

CinemaScene

General Cinema opens largest theatre complex, Har Mar 4-11, in St. Paul, Minnesota

On December 18, GCC Theatres opened Har Mar Cinemas 4-11 in St. Paul, Minnesota. This new unit is situated just behind the original three-screen Har Mar Cinema in a renovated portion of the mall.

The eight new auditoriums hold a total of 1600 patrons. Two auditoriums feature Dolby sound systems while two others are equipped with silver screens for 3-D film presentations.

A single projection booth serves all of the new screens and an interlock system allows for the capability of showing one film on two screens or four films in eight auditoriums at one time.

The focal point of the large, colorful lobby is a 37 by 13-foot, four-station, refreshment stand that features an integrated box office.

Mike Skradski, Manager of Har Mar

1-3, has taken on the added responsibility of managing the new complex.

He and Division Manager Gary Raymond held an open house from 1-5 p.m. on the Sunday prior to the official start of operation to allow residents the opportunity for a "walk through look," as Raymond describes it. They started the activities off with an official ribbon cutting aided by Denise Camp, Miss Har Mar Mall. The tour gave future patrons a firsthand look at the brand new GCC facility.

Once past the large refreshment stand, visitors inspected the eight auditoriums. They learned how the interlock system works by viewing coming attractions on two screens. Another auditorium entertained children with a cartoon.

Assistant Manager Marvin Broz, who
(Continued on Page 6)

(promotion of-the-month)

Search for D.B. Cooper proves fun in Chicago

They didn't find D.B. Cooper in Chicago but they surely had fun trying.

With just a four-day notice of the booking of *The Pursuit of D.B. Cooper*, Manager Dennis Hutchins and Assistant Manager Steve Martinovich put together an impressive, diversified promotional campaign at Ford City Cinema.

On Thanksgiving weekend all patrons who could prove their last name was Cooper were admitted free to the theatre. Then, so that everyone had a chance at a prize, Hutchins and Martinovich ran a free classified ad several times in the *Chicago Sun-Times* which read, "D.B. Cooper Lives! Find him walking around at Ford City Shopping Center and receive a free movie pass."

In-theatre decorations were conspicuous to say the least. They had a full-size parachute complete with dummy (Cooper?) hanging from the lobby ceiling. There was also an airplane. Yes, a real airplane (on the floor) with a 58-foot wing span which was loaned by a flying club.

They tied in with several merchants for away-from-theatre publicity. The local Holiday Inn donated a D.B. Cooper Survival Weekend for two as a contest prize. Over 3000 people registered for the drawing. At a bar in the shopping center they were serving D.B. Cooper cocktails. The local airport donated five, free, one-half hour airplane rides as prizes for another drawing. An area bank gave out a \$20 bill and a movie pass to anyone who brought in \$20 worth of those valuable little copper pennies. All participating merchants publicized *The Pursuit of D.B. Cooper* through the use of posters, t-shirts and/or hats.

(Continued on Page 6)



The instrumental section of the Har Mar brass choir performs for open house guests. From left are John Peter, Jeff Nelson, Steve Nelson, Mark Nelson and Assistant Manager Marvin Broz (behind tuba). Gary Lien is at organ in rear.

applause

TO: Kjel Nore, Manager
Bush River Cinema
Columbia, SC

The morning after I attended a movie at your cinema, I discovered my billfold was missing. I called the theatre to check if I had left it there. A young lady answered the phone and was very pleasant while talking to me. When I went to pick the billfold up, I was told that a young gentleman had found it and that it was locked in a safe. (Another one of the gentlemen called my parents' home in Camden last night to let me know that my billfold was in a safe place.) The Manager got it out of the safe and had me make sure everything was still in it.

I would like to commend the staff for the way they handled this situation and to thank them very much for their help and concern.

Mary Carol Sanders

(Editor's note: The young gentleman who found the billfold is Rick Matney, an Usher.)

TO: Jeff Wittig, Manager
Kokomo Mall Cinema
Kokomo, IN

While I was visiting my daughter in Kokomo this past weekend, she, her boyfriend and I decided to go to the movies. Afterwards we discovered he had lost his wallet in the theater. He had an unusually large sum of money in it as well as a valuable concert ticket. You can't imagine our relief, joy and appreciation when we learned the next day it had been found and returned intact.

Your honest maintenance man should be commended. There are very few people left in this world like that. Please relay my thanks and compliments to him. I did not like the movie at all, but will always recommend your theater.

Kay Klein

(Editor's note: Jim Woolley is the Cleaner who found the wallet.)

CinemaScene

Vol. 2, No. 3 March 1982

An employee publication published monthly by the Budgeted Advertising and Promotion Department of GCC Theatres, Inc., P.O. Box 1000, 27 Boylston St., Chestnut Hill, MA 02167

Editor Jean Clement
Production/layout Steve Pritzker
Deborah Dodge

TO: Debbie Allen, Manager
Richardson Square Cinema
Richardson, TX

I want to thank you for your extra help and cheerful good nature during the crowded movie last Sunday afternoon. We were the birthday party bunch and we certainly appreciated all your help in getting us in and settled before the stampede.

Dr. and Mrs. W.M. Smith

TO: Geoff Lynn, Division Manager
Dallas, TX

Recently, a friend and I saw a movie at one of your theatres, the Woodland Hills Cinema in Tulsa. When we went to leave, I found that my car wouldn't start. We came inside the theatre to try to call for assistance when we were approached by Damon Fell (Manager) who expressed his concern for our situation. Not only was Mr. Fell very cordial, but he offered to give us a ride home after the end of the last show. Having struggled to get my car started for some time, we gladly accepted his offer. My friend and I are grateful to Damon Fell. We wanted to bring this fact to your attention.

Ali M. Mojdehi

TO: Mike Baty, Division Manager
Florissant, MO

I am writing in regards to one of your managers, Michael Menning. Mr. Menning previously managed the Pekin Mall Cinema, Pekin, Illinois. He has recently been transferred to Houston, Texas, where he is to manage the Galleria I & II. I attended the Pekin Mall Cinema for the past 18 months with Mr. Menning as manager and always found him and his staff to be pleasant and congenial. I would like to take this opportunity to advise you of the superior ability displayed by these people and the efforts they took to ensure that the movie-going public enjoyed themselves for the few hours they chose to spend attending a film presentation.

Additionally, the assistant manager of the Pekin Mall Cinema, Mrs. Passmore, has proven to be more than just an assistant manager. She is genuinely interested in the theater, the public, and her staff, constantly working to ensure that all are working as a harmonious group rather than disconsent individuals.

I attend this theater on a regular basis, and as long as you ensure that such knowledgeable individuals are managing, you will retain my patronage.

Rose B. Murphy

TO: Dennis Finkler, Manager
Bay Park Square Cinema
Green Bay, WI

I'm writing this letter to compliment the operation at the Bay Park Square Cinemas.

My wife and I are avid moviegoers averaging one movie a week. We go to all the theaters in the Green Bay area and we agree that your theater is the best managed of all. Your employees are courteous and pleasant, your theaters are generally well maintained and the total atmosphere adds to our enjoyment of the movie.

Again I compliment you on your policies that make seeing a movie in your theater a pleasant experience.

E.G. Paul

TO: Bill Oppenheim, Assistant
Manager
Chestnut Hill Cinema
Chestnut Hill, MA

I would like to thank you for the large part you played in the successful premiere of *Never Never Land*, a benefit for the Ronald McDonald House.

From the outset, the theatre was very receptive to all our requests. We were particularly pleased with the accommodations provided to Ronald McDonald and the billing given the House. I would like to thank Izzy Strier (Manager) for all his help in the planning stages, and both Michelle Garrison and Gene Corinescu for their assistance on the night of the premiere. The entire crew is to be commended for their helpfulness and good cheer. We look forward to working with you all again.

Hank Shafran
Director, Public Relations
Arnold & Company Inc.

TO: Mike Malmstrom, Manager
Eastland Mall Cinema
Charlotte, NC

As we begin another series of free Senior Citizens movies, I would like to take this opportunity to tell you how pleased we at First Federal (Savings Bank) are with the success of the project.

It is our feeling from the response we have received that the monthly features have come to mean a great deal to a good number of Charlotte area Seniors.

We appreciate the cooperation of General Cinema Theatres in assisting us with what we consider to be a very successful public relations endeavor.

Sandra Lully, Director
First Savers Club

Cinemas use newspapers for publicity and P.R.

In an ongoing piece of community relations, Josh Simpson, Manager of Hialeah Cinema, Hialeah, Florida, has joined with a local newspaper and restaurant to honor one special citizen from area communities each week.

The newspaper publishes a story on the selected person who receives a dinner and a movie. The theatre, in turn,

receives publicity for Simpson's efforts in public relations.

Joel Kurland, Manager of Morris County Mall Cinema in Cedar Knolls, New Jersey, has tied in with a weekly newspaper for a contest. The paper publishes a photo of something in the community with the winner receiving movie passes. In exchange, the cinema receives ongoing publicity.

Every Easter Bunny should give Gift Books

Easter will be here before we know it, April 11 to be exact. And with the economy being in the state it's in, people will be looking for inexpensive gifts to give to family and friends.

Let your mall advertising department know about GCC Theatres' Entertainment Gift Books. Encourage them to publicize them as gifts that are available at the mall for "as little as \$5." Also, talk to your newspaper contacts. See if you can acquire some free space to advertise this popular gift idea.

Sample survey conducted to capture opinions on radio movie reviews

The February 22 issue of the newsletter, *Inside Radio*, carried the results of a survey conducted by Phoenix-based Index Research.

The question posed to 757 subjects was "Would you find a short movie review on your favorite radio station interesting, boring, useful, or a waste of time?"

Slightly more than 57 percent of those surveyed said they enjoy hearing movie reviews on radio. Of those who find them or would find them interesting, the top five age-sex groups in descending order of percentages are as follows: males 12-17, 74.2%; females 18-24, 72.9%; females 12-17, 66.7%; females 35-49, 64.6%; males 35-49, 60.8%.

An overwhelming number of those who found radio movie reviews a waste of time were both males and females 50 years of age and up.

The report gave no indication of where the polling was conducted.

All in a day's work...

Theatre personnel help patrons. Division Managers help theatre personnel. And Tony Koudouna of Tampa, Florida, is one example of such a DM.

Reliable sources report that while on a theatre security check back in January, Koudouna came to the aid of a Concession Attendant with car problems. He and an Assistant Manager, Kevin Guldin, immediately took up pliers and screwdriver and went to work on that cold, rainy day. And when Koudouna finally emerged from under the hood a half hour later, he was covered from head to toe with grease! But, he and Guldin had accomplished their mission. They got the car started.

Philly Manager doesn't like to waste space

LATE SHOWS EVERY FRIDAY & SATURDAY



Cinema 2 at 11:30 PM
Cinema 3 at 11:45 PM
new shows every weekend!

Cinema 1 at midnite

CHECK NEWSPAPER DIRECTORY
or CALL THEATRE FOR PROGRAMS.

REACH 25,000 UNIVERSITY CITY RESIDENTS WITH AN ADVERTISEMENT IN OUR NEXT SCHEDULE.
INTERESTED? CALL MICHAEL ENGLANDER AT 222-2345 FOR RATES.

**No schlock.
No rock.**



Just good liquor, good conversation
and good classical music.

The bar at LaTerrasse.

3432 Sansom Street
(Across from the law school.)

men's & women's clothing, shoes, jewelry & accessories



gifts, housewares, kitchenware, stationery, toys & plants



**Urban
Outfitters**

In The Warehouse, 4040 Locust St.
222-3355, Mon.-Sat. 10-10, Sun. 12-6

ADAMO PRINTING

FULL SERVICE
QUALITY COMMERCIAL PRINTERS

**BOOKLETS • BROCHURES • TYPESETTING
QUICK PRINTING DEPARTMENT**

2130 Arch Street, Philadelphia, PA 19103

563-7965

**Quality Books at Quality Prices
HOUSE OF OUR OWN BOOKS**

3920 Spruce St., Tues.-Sat. 12-6 pm

Feminist & Socialist Titles-Second Floor

Manager Mike Englander publicizes special shows at Walnut Mall Cinema, Philadelphia, with flyers. And to offset printing costs, he sells ad space on the flyers to local merchants.

specialized promotions on the aisle

We thought you might like to hear from someone in the Home Office for a change so we asked Barbara Broitman, Coordinator-Specialized Promotions, to be the guest columnist this month.

"Even though I've never seen most of you - Theatre Managers, Division Managers, Secretaries - I still count you among my favorite friends. I feel we've developed good relationships over the years through our many telephone conversations.

I can honestly say I'm excited and happy for all Managers when they're able to renew contracts or get that new account signed up for one of our commissionable programs.

Any time is prime time to sell new accounts. But most prestigious merchants are setting up their spring and summer budgets right now. And our exclusive (one per auditorium) Audio Spots should be included in those budgets. Remember, you, our Managers, are eligible to sell Audio Spots wherever there's an opening in the Division or Circuit (with Division Manager or Home Office approval). Just let your sales kit be your guide. It's packed with wonderful ideas on how to sell Audio Spots as well as Kid, Ladies' Day and Senior Citizen Shows.

We're now entering the fifth month of our new fiscal year. What can the Specialized Promotions Department do to assist you in increasing your commissions during the remaining months? You know Irv Saver and I are always willing to help you whether it be to encourage that merchant to buy one more season's greeting or to convince him to sponsor any of our fine Specialized Promotions programs. We're only a phone call away.

Let us all try to make 1982 another record-breaking year!"

About the guest editor...

Until her promotions within the Specialized Promotions Department, Barbara Broitman had always worked as an Executive Secretary, first for the television station at Michigan State University then for various law firms. Four years ago she came to GCC to fill a position as a floating Executive Secretary before settling in Specialized Promotions. It is here that she rose to

Especially for Senior Citizens

Metro-Goldwyn-Mayer presents
"THAT'S ENTERTAINMENT"

CLARK GABLE
CARY GRANT
HAROLD REYNOLDS
SING BOYD
JANE POWELL
JOAN MARCUS
PETER LAWFORD
MINNELL
LIONEL LINCOLN

Senior Cinema - only 25¢
PICK UP TICKETS AT ANY MARK TWAIN BANK

9:30 a.m. SOUTH COUNTY CINEMA - TUESDAY, SEPTEMBER 1
NORTHLAND CINEMA - WEDNESDAY, SEPTEMBER 2

PICK UP TICKETS AT
MARK TWAIN BANKS

Boy. Do we need it now.

This is the type of flyer that keeps the Senior Citizen Shows going in St. Louis, Missouri.



Barbara Broitman

Administrative Assistant and more recently to Coordinator-Specialized Promotions.

Broitman is married and has a daughter in college and a son in high school.

Attention, please

Contact the promotions director at your mall office and ask that we be put on the mailing list for their monthly newsletters. Give them our address:

Specialized Promotions Department
GCC Theatres, Inc.
27 Boylston Street
Box 1000
Chestnut Hill, MA 02167
Attn: Irv Saver

Continued alcohol abuse greatly increases the risk of cirrhosis and cancer of the liver; weakens muscles and bones; increases the risk of stomach ulcers, mouth, stomach and throat cancer, and pancreas disorder; increases the risk of heart disease and attack; destroys irreplaceable brain tissue.

Will Rogers Institute

Chicago film office holds holiday contest

Prior to the 1981 holiday season, Lou Michael and Chuck Viane, Regional Vice Presidents-Film from the Chicago film office ran a contest for Managers and Assistant Managers in seven metropolitan areas. According to Viane, the contest served a three-fold purpose: it provided excitement as an "attention-getter," it gave the Managers an opportunity to express their opinions, and it showed them how difficult it often is to decipher what will be the best pictures.

The contest was introduced at the Managers' Meetings last fall. Managers ranked the Christmas pictures in order of one to 12 with one being the film that would gross the highest during the first three weeks after opening. The results were compiled and winners selected using the grossing figures from the January 27 issue of *Variety*.

Here are the winners in each of the seven Divisions: Martha McVay, Manager, McCain Mall Cinema, Little Rock, Arkansas; Alric Jones, Manager, Northwest Cinema, Muncie, Indiana; Les Pollock, Manager, Glendale Cinema IV-V-VI, Indianapolis, Indiana; Dave McCann, Manager, Northwest Plaza Cinema, St. Louis, Missouri; Jerry Engbretson, Assistant Manager, Southdale Cinema, Minneapolis, Minnesota; Dennis Hutchins, Manager, Ford City Cinema, Chicago, Illinois; and Martha Chula, Manager, Westland Cinema, Milwaukee, Wisconsin.

It's interesting to note that the winners didn't select *Reds* as the number one film. Many thought *Buddy Buddy* and *Pennies From Heaven* would come out on top. Everyone now knows what happened to them. Many Managers didn't rank *Ghost Story* highly but it actually fared quite well.

You know you're getting older when...

You go to a drive-in and watch the movie.

You remember three-cent stamps and penny postcards.

You remember wire recorders.

The Hollywood version will be out next year

Fred Jensen, Manager of Viewmont Cinema, Scranton, Pennsylvania, tells *CinemaScene* of an early morning close encounter a member of the cleaning staff recently experienced.

It was just the start of another ordinary day as the cleaner entered the theatre and turned on the necessary lights. Nothing seemed awry. It wasn't until she stepped into the lobby that she heard a voice calling, "Help me. Help me."

Her initial thoughts were that a patron had been locked in the theatre overnight. With this idea in mind, she searched the theatre from top to bottom looking for the unfortunate soul. But, finally realizing that her efforts were in vain, she went back to the lobby where she had first heard the voice. It was still there. Only now it was saying, "Lucky. Lucky."

These words tipped her off. She had been "had"... by a video game machine!

sweet talk

The Concession Department is at your service

"Like other Home Office Departments, our purpose is to provide services to the field. Defining those services is, in effect, defining the functions of the Concession Department," said Jack Leonard, Assistant Vice President-Concessions.

Most Managers are familiar with Leonard from his visits to theatres and his "concession presentations" at meetings around the country. But the other two members of the Concession Department are probably just names and voices to most field people.

Joan Surbuts, the most recent addition to the Department, has been in the theatre business for about 15 years and with GCC for over 10. She started as an Assistant Manager at Warwick Cinema, Warwick, Rhode Island, and later transferred to a new GCC theatre in Lincoln, Rhode Island, which she managed for three years.

Surbuts came to the Home Office in 1979. She worked in the Communications Services Department and then in

the Personnel Department prior to joining Concessions.

"We had a need for a person with strong field background to fill a newly created position as Concession Operations Administrator," said Leonard. "We required someone who understood day to day field problems. It stands to reason that someone who has been a successful Theatre Manager is in a good position to do this."

The third person on the staff is Cheryl Edwards, the Department Secretary who has been with GCC and Concessions for three years. Edwards' responsibilities, by necessity, extend far beyond the normal secretarial duties. She's involved in the preparation and distribution of statistical reports that emanate from the department. She also provides the administrative support for such programs as game machines and Able Art.

Jack Leonard, Joan Surbuts and Cheryl Edwards. A small but smoothly functioning department that's always "at your service."



Cheryl Edwards, Secretary (l.), and Joan Surbuts, Concession Operations Administrator, confer with Jack Leonard, Assistant Vice President-Concessions, on the department's work schedule for the day.

General Cinema opens largest theatre complex

(Continued from Page 1)

has a bachelor's degree in music education, took advantage of this notable occasion to pull together the musical talents of the Har Mar staff. Visitors were entertained by a barber-shop quartet, continuous organ music, and a banjo-guitar duo who are the father and sister of two staff members. But, best of all, no one will ever forget the Har Mar brass choir which sang and played such popular tunes as "Stereo-phonetic Sound" and "The 12 Days at Har Mar," lyrics for the latter written by Broz.

Raymond reports that the open house proved to be a huge success and a lot of fun for everyone. If initial box office grosses are any indication, Har Mar 1-11 should have a successful future as well.



Mike Skradski



The four-station refreshment stand at Har Mar 4-11 is positioned at the mall entrance and in the middle of a large lobby.

promo-tips

A popular promotion that never loses its appeal and is easy to set up is a ticket stub tie-in with a merchant. A person who brings a GCC Theatres ticket stub to a participating store or restaurant receives a discount on a purchase or a free item. Both the theatre and the store benefit because this draws patrons away from the competition. Crossplug poster displays give added publicity.

When you make plans for the theatre staff, or others who will be at the theatre, to be dressed as characters from a film, give this advanced publicity. Invite patrons to bring their cameras and take photos of their children or friends with the characters.

Acquire gift certificates, coupons or merchandise from stores or restaurants to use as prizes for patrons who find stamps on the bottom of large drinks or buckets of popcorn.

promotion of-the-month

(Continued from Page 1)

Advertising outside the mall was accomplished by copy on the theatre's pylon which was changed periodically to announce the immediate promotional activity.

(Editor's note: Good quality photos were not available for illustration. They were sent to Universal Studios along with the entry in the film company's nationwide promotion contest.)

script changes

Barbara Broitman has been promoted to Coordinator in the Specialized Promotions Department. She had previously held the position of Administrative Assistant in that department.

The less a disc jockey has to say, the faster he talks.

Never argue with your boss unless you're willing to face the consequence of winning the argument.

Build a better mousetrap and someone else will breed a better mouse.

If it's on sale, they don't have your size.



The facade of Village Opera House Cinema in Fort Worth, TX, is reminiscent of the Wild West era. Its stately architecture is unparalleled in the GCC circuit. The elegance of the single screen theatre, which is managed by Hy Glicksman, is carried throughout the interior as well.

brass ring awards

\$25 Big Brass Ring

DAVE ALLEN, Chief of Staff, Manchester Mall Cinema, Fresno, CA: electrical and carpentry repairs.

MARVIN BROZ, Assistant Manager, Har Mar Cinema, St. Paul, MN: grand opening activities for new eight-screen complex.

RAY CANO, Manager, Gulfgate Cinema, Houston, TX: extra cleaning and maintenance efforts.

ADRIAN CRANE, Manager, Ocean County Mall Cinema, Toms River, NJ: Halloween show promotion and employees in costume which attracted newspaper coverage.

BILL CURTIS, Manager, Duck Creek Cinema, Bettendorf, IA: extensive cleaning and painting work.

DON DENEVIC, Manager, Parmatown Cinema, Cleveland, OH: promotional showing of *Ghost Story* with television support.

JAMES DIXON, Manager, Sacramento Inn Cinema, Sacramento, CA: on-going newspaper coverage for theatre and films.

FRANK EMMETT, Manager, Summit Park Cinema, Niagara Falls, NY: radio trivia contest for *Arthur*; radio contest for *Halloween II* in which callers won passes with their on-air screams; tie-in with mall association and radio station for children's Halloween party with goodies donated by supermarket and cookie factory (3 awards).

MIKE ENGLANDER, Manager, Walnut Mall Cinema, Philadelphia, PA: sale of ads for Repertory flyer to offset printing cost.

ALAN FISHMAN, Projectionist, Hialeah Cinema, Hialeah, FL: electrical repairs.

CARL FISK, Manager, Wyoming Valley Cinema, Wilkes Barre, PA: newspaper trivia contest for *On Golden Pond*.

TEDDY FORD, Assistant Manager, Valley View Cinema, Dallas, TX: lobby displays for *Taps* and *Sharky's Machine*; promotion for special screening of *Taps*.

REX HESCOCK, Manager, Sun Valley Cinema, Concord, CA: while filling in at Sacramento Inn, quick planning for delivery of a film print kept a screen from going dark.

DENNIS HUTCHINS and **STEVE MARTINOVICH**, Manager and Assistant Manager respectively, Ford City Cinema, Chicago, IL: promotion of *The Pursuit of D.B. Cooper* (see promotion-of-the-month) (Share award).

BOB JOEL, Assistant Manager, Security Square Cinema, Baltimore, MD: extra hours during extended illness of Manager.

FRAN JOLLEY, Manager, Plaza Cinema, Stockton, CA: promotions and prizes for Kid Shows; decorations, costumes and giveaways for *The Cannonball Run* (2 awards).

BOB KLAAS, Manager, Lehigh Valley Cinema, Allentown, PA: *Ghost Story* weekend with radio station; five-week radio contest to promote retrospect series (2 awards).

MIKE LUCERO, Staff Member, Sun Valley Cinema, Concord, CA: extensive painting in theatre.

GREG MALONEY, Chief of Staff, Westdale Cinema, Cedar Rapids, IA: jump starting and towing of several patrons' cars during snow storm.

PAUL MASSIH, Manager, Meyerland Cinema, Houston, TX: maintenance and cleaning efforts beyond the call of duty.

DAVE MCKNIGHT, Manager, Fayette Cinema, Lexington, KY: air conditioning system repair at his theatre and popcorn machine repair at another unit (2 awards).

MARK MENU, Assistant Manager, Prien Lake Cinema, Lake Charles, LA: floor reconditioning, seat cleaning and painting.

DAN O'MALLEY, Assistant Manager, Viewmont Cinema, Scranton, PA: contest with restaurant for dinner and movie for six to promote *Neighbors*.

ED PHINNEY, Manager, Cielo Vista Cinema, El Paso, TX: tie-in with radio station for tattoo contest to promote *Tattoo*; radio station giveaway of comfort kits to promote *Southern Comfort*; radio-sponsored sneak of *Absence of Malice*; radio and waterbed store promotion for *Pennies From Heaven* (4 awards).

KEITH POLAK, Manager, North Shore Cinema, Peabody, MA: extensive in-theatre painting.

BOB POTTER, Manager, Westwood Cinema, Houston, TX: extra maintenance and cleaning work.



Cashier Char Letchford and Ticket Taker Tony Marini lend their creative efforts to a pre-opening showing of *Ghost Story* at Parmatown Cinema, Cleveland, OH.

DEAN PUGH, Manager, Manchester Mall Cinema, Fresno, CA: radio promotion for *Absence of Malice* and *Neighbors*.

STEVE RAUEN, Staff Member, Hillsdale Cinema, San Mateo, CA: refurbishing of exterior poster case.

FRED RUSSO, Staff Member, Hillsdale Cinema, San Mateo, CA: refurbishing of exterior poster case.

JIM SEXTON, Staff Member, Northland Cinema, St. Louis, MO: varied maintenance work.

MIKE SKRADSKI, Manager, Har Mar Cinema, St. Paul, MN: preparations and promotions for opening of unit's eight new screens.

JIM STEWART, Manager, Galvez Cinema, Galveston, TX: radio promotion for *The Pursuit of D.B. Cooper* while Manager at Parkdale in Beaumont, TX.

BUD THOMPSON, Manager, Gateway Cinema, Beaumont, TX: promotional exhibition for *Excalibur*.

(Continued on Page 8)

brass ring awards

(Continued from Page 7)

\$15 MEDIUM BRASS RING

SHAHBAZ AHMED, Manager, Riviera Cinema, Coral Gables, FL: concession display to promote popcorn and *Absence of Malice*.

BILL BARNES, Assistant Manager, Perring Plaza Cinema, Baltimore, MD: concession promotion tie-in with local deli.

BOB BECKETT, Assistant Manager, Mercer Mall Cinema, Trenton, NJ: extra efforts for non-sponsored Kid Show series.

ALAN BROBST, Manager, Beaver Valley Cinema, Monaca, PA: newspaper story on theatre and *On Golden Pond*.

DANNY CARRIER, Staff Member, Cutler Ridge Cinema, Miami, FL: alert attention to theatre security.

KEVIN CLEVERLY, Manager, Burlington Mall Cinema, Burlington, MA: extra cleaning and maintenance chores.

DOUG DRIESEN, Manager, Maine Mall Cinema, Portland, ME: maintenance efforts over and above the norm.

CARL FISK, Manager, Wyoming Valley Cinema, Wilkes Barre, PA: weekly reviews of films playing at theatre on local radio station.

JOHN FLYNN, Assistant Manager, Ghirardelli Square Cinema, San Francisco, CA: painting and repair work.

BOB GAMMON, Assistant Manager, Wyoming Valley Cinema, Wilkes Barre, PA: acquisition of free advertising space in local newspaper.

DANA GARRETT, Staff Member, Hialeah Cinema, Hialeah, FL: alert attention to theatre security.

PAUL GELLOTT, Manager, Mentor Mall Cinema, Mentor, OH: community relations efforts.

BERT GIUMETTI, Manager, Cinema 70, West Palm Beach, FL: popcorn promotion for *Sharky's Machine*.

MARCIA HUNT, Manager, North Park Cinema, Davenport, IA: employees in National Guard uniforms to promote *Taps*.

DAVE KIDDER, Manager, Sequoia Mall Cinema, Visalia, CA: tie-in with McDonald's restaurants for *The Great Muppet Caper* Promotion.

JOEL KURLAND, Manager, Morris County Mall Cinema, Cedar Knolls, NJ: staff dressed in costumes for Halloween; newspaper tie-up for weekly publicity through contest (2 awards).

JAMES MAHONEY, Manager, Hanover Mall Cinema, Hanover, MA: free radio spots to promote four Christmas films.

TRAVIS MCCALIP, Manager, Southland Cinema, Hayward, CA: extra efforts to promote non-sponsored Kid Show series.

JULIAN MITFORD, Manager, Washington Square Cinema, Indianapolis, IN: community relations efforts.

DAN O'MALLEY, Assistant Manager, Viewmont Cinema, Scranton, PA: trivia contest on local radio station.

GREG PALMER, Staff Member, University Square Cinema, Tampa, FL: theatre window paintings for Christmas.

JOE PORASSO, Manager, Ghirardelli Square Cinema, San Francisco, CA: extensive maintenance efforts.

SHARLENE RAMEY, Staff Member, Manchester Mall Cinema, Fresno, CA: paintings on theatre windows for Christmas.

DAWN SEDILLO, Staff Member, Hialeah Cinema, Hialeah, FL: alert attention to theatre security.

ROSE SICILIANO, Manager, Gateway Cinema, St. Petersburg, FL: Halloween decorations and employees in costume.

GWYNETH SEWELL, Manager, Lake Air Cinema, Waco, TX: theatre decorations for the Christmas season.

JOSH SIMPSON, Manager, Hialeah Cinema, Hialeah, FL: tie-in with local newspaper and restaurant to honor a special citizen of the community each week.

JOE TANCHYK, Manager, Hudson Plaza Cinema, Jersey City, NJ: Halloween decorations and employees in costume.

\$5 SMALL BRASS RING

JULIA COLMENARES, Staff Member, Manchester Mall Cinema, Fresno, CA

MIKE GARRETT, Assistant Manager, Maine Mall Cinema, Portland, ME

HY GLICKSMAN, Manager, Opera House Cinema, Fort Worth, TX

REX HESCOCK, Manager, Sun Valley Cinema, Concord, CA

BOB KLAAS, Manager, Lehigh Valley Cinema, Allentown, PA

CHAR LETCHFORD, Staff Member, Parmatown Cinema, Cleveland, OH

STEVE LAUER, Manager, Cherry Hill Cinema, Cherry Hill, NJ

GARY MAKER, Assistant Manager, Jenifer Cinema, Washington, DC

TONY MARINI, Staff Member, Parmatown Cinema, Cleveland, OH

MIKE MASON, Chief of Staff, Cherry Hill Cinema, Cherry Hill, NJ

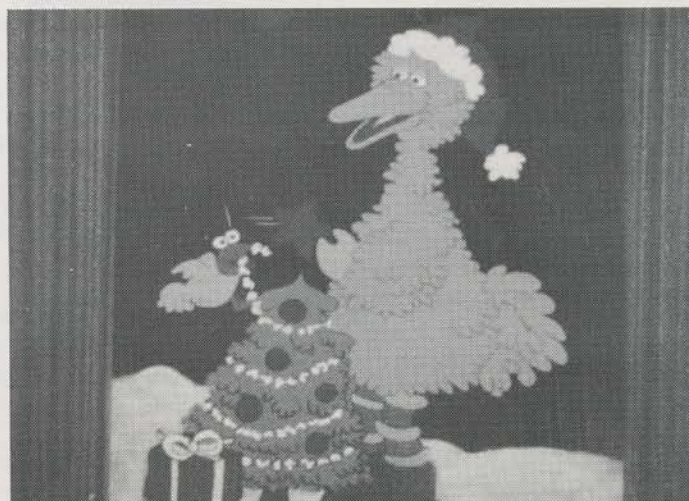
DAVE MCGREW, Manager, Jenifer Cinema, Washington, DC

JEFF ODDO, Assistant Manager, Cherry Hill Cinema, Cherry Hill, NJ

DON SCHWARZER, Staff Member, Parmatown Cinema, Cleveland, OH

JIM STEWART, Manager, Galvez Cinema, Galveston, TX

WES WOOLMINGTON, Manager, Richland Mall Cinema, Ontario, OH (2 awards)



Staff Members Sharlene Ramey and Julia Colmenares pooled their artistic talents to paint storybook Christmas scenes on the windows of Manchester Mall Cinema, Fresno, CA.

activity calendar

ACTIVITY OF THE MONTH

Academy Awards Month - This is Hollywood's grand time to strut. And you can join in the excitement by participating in GCC's "Academy Awards 1981" contest. Even if your theatre isn't showing a film that received recognition with an award nomination, you can still promote showbiz!

Don't forget the big night - Monday, March 29, is Oscar night!

MARCH

Kid Shows - Easter vacation during the month of April is the perfect time to schedule a morning Kid Show. Don't wait 'til the last minute. Line up your sponsors today.

Audio Spots - Contact jewelers for open audio spots. They're budgeting now for Easter, Mother's Day and weddings. Plan some time to call on your local merchants (banks, restaurants, automobile dealers also).

Ladies' Day Shows - A combination Ladies' Day and Mother's Day show would be attractive to your mall association. Plan

now for the May 9th celebration!

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

APRIL

Entertainment Gift Book Sales - Concentrate on selling Gift Books for Easter, Mother's Day, graduation and Father's Day.

Kid Shows - Contact Pepsi and other bottlers to sponsor Summer Kid Show Series to start in June and end with a gala back-to-school show.

Holidays - April Fool's Day the 1st, Easter the 11th, Secretaries' Day the 21st.

MAY

Mother's Day Contest - Annual contest saluting Mother's Day.

Senior Citizen Shows - Continue efforts to establish a series of Senior Citizen Shows.

Entertainment Gift Book Sales - Continue concentration on selling Gift Books for Mother's Day, graduations and Father's Day.

Holidays - Mother's Day the 9th, Armed Forces Day the 15th, Memorial Day the 31st.

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: April 12, 1982

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

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



(The Amateur, Twentieth Century-Fox)

Entry: _____

Entrant's name and position: _____

Location name and number: _____

January's winners



(Neighbors, Columbia)

1st Prize - \$25

"What did you think a sneak preview was?"

Robert Gottry, Manager, Tampa Bay Cinema, Tampa, FL

2nd Prize - \$15

"I'll tell you what...I'll throw in 500 two-for-one tickets just to sweeten the pot."

Bob Marden, Manager, University Square Cinema, Tampa, FL

3rd Prize - \$10

"Is that the new LaBelle Duo 16 projector?"

Mark Mishevich, Assistant Manager, Ridge Plaza Cinema, Gary, IN