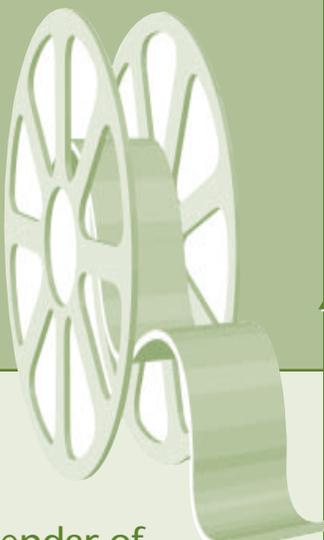


previews

Information for the California and Nevada Motion Picture Theatre Industry



calendar of events and holidays

October 7
California Recall Election

October 13
Columbus Day
(observed)

October 16 & 21
Northern & Southern
California
Fall & Winter
Film Product Seminars

October 26
Daylight Saving
Time ends

October 31
Halloween

November 5 & 6
National NATO
Board Meeting

November 11
Veterans' Day

November 27
Thanksgiving



ROUTING SLIP

Please share *Previews* with other people in your organization:

Health Care Mandate Poses Potential Challenges for the Theatre Industry

The National Association of Theatre Owners of California/Nevada has been vigorously opposing Senate Bill 2 (Burton) due to its significant unintended consequences for our industry. Many of our members have been involved in efforts to inform legislators and Governor Davis of the potential impacts to theatres and the state economy. The bill has been passed by the legislature and is currently on the governor's desk awaiting his signature or veto.

The provisions of SB 2 are complex and some details have not yet been clarified. Following are the basic elements of the bill as stated in the bill text and floor analyses. For more information, visit the State Senate website at <http://www.sen.ca.gov/>.

Employers will be required to either directly provide health coverage to all employees working 100 hours or more per month (beginning 3 months after start of employment) or pay a fee to the newly created State Health Purchasing Program, which would be administered by the Managed Risk Medical Insurance Board (MRMIB).

SB 2 has different provisions according to the number of employees:

- ▼ Starting January 1, 2006 for employers with over 200 employees, coverage must be provided for employees and their dependents, who are defined as "the spouse, domestic partner, minor child of a covered enrollee, or adult child who is dependent on the enrollee, as specified by MRMIB. Excluded from the definition of "dependent" is a dependent who is provided coverage by another employer or who is an eligible enrollee as a consequence of that dependent's employment."
- ▼ Starting January 1, 2007 for employers with 21 to 199 employees, coverage must be provided for employees only.
- ▼ Employers with 21 to 49 employees will be exempted from the program unless a tax credit is enacted for those businesses amounting to 20% of the net employer cost of the fee.
- ▼ Employers with 20 employees or fewer are exempted from this bill.
- ▼ It appears as if all employees, whether they work more or less than 100 hours, will be counted towards the total number of employees. This detail has not yet been clarified.

Employers will be required to contribute a minimum of 80 percent of the cost of health coverage, with employees contributing up to 20 percent. Contributions from "low wage" workers, defined as less than 200% of the Federal Poverty Level (starts at \$17,960 per year for single employees, check <http://aspe.hhs.gov/poverty/03poverty.htm>) will be capped at five percent, with the employer contributing the remaining 95 percent.

Employers are prohibited from designating an employee as an independent contractor or from reducing an employee's hours for the purpose of avoiding its obligations under this bill. A penalty of 200% of any amount that should have been paid will be assessed in the case of a non-complying employer.

Under SB 2, employers will be required to cover employees even if they have existing coverage. Employees covered by MediCal or other government programs must be covered by the employer, but coverage costs will vary.

As of this writing, SB 2 has not yet been signed. We encourage our members to contact Governor Davis to urge him to veto the bill. Please contact NATO of California/Nevada at (310) 652-1093 or Office@natocalnev.org for contact information, talking points and suggested language for a letter. ▼



Previews is
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**NATIONAL ASSOCIATION
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Spread the word:
Applications are
now available for the
National Association of
Theatre Owners of
California/Nevada 2004
\$50,000 Scholarship
Program.

Due to the over-
whelming response to last
years mailing to high
schools in California and
Nevada information was
once again sent out to
career and scholarship
counselors at over 950
schools. The counselors
did a great job of spreading the word about
the program, the number of applications
received in 2003 increased by over 50%.

However, many students who were
already employed at our member theatres
were unaware of the program. When those
students and others looking for jobs asked
their theatre managers about the scholarship
program many managers were unaware of
this great benefit for the field level
employees. *Please spread the word:* NATO
of CA/NV will award up to ten \$5,000.00
scholarships to deserving field level student
employees for post secondary or vocational
education through its \$50,000.00
Scholarship Program.

An application form with general
instructions is included on page 3 of this
issue of *Previews*. Contact the NATO of CA/
NV office to request a supply of complete
applications and break room posters for your
theatre. Then spread the word; maybe one
of your employees will win \$5,000 towards
his or her college education.

Contact the NATO of CA/NV office
at 310/652-1093 or
Office@NATOCalNev.org to get an
application with complete instructions or for
answers to any questions. And remember:
You can't win if you don't apply.

All applications must be received in the
NATO of CA/NV office by May 3, 2004.

**2004
Scholarship
Program
Applications
Now
Available**

**To be eligible
applicants must:**

- be currently employed at the field level in a member theatre.
- have worked a minimum of 500 hours during the year of eligibility (April 16, 2003 - April 15, 2004).
- maintain a minimum cumulative GPA of 3.0 through the Fall 2003 semester/quarter.
- be enrolled in at least three classes with a minimum of 9 units per semester/quarter.

**Instructions to applicant
for essays and letters:**

- Provide a two-page answer to the essay question: *What motion picture has had the greatest impact on your life, and why?*
- Provide a one-page personal statement in which you tell us about yourself and your future goals.

**Both essay and personal statement
to be presented in 12 pt. type, double-
spaced with one-inch margins on all
sides. Application will be disqualified
if guidelines are not followed.**

- Provide two letters of recommendation that address academic achievements, citizenship, community service, personal achievements and extra-curricular activities.
- Provide a verification of hours from corporate office on company letterhead signed by human resources, payroll or personnel director. Letter to include number of hours worked during eligibility period and original date of hire. ▼

(See application next page)



National Association of Theatre Owners of California/Nevada **2004 SCHOLARSHIP PROGRAM APPLICATION**

Please print or type.

Name of Applicant _____

Mailing Address _____

Telephone Number (day) _____ Email _____

Name of Member Company _____ Theatre Manager _____

Theatre Name and Phone Number _____

Theatre Address _____

Social Security Number of Applicant _____

Where do you intend to use this scholarship (school name)? _____

Are you currently: A High School Senior In College Returning to School

PLEASE ATTACH THE FOLLOWING - Originals only, no copies.

_____ Official College Transcripts (if you are currently in college or returning to college)

_____ Official High School Transcripts, grades 9-12 (if you are in high school or starting college)

_____ Two letters of recommendation. One from a teacher or professor that includes school location and telephone number. If you are not currently in school, you may substitute a recommendation from another source (excluding friends or relatives).

_____ One page personal statement. (12 pt. type, double spaced, one inch margins)

_____ Two page typewritten answer to the Essay Question. (12 pt. type, double spaced, one inch margins)

_____ Acceptance to an accredited institution for Fall 2004. May be mailed separately if not available by deadline. (Copy of document is acceptable.)

_____ A completed verification of hours from corporate office signed by corporate human resources, payroll or personnel director.

Signature _____ Date _____

APPLICATION MUST BE RECEIVED NO LATER THAN MONDAY, MAY 3, 2004. MAIL TO:

**NATO OF CALIFORNIA/NEVADA SCHOLARSHIP APPLICATIONS
116 NORTH ROBERTSON BOULEVARD, #708 — LOS ANGELES, CA 90048
PHONE: 310/652-1093 E-MAIL: OFFICE@NATOCALNEV.ORG**

REQUEST for RSVPs

Join the marketing representatives from the major studios at the 2003 NATO of CA/NV Fall & Winter Film Product seminar on October 16th at Century Walnut Creek 14 Theatre or on October 21st at Regal's Edwards Long Beach 26 Theatre. Representatives from Artisan Releasing, Buena Vista Pictures, DreamWorks, Focus Features, Fox/Fox Searchlight, MGM, New Line/Fine Line, Paramount, Sony Pictures/Columbia Releasing, Universal and Warner Bros will join us to present product reels and discuss the upcoming marketing plans for their Fall & Winter line-ups.

The seminars are open to managers, district managers and home office personnel of our member circuits only. Attendance is free however it is **by reservation only, no walk-ins**. RSVP to the NATO of CA/NV office by Friday, October 10th via fax: 310/657-4758 or email: Office@NATOCalNev.org

Please contact the NATO of CA/NV office (310/652-1093) for additional information.

SCHEDULE

Continental Breakfast: 9:00 AM

Program Begins: 10:00 AM

Lunch

Afternoon Session

Exit & Gift Bag Distribution
by 3:30 PM



~REGISTRATION FORM~ *NATO of CA/NV 2003* *Fall & Winter Film Product Seminar*

Attendance is open to NATO of CA/NV member companies and is by reservation only, no walk-ins. Due to space limitations we can accommodate up to two persons per theatre.

DEADLINE FOR RESERVATIONS: FRIDAY, OCTOBER 10, 2003

OCTOBER 16, 2003

Century Walnut Creek
14 Theatre

1201 Locust Street

Walnut Creek, CA 94596

Attending _____

OCTOBER 21, 2003

REG's Edwards
Long Beach 26 Theatre

7501 Carson Street

Long Beach, CA 90808

Attending _____

NAME: _____

E-Mail address: _____

TITLE: _____

COMPANY NAME: _____

THEATRE NAME: _____

BUSINESS ADDRESS: _____

Return reservations to NATO of CA/NV office by Friday, October 10th via Fax:

310/657-4758

or Email: Office@NATOCalNev.org

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Dim the lights... it's showtime

Trinity Theater Reopening Fulfills Dream

by Kimberly Bolander

At the Trinity Theatre in Weaverville, it's not uncommon to see new owner Ken Hill hop on stage before the lights dim to share a quick story and personally thank his guests for coming.

An old newsreel or a surprise Warner Bros. cartoon might be slipped between movie previews.

When customers call for movie times, they typically hear a live voice answer the phone.

"It's like they're coming into our house," Hill said of guests who walk through the theater he's spent the last year renovating.

Weaverville's once-dilapidated 1939 Trinity Theatre on Main Street has been reincarnated since Hill and his wife, Ann, bought it in August 2001.

And at its grand reopening this spring, the community came out wearing its finest to celebrate, Hill said. Moviegoers sat down together dressed as King Kong, Harry Potter and Neo from "The Matrix."

"We had multiple Marilys, we had a couple of Audrey Hepburns, we had three Elvises — I like to call them Elvii — Scarlett and Rhett. They were decked out. It was amazing," Hill said.

The Hills' unrehearsed, pre-show greeting has become a tradition ever since the Trinity opened for business in October, following a nine-month closure for refurbishing.

That first night, Ken Hill thanked his guests for their patronage and patience and welcomed them to the theater. Now, the Trinity's regulars look forward to the greeting, said Hill's daughter and assistant manager, 16-year-old Bethany.

"Sometimes people at the concession counters say, 'Hurry, hurry, we don't want to miss the speech,'" she said.

The Trinity has showtimes daily, plays

matinees and holds special midnight showings for big releases. With just two screens, it plays only first-run films. Those usually include the nation's top two box office sellers, and sometimes a third or fourth feature, said Bethany, who also loads the projectors.

The theater is holding its own. Some of its improvements came from federal money funneled to businesses that would create revenues alternative to the town's fallen timber industry, Hill said.

But when he purchased it in August 2001, the Trinity was run-down and bankrupt.

Adopting it fulfilled a dream he's had since he hiked through Trinity County as a young adult more than 25 years ago.

"In a very weird, almost mystical sense, there's been this draw on my heart to be in this town and at that business," the 46-year-old said.

"I knew that it had a stage inside of it, and I said, 'Aw, one day I'm going to move to Weaverville and I'm going to buy that theater,'" Hill said.

Over the years, as he moved from



The Hills feel a kinship with the theater and its original philosophy: "Ours is the privilege of making people happy."

place to place, Hill returned each summer to the Trinity area for back packing. Something about the old movie house still charmed him.

"It became a joke with my friends because nobody knew where Weaverville was," he said.

Although he worked and taught in the acting and entertainment business, the dream of owning a theater seemed distant.

He didn't have the heart to tell his daughter, Bethany, who still believed someday her father would show movies.

Instead, Hill was cultivating a multimillion-dollar dot-com startup that would offer education and training in the theater arts and film production, and for which he was destined to be a top executive.

Then in 2000, the Nasdaq crashed. The enterprise seemed too shaky to keep pursuing, Hill said.

He and his wife, Ann, 40, decided maybe it was time to take on the Weaverville theater.

See Trinity Theater Reopening continued on page 6



Trinity Theater Reopening, continued from page 5

Again and again, they were warned it would be a risky investment, Hill said. Movie companies had refused to send their new films to the dilapidated Trinity. The building was sound, but needed drastic improvements.

“They told us, ‘Take a good look at that place. During the day. With all the lights on.’ But it didn’t matter — I had had the dream for 25 years,” he said.

They sold their San Jose home and moved their four children to Weaverville. They borrowed from their retirement funds and took out loans.

In January 2002, the Hills closed the theater and went to work, tearing out old walls and pulling up popcorn-butter soaked carpet.

Inside the guts of the Trinity, discoveries came throughout the nine-month renovation.

A secret room behind a door sealed shut for years held a diary, a dresser, old photographs and underclothes.

Hidden liquor bottles waited, tucked inside the walls. Found film reels included one of Dwight Eisenhower ringing a bell “for good mental health.”

Front pages from various north state newspapers, all sharing a 1939 date, had been used to line the original carpeting. One reads, “Modern theater to open in June,” and talked about the Trinity’s state-of-the-art sound system, heating and air conditioning.

“I’m reading this going, my God, we’re doing that same thing now,” Hill said.

By October, the Hills had redesigned the lobby and added a second screen room with 81 seats to the original room that seats 101. They now employ 15 workers, including Hill’s second-oldest child, Charlotte, 15.

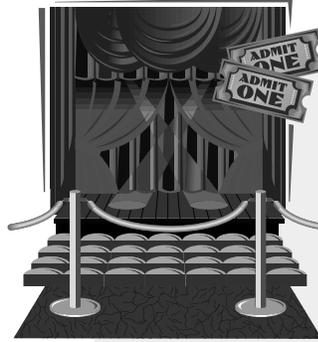
Alterations to the theater’s interior are about 90 percent complete. Hill would someday like to have motorized curtains in front of the screens and other extra touches. He plans to close the building in the fall to do more work.

Meanwhile, he is planning a Trillium Film Festival for April, when he hopes to run a week’s worth of independent films. The theater’s stage also features live performers, and hosted national fiddle champions July 4.

The Hills feel a kinship with the theater and its original philosophy: “Ours is the privilege of making people happy.”

That line is from the mission statement written by the Trinity’s original owners, Helen and Ken Loomis, whose family lived in the apartment that used to sit above the movie house.

When Hill was ready to reopen it, he asked Helen Loomis, now 83, if she would like to come and see the changes first. “That was, for me, the crowning achievement in this whole thing. Helen Loomis, sitting in our theater — her theater — after so many years,” he said. “She just looked around and she said, ‘It’s so beautiful, it’s so beautiful.’” ▼



**LOCAL NEWSPAPERS
TEAM UP WITH
THEATRE OWNERS TO
CREATE GREAT
PROMOTIONS...**

Grand Openings

Sixth in a series based on the Newspaper Association of America’s Great Promotional Ideas for Movie Exhibitors and Studios booklets.

By Becky Bucci, Director of Marketing & Advertising for the Newspaper Association of America

Grand openings for new or renovated theaters provide opportunities for big moments in your community. Your local newspaper with valuable insights and contacts may be able to put together the right group of partners to make the most of your event.

Ajay Theatres (Hollywood 20 Cinema) partnered with *The Commercial Appeal* in Memphis, Tennessee, to build excitement for their newly renovated 20 screen megaplex with all new stadium seating. A small space teaser ad campaign was developed to build up to the opening weekend. The theater and various studios provided giveaways. Six local radio stations set up parking lot remotes with more giveaways.

Eastern Federal Theatres partnered with *The Charlotte Observer* to produce an informative special section with full color cover to announce their new, state-of-the art theater. Sponsorship ads were purchased by the theater’s construction partners and area businesses, still leaving almost five pages to promote its new location. ▼

If you would like a complimentary set of all three copies of Great Promotional Ideas for Movie Exhibitors and Studios please call Becky Bucci, (703) 902-1860 or email - buccr@naa.org.

~ LABOR ISSUES & UPDATES ~

Unemployment Eligibility For Employees Who Give Notice

The first issue to determine whether an employee meets unemployment insurance benefits is if the employee has sufficient wages in the base period. If the employee does, then the reason the person is unemployed will determine whether he/she receives unemployment insurance benefits.

If the employee quits and the employer lets the employee go before the end of the notice period, the employer becomes the "moving party" and the termination becomes a discharge by the employer, rather than a quit by the employee. If the employee is not going to work immediately for another employer, and suffers a wage loss, he/she will be entitled to unemployment benefits.

Pursuant to Precedent Benefit Decisions from the Employment Development Department (EDD), there is only one separation in this type of situation, and benefits are determined as if it were a discharge, even though originally the employee quit.

The EDD has a website that discusses circumstances in which the employer will be considered "the moving Party."

Special Considerations

The danger in immediately terminating the employee who has given notice is the potential of a full claim of benefits. If the employee is paid through the notice period, that danger is prevented even though the employee is not working, the employee does not suffer a wage loss.

The employer must weigh the cost of paying the employee in lieu of notice versus a full unemployment insurance claim, which in 2003 is approximately \$9,620. If the employer does pay through the notice period, the burden shifts to the claimant to show good cause for quitting in order to claim benefits.

Check the EDD website www.edd.cahwnet.gov for full circumstances in which the employer will be considered "the moving party." ▼

~Source - Alert

Governor to Sign Legislation to Protect California's Entertainment Industry

Governor Davis announced that he will sign SB 1032 legislation which boosts penalties for movie and music piracy. Section 653z will be added to the Penal Code stating, "Every person who operates a recording device in a motion picture theater while a motion picture is being exhibited for the purpose of recording a theatrical motion picture, is guilty of a public offense and shall be punished by imprisonment in county jail, by a fine not to exceed \$2500, or by both that fine and imprisonment." ▼



FILMS TO VIDEO: PROJECTED RELEASE SCHEDULE

- Whale Rider 10/28/03
- Adam Sandler's
8 Crazy Nights 10/28/03
- Finding Nemo 11/4/03
- Legally Blonde:
Red, White & Blonde 11/4/03
- Dumb and Dumberer:
When Harry Met Sally . 11/11/03
- Terminator 3:
Rise of the Machines .. 11/11/03
- Lara Croft Tomb Raider:
The Cradle of Life 11/18/03
- The Santa Clause 2 11/18/03
- Sinbad: Legend of
the Seven Seas 11/18/03
- The Winged Migration . 11/18/03
- Bruce Almighty 11/25/03
- The Man on the Train .. 11/25/03
- X2: X-Men United 11/25/03

For additional listings refer to:
www.hive4media.com

~Source: Video Store Magazine



Statistics.....

A LOOK AT THE SUMMER BOX OFFICE ~Trends at a Glance~

(Memorial Day weekend through Labor Day Weekend)

	2003	2002
Average opening weekend	\$23.4	\$19.9
Average no. of theatres on opening w/e	2,741	2,635
Per-theatre average	\$8,539	\$7,560
Average second-weekend % drop	- 50%	- 46%
Wide releases (more than 1,000 theatres, incl. ultra wide)	37	39
Ultra wide releases (more than 3,000 theatres)	18	13
Debuts of more than \$40 million weekend	7	5
Debuts of more than \$60 million weekend	3	2

• All film comparisons are for wide releases on (more than 1,000 theatres)
Box-office in millions, except for per-theatre average.

This year, the Fourth of July weekend marked the first time that three films were released in more than 3,000 theatres each during the same weekend. In play-date trends, the weekend starting July 11 marked the first time in history that six films were playing in more than 3,000 theatres each over one weekend. This trend was more marked this summer than last as there were six weekends this session where five films or more were playing in at least 3,000 theatres each. In other milestones, the session beginning July 25 was the first time that five films grossed more than \$20 million each in any one weekend. The four-day Memorial Day weekend was the biggest weekend ever recorded, with \$202 million, beating the \$200.6 million generated the same weekend last year.

~ Source: *The Hollywood Reporter*



Year-To-Date Box-Office

*YEAR-TO-DATE 271 days starting Wednesday January 1, through Sunday, September 28, 2003
Average Ticket price for 2003 is estimated.*

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% change vs. prev.yr.	Attendance	% change vs. prev.yr.
2003	\$6.03	3.97%	\$6,840,971,101	-1.10%	1,134,489,403	-4.87%
2002	\$5.80	2.65%	\$6,917,134,510	12.81%	1,192,609,398	9.90%
2001	\$5.65	-	\$6,131,398,624	-	1,085,203,296	-

~Source: Exhibitor Relations Co., Inc.

TOP GROSSING THEATRES NATIONALLY

January 1 ~ August 31, 2003

RANK	CIRCUIT	THEATRE	SCREENS	CITY	STATE
1	AMC	Empire	25	New York	NY
2	Muvico	Egyptian	24	Hanover	MD
3	AMC	Block	30	Orange	CA
4	Regal	Long Beach Stadium	26	Long Beach	CA
5	Regal	Union Square	14	New York	NY
6	Loews	Metreon	15	San Francisco	CA
7	Century	Century	25	Union City	CA
8	Regal	Hacienda Crossing	20	Dublin	CA
9	AMC	Mercado	20	Santa Clara	CA
10	Century	Daly City	20	Daly City	CA
11	Loews	Lincoln Square	13	New York	NY
12	AMC	Willowbrook	24	Houston	TX
13	Pacific	Grove	14	Los Angeles	CA
14	Loews	Palisades	21	West Nyack	NY
15	AMC	Aventura Mall	24	Aventura	FL

TOP GROSSING CALIFORNIA THEATRES

January 1 ~ August 31, 2003

RANK	CIRCUIT	THEATRE	SCREENS	CITY
1	AMC	Block	30	Orange
2	Regal	Long Beach	26	Long Beach
3	Loews	Metreon	15	San Francisco
4	Century	Century	25	Union City
5	Regal	Hacienda Crossing	20	Dublin
6	AMC	Mercado	20	Santa Clara
7	Century	Daly City	20	Daly City
8	Pacific	Grove	14	Los Angeles
9	Regal	Fresno Stadium	21	Fresno
10	AMC	Ontario Mills	30	Ontario
11	AMC	Mission Valley	20	San Diego
12	Loews	Universal City	18	Universal City
13	Regal	Irvine Spectrum	21	Irvine
14	Pacific	Winnetka Stadium	21	Chatsworth
15	AMC	Rolling Hills	20	Torrance

Statistics.....





Top 25 November Openers of All Time

RANK	TITLE	DISTRIBUTOR	3-DAY OPENING	SITES	DOMESTIC GROSS	DATE OPENED
1	Harry Potter and the Sorcerer's Stone	Warner Bros.	\$90,294,621	3,672	\$317,575,550	Fri, 11/16/01
2	Harry Potter 2: Chamber of Secrets	Warner Bros.	\$88,357,488	3,682	\$261,970,615	Fri, 11/15/02
3	Monsters, Inc.	Buena Vista	\$62,577,067	3,237	\$255,873,250	Fri, 11/2/01
4	Toy Story 2 (1st. Wide Release on 11/24/99)	Buena Vista	\$57,388,839	3,236	\$245,852,179	Wed, 11/24/99
5	How the Grinch Stole Christmas	Universal	\$55,082,330	3,127	\$260,044,825	Fri, 11/17/00
6	8 Mile	Universal	\$51,240,555	2,470	\$116,724,075	Fri, 11/8/02
7	Die Another Day	MGM	\$47,072,040	3,314	\$160,201,106	Fri, 11/22/02
8	Charlie's Angels	Columbia	\$40,128,550	3,037	\$125,305,545	Fri, 11/3/00
9	Waterboy, The	Buena Vista	\$39,414,071	2,664	\$161,456,592	Fri, 11/6/98
10	Ace Ventura: When Nature Calls	Warner Bros.	\$37,804,076	2,652	\$108,360,063	Fri, 11/10/95
11	Interview with the Vampire	Warner Bros.	\$36,389,705	2,604	\$105,264,608	Fri, 11/11/94
12	The World is Not Enough	MGM	\$35,519,007	3,163	\$126,943,684	Fri, 11/19/99
13	Ransom	Buena Vista	\$34,216,088	2,676	\$136,448,821	Fri, 11/8/96
14	101 Dalmatians (Live Action)	Buena Vista	\$33,504,025	2,794	\$136,189,294	Wed, 11/27/96
15	A Bug's Life (1st. Wide Release on 11/25/98)	Buena Vista	\$33,258,052	2,834	\$162,798,565	Fri, 11/20/98
16	Home Alone 2: Lost in New York	Fox	\$31,126,882	2,222	\$173,585,520	Fri, 11/20/92
17	Pokemon: The First Movie	Warner Bros.	\$31,036,678	2,901	\$85,744,662	Wed, 11/10/99
18	Star Trek 8: First Contact	Paramount	\$30,716,131	2,812	\$92,027,888	Fri, 11/22/96
19	Bram Stoker's Dracula	Columbia	\$30,521,679	2,491	\$82,522,792	Fri, 11/13/92
20	Unbreakable	Buena Vista	\$30,330,771	2,708	\$94,920,438	Wed, 11/22/00
21	Sleepy Hollow	Paramount	\$30,060,467	3,064	\$101,071,502	Fri, 11/19/99
22	Toy Story	Buena Vista	\$29,140,617	2,281	\$191,780,865	Wed, 11/22/95
23	Santa Clause 2, The	Buena Vista	\$29,008,696	3,350	\$139,225,854	Fri, 11/1/02
24	Back to the Future 2	Universal	\$27,835,125	1,865	\$118,450,000	Wed, 11/22/89
25	Space Jam	Warner Bros.	\$27,528,529	2,650	\$90,443,603	Fri, 11/15/96

~Source: Exhibitor Relations Co.

Film Sound Glossary

The following **Film Sound Glossary** is a list of common terms that you will hear spoken in our industry.

ACOUSTICS The characteristics, such as how sound is reflected and absorbed, that give a space such as a living room, concert hall, or cinema an identifiable sonic "signature."

ANALOG VS. DIGITAL SOUNDTRACK The width of an analog soundtrack varies in a way that is directly analogous to the varying soundwaves of the original sound. When played back, the varying width of the track is

translated to a varying electrical voltage which ultimately causes the theatre's loudspeaker cones to move back and forth to recreate the original sound. With a digital soundtrack, points along the soundwaves of the original sound are assigned a numeric (or digital) value, consisting of ones and zeroes represented as tiny dots on the track. When a digital track is played back, the numeric values are converted to the varying electrical voltage needed to drive the speakers.

DYNAMIC RANGE The range between the loudest and softest sounds a soundtrack and/or sound system can reproduce properly.

MIX The blend of dialogue, music, and effects which comprise a film's soundtrack. Also, when used as a verb, the process of assembling and balancing these elements electronically, thereby creating the final soundtrack.

OPTICAL SOUNDTRACK Photographic strips on movie prints that vary in some way with the variations in sound. Analog optical soundtracks vary in width, while digital optical soundtracks have patterns of dots. As the film is pulled through the projector's soundhead, a narrow light beam passes through the moving soundtrack, which causes the intensity of the beam to vary. The varying light falls on a sensor, creating electrical signals, which the theatre's loudspeakers convert back to sound.

STEREO Sound recording and reproduction by more than one (mono) channel. In home music reproduction, "stereo" came to mean two channels (left and right), while in the film industry, "stereo" is understood to include surround and center channels in addition to left and right. To avoid confusion, multichannel stereo is often referred to as "surround sound."

SUBWOOFER A loudspeaker dedicated to reproducing very low bass. Dolby Digital soundtracks provide a separate low-frequency effects (LFE) channel specifically for playback over subwoofers.

SURROUND SOUND The reproduction of ambience, atmospheres, and occasional special effects that are recorded on one or more dedicated channels, and played through speakers placed along the sides and rear of the auditorium to surround the audience. ▼

Do you have a question about the operations of your booth? Feel free to submit questions or suggestions for upcoming Tech Tips to techtips@dolby.com. We look forward to hearing from you.



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www.sonypicturesreleasing.com
Theaters can view and order all materials online at this URL. Registration requires a valid Technicolor ID. And it's free!

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<http://www.exhibitorrelations.com>

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ADDRESS CORRECTION REQUESTED

Health Tip~

Burn That Body Fat!

As people age, they burn fewer calories because of physiological and lifestyle changes, often resulting in increased body fat and loss of muscle. All it takes is a brisk daily walk (2 miles) or the equivalent to balance energy intake and energy needs.

~Source: UC Berkeley Wellness Letter



NATO of CA/NV has a new email address!

Office@NATOCaINev.org

Please change your records