

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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## Winter/Spring Film Product Seminar Set



The 2010 NATO of California/Nevada Winter/Spring Film Product Seminar is set for Wednesday, November 3<sup>rd</sup> at Cinemark's Century at Tanforan 20 Theatre in San Bruno and Tuesday, November 9<sup>th</sup> at the Rave 18 Theatre in the Howard Hughes Promenade in Los Angeles.

The program will provide time to visit with other managers and Exhibitor Relations representatives from all the major studios during the continental breakfast and lunch breaks. While in the auditorium guests will be treated to the latest product reels for the movies that will be opening in theatres during the 2010 holiday season continuing through Spring 2011.

Online registration is available to members in the Seminars and Meetings section of the NATO of CA/NV web site at [www.NATOCalNev.org](http://www.NATOCalNev.org). Once there just click on the link to the registration form. Should you have any questions regarding the registration process contact the NATO of CA/NV office and ask to speak with Charlene Sievers. Attendance is limited to employees of member companies, with a limit of two guests per theatre location. There is no charge, but reservations are a must, no walk-ins will be admitted, and no-shows will incur a \$25.00 charge. The registration deadline is Wednesday, October 13<sup>th</sup> at midnight.

Mark your calendars now and visit the Seminars and Meetings section of our web site at [www.NATOCalNev.org](http://www.NATOCalNev.org) to register. The registration deadline is October 13, 2010.



**Cinemark's Century at Tanforan 20**  
1188 El Camino Real, San Bruno



**Rave 18 Theatre**  
At the Howard Hughes Promenade  
6081 Center Drive, Los Angeles

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## Scholarship Thanks

NATO of California/Nevada has made a difference in the lives of scores of students through its generous scholarship programs. We would like to share a letter received from Adam Grabinski, a second year MFA screenwriting candidate at UCLA.

Dear Mr. Moritz,

I am writing to express my deepest gratitude as a recipient of the National Association of Theatre Owners of California and Nevada 2010 Fellowship in Film.

For student filmmakers, theatre owners are the esteemed caretakers of our ultimate dream: that magical moment when light hits the screen and our story starts to unfold. As a second year MFA screenwriting candidate at UCLA, I have worked to produce work that might one day be shown in NATO theatres, and this generous fellowship provides not only financial help, but also a sense of being welcomed into the great tradition of theatrical exhibition that is the backbone of the American movie-going experience.

Of course, I am very grateful for the financial assistance this fellowship provides. As a graduate student, I have the usual worries about buying groceries and paying the rent, but this incredibly generous award will allow me to direct more of my energies into developing as both a creative writer and a professional under the tutelage of the amazing professors here at UCLA. This fellowship is a gift of time and opportunity that is most appreciated.

Furthermore, I was honored that as a part of this fellowship, I was invited to attend the June 23<sup>rd</sup> NATO meeting at Grauman's Chinese Theatre in Hollywood. It was exciting to meet with so many passionate theatre owners and listen to their perspective on issues such as the future of 3D, release windows, and recent trends in ticket sales. These issues impact all of us involved in the entertainment industry, and it was terrific to see that your interests are represented with such passion and intelligence.

I want to thank you again, and I hope I have properly conveyed that this fellowship means a tremendous amount to me as an artist and a student. I truly hope I prove a worthy addition to the list of past recipients lucky enough to have been selected for this honor.

Thank you,

(signed) Adam Grabinski

Visit the Scholarship Section at [www.NATOCalNev.org](http://www.NATOCalNev.org) for a list of the other UCLA Fellows, the USC film scholars and the NATO of California/Nevada winners and their essays.

# Still Time to Register for October Food Safety Certification Course

There is still time to register for the NATO of California/Nevada Food Safety Certification Workshop scheduled for October 19th in Southern California at Krikorian's Pico Rivera Village Walk 15 Theatre and October 21st in Northern California at Cinemark's Century Bayfair 16 Theatre in San Leandro.

Enrollment is available for employees of NATO of California/Nevada members only, at a cost 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, exams will also be available in Spanish if requested in advance.

Registration forms and checks must be received by September 17, 2010 in the NATO of California/Nevada office, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049. You can use the form below or contact us at [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org) for an Excel registration form.

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.

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 on duty. Those attendees who pass the exam at the conclusion of the seminar will receive this certification. Certification for employees who took and passed the exam prior to July 1, 2007 will need to be re-certified this year since they received a three-year certification. Certifications received after July 1, 2007 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.

## FOOD SAFETY CERTIFICATION ENROLLMENT FORM

Name: \_\_\_\_\_

Member Company: \_\_\_\_\_

Theatre Name: \_\_\_\_\_

Theatre Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I will be attending:

So. California on October 19<sup>th</sup> at Krikorian's Pico Rivera Theatre, Pico Rivera

No. California on October 21<sup>st</sup> at Cinemark's Bayfair 16, San Leandro

*Check payable to NATO of California/Nevada in the amount of \$75 per person to be included with registration form.*

## Median Age Rises at Big Three

By MICHAEL SCHNEIDER for *Variety*



If Big 3 broadcasters were actual living, breathing TV viewers, they'd ignore themselves. While the broadcast nets and advertisers still target the holy 18-49 grail, ABC, NBC and CBS are now all firmly out of the demo.

According to media analyst Steve Sternberg's annual median age report, when DVR usage is counted, all three nets posted median ages at 50 or above during the 2009-2010 TV season. That's the first time the Big 3 crossed the 50-year-old threshold together.

CBS continues to lead the march toward the senior set, with a median age of 56 -- followed by ABC (52) and NBC (50).

Once-youthful Fox isn't too far behind, however, sporting a median age of 46. Of all the networks, Fox has aged the most in the past decade, having started the 2000s at a still sprightly median of 35. The CW has remained pretty consistent, clocking in a median age of 34.

Median age is the point where half of a network's audience is older, and half is younger. Sternberg admits that it's not as useful as more specific numbers in defining a network's audience, but it is a quick way to get a competitive snapshot of programmers.

Sternberg noted that there used to be a wide range of median ages at the broadcast nets. But "over the past five or six years, a substantially different picture of the broadcast landscape has been developing."

With all three nets posting a median age of over 50, it might be a bit unfair to poke fun at CBS as the geriatric network, now that each of the Big Three are trending 50-plus. But don't completely can those jokes just yet: Sternberg reports that last year, more than 60% of CBS' average audience was over 50 for the first time ever, with more than a quarter over 65.

Fox's median age of 46 makes it older than any of the networks were in 1991, when Sternberg first started his study. That year, CBS was the oldest broadcast net, with a median age of 45, followed by NBC (42), ABC (37) and Fox (29).

But by aging up, Fox started attracting a much broader audience, which ultimately helped the net rank No. 1 in adults 18-49 for the past six seasons (thank you, "American Idol").

As the networks began to focus on demos in the early 1990s, the median age report has also provided insight into how the nets have nonetheless seen the rise in competition erode much of their younger audience.

The networks have been creeping toward this post-50 milestone for years, as have many top cablers. The broadcast networks have seen their median ages grow over the past 15 years as younger auds find other means to catch their favorite shows, or flee to cable (or other pastimes).

Sternberg pointed out that the decrease in primetime comedy, which are usually the youngest-skewing shows on TV, have also contributed to the rise in median age. On the flip side, older-skewing procedural dramas now dominate in prime -- helping age up all four major broadcasters.

Reality series and gamers are also older-skewing. "Dancing With the Stars," for example, has a median age close to 60.

And the broadcast networks long ago got out of programming to tykes. With kids 2-11 virtually non-existent in their audience makeup, it's no surprise that the nets have aged.

Network-by-network, the oldest-skewing show at ABC is "Dancing with the Stars" (with a median age of 58); at CBS, it's "60 Minutes" (61); NBC's is "Dateline Sunday" (58); and Fox's "Human Target" and "Bones" both attract a median age of 52. The CW's oldest-skewing program is "Smallville," at 39.

Among the youngest shows by network: ABC's "Scrubs" (38); CBS' "How I Met Your Mother" (45); NBC's "The Office" (35); Fox's Seth MacFarlane trio "Family Guy," "American Dad" and "The Cleveland Show" (30) and the CW's "Gossip Girl" (28).

Among cable networks, rural cabler RFD is oldest (over 65), followed by Fox News (65, which is down from 65-plus last year); CNN (63, up from 60); Hallmark (61, down from 63) and GSN (60, down from 62).

The youngest, of course, are kid-targeted: Nick Jr. (6), as well as Nicktoons, Cartoon Network, Disney XD and Nickelodeon (11).

Then there's the broad-based cable nets, which are looking a lot more like the broadcast nets when it comes to median age. USA is no different than its broadcast sibling NBC (median age 50); TNT attracted a median age of 47, while TBS is at 36. AMC is at its youngest in years (49), while FX is at 38.

Looking ahead at the coming season, Sternberg predicts that ABC, CBS and Fox will remain steady, while NBC has a chance to age down, now that "The Jay Leno Show" isn't a part of the mix.

## New Workers' Comp Posting Requirements

California's Division of Workers' Compensation (DWC) has finalized regulations that require all employers within the state to post a new Notice to Employees - Injuries Caused by Work. You must post this notice, in a conspicuous location frequented by employees, by October 8, 2010.

Failure to post the notice by the October deadline can result in fines up to \$7,000 in civil penalties.

California employers must also distribute a new 'Your Rights to Workers' Compensation Benefits' pamphlet to new hires.

All California employers must:

Post the new version of the 'Notice to Employees - Injuries Caused by Work' (dated 6/10/10) by October 8, 2010.

Distribute a new 'Your Rights to Workers' Compensation Benefits' pamphlet to all new employees who start to work on or after October 8, 2010, at the time of hire or before the end of the first pay period.

Employers within an existing Medical Provider Network (MPN) must also:

Create a complete MPN Notice and post it next to the revised 'Notice to Employees - Injuries Caused by Work' poster by October 8, 2010. The complete MPN Notice is described in our [Workers' Compensation Final Regulation Q&A document](#).

Give the same complete MPN Notice you've created to any employee injured at work on or after October 8, 2010.

Employers who are implementing, changing or terminating an MPN must also:

Post a complete MPN Notice next to the 'Notice to Employees - Injuries Caused by Work' poster by October 8, 2010. The complete MPN Notice is described in our [Workers' Compensation Final Regulation Q&A document](#).

Give the complete MPN Notice to any employee injured at work on or after October 8, 2010.

Give all employees notice that you are implementing, terminating, or changing the MPN.

Source: *HRCalifornia Extra*

## Employers' Frequently Asked Questions Regarding I-9 Forms

*We have recently been auditing our I-9 file and have several questions:*

### • How long do we have to complete the I-9 Form?

Recently, the U.S. Citizenship and Immigration Services (USCIS) stated in an E-Verify training program that employers have three days after the date of hire to complete the I-9 Form. While this appears to be inconsistent with all prior information on the time to complete the I-9—within three business days of hire, the USCIS has confirmed that if an employer is in an E-Verify program, they have one additional day to complete both E-Verify and Section 2 of the form. Employers that are not in an E-Verify program should stick with the requirement to complete the form within three business days of hire.

### • How long do we wait until an employee brings us a work authorization document? The employee was given 90 days but it has now been six months and we have no document.

Assuming that the employee is a new hire, there is no grace period under the 2009 regulations to produce an original document. All original documents must be presented at the time that the I-9 is certified. Under the old regulations, a new hire had 90 days if the employee could produce a receipt that showed that they had gone down and applied for a document. Now, there is no grace period if the new hire fails to produce a document within three days of hire.

If the employee was originally hired with a work authorization document and that document has expired, there is no grace period either under the current or prior regulations. The employee is required to produce a document prior to the original expiration date in order to remain authorized to work.

### • Some of our I-9 Forms are very old and don't look so good, since a new I-9 Form came out last year should we just go ahead

### and have everyone complete a new form?

No, there is no expiration date on an I-9 Form and there is no requirement that a new form be filled out whenever I-9 Forms are revised. The original form that was completed at the time of hire is the form that should be retained throughout employment. The fact that it does not look so good is irrelevant as long as it is legible.

### • We have found many I-9 Forms with expired driver's licenses or U.S. passports, should we have them fill out a new I-9 Form?

No, identity documents such as a driver's license or a U.S. passport need only be current at the time of hire. Only work authorization documents need to be kept current throughout employment.

### • Are we required to make and keep copies of documents with the I-9 Form?

No, the I-9 Form instructions do not require that you make or retain a copy of any document presented. Originally, when the law was first passed, employers were concerned about being able to prove that they had, in fact, seen the documents. The only requirement is that you certify that you have seen original documents. While you may choose to keep copies, a concern is the potential for identity theft.

### • How long do we keep I-9 Forms? We were confused and went through and discarded all I-9 Forms that were older than three years.

I-9 Forms should be retained for all employees throughout their employment. After employment has ended, an I-9 Form must be retained for at least three years from the date of hire, or one year from the date of termination, whichever is longer.

Source: *CA Chamber of Commerce Alert*

# STATISTICS

## Top 50 Theatres Nationwide

### 1/1/2010 to 8/31/2010

Nat'l 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	AMC	Garden State 16 with IMAX	Paramus, NJ
5	Regal	Union Square Stadium 14	New York, NY
6	AMC	Tyson Corner 16 with IMAX	McLean, VA
7	Regal	Long Beach Stadium 26 with IMAX	Long Beach, CA
8	Regal	Irvine Spectrum 20 + IMAX	Irvine, CA
9	AMC	Aventura Mall 24 with IMAX	Aventura, FL
10	Cinemark	Egyptian 24 + XD	Hanover, MD
11	AMC	Century City 15 with IMAX & ETX	Century City, CA
12	Pacific	Arclight Hollywood	Los Angeles, CA
13	Regal	Hacienda Crossings Stadium 20 + IMAX	Dublin, CA
14	Pacific	Grove Stadium 14	Los Angeles, CA
15	AMC	Sunset Place 24 with IMAX	South Miami, FL
16	AMC	Pleasure Island 24 with ETX	Orlando, FL
17	Cinemark	Albuquerque Rio 24 + XD	Albuquerque, NM
18	AMC	Boston Common 19 with IMAX	Boston, MA
19	Regal	Mira Mesa Stadium 17 + IMAX	San Diego, CA
20	Regal	Sheepshead Bay 14 with IMAX	Brooklyn, NY
21	Regal	Fresno Stadium 21 + IMAX	Fresno, CA
22	Cobb	Dolphin Mall 24 & CineBistro	Miami, FL
23	Santikos Theaters	Palladium 18 + IMAX	San Antonio, TX
24	Pacific	Arclight Sherman Oaks	Sherman Oaks, CA
25	Cinemark	Union City 25 + XD	Union City, CA
26	AMC	Neshaminy 24 with IMAX	Bensalem, PA
27	AMC	34th Street 14 with IMAX	New York, NY
28	AMC	Del Amo 18 with IMAX	Torrance, CA
29	AMC	Block 30 with IMAX	Orange, CA
30	AMC	Metreon 16 with IMAX & ETX	San Francisco, CA
31	Regal	E-Walk Stadium 13 & RPX	New York, NY
32	AMC	Cherry Hill 24 with IMAX	Cherry Hill, NJ
33	AMC	Hoffman 22 with IMAX	Alexandria, VA
34	Rave	RAVE 18 + IMAX	Westchester, CA
35	AMC	Northpark 15 with ETX	Dallas, TX

*Continued on next page*

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Nat'l Rank	Circuit	Theatre Name	City, State
36	Consolidated Entertainment	Victoria Ward Stadium 16	Honolulu, HI
37	AMC	White Marsh 16 with IMAX	Baltimore, MD
38	Regal	Greenway Grand Palace Stadium 24	Houston, TX
39	Cinemark	Paradise 24	Davie, FL
40	AMC	Santa Anita 16 with IMAX	Arcadia, CA
41	Cinemark	Tinseltown 20 + XD	El Paso, TX
42	Cinemark	Daly City 20 + XD	Daly City, CA
43	AMC	Palisades 21	West Nyack, NY
44	Regal	Houston Marq*e Stadium 22 + IMAX	Houston, TX
45	Signature Theatres	Lincoln Square Cinema 16 with IMAX	Bellevue, WA
46	Regal	Ontario Palace Stadium 22 + IMAX	Ontario, CA
47	AMC	Mercado 20 with IMAX	Santa Clara, CA
48	Cinemark	San Jose Oakridge 20 + XD	San Jose, CA
49	Regal	New Roc City Stadium 18 + IMAX	New Rochelle, NY
50	Cinema Service	Warren 14	Moore, OK

## Top 20 Nevada Theatres 1/1/2010 to 8/31/2010

NV Rank	Nat'l Rank	Circuit	Theatre	City
1	59	Regal	Red Rock Stadium 15 + IMAX	Las Vegas
2	94	Rave	Town Square 18	Las Vegas
3	329	Cinemark	Las Vegas South Point 16 + XD	Las Vegas
4	333	Regal	Aliante Station 16 with IMAX	N. Las Vegas
5	439	Cinemark	Las Vegas Santa Fe Station 16	Las Vegas
6	483	Cinemark	Sparks 14	Sparks
7	530	Regal	Sunset Station Stadium 13 with IMAX	Henderson
8	578	Brenden	Brenden Palms 13 + IMAX	Las Vegas
9	603	Cinemark	Las Vegas Orleans 18	Las Vegas
10	638	Regal	Texas Station Stadium 18	N Las Vegas
11	684	Cinemark	Reno Parklane 16	Reno
12	689	Cinemark	Summit Sierra 16	Reno
13	772	Galaxy	Galaxy Cannery	N. Las Vegas
14	854	Galaxy	Galaxy Fandango	Carson City
15	864	Regal	Green Valley Ranch Stadium 10	Henderson
16	878	Cinemark	Las Vegas Samstown 18	Las Vegas
17	1034	Regal	Village Square Stadium 18	Las Vegas
18	1037	Regal	Boulder Station 11 Theatre	Las Vegas
19	1094	Cinemark	Las Vegas Suncoast 16	Las Vegas
20	1111	Cinemark	Reno Riverside 12	Reno

## Top 30 California Theatres 1/1/2010 to 8/31/2010

CA Rank	Nat'l Rank	Circuit	Theatre	City
1	3	AMC	Burbank 30 with IMAX & ETX	Burbank
2	7	Regal	Long Beach Stadium 26 with IMAX	Long Beach
3	8	Regal	Irvine Spectrum 20 + IMAX	Irvine
4	11	AMC	Century City 15 with IMAX & ETX	Century City
5	12	Pacific	Arclight Hollywood	Los Angeles
6	13	Regal	Hacienda Crossings Stadium 20 + IMAX	Dublin
7	14	Pacific	Grove Stadium 14	Los Angeles
8	19	Regal	Mira Mesa Stadium 17 + IMAX	San Diego
9	21	Regal	Fresno Stadium 21 + IMAX	Fresno
10	24	Pacific	Arclight Sherman Oaks	Sherman Oaks
11	25	Cinemark	Union City 25 + XD	Union City
12	28	AMC	Del Amo 18 with IMAX	Torrance
13	29	AMC	Block 30 with IMAX	Orange
14	30	AMC	Metreon 16 with IMAX & ETX	San Francisco
15	34	Rave	RAVE 18 + IMAX	Westchester
16	40	AMC	Santa Anita 16 with IMAX	Arcadia
17	42	Cinemark	Daly City 20 + XD	Daly City
18	46	Regal	Ontario Palace Stadium 22 + IMAX	Ontario
19	47	AMC	Mercado 20 with IMAX	Santa Clara
20	48	Cinemark	San Jose Oakridge 20 + XD	San Jose
21	52	AMC	Promenade 16 with IMAX	Woodland Hills
22	55	AMC	Citywalk Stadium 19 with IMAX	Universal City
23	57	AMC	Mission Valley 20	San Diego
24	60	Cinemark	Redwood Downtown 20	Redwood City
25	66	Cinemark	Huntington Beach Bella Terra 20	Huntington Beach
26	68	Pacific	Winnetka All Stadium 21	Chatsworth
27	70	Regal	Temecula Stadium 15 + IMAX	Temecula
28	78	Regal	South Gate Stadium 20 with IMAX	South Gate
29	86	AMC	Bay Street 16 with IMAX	Emeryville
30	97	Pacific	Pacific Theatres Glendale 18	Glendale



# CALENDAR of EVENTS & HOLIDAYS

**Rosh Hashanah**  
September 9

**Yom Kippur**  
September 18

**National NATO Board Meeting Washington, D.C.**  
September 22-23



**Autumn Begins**  
September 23

**Food Safety Certification Course Southern California**  
October 19

**Food Safety Certification Course Northern California**  
October 21

**Halloween**  
October 31

**Election Day**  
November 2

**Northern California Film Product Seminar**  
November 3

**Daylight Savings Time Ends**  
November 7

**Southern California Film Product Seminar**  
November 9

**Veteran's Day**  
November 11

