostalgic survey of old movie palaces nor a specialized look at architectural design, exhibition practices, or urban history, nor even a personal account of the shared experiences of film buffs. Rather, it is all these things and a little more.

Left in the Dark, by Julie Lindow and R.A. McBride, celebrates San Francisco's historic movie theatres and by extension its communal movie-going experience through beautifully printed full-color photographs complimented by a handful of personal essays with local, literary and scholarly appeal.

McBride's vivid photographic portraits of San Francisco movie theatres, including the beloved Castro, Roxie, New Mission, and Balboa, illuminate the role of the movie house as a gathering place – a social nexus.

San Francisco is fortunate to be one of the world's most vital movie-loving and movie-going cities. It's also particularly fortunate to have so many of its historic movie theatres still standing. By drawing the past into the present, *Left in the Dark* offers its readers hope that even as these historic temples of the cinema slowly crumble (and are torn down), the social spirit of "the movies" lives on.

BY: Thomas Gladysz, *Examiner.com* San Francisco

Left in the Dark: Portraits of San Francisco Movie Theatres is available direct from the publisher, through amazon.com, and at select independent bookstores.

CALENDAR of EVENTS & HOLIDAYS

**Southern California
Film Product Seminar**
November 9



Veteran's Day
November 11

Thanksgiving Day
November 25

Hanukah
December 2-9

Winter begins
December 21

Christmas Day
December 25

New Year's Eve
December 31

New Year's Day
January 1, 2011

2011

**NATO of CA/NV Board
of Directors meeting**
January 13