

Cinemascene

[promotion of-the-month]

Muppet Caper contests are popular in Minn.

Here we have yet another promotional campaign for *The Great Muppet Caper* which is worthy of special recognition. Dave Anderson, Manager of Southtown Cinema in Minneapolis, put together a multi-faceted promotion which culminated with a tie-in with McDonald's for a family night-on-the-town.

Kermit posters for the coloring contest were passed out by a bookstore. When children returned their colored posters, they were able to register for drawings for gift certificates from the store. The posters were displayed there and in the theatre.

A local department store chain had a special sale on children's clothes and Muppet tee-shirts in honor of the film. They also held drawings for free passes (VIP tickets). Over 4,000 people registered to win!

Then Anderson went to McDonald's to set up the contest by which families could enter at McDonald's to win a night-on-the-town. The winning family was picked up at their home in a new Cadillac donated by a dealer and driven by Chief of Staff Bradley Jensen. They were delivered to the McDonald's restaurant for dinner with a Miss Piggy character. After that, they were taken to Southtown to see *The Great Muppet Caper*. This event was picked up in photos and story by the local newspaper.

Anderson says that the promotion possibilities for *Muppet Caper* seemed endless. He tried his share of those possibilities!

Communications Services' duties have multiplied rapidly

When the Communications Services Department was initially established in 1980, it was for the purpose of producing advertising materials for the theatres. Occasionally, the department's staff did extra art work for some Home Office departments.

Today, however, the Communications Services Department is needed by every department in the Home Office whether it be for specially designed flyers or stationery, business form layouts, photography or any number of other graphic art services. Although GCC now has

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President's message...

Despite widespread economic turbulence, 1981 was, in fact, a prosperous year for GCC Theatres, one that we can look back upon with a feeling of pride and satisfaction in a job well done. Based on this performance, we can look ahead to 1982 with justifiable confidence in our continued success - a success that stems in large part from the hard work and dedication to which all of you were in no small measure important contributors and for which we ask that you accept the thanks of a grateful Company.

On behalf of the officers and staff of GCC Theatres, I would like to extend to each of you and your families the season's greetings and our very best wishes for peace, health and happiness throughout the coming year.

Melvin R. Wintman, President
GCC Theatres, Inc.



Manager Dave Anderson welcomes the Chuck Hoyer family of Edina, MN, to the Southtown Cinema. They were the winners of a family night on the town.

Inside: Managers' Meeting Photos



TO: Seymour Evans
Vice President-Publicity,
Public Relations
and Co-op Advertising
GCC Theatres, Inc.
Chestnut Hill, MA

It is not often that we at Six Flags (Stars Hall of Fame) have the pleasure of working with someone as professional and hardworking as Jim Lee, Manager of your Altamonte Cinema. We should like to express our appreciation for all his assistance in making our joint community projects so successful. The *Superman II* promotion, especially, was one project we particularly enjoyed working on with him. We did not want his considerable efforts and talents to go unnoticed.

We should like to thank everyone concerned at General Cinema for giving us the opportunity to work with someone like Jim and we look forward to working with him on many similar successful projects in the future.

Brenda Carter de Treville
Director, Sales and Promotions

TO: Joseph DeMarco, Manager
Bellair Cinema
Daytona Beach, FL

When I was recently in your theatre, I dropped my wedding ring. I listened to it roll down the floor and out of hearing. After the movie, your Assistant Manager, John Flowers, and Doorman, Tom Andre, aided in the search for the ring. The Assistant found it many rows down from where we sat.

Thank you for the kind consideration of your employees. The ring was of great personal value to me. Without your employees' assistance, the ring would be lost forever. Your conscientious employees are a credit to your organization.

Marian Wimmer

TO: Richard Smith, President
General Cinema Corporation
Chestnut Hill, MA

I am writing to say that I recently viewed *Arthur* at your Chestnut Hill complex. It was one of the most enjoyable moviegoing experiences I have had in a long, long time. The film was good but what really made the evening was the theatre itself and the way the theatre was run. It seemed that everyone could see. I stand (or sit) six foot three and usually that presents a problem for the people behind me at the movies. But I detected no concern from

the people behind me. I also often have a difficult time being comfortable in most theatre seats but not in your chairs.

As often is the case, word of mouth is the best type of advertising. I'm spreading the word!

Thomas Dempsey
Composer/Producer
Handsome Brothers Music Services

TO: James Collins
Regional Vice President-Operations
Chestnut Hill, MA

I am writing to you in reference to one of your Managers. It seems that all too often people take the time to complain but not to compliment. Lee MacCullough of Seaview Square Cinema in Ocean, New Jersey, is the object of my many compliments. He has always been more than pleasant. He's as considerate and kind with his workers as he is with my husband and me.

The theatre is always clean and well-organized. The ushers patrol during the movie which is often not done at other places and is greatly appreciated. It's comfortable to go to this theatre. It is never extremely hot or cold and the scheduling is always as promised. There's never confusion in the lobby (or anywhere else, for that matter) and the restrooms are spotless. The workers are always congenial which also reflects Mr. MacCullough. It is actually a pleasure to enter this theatre!

I sincerely hope he is complimented by your office as he deserves recognition.

Francie Meth

TO: Colin Kilburn, Manager
Tanglewood Mall Cinema
Roanoke, VA

I am writing to tell you how pleased I and my girlfriend are about one of your employees.

We just attended *Continental Divide* at your theatre. After the show, we drove home and my girlfriend discovered she had left her purse. The purse had our identifications for state board exams. We could not have attended without them. It also contained travel money.

Mr. Jim Moore waited 20 minutes beyond closing time for us to pick up the purse. He did not even accept a tip I offered him for his kind services. I think you should be proud to have this kind of person in your employment. We thank him.

Steven Moore
Lydia Smith

TO: Stan Werthman
Vice President-Operations
Administration
GCC Theatres, Inc.
Chestnut Hill, MA

I recently visited your Western Plaza Cinema in Amarillo, Texas, to see a movie which I thoroughly enjoyed. I received a call the next morning from a gentleman, Mr. Joseph Snee (Manager), informing me that I had left my purse in the theatre the night before and that I could pick it up at my convenience.

I was sure that my purse had probably been gone through and my valuables taken. To my surprise, I was wrong. Everything was there.

There are no words that can express the deep appreciation and thankfulness I have for the consideration of the people involved in this act of kindness. Your office should be proud knowing your company possesses one of the few rarities left in this world today - honesty.

P. Russell

TO: Israel Strier
Chestnut Hill Cinema
Chestnut Hill, MA

Recently, 32 Fessenden students came to the Chestnut Hill Cinema and had a delightful evening thanks to your help and assistance. Our senior faculty member in charge was most pleased with your thoughtful assistance with the students. We wanted you to know how much all of us appreciated your help.

I hope the boys will have a chance to visit the theatre again in the near future.

Daniel Senecal
Assistant Headmaster

Managers take note

Once again, we beg you to please submit sharp, in-focus, black and white photographs for *CinemaScene* consideration. Too often we find that we cannot illustrate stories because the accompanying photos are in color and of poor quality or the subject matter is lost in insignificant background clutter.

Also, when submitting photos, newspaper clippings or other original materials, please do not write on the illustrations or copy. Markings are permanent and cannot be removed for reproduction.

All material (including Brass Ring recommendations) for *CinemaScene* is kept on file for one month after it appears in print, then it's discarded. If you would like photos or other support material returned, please indicate this by an attached note.

Jean Clement

Southlake Cinema participates in varied promotions for *Raiders*

Mark Mazrimas and Kurt Hamer, Manager and Assistant Manager, respectively, of Southlake Cinema, Merrillville, Indiana, put together an ambitious campaign for *Raiders of the Lost Ark*.

The theatre lobby display was comprised of safari clothes from a mall jeans store, plants from a plant shop and rubber snakes from a toy store. The jeans store and a record shop created displays in their windows.

On opening weekend, performers from the cast of *Oliver* performed in the theatre lobby. Patrons attending the first Saturday afternoon showing of *Raiders* received free tickets to *Oliver*. Also, *Raiders* albums were given away to lucky ticket holders on opening weekend.

As a concession promotion, the jeans store gave away \$10 gift certificates to all those who found an ark on the bottom of their butter buckets.

Three stores offered discounts with the presentation of ticket stubs. The record store discounted *Raiders* albums; a restaurant created a Raiderburger and a Raider Rum drink; a pizza shop discounted beer and soda.

Finally, a local cable television station participated in a trivia contest on adventure films for added publicity for *Raiders of the Lost Ark*.

Montclair Cinema celebrates *Halloween II*

Rich McGready, Manager of Montclair Cinema in Montclair, California, put together something a little special for the opening of *Halloween II* at his theatre.

He started off by having 500 flyers announcing the film made up by a local newspaper at no cost to the theatre and distributing them to local high schools, record shops and fast food restaurants. He also put up posters and stills at record stores and arcades.

The theatre's concession stand featured an elaborate display of Dracula and Frankenstein munching popcorn and drinking Pepsi. On Halloween, the concession attendants wore costumes.

An additional late show of *Halloween II* was scheduled for opening weekend

at which time a costume contest was conducted. Over 80 percent of the nearly 500 patrons attending this show wore costumes.



Manager Rich McGready presents prizes to the first place winner of Montclair (CA) Cinema's *Halloween II* costume contest.

Altamonte Mall Cinema holds premiere for *Superman II*

Stars Hall of Fame and a radio station worked with Altamonte Mall Cinema in Orlando, Florida, to create a super premiere for *Superman II*, according to Manager Jim Lee.

First, they stimulated excitement by having a radio deejay pass out tickets in the mall for the premiere showing of the film.

On the night of the premiere, two deejays arrived at the theatre in a gold Rolls Royce from the Stars Hall of Fame. The Rolls was driven by a Keystone Kop and the radio personalities were escorted by a Charlie Chaplin look-alike.

An ice cream parlor, a record store, Stars Hall of Fame and the theatre all displayed stills and posters publicizing *Superman II*.

Benefit showing of *Zorro* held at Bush River

Bush River Cinema in Columbia, South Carolina, was the site of a charity benefit showing of *Zorro*, *The Gay Blade* for Harvest Hope Food Bank.

According to Manager Kjel Nore, admission to this evening show on the Wednesday prior to the film's opening was five or more cans of non-perishable food. All 334 seats were filled. In addition, 25 people who were turned away donated their food just the same. In all, 1577 pounds of food were collected to restock the food bank which helps local people in crisis situations.

A local radio station provided \$1500 in air time for promo spots. Also, two other stations mentioned the benefit during their community billboard announcements and a local newspaper carried two announcements.

script changes

The following personnel activity has recently occurred within the Home Office:

Jean Clement has been upped from Assistant to the Vice President-Budgeted Advertising and Promotion to Director-Budgeted Advertising, Promotion and Employee Communications.

Jim Kurland has moved over from the Specialized Promotions Department where he had served as Director-Specialized Promotions to the Budgeted Advertising and Promotion Department where he has been named Director-National Sales Promotion.

Theo Papas has transferred from the position of Semi-Senior Auditor in Corporate Internal Audit to Field Audit Administrator in the Treasurer's Department of the Theatre Division.

The new voice you hear when you call the Communications Services Department is that of Barbara Zewiey, who was recently hired as Secretary.

The weather forecaster's accuracy is directly related to whether or not his office has a window.

CinemaScene

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Editor Jean Clement
Production/layout Steve Pritzker
Deborah Dodge

specialized promotions

on the aisle

By Craig Zacker

Twenty or thirty years ago, theatre people were known as 'showmen.' Theatres were 'show places.' Casually sitting around listening to a seasoned Manager or Projectionist reminiscing about the 'Good Old Days' makes a young Manager of the 1980s wonder what has happened to calm the industry.

While television may have cut into the industry during the 1950s, today, a major motion picture experiences little competition from cable TV or network television.

With screens filled with colorful Clint Eastwoods and Bo Dereks, most Managers figure, "Why exert myself? Why get involved with special promotions? Heck! We have plenty of business coming through our doors, I'm doing just fine with my concession commissions."

How do these misconceptions affect your sales of Specialized Promotions? Obviously, with GCC theatres located coast to coast in just about every major city, successful sales are inevitable.

I always believed that Audio Spots offered the greatest challenge of all the Specialized Promotions due to the competitive market in radio advertising. However, the manner in which we present Audio Spots over our professional sound systems surpasses even the best FM station. Let's face it! With a new 'blockbuster' picture opening either in summer or during holiday season traffic, a prestigious advertiser who is aware of our heavy crowds would bite at the bit to advertise in our auditoriums. We, as Managers, are well aware of the inexpensive cost to the merchants. Now let's share our knowledge with them. You will be surprised at the positive response you will get. Believe me. I know. I've sold three this year.

Another easy-to-sell program is our Kid Shows. Next time you browse through a *Boxoffice* magazine, notice all the new G-rated films available. You can count them on one hand. Parents and teachers often complain that Hollywood has neglected the under 13 age bracket. Even *Star Wars* was rated PG. BINGO! How easy it is to approach a school or day care center and introduce our Kid Show program.

Prospective sponsors for hall rentals with or without film are not as scarce as

Washington Square Cinema plays host to hundreds of little characters

Julian Mitford of Washington Square Cinema is probably the most popular Theatre Manager among children in Indianapolis. And for good reason. His latest Kid Show was spectacular. It attracted 834 youngsters for a Halloween party!

The mall merchants footed the bill for for \$1000 of advance advertising while a local radio station donated air time worth \$5000 during the two weeks prior to the party. Mitford's only expense was \$20 for printing 5000 flyers which were distributed to all GCC theatres and all

shopping centers in and around Indianapolis. Nine newspapers ran articles and/or advertising on the Kid Show festivities.

A large number of kids took advantage of the opportunity to come in costume and be judged. The winners received General Cinema gift certificates which were paid for by the merchants.

So that everyone could go home with something, Keystone Kops from Farrell's Ice Cream passed out police badges and certificates for free soda to all the children.



A cute group of costumed characters who participated in Washington Square Cinema's Halloween Kid Show party in Indianapolis pose for a photo.

some might think. Propose to a mall merchant association, for example, the excitement of having 300 women invade their premises after a Ladies Day show they've sponsored. Imagine, 300 women walking through your mall at 12 noon. Needless to say, prizes will be happily donated by your local merchants for giveaways. Believe me, it works. We had 12 shows here in Augusta. I was amazed myself at the positive reactions from all who participated in the program.

Here's a twist for a Christmas party. Seek a large organization. We approached Dupont with the idea of a Christmas party for all their employees' children. Just another benefit to keep the employees happy at their work during the holiday season. Incredible as it seems, due to the large number of employees at

the plant, they had to rent three screens at \$400 per screen.

What can be said about selling VIP tickets? Take a look at what we're offering.

"Mr. Prospect, would you like your firm to pay either full price or a reduced rate for theatre tickets? We are expanding our VIP ticket program and would like to add your firm to our long list of prominent merchants."

If properly approached, the purchasing agent or designated buyer will at least contemplate a 'yes' answer. Let's face it, VIP tickets sell themselves. We, as Managers, just have to let the qualified merchants know the program is available.

Well, reflecting over the years has
(Continued on Page 5)

specialized promotions

(Continued from Page 4)

never really put extra revenue in anyone's pocket. You have either achieved your goals or are still waiting for those 'Good Old Days' to happen.

Hope you all have a successful 1982.

About the guest editor...



Craig Zacker

Craig Zacker, Manager of GCC's Regency Cinema in Augusta, Georgia, has been with the Company for two years. Prior to coming to GCC, he spent five years with Eastern Federal Corporation in Tallahassee, Florida. He has also worked as Regional Manager for Automatic Duplicating Products in White Plains, New York, his hometown, and served in the Navy for four years primarily in Naval Intelligence.

Excerpts from merchant association newsletters

Richardson Square Mall, Richardson, TX: Ladies will receive a numbered Bargain Bulletin at the next scheduled "Ladies' Day Show" with one number to be drawn before the show, and the lucky person will be "Lady of the Day" and receive theatre tickets, a corsage and luncheon for two.

Every mall and/or association has a monthly newsletter that is directed to every merchant in your shopping center. Please send a recent copy of this newsletter to the Specialized Promotions Department at the Home Office along with the name of the promotion director.



Is this your theatre? It could be if you sell a Senior Citizen or Ladies Day Show to your mall association or local savings and loan association.

where will you be on the last thursday of this month?

Swensen's Ice Cream Factory and Restaurant, in cooperation with participating GCC Theatres, would like to treat you to a free movie! Be sure to ask your Swensen's waitress or waiter about full details and your free theatre tickets.



GCC Theatres dedicates the last thursday of each month as Swensen's Day, with a special 10:00 AM feature showing. Inquire at Swensen's Ice Cream Factory and Restaurant or participating GCC Theatres.

Tampa Managers' Meeting - Tony Koudouna, Division Manager

Photos by Jim Lee



From left, Theatre Managers Robert Gottry, Tampa Bay; Nancie Haun, Fifth Avenue; Rose Siciliano, Gateway; Division Secretary Susan Harlow; and Jim Hobbs, Eastlake Square.



From left, Theatre Managers Alice Bartlett, Gulfgate; Lanark Thornton, Britton; and John Herndon, Seminole.



Jim Lee, Manager, Altamonte Mall.



Mike O'Neill, Manager, Expressway Mall.

Atlanta Managers' Meeting - Larry Pittman, Division Manager

Photos by Tony Koudouna



From left, Theatre Managers Barbara Printup, South Park; Dave Worth, Ashley Plaza; Dave Poland, Charlottetown.



From left, Assistant Film Buyer Gary Olberding; Film Buyer Webb Brainerd; Theatre Managers John Baldwin, Charles Towne; Mark Melvin, Hanes Mall; and Gray Jones, Four Seasons.



From left, Co-op Rep Christy Sluss; Theatre Managers Steve Crisp, Southlake Mall; Gordon Baxley, Georgia Square; Art Medlin, Columbia Mall; and Larry Anderson, Akers Mill Square.

Memp

From left, T
Memphis; B
George LeB

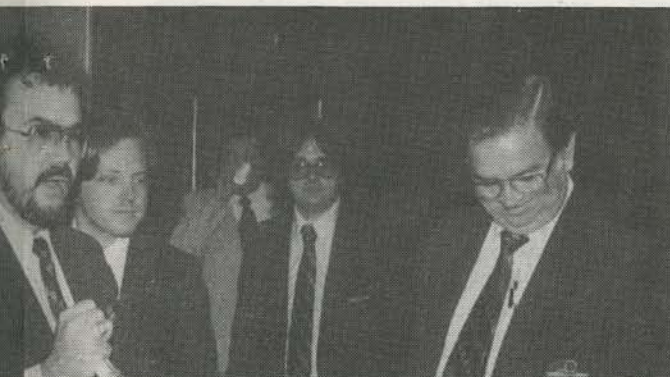
Indiana

Les Pollock
V-VI, mak
recruitment,

Ron Sullivan
his version

Memphis Managers' Meeting - Elliott Brown, Division Manager

Photos by Cecil Speer



From left, Theatre Managers Dale McCrosky, Oakwood; Jim Pate, Mall of America; Bob Bibeau, Gentilly Woods; Eric Bland, Alexandria Mall; and Elliott Brown, Metro Center.



Bill Bourdier, Manager, Acadiana Mall, makes a presentation on Specialized Promotions.



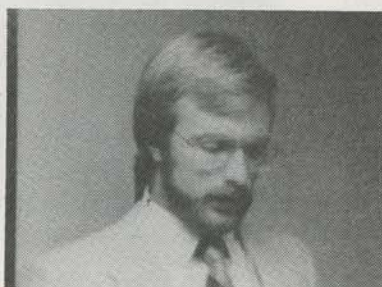
Buddy McCafferty, Manager, Lakeside IV-V, gives his presentation on theatre maintenance.

Memphis Managers' Meeting - Charles Wesley, Division Manager

Photos by Gene Johnson



Les Pollock, Manager, Glendale IV, makes a presentation on management, training and retention.



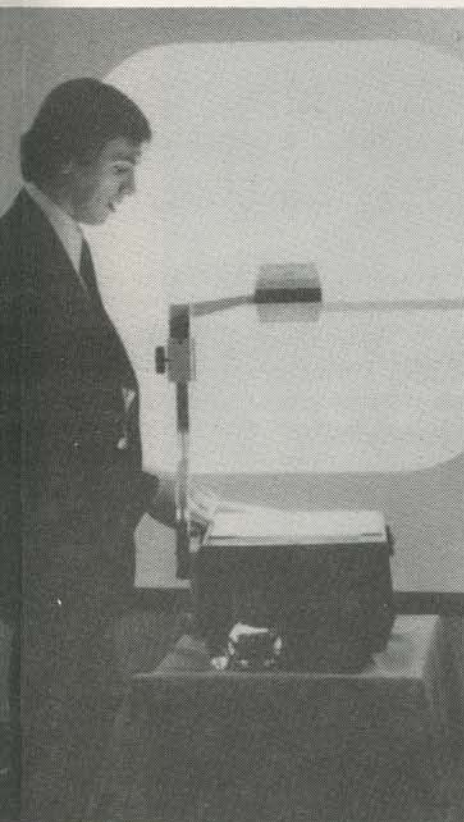
Gene Foster, Manager, Glendale I-II-III, gives a presentation on holiday business preparation.



Ray Lindley, Manager, Honey Creek, tells his fellow Managers how to promote films.



Patricia Jones, Manager, Towne South.



Jim Hollinger, Assistant Manager, Greenwood, gives a presentation on a concession stand layout.



From left, former Assistant Manager Leslie Lord, Greenwood; Assistant Manager Roxanne Taggart, Lafayette Square; Theatre Managers Dave Case, Speedway; Les Pollock, Glendale IV-V-VI; Steve Brown, Eastgate; and Richard Gash, Lafayette Square.



From left, Assistant Manager Jim Hollinger, Lafayette Square; Theatre Managers Julian Mitford, Washington Square; Kim Champer, Greenwood I-II-III-IV; and Charles Maurer, Castleton Square.

Communications

(Continued from Page 1)

many more screens than it did in 1980, art support for ad formats is not as time-consuming a task as it once was. Formats and other materials have been standardized, for the most part, which naturally speeds up production time.

One area in which Communications Services has become heavily involved in a short period of time is audio-visual production. According to Steve Pritzker, Assistant Vice President in charge of the department, the idea of producing A/V materials came about quite by accident. Over time, he had been getting more and more requests for overhead transparencies as visual support for meetings. But then one day along came a request which just wasn't feasible in the overhead transparency format. So he decided to produce slides of the material.

Needless to say, this new idea caught on within the Home Office and then in the field. To date, Communications Services has helped various departments produce 13 A/V presentations for use as support in meetings large and small and as employee training.

In addition to acting as art director and production manager of the department and handling the bulk of GCC's

photography and audio-visual needs, Pritzker conducts ad seminars several times a year around the circuit. These instructional sessions are for the Managers and Ad Writers who handle GCC's newspaper ads in the local markets. He also assists in critiquing and monitoring the quality of ads and in hiring Ad Writers.

Besides becoming involved in the constant flow of special projects handled by Communications Services, every member of the staff has specific responsibilities associated with their jobs.

As Layout Artist/Illustrator, Deborah Dodge is the person who creates the layout materials for ad formats for the field. She also designs support materials for the Home Office and does the paste-up work for *CinemaScene*.

Lito Warrick, Paste-up Artist, does the ads for the Boston newspapers as well as assignments of an architectural nature since that was his training while in college.

Ad Writer Garrett Lee handles the ads for those newspapers south of Boston and designs formats and writes copy for film festival flyers for the field.

Barbara Zewiey, Secretary, is the latest addition to the group. Besides performing the routine secretarial func-

tions, she monitors the receipt of newspaper advertising tearsheets which other Home Office departments, in addition to Communications Services, need for reference. She also reviews and approves all newspaper invoices sent in by the Theatre Managers and does the billing breakdowns for the Boston newspapers.

Since Communications Services is a support department for the field and Home Office alike, it's understandable why these people appear to be going in three different directions at once just about all the time.

Health/safety booklets made available

The Will Rogers Institute publishes a host of free booklets on health, safety and public concerns which are available for the asking. If you would like copies of any of the following booklets, call or write to the Home Office Budgeted Advertising and Promotion Department stating the titles and number desired.

"ABCs of Drinking & Driving"

"You and Your Blood Pressure"

"What Every Woman Should Know About Breast Cancer"

"What Every Parent Should Know About Drugs & Drug Abuse"

"What Every Teenager Should Know About Alcohol"

"What Everyone Should Know About Stroke"

"What Everyone Should Know About Depression"

"What Everyone Should Know About Emphysema"

"Shots for Tots"

"Drugs and You"

"What Everyone Should Know About Drug Abuse"

"You and Safety"

"ABCs of Good Nutrition"

"What Everyone Should Know About Alcoholism"

"You and Your Weight"

You know you're getting older when . . .

The clothes you hung away in the closet come back into style again.

You remember when quarters were made out of silver.

You mention 78 RPM records and no one knows what you're talking about.



Communications Services Department personnel, shown from left, are Barbara Zewiey, Secretary; Lito Warrick, Paste-up Artist; Garrett Lee, Ad Writer; Deborah Dodge, Layout Artist/Illustrator; and Steve Pritzker, Assistant Vice President.

Rocky Horror lives on at Duck Creek Cinema



Two patrons of *The Rocky Horror Picture Show* take the film seriously as their Friday night attire suggests.

On the weekend of October 23 and 24, Duck Creek Cinema in Bettendorf, Iowa, celebrated the third anniversary of *The Rocky Horror Picture Show*. On hand for the celebration were a photographer and the feature writer for the local newspaper, *Quad-City Times*, an "acting troupe," and the stars of the movie — the audience.

This resulted in a full-page newspaper story with photos the following week. According to Manager Bill Curtis, this is the second full-page story in the *Times* on *Rocky Horror* since the film opened at Duck Creek in October 1978. Another newspaper ran an article with color photos last year. Two television stations have also done special stories over the past three years.

This year, Curtis, who's known as "Mr. Bill" to his midnight regulars, added the entertainment of a popular area punk rock band. He also had many prizes on hand for a costume contest.

The latest and greatest anniversary blast attracted 900 *Rocky Horror* addicts during the two nights. One such addict claims that this was the 71st time he's seen the film. And with *Rocky Horror*'s sequel, *Shock Treatment*, having opened in November in a simultaneous run with its predecessor, this patron may grow old at Duck Creek Cinema.



Bill "Mr. Bill" Curtis, Manager of Duck Creek Cinema, looks as though he's trying out a new dance routine with Riff Raff, the butler, a character in the film.



As Dr. Scott appears on the screen, *Rocky Horror* fans yell "Great Scott!" and let fly with rolls of toilet paper - Scott brand, we hope.

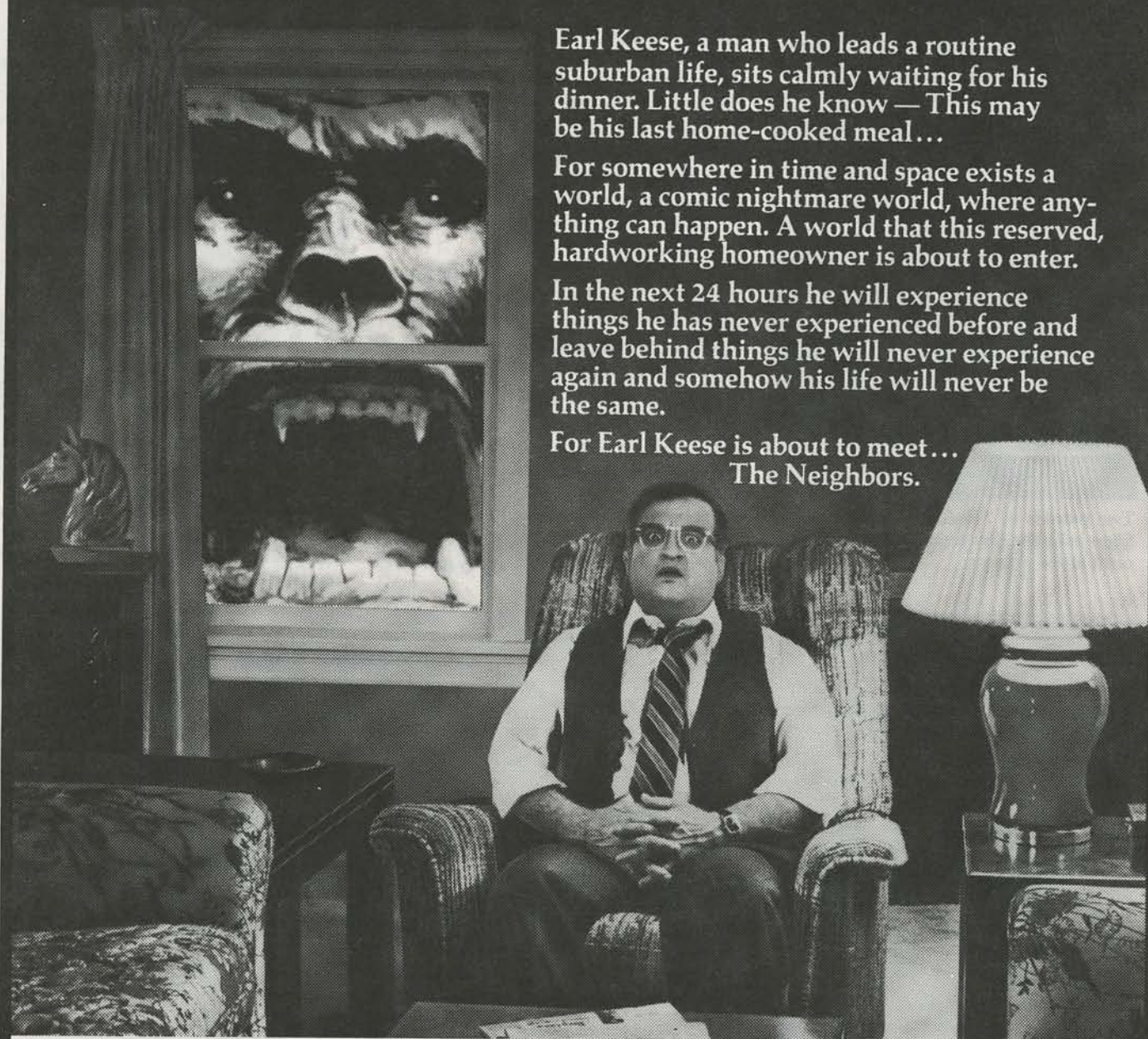
In a not-too-distant suburb, on a very quiet street...

Earl Keese, a man who leads a routine suburban life, sits calmly waiting for his dinner. Little does he know — This may be his last home-cooked meal...

For somewhere in time and space exists a world, a comic nightmare world, where anything can happen. A world that this reserved, hardworking homeowner is about to enter.

In the next 24 hours he will experience things he has never experienced before and leave behind things he will never experience again and somehow his life will never be the same.

For Earl Keese is about to meet...
The Neighbors.



JOHN BELUSHI

DAN AYKROYD

IN

Neighbors

A Comic-Nightmare

brass ring awards

\$25 BIG BRASS RING

DAVE ANDERSON, Manager, Southtown Cinema, Minneapolis, MN: promotion for *The Great Muppet Caper* (see Promotion-of-the-Month).

JOHN BERRY, Manager, South Shore Cinema, Braintree, MA: promotions for *Endless Love* and *The Empire Strikes Back*.

DAVID CASE, Manager, Speedway Cinema, Indianapolis, IN: promotion for *Superman II*.

TIM CECIL, Manager, Cinderella City Cinema, Denver, CO: concession decorations for *Dragonslayer*.

JOE DEMARCO, Manager, Bellair Cinema, Daytona Beach, FL: seat repair, painting and other maintenance.

MIKE ENGLANDER, Manager, Walnut Mall Cinema, Philadelphia, PA: free publicity from college newspapers and publicity stunt arrangements for *The Rocky Horror Picture Show* and *An American Werewolf in London*.

ADRIAN ESKEW, Projectionist, Mellett Mall Cinema, Canton, OH: electrical and carpentry work.

TISH FORD, Manager, and **SANDY BARKER**, Assistant Manager, Village Cinema, Tulsa, OK: interior and window decorations and staff costumes for *Halloween II*. (Share award)

MARY HOLDERRIED, Assistant Manager, Randhurst Cinema, Chicago, IL: theater decorations and staff costumes for Halloween.

LOIS HUFNAGEL, Manager, Villa Italia Cinema, Denver, CO: tie-in with local racetrack for *Cannonball Run*.



Village Cinema Staff Member Liz Brown, Assistant Manager Sandy Barker, and Staff Member Jeff Ballard, pose in front of windows Brown painted at the Tulsa, OK, theatre.

DENNIS HUTCHINS, Manager, Ford City Cinema, Chicago, IL: Ladies Day show promotions; tie-in with McDonald's restaurants for *The Great Muppet Caper*; appearance of Gary Coleman to promote *On the Right Track*. (2 awards)

JAMES JANSSEN, Manager, Westgate Cinema, Racine, WI: assistance in removal and shipment of equipment from GCC drive-in to Indiana.

STEVE JOHNSON, Manager, Northtown Cinema, Minneapolis, MN: preparation work for screen painting.

PATRICIA JONES, Manager, Towne South Cinema, Terre Haute, IN: television coverage of car bash for *Honky Tonk Freeway*; staff drill demonstration for *Stripes*. (2 awards)

STEPHEN JONES, Assistant Manager, Hanes Mall Cinema, Winston Salem, NC: promotion for *The Empire Strikes Back*.



Muppet characters welcome patrons to Lincoln Mall Cinema in Chicago during a promotion for *The Great Muppet Caper*.

ROBERT KLAAS, Manager, Lehigh Valley Cinema, Allentown, PA: promotions for *Dragonslayer*, *Arthur* and *Endless Love*.

KEITH KRUEGER, Manager, London Square Cinema, Eau Claire, WI: preparation work for screen painting.

JIM LAPE, Manager, Randall Park Cinema, Cleveland, OH: special effects, decorations and staff costumes for Halloween and *Halloween II*; crossplug displays for many summer films. (2 awards)

JIM LEE, Manager, Altamonte Mall Cinema, Orlando, FL: varied promotional campaign for *Superman II*.

DALE LEUDTKE, Assistant Manager, Westgate Cinema, Racine, WI: martial arts demonstration for *An Eye for an Eye* and merchant tie-up for *Superman II*.

MARK MAZIMAS, Manager, and **KURT HAMER**, Assistant Manager, Southlake Cinema, Merrillville, IN: ambitious promotion for *Raiders of the Lost Ark*. (Share award)

DAVE MCCANN, Manager, Northwest Plaza Cinema, St Louis, MO: maintenance work.

RICH MCGREADY, Manager, Montclair Cinema, Montclair, CA: promotions for *Halloween II*.

JULIAN MITFORD, Manager, Washington Square Cinema, Indianapolis, IN: special party for Halloween Kid Show.

CHUCK MYERS, Manager, Perring Plaza Cinema, Baltimore, MD: seat repair and painting.

KJEL NORE, Manager, Bush River Cinema, Columbia, SC: benefit show of *Zorro*, *The Gay Blade* for local charity.

JOHN OTT, Assistant Manager, Cumberland Mall Cinema, Vineland, NJ: construction of storage shelves.

AL PARHAM, Manager, Orange Park Cinema, Jacksonville, FL: promotion including television filming for *Superman II*.

LES POLLOCK, Manager, Glendale Cinema IV-V-VI, (Continued on Page 12)

brass ring awards

(Continued from Page 11)

Indianapolis, IN: promotions for *Force Five*, *Under the Rainbow*, *Raiders of the Lost Ark* and *First Monday in October*. (2 awards)

PHIL PRIETO, Assistant Manager, Lincoln Mall Cinema, Chicago, IL: appearance of Muppet characters and coloring contest for *The Great Muppet Caper*; special decorations for *Superman II*.

MARK ROBISON, Manager, County Seat Cinema, Valparaiso, IN: cocktail party and newspaper and radio publicity for theatre opening. (2 awards)

ROGER RODRIGUEZ, Staff Member, Westgate Cinema, Racine, WI: assistance in removal and shipment of equipment from GCC drive-in to Indiana.



Staff members from Towne South Cinema, Terre Haute, IN, march and chant in front of the theatre to promote *Stripes*.

HARRY SEGEL, Manager, Plaza Cinema, Memphis, TN: promotions for *The Great Muppet Caper*, *Nice Dreams* and *Zorro*, *The Gay Blade*.

KEITH SORGE, Manager, Southern Hills Mall Cinema, Sioux City, IA: publicity for Entertainment Gift Books.

TED WESLEY, Chief of Staff, White Oaks Cinema, Springfield, IL: maintenance work.

MICHAEL WOZNY, Manager, Mount Prospect Cinema, Chicago, IL: assistance in removal and shipment of equipment from GCC drive-in to Indiana.

\$15 MEDIUM BRASS RING

KEN AMBROSE, Manager, and **JEFF RINEHART**, Assistant Manager, Chapel Hill Cinema, Akron, OH: promotions for *Superman II* and *Cannonball Run*. (Share award)

DAVE ANDERSON, Manager, Southtown Cinema, Minneapolis, MN: tie-in with McDonald's and promotions for *Midnight Shows*.

LARRY ANDERSON, Manager, Akers Mill Square Cinema, Atlanta, GA: radio contests for *Arthur* and *Zorro*, *The Gay Blade*.

MARYLIN BARTELS, Assistant Manager, Washington Square Cinema, Indianapolis, IN: radio and merchant tie-ups for *Under the Rainbow*.

JEFF BJORK, Chief of Staff, Cinema V, Fort Worth, TX: radio promotion for *Superman II*.

DENNIS FINKLER, Manager, Bay Park Square Cinema, Green Bay, WI: radio publicity for *Take This Job and Shove It*; newspaper publicity for *Raiders of the Lost Ark*, *Cannonball Run* and *Continental Divide*. (2 awards)

KURT FREEMAN, Projectionist, Westdale Cinema, Cedar

Rapids, IA: maintenance work.

GENE JOHNSON, Manager, College Mall Cinema, Bloomington, IN: staff costumes for *Heavy Metal*.

GRAY JONES, Manager, and **BYRON EMERSON**, Assistant Manager, Four Seasons Cinema, Greensboro, NC: staff costumes for *Stripes*. (Share award)

ALLEN KIEFFER, Assistant Manager, Metro Center Cinema, Phoenix, AZ: staff costumes for *Zorro*, *The Gay Blade* promotion.

ROBERT KLAAS, Manager, Lehigh Valley Cinema, Allentown, PA: radio promotion for *Prince of the City*.

ROBERT MASARIK, Manager, Woodbridge Cinema, Woodbridge, NJ: promotions for *Superman II*, *For Your Eyes Only* and *Tarzan*, *The Ape Man*.

GARY MATZ, Manager, Mellett Mall Cinema, Canton, OH: *Superman II* promotion including merchant tie-ins.

RALPH MECKFESSEL, Manager, Westgate Cinema, Cleveland, OH: merchant tie-in for *Blow Out*.

MARK MENOV, Assistant Manager, Prien Lake Cinema, Lake Charles, LA: ice machine repairs.

GRACE MICHLER, Manager, Forest Mall Cinema, Fond Du Lac, WI: newspaper publicity for *Raiders of the Lost Ark*.

JEFF PAAR, Manager, Westdale Cinema, Cedar Rapids, IA: maintenance work.

AL PARHAM, Manager, Orange Park Cinema, Jacksonville, FL: staff costumes for *American Werewolf in London*.

ROBERT PEYAK, Manager, Mayland Cinema, Cleveland, OH: crossplug display for *The Great Muppet Caper*.

MICHAEL ROMICK, Manager, Mercury Cinema, Cleveland, OH: concession promotion for *Under the Rainbow*.

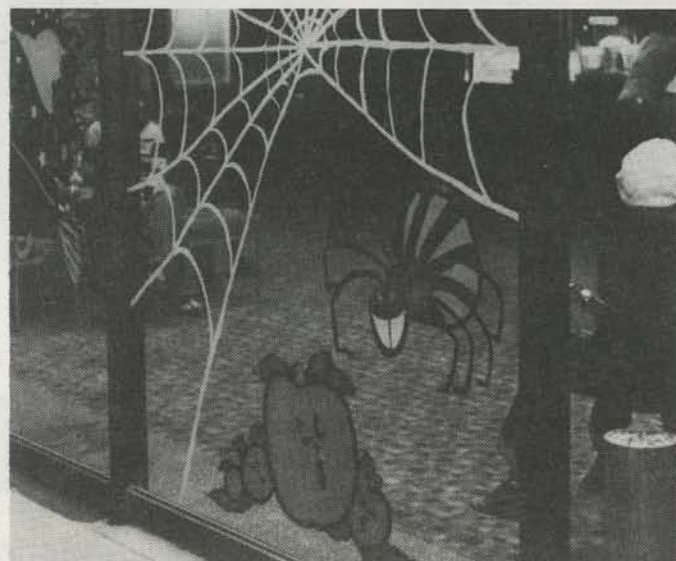
KEITH SORGE, Manager, Southern Hills Mall Cinema, Sioux City, IA: extra cleaning efforts.

DENNIS WILLISON, Janitor, Grand Central Cinema, Parkersburg, WV: extra maintenance outside of normal job requirements.

\$5 SMALL BRASS RING

STEVE FULLMER, Manager, Cumberland Mall Cinema, Vineland, NJ

KEVIN ORR, Staff Member, Christiana Mall Cinema, Newark, DE



A spider, web and startled pumpkins adorn a window at Village Cinema in Tulsa, OK. Liz Brown, a theatre employee, painted all the windows in a Halloween theme.

activity calendar

ACTIVITY OF THE MONTH

Post-holiday Film Promotion - Extend the runs of your holiday films into the winter months and maximize box office grosses with local promotions.

The importance of extending film engagements cannot be overemphasized. To do so is essential to increasing bottom line profitability.

This time of the year, merchants experience a decrease in sales while newspapers and radio stations receive fewer advertising dollars. Because of this, they're hungry for business. Use this opportune time to approach them with your post-holiday promotional ideas.

JANUARY

Super Bowl Concession Contest - The Big Is More concession contest continues through the month. So improve those sales. You still have a chance to win one of 108 super prizes.

VIP Ticket Sales - Concentrate on the sale of VIP tickets during this period which still has an abundance of quality films.

Ladies Day and Kid Shows - Set up a series of shows now for the spring and summer months to come.

Audio Spots - The Specialized Promotions Department has demos available for every type of reputable merchant. Start now to sell audio spots. Jewelers and automobile dealers are gearing up

for their spring business.

Holidays - Martin Luther King Jr.'s birthday the 15th.

FEBRUARY

Specialized Promotions Month - Concentrate on promoting and selling those programs under the supervision of the Specialized Promotions Department.

Academy Award Contest - Special promotions contest recognizing the Academy Awards begins on February 12.

Holidays - Ground Hog's Day the 2nd, Lincoln's Birthday the 12th, Valentine's Day the 14th, Washington's Birthday the 15th.

MARCH

Academy Awards Contest - Special promotional contest for Managers continues through the end of the month.

Holidays - St. Patrick's Day the 17th.

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: February 8, 1982

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

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



(Neighbors, Columbia Pictures)

Entry: _____

Entrant's name and position: _____

Location name and number: _____

November's winners



(Absence of Malice, Columbia Pictures)

1st Prize - \$25

"4,799,665,433 popcorn kernels, bag no. 1, plus 4,787,544,200 popcorn kernels, bag no. 2. Boy, this inventory can really get to you!"

Janice Poloso, Assistant Manager, The Galleria Cinema, White Plains, NY

2nd Prize - \$15

"Let's see... \$1.50 before 6. \$2.00 after 6, Monday and Wednesday only. \$1.00 all day Tuesday, VIPs, 75c service charge. I give up!"

Larry Heitmeyer, Manager, Lima Center Cinema, Lima, OH.

3rd Prize - \$10

"Inventory, invoice report... ads... When did you say you were getting back from vacation?"

Don Denevic, Manager, Parmatown Cinema, Cleveland, OH