

CinemaScene

Training presentations scheduled for distribution

An additional tool for staff training will go into effect on December 1 when selected theatres in the circuit will receive La Belle Duo-16 projectors for viewing Company produced training presentations. These projectors will be shared with other GCC theatres on schedules prepared by Division Managers.

The La Belle units, which use specially-designed video cassettes, are



A theatre employee gets a sneak preview of a LaBelle Duo-16 projector, several of which will be distributed to theatres as aids in staff training.

equipped with rear screen projection for viewing by one or two employees. They also have forward screen projection for throwing images onto a screen or wall for viewing by larger groups.

Theatres will also receive two audio/visual presentations in December: one introducing the function of concession attendant, the other, ticket cashier. These will be followed by additional presentations over the next several months. This first group of audio/visual presentations, which numbers nine in all, will be revised versions of the slide/tape presentations that have been produced in-house over the past few years.

Once this process has been completed, instructional aids pertaining to other areas of theatre operations will be produced and distributed. Through this program, Managers will build a valuable library of training material for themselves and their staffs.

Technical coordination and photography for this project is being provided by Steve Pritzker, Assistant Vice President-Communications Services.

Boston Globe rates GCC drive-in no. 1

In a recent issue of *The Boston Globe's* entertainment supplement, GCC Theatres' South Shore Plaza Twin Drive-In in Braintree, Massachusetts, was featured as the paper's "Hit of the Week." The drive-in was commended for its clean concession

stand selling a wide variety of items, its unobstructed sight lines at both screens and its well-maintained restrooms.

(Editor's note: Fred Tomeo is the Manager of the South Shore Drive-In.)

promotion of-the-month

This month, two promotions from the Midwest have been selected to share equal billing as co-promotions-of-the-month.

Promotions sell film series in Indianapolis

The Fourth Annual International Film Festival at the Castleton Square Cinema in Indianapolis was a huge success. The 17-week series attracted record crowds and helped develop an appreciation for foreign films in that city.

Much of the success of the festival may be traced directly to the merchandising activities of veteran GCC Manager, Charles Maurer. His enthusiasm for the series prompted him to support it with a good, solid promotional effort.

Maurer reports that his most effective promotional tool was an oversized herald designed by the Home Office Communications Services Department. A tool he used in a variety of ways.

Heralds were mailed to the language departments of all Central Indiana colleges for posting on bulletin boards and for use as a basis for class discussions. Herald and sales information offering special student group rates were distributed to all local high schools.

In conjunction with special cross-plug trailers run at all area GCC theatres, heralds were distributed to interested patrons wishing to learn more about the series. Additionally, blowups of the heralds were used as lobby displays at the theatres and as primary display pieces at participating merchants.

(Continued on Page 3)

Inside: Four-page section on 27th annual meeting

TO: Clay Reed, Division Manager
Houston, TX

I would like to commend the staff of your Greenspoint Cinema for their recovery of my checkbook and credit cards from a trash can at the Cinema. During (before or after?) the showing of *For Your Eyes Only*, I lost my wallet. I realized the next day that it was missing. I called the Cinema and spoke with Wade Richardson (Assistant Manager). He said some articles with my name on them had been found in a trash can by his cleaning crew. I was able to retrieve them that afternoon. All credit cards were present and no checks had been taken. Fortunately, I was not carrying a lot of cash.

I do greatly appreciate the concern and service of your Greenspoint staff.
B.J. Davis

TO: Mike Malmstrom, Manager
Eastland Cinema
Charlotte, NC

While we were visiting in Charlotte this past weekend, my son, John, lost his wallet. Much to our joy, when checking at the theatre the next day, the wallet had been found by an usher and turned in. Although there was not much of value in it, we were very happy it was found.

We wanted to give this person a small monetary reward but were told this was against management policy. This person is to be commended. It is wonderful to still find honest, reliable people in a world where most everyone seems to want to make a gain, no matter how small, because of someone's misfortune. "Thank you" just doesn't seem to be enough, but would you express our sincere thanks and appreciation to this special person that found the wallet? We are all very grateful to you. May God bless you.

Thank you.
Elizabeth Foust

TO: Charles Wesley, Division Manager
Indianapolis, IN

Mr. Wesley, I think people often forget to compliment others on good jobs or efficient work. However, I do not want this opportunity to pass without taking time to tell you just how

much I appreciate working with your staff at Glendale I, II, III.

Our agency works with Columbia Pictures in handling movie screenings for Indianapolis and Louisville. Since I handle public relations for the agency, this falls into my job responsibility. Each time we have had a screening at the Glendale, the staff, managers, concession workers, ticket workers and even projectionists have been extremely helpful, courteous and just plain nice to work with.

At our screenings, we often have promotional material to display or pass out to the viewers. Again, the entire staff at the theatre is helpful and always eager to offer us assistance in setting up any special P.A. systems or exhibits.

I wish I could tell you just how easy that makes my job on the evening of the screening. We have worked at other theatres in Indianapolis and none of the other staffs have made us feel as welcome as the Glendale staff has. I just wanted to be sure and tell you that Jenny Flynn (Assistant Manager) especially has been helpful and terrific to work with as well as Gene Foster (Manager). I have requested from our people at Columbia Pictures that our screenings be held at Glendale.

Retta Arbuckle

TO: Specialized Promotions Dept.
Chestnut Hill, MA

Just a brief note to express my appreciation for the attention and help

Mr. John Berry (Manager) extended to me during the 10 weeks Stride Rite ran the children's movies this summer at South Shore Cinema (Braintree, MA).

Mr. Berry provided considerable extra effort to aid in the promotion of the movie, which I personally found very helpful as I'm the new manager at the Stride Rite store.

Any problems that arose during the 10 weeks he personally attended to and helped resolve. General Cinema should feel very gratified with a Manager like him.

Lee Avery

TO: Patricia Clark, Manager
Ingram Square Cinema
San Antonio, TX

Recently, I took my daughter and a neighbor to your theatre to see *The Lone Ranger*. My daughter became ill in the theatre and I had to rush her to the bathroom. The ushers and the girls working that night were wonderful to me! I tried the best I could to clean up the mess, but rather than ignore me, your employees were concerned my daughter was all right and wanted to know what they could do to help me. An usher even went back into the movie to look for my neighbor whom I had left behind.

Please express my appreciation to your people. It makes me feel good to know there are still a lot of people around who don't think twice about helping someone in distress.

Mrs. Carmen Gonzales
(Continued on Page 10)



John Wenneston, Manager of River Ridge Cinema, Lynchburg, VA, takes every opportunity available to him to attract the public's attention. Note the license plate on the front of his Datsun.

promotion-of-the-month

Promotions sell film series in Indianapolis

(Continued from Page 1)

By including a copy of the herald with a short press release, Maurer was able to obtain excellent publicity in the major metropolitan daily newspapers, various college publications, the *Jewish Post* and in a number of wide distribution newsletters such as the one published monthly by the International Club of Indianapolis.

The International Film Festival is now a well-established, eagerly awaited annual event in Indianapolis. Its success has prompted GCC to test another type of film series in the area (a retrospective of Hollywood films). As you might suspect, Maurer is involved in the promotional campaign to launch this new series.

Chicago Manager promotes new price policy

Back in June, Tradewinds Cinema in Chicago changed to a subsequent run policy with all seats \$1.00 at all times. The theatre's Manager, Renee Eling, set out to promote the new policy with all the tools available to her.

Her first step was to provide all local publications with a press release announcing the new policy. She was also able to acquire two weeks of free space in a local paper featuring a picture of the theatre as seen from inside the mall along with pertinent policy information.

A tie-up with a local radio station resulted in 25 free spots on opening weekend. Each spot concentrated on the theme "Every Day Is Dollar Day."

Eling took full advantage of a unique, dollar bill style herald designed by the Home Office Communications Services Department. By securing the support of every merchant in the mall, she was able to

distribute 20,000 heralds during June and July.

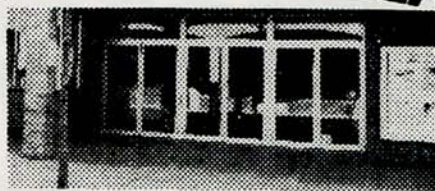
Several in-house promotions contributed greatly to the overall marketing effort. Posters were displayed outside the theatre and a large sign over the entrance doors proclaimed "Every Day Is Dollar Day."

Colorful, 2-foot by 16-foot banners with the theme painted on them were attached to the catwalks on either side of the pylon. Everyone entering or exiting the center could see this eye-catching display.

Inside the theatre, the lobby was decorated with streamers, signs and heralds. Staff members wore leftover "Straw Vote" hats which had been painted silver and banded with "Every Day Is Dollar Day."

Eling's excellent campaign contributed greatly to the enormous success of the new subsequent run policy at Tradewinds Cinema.

\$ EVERY DAY IS DOLLAR DAY \$



TRADEWINDS CINEMA I & II

in the Tradewinds Shopping Plaza

Irving Park & Barrington Rd., Hanover Park

Hanover Park **289-6707**

General Cinema proudly announces the new "\$1.00 All Seats — All Times" price policy at the Tradewinds Cinema. Enjoy a summer of quality films at the inflation beater price of

\$\$\$ ONE DOLLAR \$\$\$

Want to be a Pioneer?

For close to a quarter of a century, the Foundation of Motion Picture Pioneers has been providing financial assistance to those members in our industry who are unable to provide for themselves.

The Pioneers are currently conducting a drive to increase national membership. The only requirement for eligibility is that applicants have been actively affiliated with the motion picture industry for 15 years or more.

Eligible employees who are interested in applying for membership in the Pioneers may obtain necessary application forms from the Home Office Budgeted Advertising and Promotion Department. Each completed application must be sent to the Home Office and be accompanied by a \$25 initiation fee.

film pulse

Due to the numerous requests by Film Buyers and Division Managers for a column pertaining to news on films and the film industry, we've added this column to *CinemaScene*. This installment is the first of a monthly series. Information will be provided by Tom Sherak, Vice President-Film. However, if anyone else has news and information appropriate for this column that they'd like to share, send it along to *CinemaScene*, c/o the Home Office Budgeted Advertising and Promotion Department.

Screenings have been going on in the anti-blind bidding states. Recently screened were *Absence of Malice*; *Ragtime*; *Buddy, Buddy*; *Heartbeeps*; and *Sharky's Machine*.

The release dates of *Ragtime* and *Absence of Malice* have been changed to December 18. They were originally scheduled for December 25. These openings will be kicked off by premieres in New York and Los Angeles on November 20.

Best Little Whorehouse in Texas has gone into production. The scheduled release date is July 30, 1982.

The title of the film *Traces* has been changed to *Hanky Panky*. It's scheduled for release in the summer of '82.

on the aisle

By Mike Malmstrom

Perseverance is the key word in selling anything. To sell any of our Specialized Promotions programs requires getting out of the office and meeting people face to face and showing them what we have to offer. Our Specialized Promotions department has given us some terrific programs to enhance our salaries. It's up to us to take advantage of them.

This time of the year everyone should be involved in selling Christmas Screen Greetings. This program gives us the opportunity to increase that year-end bonus by hundreds of dollars at a time when we can use it. Selling our Screen Greetings is no more than a numbers game. If we see enough people and talk to enough people, we'll sell out our screens easily. But we can't expect to sell everyone we talk to. We may have to hear five nos to get one yes. Perseverance will bring us many yeses.

July and August are excellent times to start calling on large businesses and major stores, as many of them set up their Christmas promotions and budgets as early as then. If I arrive too late to be included in their current budget, I ask when I can call next year in order to be included.

I get my best results from the small store that's owned and operated by the same person. He or she makes the decision and I prefer going for the quick decision. I start my calls on these stores in September. I simply set aside two or three days to make phone calls. When I introduce myself and ask for the owner or manager, I immediately tell them the purpose of my call and ask for five minutes to explain the program. If they're interested, five to ten minutes is usually all it takes. After I make the sale, I make sure to get an appointment as soon as possible to finalize the agreement and to get their copy.

Another method I use is "cold calls." I take an afternoon, go to a nearby shopping center and call on all the stores there. I just walk in, introduce myself and ask for the owner or manager. I tell them that I realize they're busy, but that I'd like just five minutes of their time. You'd be surprised how many store owners

realize the value of our screens. I also prepare a letter to leave with them that explains the details of the program. In this way, they have it all down in writing so they don't forget any details.

A Senior Citizens program is easy to set up in any locale. I recommend a savings and loan institution, inasmuch as many of their customers and prospective customers are in that age group. The free movies program is an excellent public service for the S & L company to perform, believe me. They're well rewarded in free publicity and new accounts and will find it much to their benefit. The program does require effort on our part to make them successful. It's a good idea to work through a local radio or TV station to "co-sponsor" the program. This brings needed publicity. Also, the local newspapers will often run stories and photos. The S & L institution and radio station may need help to promote prizes to give away prior to each film.

Good, wholesome films are the best choice as many of the Seniors

will be coming in groups from churches. I contact area churches monthly to inform them of the upcoming film. In the end, the program can be fun and very rewarding to all.

This year will be the second year Pepsi-Cola has sponsored Christmas Kid Shows. This is due primarily to the success of our summer Pepsi Kid Shows, now in its fourth year. Whereas our summer shows are free, based on bottlecaps as admission, the Christmas shows are for charity. We charge \$1.00 which goes to a local children's charity sponsored by a local radio station. The Pepsi bottler assumes the rental charge.

Of course, the radio station promotes the shows and Pepsi-Cola gets a lot of free publicity. I select films that will be enjoyed by all, but attract primarily the 6- to 12-year-olds as they can attend by themselves. The idea is that parents can drop off their children to see a movie while they Christmas shop.

Last but not least is the Audio Spot program. I found the ideal time to present this concept of advertising is when I'm selling Christmas Screen

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Digital Equipment Corp. throws Christmas party



Santa Claus makes an appearance at a Saturday morning Christmas party held last year at Burlington Cinema, Burlington, MA. Nearly 400 children of employees of Digital Equipment Corporation's local facility enjoyed cartoons presents and concession treats. Paco the Clown and a magician were also on hand to entertain the children while their parents shopped for presents from "Santa."

(Rick Karwan photos)



27th annual meeting

1981 annual meeting is different from the rest

As previously reported in *Cinema-Scene*, GCC Theatres' 27th annual meeting was held September 21-25 in the Boston suburb of Natick. This year's meeting featured a different style from those of years past. Unlike previous meetings where the field executives were bussed from hotel to meeting site and back each day, this year's activities were held at the same location at which the field representatives were lodged. Comments indicated this to be more acceptable because it provided for a more convenient schedule and a less harried environment in which to work.

This was also the year for more participation by field management. For instance, on Tuesday, the first full day of activities, many speeches and presentations were made by Division Managers and Film Buyers. They covered such topics as film, physical theatre conditions, security, patron relations, concessions, and recruiting and training.

Another major feature of this year's meeting was the incorporation of case studies on an expanded scale. The Division Managers and Film Buyers were required to do advance study in preparation for group meetings and presentations. Some groups worked as late as 1 a.m. on their respective projects. The study groups were required to examine the film zones in a hypothetical market and then book each theatre with anticipated product from the summer of '82. In addition, they had to take several markets and develop a physical layout of a theatre that would best meet the anticipated needs at that location using given expense parameters as guidelines. They also had to consider what could be an expected return on investment. Included in the layout were design, size and number of auditoriums, design of refreshment stand, and type of seats and sound system.

New this year was the concept of small group seminars. By breaking the large assembly down into three groups, participants were able to get a closer look at the material presented. Jack Leonard, Assistant Vice President-Concessions, demonstrated computerized cash registers and a new design in portable refreshment stands. Assistant Vice President-Operations Administration, Steve Colson, ex-

plained a new box office data transmission system that's now being tested at six locations in the circuit. Demonstrations on new methods of cleaning theatre screens and repairing seat backs were conducted by Division Managers Joe DiCarlo and Norm Petit from the Eastern Region.

One topic that hasn't been covered to any great extent in the past and attracted much interest this year was legal issues. Corporate Attorney Sam Frankenheim discussed the problems and pitfalls of anti-trust. Counsel Penny Scheerer fielded questions on guidelines for theatre staff conduct, and Director of Personnel Barbara Hogan discussed matters pertaining to the Equal Employment Opportunity Commission (EEOC).

As a whole, the 27th annual meeting was intense as well as diversified and offered the opportunity for an exchange of ideas between Home Office and field executives.

So that theatre personnel who rarely have the opportunity to meet the Home Office executives they speak with or hear about, the following two pages carry photos of those from the Home Office who made presentations at this year's meeting.

Company promotes several executives

At the banquet on Friday evening, which closed this year's annual meeting, Melvin R. Wintman, President of GCC Theatres, Inc. announced 13 promotions among management personnel.

Home Office executives receiving promotions were Stephen Colson and John Townsend. Colson was upped from Director-Operations Administration to Assistant Vice President of the same department, while Townsend became Assistant Vice President-Purchasing and Home Office Administration Services. He had formerly served as Assistant to the Vice President-Purchasing, Construction and Maintenance.

The six Regional Directors were promoted to Regional Vice Presidents-Operations. They are Willard Alexander, Southwest; James Collins,

sweet talk

Concessions plays major roll in annual meeting

By Jack Leonard

The 27th annual meeting of Division Managers and Film Buyers is history. The results of the meeting are now being experienced throughout the country at the 25 managers' meetings - where the real action is. Managers in turn will convey their impression of their meetings to the people on the firing line. By the time the information is filtered down, it's been enhanced by the experience of the Regional Vice Presidents, Division Managers and Film Buyers and the individual Theatre Managers. It's been tailored to emphasize those points that best apply to the individual theatre and its staff. The feedback from these managers' meetings and theatre staff meetings will form the basis of the agenda for next year's meeting. This is a cycle that has served this circuit well for over 25 years and made GCC the biggest and best circuit in the country. Communication from top to bottom and back up again - the ingredient for success.

There is no need here to reemphasize the significance of the concession stand to the overall theatre operation. Its contribution to the overall theatre profit continues to increase each year as the cost of putting a film on the screen soars! In recognition of this contribution, Concessions was again allotted a generous share of the agenda at both the annual meeting in Boston and the managers' meetings in the field.

At 10 a.m. on the first day of the meeting, the Concession Department was given the opportunity to express

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Eastern; Edward Dineen, Central; Victor Gattuso, Southeast; Leonard Mays, Midwest; and Thomas Simon, Western. Also, five Regional Film Buyers were advanced to Regional Vice Presidents-Film: Robert Deitch, New Jersey; Louis Michael, Illinois; Robert Molson, California; James Tharp, Texas; and Charles Viane, Illinois.



The Hilton Inn in Natick, Massachusetts, a Boston suburb, was the site of GCC Theatres' 27th annual meeting.



President Melvin Wintman and Executive Vice President



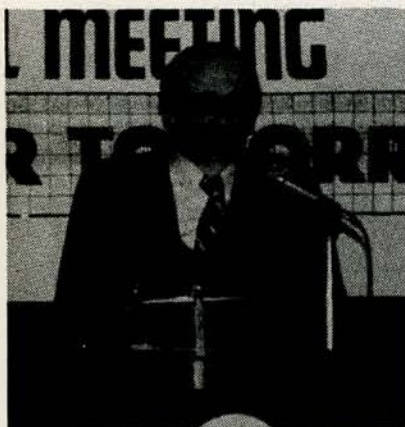
Sam Frankenheim
Senior Vice President-Corporate



Steve Colson, Assistant Vice President-Operations Administration, demonstrates a La Belle projector, the model that will be used for in-theatre staff training, to a group of Division Managers.



Field and Home Office personnel



Stan Werthman
VP-Operations Administration



Larry Lapidus
Senior VP-Film



Jean Clement, Asst. to VP-
Budgeted Adv. & Promotion



Morris Englander
VP-Real Estate



Regional Vice Presidents-Operations, Bill Alexander



President Paul DelRossi



From left: Jay Shapiro, Director-Real Estate; Bob Painter, Assistant Vice President-Field Operations; Howard Spiess, Vice President-Field Operations



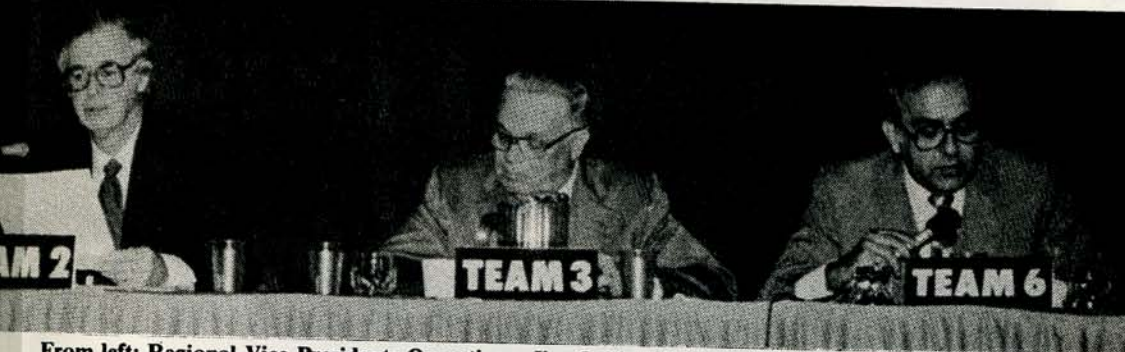
...nnel are represented by the attendants shown above participating in one session of the four-day meeting.



Sy Evans, VP-Publicity, PR and Co-op Advertising



Barbara Hogan
Director-Personnel



From left: Regional Vice Presidents-Operations, Jim Collins, Ed Dineen and Tom Simon



Dave Leavitt
VP-Controller



...nder and Vic Gattuso



Charles Atkinson
Labor Negotiator



Armin Frankel, Vice President-Finance (l.), and Lenny Mays, Regional Vice President-Operations

Concessions

(Continued from Page 5)

its views on the "Concession Operation of Tomorrow." This topic was under the agenda item "Trends For Tomorrow," and immediately followed Bob Molson's informative presentation on "Marketing Trends of the Future." Bob, Regional Vice President-Film in Los Angeles, focused in on what we might expect in the way of innovations in the production, distribution and exhibition of film. Bob's address was generally upbeat but he did not avoid the problems we may encounter in the coming years with the increasing competition from Home Box Office, video cassettes, etc. This presentation was a perfect lead in to what we wanted to say about concessions:

In keeping with the general feeling of the country today, we too are "thinking conservative." Not negatively - conservatively! In 1982, we're going to operate with the philosophy that we should not expect the normal rate of inflation to contribute to the sales increases we have to expect. We will operate under the assumption that to continue to garner the increases we've been accustomed to we must improve what we already have. We must:

- (1) Improve Operational Efficiency.
- (2) Improve Merchandising Techniques.

We are not going into detail as to the means of attaining these goals. You all will hear about it from your immediate supervisors. They'll cover it much better than we could here. Suffice it to say that the burden will be on you - that the success or lack of success of any of our programs is entirely dependent on your contribution.

On the afternoon of the first day of meetings, Geoff Lynn, Division Manager from Dallas, gave a terrific presentation on concession management. Geoff addressed the problems - and the solutions to those problems - encountered by theatre management. His use of specific examples that he and his people encountered added emphasis to his very valid points. Geoff's management techniques that he shared with us have made Dallas one of the most successful concession areas in the country.

On Tuesday evening, we had on



Geoff Lynn, Division Manager from Dallas, addresses the problems and solutions of concession management at GCC's 27th annual meeting.

display several new ideas you will soon be hearing a lot about. We showed the "first off the line" portable concession stand. It has a self-contained candy case, popcorn warmer, buttermat, cash drawer and Crathco dispenser. This stand will be arriving in selected theatres during the Christmas season. Also on display were several sophisticated electronic cash registers which will be tested during 1982. And finally, we demonstrated a portion control drink

dispenser, which with the mere press of a button dispenses the exact amount of beverage each of our three sizes calls for.

A major segment of our annual meeting was devoted to a case study workshop and, as part of this study, the participants were to select the right concession configuration for each of the theatre designs they were presented. This concession exercise has been carried a step further for the managers' meetings where the participants will actually select the equipment for various concession stands and the best location within the stand for each piece.

All in all, as you can readily see, Concessions again played a major role in making the annual meeting the success it was.

Footnote: Be sure to send us any articles, photographs or ideas you feel could make a contribution to Sweet Talk.

Jack Leonard is Assistant Vice President-Concessions.



Jack Leonard, Assistant Vice President-Concessions, serves Vice President-Film, Tom Sherak, a cup of popcorn at a new, portable refreshment stand which was on display for attendants of the 27th annual meeting.



Jack Leonard and Gerry Ostrer, Director-Management Information Systems, admire new electronic cash registers following Leonard's demonstration of the equipment to Division Managers at the annual meeting.

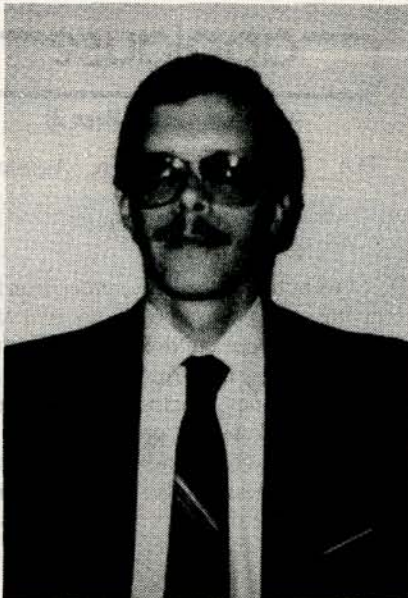
specialized promotions on the aisle

(Continued from Page 4)

Greetings. If the business is appropriate for the program, I feel out the owner or manager on "another idea" that might be of interest to him. If he's interested, I ask for an appointment to discuss fully the details and to let him hear the cassette tape that the Specialized Promotions Department has prepared for us.

As a final comment, I must stress that it's important to be positive about our product and keep on trying. The rewards are well worth it.

About the guest editor...



Mike Malmstrom

Mike Malmstrom, Manager of Eastland Cinema, Charlotte, North Carolina, started with GCC Theatres in 1966. He's worked in Virginia, Maryland, Kentucky and North Carolina.

Malmstrom left the Company for two years to sell life insurance among pursuing other interests. He credits his stint with the insurance company as giving him the perseverance for selling.

Married and the father of three children, Malmstrom's one and only hobby is movies.

No matter which side of the street you're driving on, the parking spot will be on the other side.



Rod Lockyer, left foreground, Manager of Rte. 128 Winter St. Cinema, Waltham, MA, talks with Drew Bililies, Waltham's Outdoor Education Program Director. In the background are some of the 200 youngsters who this past summer saw *The Zebra in the Kitchen* for 10 cents and enjoyed free popcorn and soda thanks to Rathen Corporation. (News-Tribune photo by Andi Goodman)

Monthly programs bring bucks at University Park

Jay Cobb, Manager of University Park Cinema in Mishawaka, Indiana, has set up a regular monthly program of Specialized Promotions activities at his theatre. On the first Saturday of every month, he rents one auditorium for \$325 for a Kid Show. On the second Tuesday, the Ladies Day Shows bring in rentals of \$550 for two screens. A Senior Citizens Show every third Wednesday adds \$325 while the fourth

Friday of each month brings in another \$325 for an encore performance. As Cobb explains, encore performances are morning showings of films that have won at least one Academy Award.

Once established, a contracted program such as this is easy to run and brings in a nice commission. Total monthly rentals at University Park add up to \$1525.



A few months ago, we ran a story on the Home Office Box Office Department. Since then we've received requests from Theatre Managers for a photo of the people mentioned in the article. Here they are: Supervisor Rich Bujda (l.) and Assistant Supervisor Kenton Shave.

★★★★ promotions

Eastland's *Caper* campaign typifies circuit activities



An excited, young winner in *The Great Muppet Caper* coloring contest sponsored by Eastland Cinema, Bloomington, Illinois, points to his creation.

Shirley Ryan, Manager of the Eastland Cinema in Bloomington, Illinois, took full advantage of *The Great Muppet Caper* coloring posters provided by the Home Office. She and her staff handed them out in advance of the film's opening at the theatre. The winning entries were later displayed in the theatre lobby during the engagement of the film.

Ryan gained promotional support from the local newspaper, *Daily Pantagraph*, and WJBC radio in

promoting the coloring contest. In addition, the newspaper donated pocket calculators and the radio station donated radios as prizes for contest winners. Other prizes included coloring books from Woolworth's, free soda from Pepsi-Cola, and Muppet glasses and posters from McDonald's restaurants.

Ryan's campaign is typical of the many excellent promotions conducted by GCC Managers for the opening *The Great Muppet Caper*.

Party kicks off opening of *For Your Eyes Only*

John Herndon, Manager of the Seminole Cinema in Orlando, Florida, organized a special pre-opening party to promote *For Your Eyes Only*. He tied in with a local radio station, an Orlando night club, a jewelry store and a scuba diving school to put together his party package.

BJ105 radio started things rolling by promoting the party with over \$3000 worth of spots. The Park Avenue Club provided the facilities, decorated those facilities with a James Bond theme and, on the night of the party, staged several *For Your Eyes Only* contests. Contest participants were eligible to win Seiko watches, scuba diving lessons and James Bond t-shirts.

Herndon's promotion certainly

helped launch the engagement of *For Your Eyes Only* in Orlando. Not only did the promotion generate an outstanding advance radio campaign for film, but it also resulted in an exciting evening of entertainment to kick off one of the summer's most exciting films.

You know you're getting older when...

You remember when New York was an eight-newspaper town.

You reminisce about "the big war" and everyone thinks you're talking about Korea.

You remember when mail was delivered the next day.

First Monday promoted with radio contest

Taking note of the theme of the film *First Monday In October*, GCC's Cross Creek Cinema Manager, Leiter Ley, tied in with a local Fayetteville, North Carolina, radio station for a unique contest entitled "1st Woman."

The contest, which resulted in heavy audience participation, asked listeners to identify the first woman associated with a specific position, achievement or goal. For instance, questions ranged from "Who was the first woman governor?" to "Who was the first woman jockey?"

This was a simple contest that caught the imagination of the public and resulted in a considerable amount of free air time for a film that needed all the extra promotion it could get.

applause

(Continued from Page 2)

TO: Wade Richardson, Assistant Manager
Greenspoint Cinema
Houston, TX

I want to express my appreciation for giving us a pass to see *Superman II*. I took my three children to the theatre this evening, but found I didn't have enough money. Enclosed is a check for the four tickets.

Let me commend you for your thoughtfulness. I also commend this policy of the theatre.

Kent Hinkson

TO: Scot Richard, Assistant Manager
Mercer Mall Cinema
Lawrenceville, NJ

Will you please be kind enough to pass along my deep gratitude and respect to your two young employees for their quick action and demonstrated concern in extinguishing the fire in my car yesterday?

These young men are fine examples of today's youth. I am very thankful they are employed by you. Without their help my car would have been a total loss.

My thanks, many thanks, to these two unknown benefactors.

Edythe Bedson

(Editor's note: The unnamed employees are Joe Martillotti and Michael Home.)

brass ring awards

\$25 BIG BRASS RING

TOM ADAMO, Assistant Manager, Springfield Cinema, Springfield, VA: promotions for *Great Muppet Caper* and *First Monday In October*.

JOHN BOLDMAN, Manager, Meadowdale Cinema, Chicago, IL: *King Kong* promotion for midnight show and sponsored Saturday Kid Show.

PAUL BOUGHAMER, Manager, Griffith Park Cinema, Griffith, IN: *Great Muppet Caper* promotion with McDonald's.

KIM CHAMPER, Manager, Greenwood Cinema, Indianapolis, IN: development of special forms instruction manual for use in the Midwest Region.

DOUG DRIESEN, Manager, Maine Mall Cinema, Portland, ME: completion of an assortment of maintenance activities at the theatre.

RENEE ELING, Manager, Tradewinds Cinema, Chicago, IL: elaborate promotion announcing the institution of an "Every Day Is Dollar Day" policy at the theatre.

PAUL GELLOTT, Manager, Mentor Mall Cinema, Mentor, OH: establishment of outstanding working relationship with Mentor Mall merchants.

GARY GRIFFIN, Assistant Manager, Seaview Square Cinema, Ocean, NJ: landscaping activities saving the Company hundreds of dollars.



Charles Santangelo, Manager of Plymouth Meeting Cinema, Allentown, Pennsylvania, poses with winning entries of his theatre's *Great Muppet Caper* poster coloring contest and the Muppet puppets donated as prizes by Hobbyland toy store.

RON GRUCHOT, Manager, Lincoln Mall Cinema, Matteson, IL: McDonald's tie-up during the engagement of *Great Muppet Caper*.

LEO HAMLYN, Manager, Greengate Cinema, Greensburg, PA: *Great Muppet Caper* promotion with McDonald's and local radio station.

JOHN HERNDON, Manager, Seminole Cinema, Orlando, FL: elaborate promotion in conjunction with opening of *For Your Eyes Only* including tie-up with local night club.

ROBERT KLAAS, Manager, Lehigh Valley Cinema, Allentown, PA: promotions for *Endless Love*, *Arthur* and *Great Muppet Caper*. (2 Awards)

JIM LAPE, Manager, Randall Park Cinema, Cleveland, OH: installation of Vegas boxes and replacement of seats at Mayland Cinema.

LEITNER LEY, Manager, Cross Creek Cinema, Fayetteville, NC: "1st Woman" contest with local radio station for *First Monday In October*.

RAY LINDLEY, Manager, Honey Creek Cinema, Terre Haute, IN: radio promotion for opening of *Endless Love*.

BOB MARDEN, Manager, University Square Cinema, Tampa, FL: participation with local Chamber of Commerce in giving away a free vacation trip to Jamaica.

BOB MASARIK, Manager, Woodbridge Cinema, Woodbridge, NJ: in-theatre displays for *Superman II*, *For Your Eyes Only* and *Tarzan, The Ape Man*.

CHARLES MAURER, Manager, Castleton Square Cinema, Indianapolis, IN: extensive promotion announcing the opening of the 4th Annual International Film Festival.

MARK MAZRIMAS, Manager, Southlake Cinema, Merrillville, IN: tie-up with McDonald's on *Great Muppet Caper*.

DALE McCROSKY, Manager, Raleigh Springs Cinema, Memphis, TN: unique promotion for opening of *Escape From New York*.

RICH MCGREADY, Manager, and **BRIAN OFSTEDAHN**, Assistant Manager, Montclair Cinema, Montclair, CA: securing services of Martin Hewitt to promote *Endless Love* engagement at Montclair Cinema. (Share Award)

MIKE MILLER, Manager, Shoregate Cinema, Cleveland, OH: establishment of movie trivia contest with local newspaper resulting in outstanding publicity for Shoregate.

REBECCA MOORE, Manager, Richland Mall Cinema, Cleveland, OH: elaborate promotion for non-sponsored midnight show engagement of *The Kids Are Alright*.

BRIAN MULBARGER, Manager, Louis Joliet Cinema, Joliet, IL: *Great Muppet Caper* promotion with McDonald's.

DOUG OINES, Manager, Greenspoint Cinema, Houston, TX: promotions for *On The Right Track* and *High Risk*.

ED PHINNEY, Manager, Cielo Vista Cinema, El Paso, TX: radio promotions for *Night Hawks* and *The Legend of the Lone Ranger*.

DAN RADOVICH, Assistant Manager, Westland Cinema, Milwaukee, WI, and **FRED Balfanz**, Assistant Manager, Brookfield Square Cinema, Milwaukee: McDonald's tie-up for opening of *Great Muppet Caper*. (Share Award)

DAN RADOVICH, Assistant Manager, and **JAMES KING**, Staff Member, Westland Cinema, Milwaukee, WI: trivia contest in conjunction with the stars of *S.O.B.* (Share Award)

CHRIS RASPANTE, Staff Member, Lakehurst Cinema, Waukegan, IL: promotion of summer Stride Rite shows.

DONALD REED, Manager, Todd Mart Cinema, Rochester, NY: tie-up with Pizza Hut on coloring contest for *Superman II*.

LINDA ROSENBERG, Manager, Louisiana Boulevard Cinema, Albuquerque, NM: radio promotion for the engagement of *Superman II*.

SHIRLEY RYAN, Manager, Eastland Cinema, Bloomington, IL: excellent promotional campaign for the opening of *Great Muppet Caper*.

(Continued on Page 12)

brass ring awards

(Continued from Page 11)

CHARLES SANTANGELO, Manager, Plymouth Meeting Cinema, Philadelphia, PA: tie-up with Hobbyland Stores for *Great Muppet Caper*.

GWYNETH SEWELL, Manager, Lake Air Cinema, Waco, TX: outstanding newspaper publicity for *This Is Elvis*.

DAMITA STEADMAN, Manager, Mounds Mall Cinema, Anderson, IN: promotion of a free trip to Chicago as first prize in a contest celebrating the 7th anniversary of the theatre.

FRED TOMEO, Manager, South Shore Drive-In Theatre, Braintree, MA: assorted maintenance activities at drive-in.

BOB WALLACE, Manager, Central Plaza Cinema, Yonkers, NY: lobby repairs and seat replacement accomplished at theatre.

SALLY WITHROW, Manager, Belvidere Cinema, Waukegan, IL: *Great Muppet Caper* promotion with McDonald's.

MIKE WOZNY, Manager, Mount Prospect Cinema, Chicago, IL: tie-up with McDonald's for opening of *Great Muppet Caper*.

\$15 MEDIUM BRASS RING

DON ARMSTRONG and **DEREK SMITH**, Staff Members, Richland Mall Cinema, Cleveland, OH: refinishing projection booth floor. (1 Award Each)

JAMES BERRYHILL, Manager, McCreless Plaza Cinema, San Antonio, TX: participation in "50's celebration" at plaza.



Dale McCrosky (in cape), Manager of Raleigh Springs Cinema, Memphis, Tennessee, transformed into the image of Dracula to promote, would you believe, *Escape From New York*! He made eight personal appearances in between theatrical skits that were part of a three-day mall celebration.

PAT CLARK, Manager, Ingram Square Cinema, San Antonio, TX: *Heavy Metal* promotion with Musicland Records and local radio station.

NORBERT DANNATT, Manager, Citadel Cinema, Colorado Springs, CO: promotions on *Dragonslayer* and *Blow Out* plus tile repair of the concession stand floor. (2 Awards)

DON DENEVIC, Manager, Parmatown Cinema, Cleveland, OH: promotion for the opening of *Empire Strikes Back*.

BILL FONTANA, Manager, Echelon Mall Cinema, Voorhees, NJ: in-theatre display for *Great Muppet Caper*.

MIKE HANUS and **STEVE MARTINOVICH**, Assistant Managers, Ford City Cinema, Chicago, IL: *Great Muppet Caper* tie-up with McDonald's.

DAVID JABLOW, Assistant Manager, Rutgers Plaza Cinema, Somerset, NJ: excellent manner in which a bomb threat was handled which also resulted in the apprehension of the individuals responsible.

GARY MAKER, Assistant Manager, Jenifer Cinema, Washington DC: tie-up with local restaurant featuring a "Booeymonger" sandwich during theatre's engagement of *An American Werewolf In London*.

MIKE MALMSTROM, Manager, Eastland Cinema, Charlotte, NC: obtaining newspaper publicity for Senior Citizen Matinee program.

ART MEDLIN, Manager, Columbia Mall Cinema, Columbia, SC: tie-up with Stride Rite for local engagement of *Great Muppet Caper*.

REBECCA MOORE, Manager, Richland Mall Cinema, Cleveland, OH: in-theatre display featuring 1940-35mm projector.

SHERRY PASTOR and **JIM WEBER**, Staff Members, Parmatown Cinema, Cleveland, OH: repainting of chairs in three auditoriums. (1 Award Each)

MARK OLEKSIK, Staff Member, Parmatown Cinema, Cleveland, OH: promotional activity on behalf of opening of *Empire Strikes Back*.

JOE SNEE, Manager, Western Plaza Cinema, Amarillo, TX: tie-up with local book store for engagement of *Eye of the Needle*.

CECIL SPEER, Manager, Hickory Ridge Mall Cinema, Memphis, TN: excellent promotion with local toy store on *Escape From New York*.

DAMITA STEADMAN, Manager, Mounds Mall Cinema, Anderson, IN: costumed staff for *History of the World, Part I* and for *Zorro, The Gay Blade*.

RAY STIBICH, Staff Member, Parmatown Cinema, Cleveland, OH: maintenance activities performed at the theatre.

DAVID WORTH, Manager, Ashley Plaza Cinema, Charleston, SC: coloring contest for *Great Muppet Caper*.

\$5 SMALL BRASS RING

GARY BLOOM, Assistant Manager, Todd Mart Cinema, Rochester, NY

LES COULTER, Manager, Northline Cinema, Houston, TX

NANCY MARQUAND, Chief-of-Staff, Aurora Cinema, Denver, CO

SCOTT RICHARD, Assistant Manager, Mercer Mall Cinema, Trenton, NJ

KEITH SORGE, Manager, Southern Hills Cinema, Sioux City, IA

IZZY STRIER, Manager, Chestnut Hill Cinema, Boston, MA

activity calendar

ACTIVITIES OF THE MONTH

Entertainment Gift Book Sales Drive - With the holiday season fast approaching, Managers should make a concentrated effort to sell Entertainment Gift Books. The peak sales period is between Thanksgiving Day and New Year's Day. Used properly, screen trailers, lobby material and newspaper ad slicks will be of tremendous assistance in achieving maximum sales.

Christmas Kid Shows - Now is the time to set up your Kid Shows for the holiday and vacation periods. Arrange at least three shows between Thanksgiving and Christmas. Tie in with several sponsors (media, local unions, youth associations) along with your merchant association.

NOVEMBER

Audio Spots - Contact local automobile dealers. They're budgeting their advertising now for the spring. Talk exclusive!

Senior Citizen Shows - Your merchant association and your local bank could co-sponsor this campaign along with several

mall merchants for give-aways and specials.

Holidays - Veteran's Day the 11th, Thanksgiving Day the 26th.

DECEMBER

Entertainment Gift Books - Keep up the effort to continue sales through the end of the month.

Holiday Film Promotion - All films booked for the holidays must be merchandised to the fullest extent to ensure maximum public awareness during this important business period.

Christmas Ad Material - Check the availability of ad material through local distributors or their reps. If you experience problems obtaining material, contact the Home Office Publicity and Public Relations Department.

Holiday Decoration Contest - Details will be coming soon!

Holidays - Chanukkah begins the 21st, Christmas Day the 25th.

JANUARY

VIP Ticket Sales Month - Quality film product enhances opportunities for the sale of VIP tickets.

photo caption contest

Enter our "Photo Caption Contest." You may win \$25, \$15, or \$10! Just fill in your caption below, cut out this section and send it to the Budgeted Advertising and Promotion Department.

Deadline: December 14, 1981

Captions must pertain to the movie industry and be original and humorous.

1st Prize: \$25 2nd Prize: \$15 3rd Prize: \$10



(Absence of Malice, Columbia Pictures)

August's winners



(Victory, Paramount Pictures)

1st Prize - \$25

"Alright, alright, Irv. I'll go back to the office and sell an Audio Spot!"
Al Parham, Manager, Orange Park Cinema, Jacksonville, FL

2nd Prize - \$15

"No one's calling you names. 'S.O.B.' is Julie Andrews' new movie."
Bert Jiumetti, Manager, Cinema 70, West Palm Beach, FL

3rd Prize - \$10

"Boy, this crowd control training sure is tough!"
Clarence Browder, Manager, Cutler Ridge Cinema, Miami, FL

Entry: _____

Entrant's name and position: _____

Location name and number: _____