



PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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REGISTER NOW!

Sexual Harassment Prevention Training Seminar Registration Now Open up to Midnight October 20th

AB 1825, signed in 2004, requires California employers with 50 or more employees (including temporary service employees, independent contractors and employees outside the state) to provide all supervisors with two hours of classroom or other interactive sexual harassment prevention training within six months of assuming a supervisor position with renewal every two years.

NATO of California/Nevada is providing this training at no cost to its members at the locations below.

Southern California, October 25th 10:30AM – 12:30PM
at Regency's Bruin Theatre, Westwood
[Click here to register for Los Angeles](#)

Northern California, October 27th 1:00PM – 3:00PM,
Cinemark Century Bayfair 16 Theatre, San Leandro
[Click here to register for San Leandro](#)

REGISTER NOW!

Winter/Spring Film Product Seminar Registration Now Open up to Midnight October 31st

Northern California, Wednesday, November 9th,
Cinemark's Century San Francisco Centre 9 Theatre, San Francisco
[Click here to register for San Francisco FPS](#)

Southern California, Tuesday, November 15th,
Rave Baldwin Hills 15 Theatre, Los Angeles
[Click here to register for Los Angeles FPS](#)

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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

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SB-303 Exempts Theatres From Food Handler Carding

NATO of California/Nevada prevailed in getting SB-602 amended with the successful passage of California Senate Bill 303 which was signed by Governor Jerry Brown on September 6, 2011. The amended SB 303 exempts theatre snack bar employees from the obligation of having to obtain a food handler card. The bill became effective immediately.

Senate Bill 303 states that the food handler bill will not apply to “venues with snack bar service in which the majority of sales are from admission tickets, but not including any area in which restaurant-style sit-down service is provided”.

Our appreciation to Senator Alex Padilla who understood the reasoning for the Association’s requested exemption. SB 602 would have placed an unnecessary hardship and burden on theatre snack bar attendants who would have had to apply, pay for and renew their Food Handler Card every three years in order to work behind theatre snack bars.

Copies of SB-303 can be obtained by request sent to Office@NATOCalNev.org.

2012 Scholarship Program Underway

A recent study revealed that a significant number of eligible NATO of California/Nevada member theatre employees were not aware of the Association’s scholarship program in which up to 25 awards of \$10,000.00 each are available for post secondary education. Based upon the results of the study we have designed a theatre level program to get the message out. The program is described in **10 SIMPLE STEPS TO PUT YOUR EMPLOYEES IN THE RUNNING!**, which can be found on page 3.

NATO of CA/NV recognizes that theatre managers are busy running their theatres so an important component of the theatre level program is a designated Theatre Scholarship Coordinator (TSC), this employee can be a scholarship winner or any interested staff member. The Association will provide support to the TSCs to help motivate employees and answer any questions. The TSC will have one chance of winning two tickets to an upcoming Hollywood premiere and after party for each qualified application from their theatre. But the biggest prize will be the satisfaction of knowing they helped someone succeed in obtaining a higher education.

Eye-catching one-sheet and bulletin board posters and payroll stuffers were developed to advertise and promote the program. Samples of the promotional materials were sent to all home-offices and are available to all member theatres upon request by contacting the Association by phone 310.460.2900 or email at Office@NATOCalNev.org. A Facebook page devoted to the scholarship program as well as a QR code for ease of obtaining information is highlighted on all the materials.

Online registration and the application packet is available at www.NATOCalNev.org/scholarship

Step 1 begins with YOU, appoint a TSC and help your employees on the path to a brighter future with a higher education.





A vertical poster with a dark blue background. At the top is a white graduation cap with a black tassel, set against a circular graphic. A black banner with white text reads "NATOCalNev.org/scholarship". Below this, the text "SCHOLARSHIP PROGRAM" is written in white, bold, sans-serif font. The central text "ARE YOU NEXT?" is in a very large, white, bold, sans-serif font. At the bottom, it says "APPLY TODAY FOR A 2012 \$10,000 SCHOLARSHIP" in white and light blue text.

SCHOLARSHIP PROGRAM

ARE YOU NEXT?

APPLY TODAY FOR A 2012
\$10,000
 SCHOLARSHIP

10 SIMPLE STEPS TO PUT YOUR EMPLOYEES IN THE RUNNING!

1. Select one qualified employee at each theatre as the Theatre Scholarship Coordinator (TSC.). This person will be responsible for providing Scholarship Program information to all staff members and new hires. They will help promote the program by implementing the following . . .
2. Post full color one-sheet scholarship posters in theatre lobby and employees break room.
3. Post 8-1/2" x 11" scholarship poster in break room and time clock area.
4. Identify all employees who plan to attend college or a vocational institution in Fall 2012.
5. Familiarize each eligible employee with the application process through the NATO of California/Nevada website link, the QR code and Facebook addresses. See attached which contains complete application information.
6. Utilize available padded payroll and hand-out stuffers
7. Easy application – can be filled out online
8. Remind eligible employees of March 9, 2012 application deadline
9. Periodically follow up with eligible employees on status of their applications. Keep General Manager informed
10. Contact NATO of California/Nevada office (310-460-2900) with **any** questions, for **any** help or for materials. Use attached Order Form to request materials or request an electronic order form from Office@NATOCalNev.org

The Theatre Scholarship Coordinator will have one chance per *each* qualified application received from their theatre for an invitation for two to attend a major studio Hollywood World Premiere and after-party. A total of ten names will be drawn.

Webinar For New 2010 ADA Regulations for Accessible Seating and Ticketing

NATO of California/Nevada Member Gary Meyer brought to our attention a Free 5 part Webinar series dealing with ADA Regulations that will commence on October 12th. The following is for your information:

The Great Lakes ADA Center, a member of the ADA National Network in collaboration with the Leadership Exchange in Arts and Disability (LEAD), a program of The John F. Kennedy Center for the Performing Arts are hosting a series of 5 FREE webinar's tackling the difficult issues surrounding compliance with the 2010 ADA Regulations for accessible seating and ticketing. The focus is on theatres and arts venues but is applicable to other venues as well.

This series will take place over 5 weeks starting Wednesday, October 12th through November 9th. You may register for one or all 5 sessions. The sessions are 1 hr in length and run from 11:00 am to 12 noon Pacific Time. All sessions will be recorded and archived.

The program will be delivered via the ElluminateLive! Webinar platform and are accessible to individuals who use screen readers, require real-time captioning or utilize assistive technology to access a computer.

On September 15, 2010, the United States Department of Justice (DOJ) published revised Americans with Disabilities Act (ADA) regulations to update and amend the provisions in the original 1991 ADA regulations. These 2010 Regulations include brand-new language regarding ticketing that has changed the way that theatres need to shape ticketing policy.

Join us for this five-part webinar series to review and discuss best practices for implementing the new regulations in theatres with an up-close look at ticketing. Be part of the conversation about the many facets of good accessible ticketing policies, including pricing, hold and release policies, ticket exchanges and transfers, and the online sale of accessible seats.

Session 1: October 12, 2011

11:00 am to 12 noon Pacific Time.

An Overview of the 2010 Regulations

The webinar series opens with an overview of the six major changes in the 2010 Regulations and how they impact arts organizations. If you're new or just need a refresher on the scope of the Regulations, this is the place to start! Topics include:

- Service Animals
- Ticketing
- Reduction of Elements
- The 2010 Standards for Accessible Design
- Mobility Devices
- Safe Harbor

Session 2: October 19, 2011

11:00 to 12 noon Pacific Time.

Focus on Ticketing (Part 1): What is Accessible Seating, How Should Accessible Seats be Sold and Who Can Buy Them?

Focuses on how the 2010 Regulations impact ticketing.

- What is accessible seating? Defining the features of your accessible seating and educating staff are key steps to being in compliance.
- How are accessible seats sold? The regulations make it clear that accessible seating must be available for sale through the same means, modes and at the same times as all other seats. That means that your accessible seating must be available online!
- Who can purchase accessible seating and what can I do to prevent fraud? The presenter will give specific examples to illustrate who is eligible to purchase accessible seating. Learn the questions and tools that your staff can ask in order to ensure that patrons are accommodated in the seats that they need.

Session 3: October 26, 2011

11:00 am to 12 noon Pacific Time.

Focus on Ticketing (Part 2): Pricing and Purchasing Multiple Tickets

Do you find yourself pondering some of these questions?

- What should you do if you have multiple prices in one section of the theater but the accessible locations are only in one area?
- What is a companion seat and how many can one person buy?
- The patron on the phone is bringing a group of 6 and one person needs an accessible seat. Should you sell all six in the accessible seating section? What happens if there are no companion seats left?

If yes, sign up for Part 2 of Focus on Ticketing! In this session, we'll take an in-depth look at pricing accessible seating, the definition of companion seats, and handling the sale of multiple tickets.

Session 4: November 1, 2011

11:00 am to 12 noon Pacific Time.

Focus on Ticketing (Part 3): Releasing Wheelchair Locations.

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There are now only three conditions under which accessible locations can be released for general sale. Get the tools you need to develop a sound policy by learning what those conditions are and how they should be applied in your venue.

Session 5: November 9, 2011

11:00 am to 12 noon Pacific Time.

Focus on Ticketing (Part 4): Ticket Transfers and the Secondary Market.

A patron using a wheelchair arrives at the theater with a ticket

for an inaccessible location. A little bit of research reveals that he didn't buy the ticket from you - he bought it on the secondary market. What are your obligations? The final webinar in this series will examine situations just like that. Learn what the 2010 Regulations stipulate regarding accessible seating, ticket transfers, and the secondary market.

Registration is free!! For more information and/or to register go to: www.adaconferences.org/Ticketing <<http://www.adaconferences.org/Ticketing>>

Questions should be directed to 877-232-1990 (V/TTY) and/or by email to: adaconferences@adagreatlakes.org <<mailto:adaconferences@adagreatlakes.org>>

STATISTICS

Top 30 California Theatres

12/31/10 to 9/29/11

CA Rank	Nat'l Rank	Circuit	Theatre Name	City
1	3	AMC	Burbank 30 with IMAX & ETX	Burbank
2	7	Regal Ent. Group	Long Beach Stadium 26 with IMAX	Long Beach
3	8	Pacific	Arclight Hollywood	Los Angeles
4	9	Pacific	Grove Stadium 14	Los Angeles
5	13	AMC	Century City 15 with IMAX & ETX	Century City
6	15	Regal Ent. Group	Irvine Spectrum 20 + IMAX	Irvine
7	18	AMC	Block 30 with IMAX & ETX	Orange
8	19	Regal Ent. Group	Fresno Stadium 21 + IMAX	Fresno
9	20	Pacific	Arclight Sherman Oaks	Sherman Oaks
10	22	Cinemark	Union City 25 + XD	Union City
11	23	Regal Ent. Group	Hacienda Crossings Stadium 20 + IMAX	Dublin
12	26	AMC	Del Amo 18 with IMAX	Torrance
13	30	Regal Ent. Group	Mira Mesa Stadium 17 + IMAX	San Diego
14	32	Cinemark	San Jose Oakridge 20 + XD	San Jose
15	41	Cinemark	Daly City 20 + XD	Daly City
16	45	Cinemark	Redwood Downtown 20 + XD	Redwood City
17	46	AMC	Santa Anita 16 with IMAX	Arcadia
18	47	AMC	Mission Valley 20 with IMAX	San Diego
19	55	AMC	Mercado 20 with IMAX	Santa Clara
20	59	Pacific	Pacific Theatres Glendale 18	Glendale
21	61	AMC	Promenade 16 with IMAX	Woodland Hills
22	62	Pacific	Winnetka All Stadium 21	Chatsworth
23	65	Cinemark	Huntington Beach Bella Terra 20 + XD	Huntington Beach
24	66	AMC	Citywalk Stadium 19 with IMAX	Universal City
25	68	Regal Ent. Group	Ontario Palace Stadium 22 + IMAX	Ontario
26	71	AMC	Metreon 16 with IMAX & ETX	San Francisco
27	73	Regal Ent. Group	Temecula Stadium 15 + IMAX	Temecula
28	74	Regal Ent. Group	South Gate Stadium 20 with IMAX	South Gate
29	76	AMC	Ontario Mills 30 with ETX	Ontario
30	84	Cinemark	Century Tanforan 20 + XD	San Bruno

Top 50 Theatres Nationwide

12/31/10 to 9/29/11

Rank	Circuit	Theatre Name	City, State
1	AMC	Empire 25 with IMAX & ETX	New York, NY
2	AMC	Lincoln Square 13 with IMAX	New York, NY
3	AMC	Burbank 30 with IMAX & ETX	Burbank, CA
4	Regal Ent. Group	Union Square Stadium 14	New York, NY
5	AMC	Garden State 16 with IMAX	Paramus, NJ
6	AMC	Tysons Corner 16 with IMAX & ETX	McLean, VA
7	Regal Ent. Group	Long Beach Stadium 26 with IMAX	Long Beach, CA
8	Pacific	Arclight Hollywood	Los Angeles, CA
9	Pacific	Grove Stadium 14	Los Angeles, CA
10	Cinemark	Egyptian 24 + XD	Hanover, MD
11	AMC	Aventura Mall 24 with IMAX & ETX	Aventura, FL
12	AMC	Boston Common 19 with IMAX	Boston, MA
13	AMC	Century City 15 with IMAX & ETX	Century City, CA
14	Cobb	Cobb Dolphin 24 with IMAX & Cinebistro	Miami, FL
15	Regal Ent. Group	Irvine Spectrum 20 + IMAX	Irvine, CA
16	AMC	Downtown Disney 24 with ETX	Orlando, FL
17	AMC	Northpark 15 with IMAX & ETX	Dallas, TX
18	AMC	Block 30 with IMAX & ETX	Orange, CA
19	Regal Ent. Group	Fresno Stadium 21 + IMAX	Fresno, CA
20	Pacific	Arclight Sherman Oaks	Sherman Oaks, CA
21	Cinemark	Albuquerque Rio 24 + XD	Albuquerque, NM
22	Cinemark	Union City 25 + XD	Union City, CA
23	Regal Ent. Group	Hacienda Crossings Stadium 20 + IMAX	Dublin, CA
24	Santikos Theaters	Palladium 18 + IMAX	San Antonio, TX
25	AMC	Hoffman 22 with IMAX	Alexandria, VA
26	AMC	Del Amo 18 with IMAX	Torrance, CA
27	Regal Ent. Group	Greenway Grand Palace Stadium 24	Houston, TX
28	Regal Ent. Group	Sheepshead Bay 14 with IMAX	Brooklyn, NY
29	AMC	Neshaminy 24 with IMAX	Bensalem, PA
30	Regal Ent. Group	Mira Mesa Stadium 17 + IMAX	San Diego, CA
31	Regal Ent. Group	E-Walk Stadium 13 & RPX	New York, NY
32	Cinemark	San Jose Oakridge 20 + XD	San Jose, CA
33	AMC	34th Street 14 with IMAX	New York, NY
34	Cinemark	Palace 20	Boca Raton, FL
35	AMC	White Marsh 16 with IMAX	Baltimore, MD
36	AMC	Palisades 21	West Nyack, NY
37	Cinemark	Paradise 24	Davie, FL
38	AMC	Sunset Place 24 with IMAX	South Miami, FL
39	Cinemark	Tinseltown 20 + XD	El Paso, TX
40	Consolidated Theatres	Victoria Ward Stadium 16	Honolulu, HI
41	Cinemark	Daly City 20 + XD	Daly City, CA
42	Regal Ent. Group	Kaufman Astoria Stadium 14	Astoria, NY
43	AMC	Cherry Hill 24 with IMAX	Cherry Hill, NJ
44	Cinemark	Tinseltown 22 + XD	The Woodlands, TX
45	Cinemark	Redwood Downtown 20 + XD	Redwood City, CA
46	AMC	Santa Anita 16 with IMAX	Arcadia, CA
47	AMC	Mission Valley 20 with IMAX	San Diego, CA
48	Regal Ent. Group	Houston Marq*e Stadium 22 + IMAX	Houston, TX
49	AMC	Kips Bay 15 with IMAX	New York, NY
50	Kerasotes	ShowPlace ICON	Chicago, IL

Top 20 Nevada Theatres

12/31/10 to 9/29/11

NV Rank	Nat'l Rank	Circuit	Theatre Name	City
1	64	Regal Ent. Group	Red Rock Stadium 15 + IMAX	Las Vegas
2	131	The Film Group	Rave Town Square 18	Las Vegas
3	292	Cinemark	Las Vegas South Point 16 + XD	Las Vegas
4	353	Regal Ent. Group	Aliante Station 16 with IMAX	North Las Vegas
5	423	Cinemark	Las Vegas Santa Fe Station 16	Las Vegas
6	489	Cinemark	Sparks 14 + XD	Sparks
7	599	Cinemark	Las Vegas Orleans 18	Las Vegas
8	618	Regal Ent. Group	Green Valley Ranch Stadium 10	Henderson
9	641	Regal Ent. Group	Texas Station Stadium 18	North Las Vegas
10	691	Regal Ent. Group	Sunset Station Stadium 13 with IMAX	Henderson
11	714	Cinemark	Summit Sierra 16	Reno
12	731	Brenden	Brenden Palms 13 + IMAX	Las Vegas
13	805	Cinemark	Reno Parklane 16	Reno
14	859	Galaxy	Galaxy Cannery	North Las Vegas
15	873	Cinemark	Las Vegas Samstown 18	Las Vegas
16	1009	Regal Ent. Group	Village Square Stadium 18	Las Vegas
17	1035	Galaxy	Galaxy Fandango	Carson City
18	1037	Cinemark	Reno Riverside 12	Reno
19	1088	Cinemark	Las Vegas Suncoast 16	Las Vegas
20	1102	Regal Ent. Group	Boulder Station 11 Theatre	Las Vegas

Sony to Stop Paying for 3D Glasses in May 2012

Reprint from Hollywood Reporter by Pamela McClintock

Sony has sent a letter to theater owners saying it will stop footing the bill for the the RealD glasses, which can cost studios \$5 million to \$10 million per blockbuster release.

Sony Pictures Entertainment has notified theater owners in a letter that it will no longer pay for 3D glasses, beginning in May 2012, marking a major policy shift that many other studios are likely considering.

There's no word yet as to the reaction of exhibitors, but many theater owners feel like they've already coughed up enough money in converting their screens to 3D, and that they shouldn't have to incur the cost of supplying glasses too.

"This is an issue that has to be resolved between us and our exhibition partners. We are trying to give them a very lengthy lead time in regards to the change in policy," Sony worldwide president of distribution Rory Bruer said.

The price tag for 3D glasses is no laughing matter — studios can spend \$5 million to \$10 million worldwide for a tentpole (they pay after the fact, based on how many glasses were actually used). Sony has two high-profile 3D tentpoles headed to theaters next summer — *Men in Black III* and *The Amazing Spider-Man*.

Glasses for smaller films can cost \$1.5 million to \$2 million.

Sony, along with other studios, is in favor of moving toward an ownership model, requiring moviegoers to buy their 3D glasses at the theater (the studios argue that it could be a new revenue stream for exhibitors).

Such a system is already in place in the U.K., Australia, Italy and Spain. However, American consumers are now used to getting the glasses for free when they pay a 3D surcharge (usually 3 or 4 dollars), and the habit could be hard to break.

The majority of 3D glasses are provided through RealD, which controls 90 percent of the 3D market through its 3D projection systems.

Several years ago, when digital 3D was first emerging, it was unclear who would pay for the glasses. In an effort to encourage movie theaters to convert their screens to the emerging format, Disney told theaters it would cover the cost.

Soon, other studios started following suit, but top executives say it was never their intention to make it an indefinite policy. And at least one studio, Fox, tried to stop paying for the 3D glasses, but was met with stiff resistance from exhibitors.

CALENDAR of EVENTS & HOLIDAYS

Halloween
October 31



**Southern California
Sexual Harassment
Prevention
Training Seminar**
October 25

**Northern California
Sexual Harassment
Prevention
Training Seminar**
October 27

**Daylight Saving
Time Ends**
November 6

NEW DATE
No. California Film Product Seminar
November 9

Veteran's Day
November 11

**So. California Film
Product Seminar**
November 15

