

CinemaScene

World premiere of *Conan, The Barbarian* held at GCC's Meyerland Cinema in Houston, Texas

All the big names were there. Dino De Laurentiis attended with his daughter, Raffaella; so did the president of Universal Studios, Ned Tanen, Universal's sales manager, Bob Raimy, Assistant General Manager, William Soady and Southern Division Manager, Fred Mound.

The event? The world premiere of Universal's *Conan, The Barbarian* on

Friday, February 19. Where? At GCC's Meyerland Cinema in Houston.

GCC's Division Manager, Clay Reed, reports that the crowds started forming in the early afternoon and at 4 p.m. lines were wrapped around the building. By showtime at 8 p.m., over 1000 people had to be turned away!

Reed says that this film has a lot of action. "Sci-fi enthusiasts love it."



Conan, The Barbarian fans line up hours in advance of showtime at Meyerland Cinema in Houston for the film's world premiere.

A stepchild is born to Northline Cinema, Houston

Northline Cinema in Houston had some unusual activity in the lobby recently. According to former Assistant Manager Lynn Hamlin (now Manager of Greenspoint Cinema, Houston) a woman went into labor while watching a film there. She tried to make her way to the restroom but it was too late. Contractions of less than a minute apart forced her to lie down on the floor in front of the auditorium door.

"It was scary," Hamlin says. "The

woman was in quite a bit of pain."

Fortunately, there was a nurse in the audience and a member of Northline's staff is studying gynecology. They assisted the woman until an ambulance arrived.

"Thank God the ambulance got there before the movie broke," Hamlin says. "We had a full house and the shows were ready to break."

No further details on Northline's "stepchild" were made available.

Blue Star Cinema rated highly by local paper

GCC's Blue Star Cinema in Watchung, New Jersey, recently received some very favorable press from a local newspaper. The paper's article began, "If you're looking for a different place to go this weekend try the Blue Star Cinema."

The reporter went on to say, "Every other cinema has nothing that could compare with Blue Star Cinema... Blue Star also has one of the biggest candy selections in 'his area as far as theatres go... The cinema is one of the only theatres in the area that still offers those exciting midnight shows... has ample parking space, so you don't have to be hassled by a long cold walk."

John Bortula is Manager of Blue Star Cinema.

(promotion of-the-month)

The Border proves a huge success in El Paso

The Border grossed the highest of any film ever to open in El Paso, Texas, during the month of February. Granted the film was shot on location there. However, the promotion by Ed Phinney, Manager of Cielo Vista Cinema, went a long way in attracting attention to the film and his theatre. Despite numerous not-so-great reviews and stories about *The Border*, Cielo Vista Cinema recorded box office receipts of over \$42,000 for the first two weeks.

Phinney tied in with a local radio station for a month-long promotion that began three weeks before the film's opening. Two hundred 10-second spots and one hundred 60-second spots over the month publicized the events.

A motorcycle shop donated a \$1000 Suzuki bike for the prize in a random

(Continued on Page 10)

applause

TO: Jeff Matthiesen, Manager
Shelard Park Cinema
Minneapolis, MN

Thank you and your theatre staff for helping to make the *Porky's* advance screening such a success. The staff and theatre looked nice and the customers were treated with courtesy.

It is a pleasure working in a theatre that is organized and professional. I look forward to working with you again in the future.

Joel Thom
Director of Publicity
and Promotions
Nemer Fieger & Associates

TO: Ed Renden, Manager
Garden City Cinema
Cranston, RI

I would like to take this opportunity to extend my personal thanks to you and your staff for the fine accommodations during our recent meetings at the Garden City Cinema. Special commendation must go to Roger Norbert, your projectionist, who went beyond the "call of duty" and provided us with expertise in the electrical wiring of our equipment.

All who participated in this event proclaimed in the best Davol meeting in the company's history!

Thank you for making that happen for us. I look forward to working closely with you in the near future.

Nancy Abeshaus
Communications & Community
Relations Representative
Davol Inc.

TO: The Staff
Pinellas Square Cinema
St. Petersburg, FL

In these times when many people are lacking in kindness and consideration it is a real pleasure to attend the Pinellas Square Cinema where everyone is so very nice.

Mr. and Mrs. Van Slaars

TO: Ron Browning, Chief of Staff
Fashion Square Cinema
Orlando, FL

I appreciate your interest in helping me find my opal cuff link which I lost while seeing that excellent film, *On Golden Pond*, Monday evening.

Hugh McKean

TO: Carl Endlicher, Manager
Shrewsbury Plaza Cinema
Shrewsbury, NJ

Last night my 16-year-old son went with a group of his friends to see the movie, *Reds*, or so he told his father and me. We thought that would be a suitable movie for him to see. Imagine our amazement when about half an hour later he returned sheepishly to the house. It seems they had tried to buy tickets to see *Death Wish II* and had been turned away by your cashier.

We would like to extend to you our thanks and appreciation for abiding both by the letter and spirit of the law. It is good to know that there are still ethical businesses in our community. We certainly would never have given our permission for our son to see such a violent movie.

We look forward to patronizing your theatre at the next opportunity. Again, our thanks.

Mrs. Peter Iserloth

TO: Pat Jones, Manager
Towne South Plaza Cinema
Terre Haute, IN

I am writing this letter to compliment you on your good help and services. Your staff is very polite and helpful to customers. You have very clean, comfortable facilities that are in good condition. You also have a good selection of movies.

I will surely keep doing business with your theatre.

Allen McDaniel

TO: Dennis Isbrandt, Manager
Thruway Mall Cinema
Cheektowaga, NY

I would like to thank you for your consideration in making special allowances for our residents yesterday when we attended the showing of *On Golden Pond*. We realize you were inconvenienced and appreciate your friendliness and hospitality. We had a wonderful time and hope to do it again. Please extend our appreciation to all your staff!

Mary Petrakos
Activities Coordinator
Downtown Nursing Home

TO: Izzy Strier, Manager
Chestnut Hill Cinema
Boston, MA

It is with enthusiasm and great anticipation that I look forward to the opening of our second season of "Bloomies at the Movies." Who would have known last July when we first discussed the concept for Bloomingdale's that we would, just one season later, have such a success!

As you know, after our first experiment with *Fiddler* and Elizabeth Arden, we were able to offer the program to some of our other cosmetic vendors who readily agreed to sponsor the remainder of the fall season.

The astounding surge of sales in the department directly following the shows provided an excellent example of a successful promotional program at work. This did not happen by accident. Your genuine interest and constructive comments and assistance created a most productive working relationship. That, coupled with your profound cooperation and true professionalism assured us of the success we experienced.

Patricia Barry
Director of Public Relations
Bloomingdale's

TO: Mike Baty, Division Manager
Florissant, MO

I am writing to commend you for the excellent management of your Sunset Hills Cinema. I am sure you have complaints now and then, but this is the opposite: high praise and deep gratitude.

Mr. Mark Hofstein, your Manager there, called me Friday morning to notify me that my pocketbook had been found after the 5:30 p.m. showing of *Arthur* the night before. I was not aware that I had left it. Money, credit cards, all contents were intact.

Words are feeble to express my gratitude and appreciation to your organization and to Mr. Hofstein for all his concern and thoughtfulness in restoring my property and peace of mind. I do want you to know I am truly grateful.

Barbara Elster

TO: Jay Cobb, Manager
University Park Cinema
South Bend, IN

The enclosed check for \$4.00 is for my ticket for last Saturday when you couldn't cash a large bill. I appreciate your trusting offer to pay later. It so startled me I never thought to let my daughter pay for the ticket.

Again - thanks.

Mary Jo O'Neil

CinemaScene

Vol. 2, No. 5 • May 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

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Pennsylvania police take part in promotion at Beaver Valley Cinema

Police departments around Monaca, Pennsylvania, a suburb of Pittsburgh, were the core of a four-part promotion for *Super Fuzz* at Beaver Valley Mall Cinema. Fred Wittenberg, Assistant Manager, put the promotion together with the help of Manager Alan Brobst.

Part one was a contest in which local residents voted for their favorite police officer. Ballots were available at the cinema and other locations. The five winning officers received dinners for two at a local restaurant. In addition, one voter for each winning officer was selected in a random drawing and awarded two dinners also.

Part two was a tug-of-war between local police departments. Radio Shack donated prizes and the top team received a trophy which was also donated.

Part three was a self-defense and safety seminar held at the theatre for local residents.

Part four was a bicycle safety seminar for children. The winner of a random drawing received a bicycle from Sears.

This campaign received publicity from both a radio station and a newspaper. Poster and ballots were donated by a print shop. All in all, Beaver Valley's promotion for *Super Fuzz* received \$1545 worth of services free. Cost to the theatre was \$4.50.

South Bend Cinema runs a sweet treat contest

Assistant Manager Ray Begovich and Staff Member Virginia Boyer of University Park Cinema in South Bend, Indiana, did what they could to help one patron win the heart of a Valentine. They ran an in-theatre contest in which patrons were invited to guess how many candy hearts were in a jar. The prize was dinner for two at a restaurant and two passes to a movie at the theatre. They were also able to get free space in the *South Bend Tribune* to publicize the contest.

One patron's comment sums it up. "It sure is fun to come to a movie here."

Super Fuzz Contest

Choose Your Favorite Beaver County Police Officer!



Kids Bike Safety Seminar - Sat., Feb. 27
at Beaver Valley Mall Cinema at 10:30 am

Safety and Self-Defense Seminar - Wed., Feb. 24
at Beaver Valley Mall Cinema at 10:30 am

Tug of War Contest - Sat., Feb. 27
at Beaver Valley Mall Cinema at 10:30 am
(contest between Beaver County Police Depts.)

SPONSORED BY

F. O. P. SEARS THE NEWS
WBVP/RADIO RADIO SHACK
BONANZA SIRLOIN PIT
BEAVER VALLEY MALL CINEMA

Printing Courtesy of Jamitch Printing, Beaver Falls, PA

Sharky's Machine promotion surprises residents around Southlake Cinema in Georgia

Steve Crisp, Manager of Southlake Cinema in Morrow, Georgia, an Atlanta suburb, tied in with the local police department at Christmas for a promotion for *Sharky's Machine*.

During the December 23 and 24 crackdown, the police pulled over 100 motorists. The charge? Safe, courteous driving. The 'fine'? A pass to *Sharky's Machine*. This stunt received newspaper

and radio coverage and generated immeasurable goodwill in the community by highlighting the good news instead of the bad for a change.

This type of promotion would work for just about any film in just about any community - especially around the holidays when police are promoting safe driving to cut down on the number of highway deaths.

specialized promotions

in focus



Norbert Dannatt - from East Germany to GCC

Norbert Dannatt, the 28-year-old Manager of the three-screen Citadel Cinema in Colorado Springs, Colorado, has recently added management of the new Chapel Hill Cinema 10 miles across town to his duties. Even though the six-plex isn't scheduled to open until June 11, Dannatt has already sold six Audio Spots, one to each of six merchants, for the new theatre.

Dannatt has had great success in the area of Specialized Promotions sales while he's been a Manager for GCC Theatres despite the fact that he has had no formal sales training.

"This was my weakness coming into the Company," Dannatt admitted. "I found that the more I worked in sales, the better I got, however."

For a typical sale, Dannatt meets with a person he knows or with one to whom he's been referred. "I never call on the phone because it's easy for people to say no over the phone. You have to get people to listen to you," Dannatt explains.

He uses an honest approach and paints a realistic picture for his customers. "Don't distort things," Dannatt warns. "Tell it the way it is."

Dannatt is a native of East Germany. He moved to the United States with his family in 1965 and settled in Manhattan, Kansas. He attended his first American school in Kansas with no background in the English language. He barely understood the difference between yes and no.

Dannatt recalls his mother drilling him before school on the difference in lavatory signs: 'boys' and 'girls.' However, he was unprepared to see 'men' and 'women' written on the doors and ended up in the women's room.

(Continued on Page 5)

Julian Mitford - no. 1 babysitter in Indianapolis

Julian Mitford, Manager of Washington Square Cinema in Indianapolis, tied in with the mall merchants association and a radio station to sponsor an Easter egg hunt and movie for area children. An article in a local newspaper said, "Mothers can leave their kids with Mr. Mitford (Manager) of the cinema, but no more than 800 kids please!!!"



Kids !



Hunt the Easter Egg

Washington Sq. Mall

Saturday, April 10, 1982

9 A.M.

Parking Lot, Corner of Mitthoeffer & 10th
By AFNB Drive-thru Branch.

A Free Movie for all kids

*"Run for Your Life
Charlie Brown"*



at the
WASHINGTON SQ. CINEMA



Doors open 10:00



Kids love free movies and so do Moms. Have you lined up a sponsor for a Summer Kid Show series yet?

specialized promotions in focus

(Continued from Page 4)

Dannatt's first job was at a military snack bar. That lasted less than a year. From there he went to work for his father's pest control company for seven years. During that time he also took courses at Kansas State University.

Dannatt moved to Colorado Springs in 1973 because, like many people, he enjoyed the mountains. But jobs were hard to come by at the time. It was not until 1974 that Dannatt found a job. He was hired by General Cinema as an Assistant Manager on April Fool's Day.

Six months later he was promoted to Manager. Now he uses his talents to handle budgeting, marketing, patron relations, sales and routine maintenance and electrical work which are all part of the job of a GCC Manager.



Ladies Day packs 'em in at University Square Cinema in Tampa, Florida. This could be the scene at your cinema this summer.

Jenifer Cinema plays host to Homer and friends

The photos below show Washington Federal Savings and Loan Association's mascot, Homer, posing with children who attended the association's first Homer's Club movie party at the Jenifer Cinema in Washington, D.C. Photos are courtesy of Wendy Becker, Director of Marketing for Washington Federal.



Two Cleveland cinemas challenge each other in a promotional battle

"We've only just begun." "Nobody does it better." Not original ideas but ones that are being taken seriously by two Theatre Managers and their staffs in the Cleveland area. Mike Miller, Manager of Shoregate Cinema, and Don Denevic, Manager of Parmatown Cinema, have gone to war in an effort to improve their cinema's promotional activities. They've engaged in a month-long "contest of the century," as they call it. They're pitting the efforts of their theatres, their staff members and themselves against each other in this activity.

What's fair game in this contest, you ask? New VIP ticket accounts. Mother's Day decorations. Mother's Day promotions. General film promotions. Concession promotions. Staff involvement.

The winning theatre will be determined by Division Manager Larry Bello. The losing theatre must throw a pizza party for the entire staff of the winning theatre. The contest runs from April 12 to Mother's Day. Results will be reported in *CinemaScene* next month if the Managers don't decide to continue this war the rest of the summer.

The more crowded the elevator, the more likely the first person to get off will be standing in the back.

Robbery attempt fails at Fashion Sq. Cinema

On a Saturday evening last month, Fashion Square Cinema in Orlando was held up by two robbers. After they had fled the theatre, two Staff Members, Paul Turner and Skip Bryant, rushed up to the building's roof in an attempt to spot the direction the getaway car was taking.

They saw no car leaving the parking lot. However, Turner noticed a man standing near a car with a partly opened trunk. In the time it took Turner to turn around to summon Bryant and turn back again, the man had disappeared but the trunk lid was still ajar. Then the lid closed.

When the police arrived, these two men related their suspicions. The police couldn't believe this. In fact, as they approached the car in question they passed joking remarks...until they heard a noise inside.

In no time at all, they forced the man out of the car, recovered the theatre's money and apprehended the second robber, who apparently was supposed to innocently drive away after the excitement had died down.

Thanks to the alert attention of these two Staff Members the receipts of a busy Saturday evening at Fashion Square were recovered.

script changes

Two promotions recently occurred in the Home Office Purchasing and Construction Department. **Jim Burke** has moved up from Construction Coordinator to Director-Theatre Construction. **John Norton** has been upped from Assistant to the Vice President-Purchasing and Construction to Director of Purchasing-Theatre Equipment.

Supervisory promotions have occurred in the field as well. **Larry Pittman** has been named Regional Director-Operations in the Southern Region replacing Vic Gattuso who resigned.

Larry Anderson has been promoted to Division Manager and assumes responsibilities for all theatres previously supervised by Pittman out of the Atlanta office. Anderson had been Manager of Akers Mill Square Cinema in Atlanta.

Doug Oines has been named Division Manager replacing Dennis Mahaney, who also resigned, in the Denver office. Oines was previously Manager of Greenpoint Cinema in Houston and City Manager for that area.

sweet talk

Columbus, Ohio, cinema tops circuit in Concession Department's holiday decoration contest

Gary Foulke, Manager of Town & Country Cinema, Columbus, Ohio, used a railroad theme to decorate his theatre's refreshment stand to capture the circuit's first prize in the '81 Holiday Decoration contest.

Patrons purchased their tickets at the Holiday Station then moved on to the Cinema Express locomotive where they could buy popcorn, drinks and candy.

Foulke and his staff also created a fireplace display complete with silhouettes of human figures and giant-sized toy soldiers.

Town & Country decor reflected the staff's Christmas spirit. It was an

ambitious project deserving of the \$150 grand prize.

Two theatres ended up in a dead heat for second prize in the circuit. Manager Al Bourdow and his staff erected Santa's Cinema behind the refreshment stand at Green Acres Cinema in Saginaw, Michigan, while Grace Michler and her employees constructed a row of shops along their stand at Forest Mall Cinema in Fond Du Lac, Wisconsin.

Santa's Cinema at Green Acres came complete with a lighted marquee, miniature poster cases and a pylon that wished all patrons a Merry Christmas. Refresh-

(Continued on Page 7)



The Cinema Express, above, is loaded and ready for business at Town and Country Cinema in Columbus, Ohio. Below, silhouettes dance in front of a fireplace in the theatre's lobby.



sweet talk

(Continued from Page 6)

ment cups and buckets were displayed beneath this scene in a stagelike setting.

The "theme shops" at Forest Mall Cinema consisted of toys, candy and a bakery all under a multi-colored 'slate' roof.

Third prize went to Bill Fontana, Manager of Echelon Mall Cinema in Voorhees, New Jersey. At each end of his refreshment counter stood large, imposing toy soldiers. The back wall was effectively decorated with white boughs, poinsettias and tiny white lights. Snowflakes and a row of snowflake-decorated red banners hung from the ceiling for a conservative but attractive overall scene.

The following is a regional breakdown of the Managers who won first prize in their respective Divisions.

Southwest Region - Cecil Speer, Hickory Ridge Cinema, Memphis, Tennessee; Jill Norris, Southroads Cinema, Tulsa, Oklahoma; Doug Oines, Greenspoint Cinema, Houston, Texas; and Bob Winkelman, Cinema V, Fort Worth, Texas.

Northeast Region - Bill Fontana, Echelon Mall Cinema, Voorhees, New Jersey; Keith Polak, North Shore Cinema, Boston, Massachusetts; Jeanne Tiezzi, North Dartmouth Cinema, North Dartmouth, Massachusetts; Lee McCullough, Seaview Square Cinema, Ocean, New Jersey.

Central Region - Gary Matz, Mellett Mall Cinema, Canton, Ohio; Gary Foulke, Town & Country Cinema, Columbus, Ohio; Dennis Isbrandt, Thruway Mall Cinema, Buffalo, New York; Al Bourdow, Green Acres Cinema, Saginaw, Michigan.

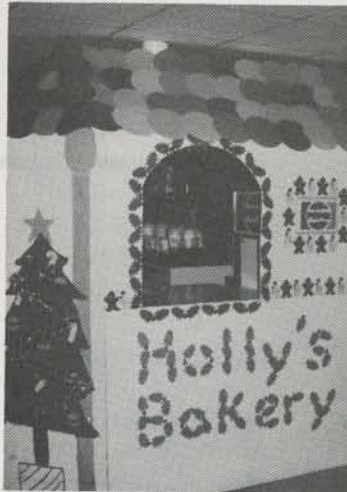
Southeast Region - Bob Marden, University Square Cinema, Tampa, Florida; Chuck Myers, Perring Plaza Cinema, Baltimore, Maryland; Mark Melvin, Hanes Mall Cinema, Winston Salem, North Carolina.

Midwest Region - Richard Hosman, Town East Cinema, Wichita, Kansas; Paul Boughamer, Griffith Park Cinema, Griffith, Indiana; Grace Michler, Forest Mall Cinema, Fond Du Lac, Wisconsin; Dave Anderson, Southtown Cinema, Minneapolis, Minnesota; Gene Foster, Glendale Cinema, Indianapolis, Indiana.

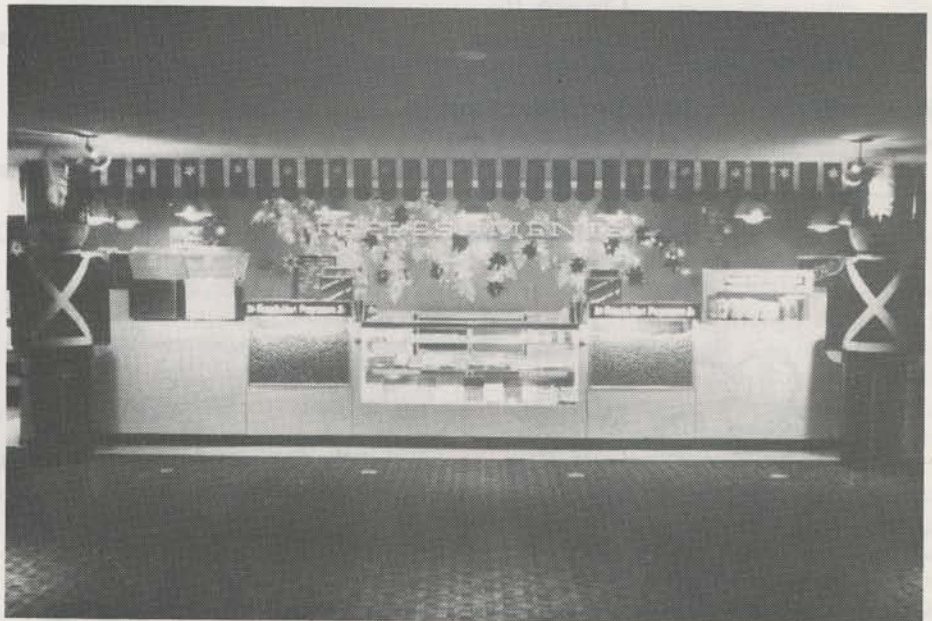
Western Region - John Flodin, Overlake Cinema, Seattle, Washington; Ed Phinney, Cielo Vista Cinema, El Paso, Texas; Mark Grogan, Valley Plaza Cinema, Bakersfield, California; Gary Porasso, Hillsdale Cinema, San Mateo, California.



Santa's staff and Mrs. Claus are helping him put the finishing touches on his cinema at Green Acres Cinema in Saginaw, Michigan.



A candy shop, bakery and toy store (not shown) offer tempting treats at Forest Mall Cinema, Fond Du Lac, Wisconsin.



At Echelon Mall Cinema in Voorhees, New Jersey, giant toy soldiers guard the refreshment stand which is all decked out and ready for the holiday business.

Big Is More Super Bowl Concession contest winners announced

The Big is More Super Bowl competition was fierce, drawing teams from all over the country. But once the fans had left the theatres, the officials were able to review the statistics and determine the victors. And there were a lot of victors - the Managers and Staffs of over 50 theatres shared the Super Bowl proceeds - a total of 108 prizes worth over \$6,000.

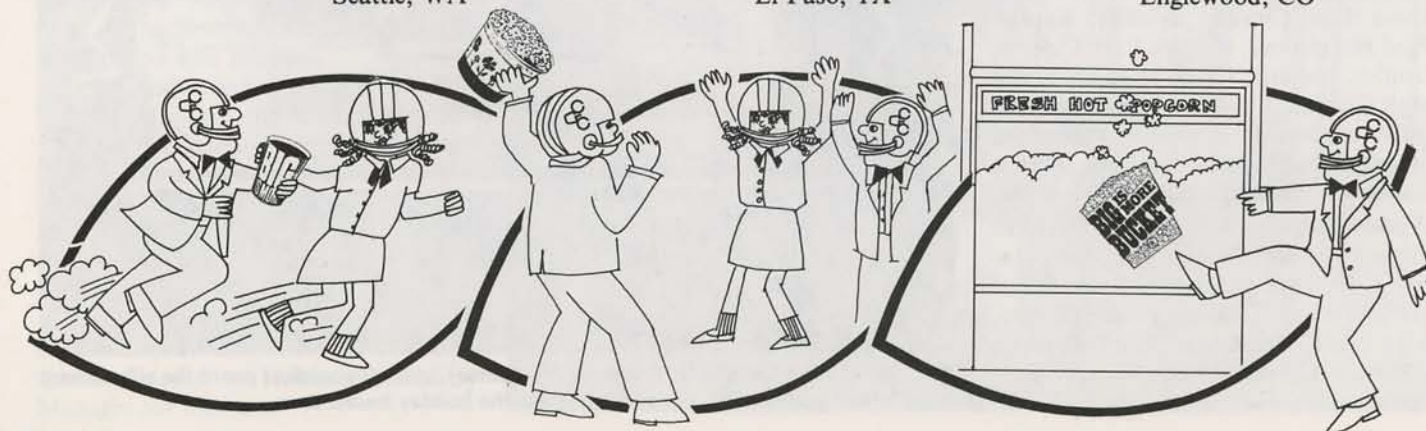
The winning theatres from each region are listed below. Congratulations to the victors and better luck next time to those who just missed.

32 oz. Cold Drinks

Golden Buckets

Big Is More Popcorn

Southwest Region	1st - Whitehaven Cinema Memphis, TN	1st - Meyerland Cinema Houston, TX	1st - Valley View Cinema Dallas, TX
	2nd - Irving Mall Cinema Dallas, TX	2nd - Greenspoint Cinema Houston, TX	2nd - Baybrook Cinema Houston, TX
	3rd - Lakeside Cinema New Orleans, LA	3rd - Quail Creek Cinema Shreveport, LA	3rd - Gateway Plaza Cinema Beaumont, TX
Northeast Region	1st - Hanover Mall Cinema Hanover, MA	1st - Mercer Mall Cinema Trenton, NJ	1st - Galleria Cinema White Plains, NY
	2nd - Arcadian Cinema Ossining, NY	2nd - Maine Mall Cinema Portland, ME	2nd - Woodbridge Cinema Woodbridge, NJ
	3rd - Ocean County Mall Cinema Toms River, NJ	3rd - Menlo Park Cinema Edison, NJ	3rd - Fresh Pond Cinema Boston, MA Burlington Mall Cinema Burlington, MA
Central Region	1st - Wyoming Valley Mall Cinema Wilkes Barre, PA	1st - Mercury Cinema Cleveland, OH	1st - Summit Park Cinema Niagara Falls, NY
	2nd - Gold Circle Mall Cinema Cincinnati, OH	2nd - Northland Cinema Columbus, OH	2nd - Mounds Mall Cinema Anderson, IN
	3rd - Parmatown Cinema Cleveland, OH	3rd - Eastland Cinema Columbus, OH	3rd - Shoregate Cinema Cleveland, OH
Southeast Region	1st - Coliseum Cinema Hampton, VA	1st - Tanglewood Mall Cinema Roanoke, VA	1st - Charlottetown Cinema Charlotte, NC
	2nd - Janaf Cinema Norfolk, VA	2nd - Janaf Cinema Norfolk, VA	2nd - Lauderhill Cinema Fort Lauderdale, FL
	3rd - Bellair Cinema Daytona Beach, FL	3rd - Regency Cinema Augusta, GA	3rd - Harundale Cinema Baltimore, MD
Midwest Region	1st - Lafayette Square Cinema Indianapolis, IN	1st - Sherlark Park Cinema Minneapolis, MN	1st - Duck Creek Cinema Bettendorf, IA
	2nd - Tradewinds Cinema Chicago, IL	2nd - Louis Joliet Cinema Joliet, IN	2nd - Bay Park Square Cinema Green Bay, WI
	3rd - Mann Cinema Minneapolis, MN	3rd - Town West Cinema Wichita, KS	3rd - Mann Cinema Minneapolis, MN
Western Region	1st - Sun Valley Cinema Concord, CA	1st - Citadel Cinema Colorado Springs, CO	1st - Villa Italia Cinema Denver, CO
	2nd - Thomas Mall Cinema Phoenix, AZ	2nd - Cherry Creek Cinema Denver, CO	2nd - Metro Center Cinema Phoenix, AZ
	3rd - Aurora Cinema Seattle, WA	3rd - Cielo Vista Mall Cinema El Paso, TX	3rd - Cinderella City Cinema Englewood, CO



Radio has become a very important medium for film promotion because the radio audience is the theatre's audience and what a sizable audience it is! For this reason, we think it's important to devote a regular column in *CinemaScene* to the topic of radio promotions. We'll include in this space descriptions of radio promotions that were put together by Managers, in addition to ideas and advice on promos. If any Managers or Assistant Managers would like to submit material they think would be helpful to their fellow Managers, we'll gladly consider it.

Ed Phinney, Manager of Cielo Vista Cinema in El Paso, Texas, writes our first column. Regular readers of *CinemaScene* are familiar with Phinney's name. He's very active in the area of promotions and his activities appear regularly in this publication. (His latest promotion, for *The Border*, is described in this issue under Promotion-of-the-Month.) Here Phinney explains how to go about setting up a radio promotion.

"In promoting a film with a radio station, the first thing I think of is the idea, 'tie-in.' What store or what organization can I tie in with for a film promotion and use a radio station? In today's times, it's very rare that we have a radio budget on a film, since most of these buys are being made through advertising agencies. However, this doesn't mean that radio stations aren't willing to deal with local Theatre Managers.

Almost all radio promotions that I've set up are tie-ins with local merchants such as clothing, book and record stores, or even restaurants. I give the radio salesperson ideas to tie in with these merchants. The salesperson approaches the merchants with the ideas and gets them to place a radio buy on his station.

For instance, on the film, *I Ought To Be In Pictures*, we tied in with a camera shop. We gave them a display in our lobby and 50 passes to the opening weekend of the film. They, in turn, put up a display in their store, gave us \$500 worth of cameras to give away, and bought 50 radio spots on a local station to promote the film and giveaways.

For the film, *Four Friends*, we were able to tie in with a clothing store called For Friends. They gave away a \$300 gift certificate and bought a \$500 radio schedule, as well as set up a display.

On the film, *Annie*, I've set up a promotion with a motorcycle dealership called Annie D. Suzuki. They're giving away a motorcycle and buying a \$2000

Columbus, Ohio, Division holds meeting for Assistant Managers and Chiefs of Staff



Ed Dineen, Regional Vice President-Operations in the Central Region, addresses Assistant Managers and Chiefs of Staff at a recent April meeting. Pictured left to right are James Cotter, Cheri Eure, Greg Holloway, Judith Pherigo, Rex Biederman and Steve Kinser.



Also attending the Central Region's meeting for Assistant Managers and Chiefs of Staff are (l. to r.) Don Shivley, Rita Morales, Susan Ayers, John Hastings, Mary French, Tana Armstrong and Pat Downer.

radio schedule.

Record stores are another very important tie-in prospect, mainly because most of their radio buys are co-op from record labels. On the films, *Chariots of Fire*, *Annie*, or any film that has a major soundtrack, there's sure to be money available for radio buys through these record stores. For a few passes and a small lobby display which advertises the soundtrack's availability at the record store, these merchants will be happy to plug their spots with the name of the theatre that's playing the film, as well as set up a poster display in their stores.

The thousands of dollars that are

generated in buys for these radio salespeople through theatre tie-ins will have them knocking on your door every week. The first step, though, is up to you—the Theatre Manager. You have got to get to know the radio people in your market and present them with ideas on how they can make money through tie-ins. As hard as it is for us to go out and sell Audio Spots and Christmas Greetings, you can imagine how hard it is for radio salespeople to sell radio commercials, especially to new or smaller stores. A tie-in on a major film opens the door for them and generates ongoing theatre promotions and attendance for you."

promotion-of-the-month

The Border a success

(Continued from Page 1)

drawing. Registration was held at the cinema only where thousands filled out forms.

The radio station gave away 200 free

passes to the film on the air. Those who won were automatically entered into a drawing for three prizes: a color television, a portable tape recorder and a camera.

Then on opening night two television stations provided coverage.



The lucky winner of a \$1000 Suzuki motorcycle poses with his prize at Cielo Vista Cinema in El Paso. The bike was the prize in one of the events staged to promote *The Border*.

Hanover Assistant acts as 'speaker of house'

Assistant Manager Neal T. Zapponi of Hanover Mall Cinema, Hanover, Massachusetts, has been on the 'talk circuit' lately delivering the media message regarding the movie industry.

Zapponi recently spoke before a group of sixth graders at a school in South Weymouth, Massachusetts. Following a screening of *Taps*, Zapponi was invited by their teacher to participate in a student discussion about the media and mass communications.

On an earlier occasion, Zapponi spoke to 20 female high school students from Rockland, Massachusetts. At that time, he led their classroom discussion on *The French Lieutenant's Woman*. The girls had seen the movie at Hanover Mall with their instructor as part of a Women in Literature course. Using notes taken while screening the film and the GCC theatre guide as a handout, Zapponi presented a quick hour of enlightening information.

Zapponi is a graduate of Emerson College in Boston. He holds a degree in mass communications and has been employed with GCC for seven months.

You know you're getting older when...

You realize that reading the comics isn't fun anymore.

brass ring awards

\$25 BIG BRASS RING

KEN AMBROSE, Manager, and **JEFF RINEHART**, Assistant Manager, Chapel Hill Cinema, Akron, OH: 'good neighbor' radio call-in contest to promote *Neighbors*.

LARRY ANDERSON, Manager, Akers Mill Square Cinema, Atlanta, GA: radio trivia contest to promote *Modern Problems*, *Absence of Malice* and *Sharky's Machine*.

GORDON BAXLEY, Manager, Georgia Square Cinema, Athens, GA: radio trivia contest for *Ghost Story* with dinner/movie packages as prizes.

ERIC BLAND, Manager, Parkdale Mall Cinema, Beaumont, TX: assistance in the apprehension of bank robber (reported in last month's *CinemaScene*).

FRANK BONAT, Manager, Towne West Cinema, Wichita, KS: rebuilding of popcorn machine.

SKIP BRYANT and **PAUL TURNER**, Staff Members, Fashion Square Cinema, Orlando, FL: alertness which foiled robbery attempt (Share award).

DAVE CHERRY, Manager, Everett Mall Cinema, Everett, WA: radio/newspaper promotion with prize giveaway for *Ghost Story*, *Reds*, *Absence of Malice*, *Neighbors*, *Ragtime*,

and *Modern Problems*.

JAY COBB, Manager, University Park Cinema, South Bend, IN: personal appearance of star from *Four Friends* and pizza giveaway (180!) to promote weekend of midnight movies.

STEVE CRISP, Manager, Southlake Mall Cinema, Atlanta, GA: promotion with town police for *Sharky's Machine*.

NORBERT DANNATT, Manager, Citadel Cinema, Colorado Springs, CO: repair of popcorn bin; extensive plumbing work in restrooms (2 awards).

CHUCK DELAGRANGE, Manager, Rolling Acres Cinema, Akron, OH: screen and seat repair.

TIM DOERZBACHER, Assistant Manager, Greengate Cinema, Greensburg, PA: efforts which led to apprehension of robber.

CHRIS DEMOS, Manager, Harlem Cermak Cinema, Chicago, IL: promotional efforts on behalf of *Sharky's Machine* and *Ghost Story*.

RENEE ELING, Manager, Tradewinds Cinema, Chicago, IL: extensive carpet cleaning.

STEVEN FITCH, Manager, York Plaza Cinema, Baltimore, MD: promotions for *Ghost Story* and *Modern Problems* which included concessions, crossplugs with merchants, radio, and decorations (2 awards).

(Continued on next page)

brass ring awards

(Continued from previous page)

MARK GROGAN, Manager, Valley Plaza Cinema, Bakersfield, CA: radio promotion with one-sheet giveaway and crossplug poster displays for *Taps*.

CHRIS HAINES, Manager, Gold Circle Mall Cinema, Cincinnati, OH: repair of HVAC system and replacing of water-damaged ceiling tiles (2 awards).

LEO HAMLYN, Manager, Greengate Cinema, Greensburg, PA: radio promotions for *Heartbeeps* and *On Golden Pond*; efforts which led to apprehension of robber (2 awards).

STUART HOFFMAN, Manager, Perimeter Mall Cinema, Atlanta, GA: display of 'world's largest pinball machine' and contest centered around Christmas decorations for *Modern Problems*.

KEITH ISAAC, Manager, Paradise Mall Cinema, Phoenix, AZ: radio promotion and one-sheet giveaway for *Neighbors*.

JOHN KATIN, Staff Member, Fresh Pond Cinema, Boston, MA: extensive seat repair.

BOB KLAAS, Manager, Lehigh Valley Cinema, Allentown, PA: radio contests for *Sharky's Machine*, *Ghost Story* and *Making Love* (2 awards).

MIKE KOWALLEK, Manager, Southgate Cinema, Cleveland, OH: repair of seats, screen, and wall tiles and creation of poster display area.

BETTY LEAVITT, Assistant Manager, Fresh Pond Cinema, Boston, MA: extensive cleaning and maintenance.

MIKE MALMSTROM, Manager, Eastland Cinema, Charlotte, NC: radio promotion for special screening of *Buddy Buddy*; radio promotion for *Modern Problems* where admission to special show was a toy for Toys for Tots program (2 awards).

GARY MATZ, Manager, Mellett Mall Cinema, Canton, OH: look-alike contest for *Neighbors*; display for *Taps*; decorations for Valentine's Day and Halloween.

BOB McCLURE, Manager, Boulevard Mall Cinema, Buffalo, NY: co-promotion with radio station for *Taps*.

CRAIG NICHOLS, Manager, Reno Sparks Cinema, Reno, NV: tie-up with radio station for promotional screening of *Modern Problems*.

KJEL NORE, Manager, Bush River Cinema, Columbia, SC: prize packages given to radio listeners to promote *Porky's* - grand prize winner had 50-seat reserved section for *Shock Treatment* on New Year's Eve.

JEFF ODDO, Assistant Manager, Cherry Hill Cinema, Cherry Hill, NJ: general radio-promotion which tied in all GCC theatres in Philadelphia area.

MIKE O'NEILL, Manager, Eastlake Square Cinema, Tampa, FL: installation of new ice maker.

ED PHINNEY, Manager, Cielo Vista Mall Cinema, El Paso, TX: extensive promotion for *The Border* (see Promotion-of-the-Month).

WILLIAM PICKERING, Projectionist, and **RICH KRAMCSAK**, Staff Member, Mayland Cinema, Cleveland, OH: foiled attempted break-in at theatre (Share award).

BILL QUARTERS, Manager, Warwick Cinema, Warwick, RI: free radio publicity for non-sponsored midnight movies at three theatres.

GEORGE RAMSDELL, Manager, Vintage Faire Cinema, Modesto, CA: radio promotion with prize giveaway for *Absence of Malice* and *Taps*.

BARBARA SNYDER, Manager, Imperial Cinema, Lakeland,

FL: reconditioning and painting throughout theatre.

LANARK THORNTON, Manager, Britton Cinema, Tampa, FL: repairs and painting throughout theatre.

JEANNE TIEZZI, Manager, North Dartmouth Cinema, North Dartmouth, MA: radio trivia contest with donated merchant prizes; displays for Oscar-nominated films.

FRED TOMEO, Manager, 170th Street Cinema, Miami Beach, FL: extensive repairs at theatre; extra maintenance work while Assistant Manager at South Shore Cinema, Braintree, MA (2 awards).

CHYMENE WHITESIDE, Chief of Staff, Lake Air Cinema, Waco, TX: extensive seat repair.

FRED WITTENBERG, Assistant Manager, Beaver Valley Cinema, Pittsburg, PA: multi-faceted promotion for *Super Fuzz*.

JEFF WITTIG, Manager, Alpha Cinema, Kokomo, IN: installation of intercom system.

\$15 MEDIUM BRASS RING

KURT BANFORD, Projectionist, Mayland Cinema, Cleveland, OH: installation of ignitor circuit.

RAY BEGOVICH, Assistant Manager, and **VIRGINIA BOYER**, Staff Member, University Park Cinema, South Bend, IN: in-theatre contest for Valentine's Day (Share award).

FRED BROBST, Manager, Beaver Valley Cinema, Pittsburg, PA: multi-faceted promotion for *Super Fuzz*.

CINDY DAVIS, Manager, Lincoln Mall Cinema, Lincoln, RI: on-going radio promotion for theatre's films.

CHUCK DELAGRANGE, Manager, and **JOHN HETSCH**, Projectionist, Rolling Acres Cinema, Akron, OH: electrical repairs of popcorn warmers (1 award each).

JACK FLEMING, Manager, Capital Plaza Cinema, Austin, TX: arrangement of Willie Nelson interview with TV station.

ROBERT GOTTRY, Manager, Tampa Bay Cinema, Tampa, FL: lobby display for *Absence of Malice*.

CHRIS HAINES, Manager, Gold Circle Cinema, Cincinnati, OH: painting of walls and ceilings of auditoriums.

STEVE HARVIN, Staff Member, Ashley Plaza Cinema, Charleston, SC: mural painting for *Pennies From Heaven*.

BILLY HODGES, Manager, and **TOM ADAMO**, Assistant Manager, Springfield Cinema I-II, Springfield, VA: mall display of newspaper operation for *Absence of Malice*. (Share award).

CARL HOLT, Staff Member, Charles Towne Square Cinema, Charleston, SC: mural painting for *Modern Problems*.

GREG JONES, Assistant Manager, Hanes Mall Cinema, Winston Salem, NC: radio promotions for *Sharky's Machine* and *Absence of Malice* (2 awards).

ALAN KALISH, Assistant Manager, Southgate Cinema, Cleveland, OH: extensive painting of lobby.

DAVE KIDDER, Manager, Sequoia Mall Cinema, Visalia, CA: newspaper contest for *Taps*, *Neighbors*, and *Modern Problems*.

MIKE KOWALLEK, Manager, Southgate Cinema, Cleveland, OH: ticket stub drawing for prizes to promote *I Ought To Be In Pictures* and *Cat People*.

RICHARD KVACEK, Staff Member, Southgate Cinema, Cleveland, OH: extensive carpet cleaning.

BOB MARDEN, Manager, University Square Cinema, Tampa, FL: crossplug promotion with record stores for *Chariots of Fire* and tuxedo shop for *Pennies From Heaven*.

GARY MATZ, Manager, **WES WOOLMINGTON**, Assistant

(Continued on Page 12)

brass ring awards

(Continued from Page 11)

Manager, and **MARK VRABEL** and **TODD BOURNE**, Staff Members, Mellett Mall Cinema, Canton, OH: extensive cleaning and painting of floors and all seats in two auditoriums (1 award each).

MIKE MALMSTROM, Manager, Eastland Cinema, Charlotte, NC: radio contest to promote *Rollover*.

RALPH MECKFESSEL, Manager, Westgate Cinema, Cleveland, OH: flowers for staff members and theatre decorations for St. Patrick's Day.

MARK MELVIN, Manager, Hanes Mall Cinema, Winston Salem, NC: academy drill team performance for *Taps*.

CHUCK MYERS, Manager, Perring Plaza Cinema, Baltimore, MD: crossplug promo for concession giveaway for *Sharky's Machine*; crossplug promo for *Heartbeeps* (2 awards).

GIGI PELLETIER, Assistant Manager, and **PATTY MULLEN**, Chief of Staff, Naugatuck Cinema, Waterbury, CT: Valentine's Day decorations at refreshment stand.

WILLIAM PICKERING, Projectionist, Mayland Cinema, Cleveland, OH: screen repair.

KATHY PINCHECK, Assistant Manager, Southgate Cinema, Cleveland, OH: crossplug promo for ice cream cake giveaway at Easter.

BARBARA PRINTUP, Manager, South Park Cinema, Charlotte, NC: poster giveaway concession promotion.

MARGE RAFFERTY, Manager, Pompano Cinema, Pompano Beach, FL: concession stand decoration for *Sharky's Machine*.

ED RENDEN, Manager, Garden City Cinema, Cranston, RI: radio trivia contest for general film promotion.

MIKE ROMICK, Manager, Mercury Cinema, Cleveland, OH: St. Patrick's Day concession promotion and decorations.

STEVE SHERWINDT, Manager, Naugatuck Cinema, Waterbury, CT: night on the town contest for Valentine's Day.

PHIL THORNE, Manager, Springfield Cinema III-VI, Springfield, VA: *Reds* crossplug promotion and coupon giveaway tied in with merchant.

JEANNE TIEZZI, Manager, North Dartmouth Cinema, North Dartmouth, MA: St. Patrick's Day decorating of refreshment stand.

JEFF WITTIG, Manager, and **JAMES WOOLEY** and **DAVE HAMREN**, Staff Members, Kokomo Mall Cinema, Kokomo, IN: renovation of four auditorium floors (1 award each).

CRAIG ZACKER, Manager, Regency Cinema, Augusta, GA: radio promotions for *Sharky's Machine* and *Neighbors*.

\$5 SMALL BRASS RING

JOHN BERRY, Manager, South Shore Cinema, Braintree, MA

VIRGINIA BOYER, Staff Member, University Park Cinema, South Bend, IN

ALAN CAMELLI, Manager Rutgers Cinema, Somerset, NJ

CHRIS CAPRIULO, Chief of Staff, Rolling Acres Cinema, Akron, OH

SHARON CONLEY, Staff Member, University Park Cinema, South Bend, IN

STEVE CRISP, Manager, Southlake Cinema, Atlanta, GA

CHUCK DELAGRANGE, Manager, Rolling Acres Cinema, Akron, OH

DON DENEVIC, Manager, Parmatown Cinema, Cleveland, OH

TERESA EDELMAN, Staff Member, Southgate Cinema, Cleveland, OH

AMANDA EDWARDS, Staff Member, Woodland Hills Cinema, Woodland Hills, CA

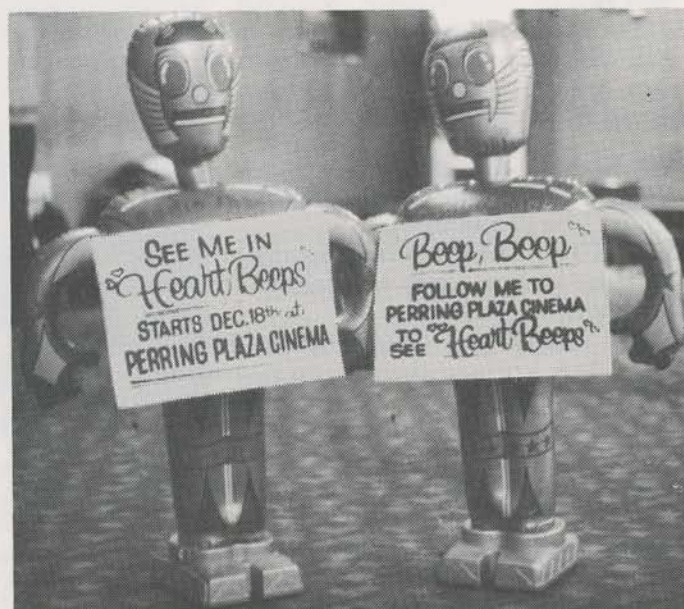
HY GLICKSMAN, Manager, Opera House Cinema, Fort Worth, TX

LISA HALL, Assistant Manager, South Park Cinema, Charlotte, NC

C.D. HOSKINS, Staff Member, Huntington Mall Cinema, Huntington, WV

MARCIA HUNT, Manager, North Park Cinema, Davenport, IA

MARLEN KARMOLINSKI, Staff Member, University Park Cinema, South Bend, IN



Radio-controlled robots greet patrons coming to see *Heartbeeps* at Perring Plaza Cinema in Baltimore, Maryland.

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

JILL KEEFER, Staff Member, University Park Cinema, South Bend, IN

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

CHRIS MCCARTHY, Staff Member, Castleton Square Cinema, Indianapolis, IN

NICK PASSERO, Staff Member, Huntington Mall Cinema, Huntington, WV

MARK PIATT, Manager, Christiana Mall Cinema, Wilmington, DE

AARON SEDMAN, Manager, Fresh Pond Cinema, Boston, MA

ROSE SICILIANO, Manager, Gateway Cinema, St. Petersburg, FL

JOE SNEE, Manager, Western Plaza Cinema, Amarillo, TX (2 awards)

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

BETH WATSON, Staff Member, University Park Cinema, South Bend, IN

WES WOOLMINGTON, Manager, Richland Cinema, Mansfield, OH

activity calendar

ACTIVITY OF THE MONTH

Spring Cleaning - It's that time of year again. Time for the annual Spring cleaning and refurbishing.

First on your list of things to do should be an inspection of all areas of the theatre building including equipment and furnishings. Take written inventory of those areas that need cleaning, painting, repairing and replenishing.

The next step is to set up a work schedule for the theatre staff, one that will ensure that the work is completed prior to the start of the busy summer months.

MAY

Entertainment Gift Book Sales Drive - Continue efforts to sell gift books for the season's special occasions.

School Morning Shows - Contact schools now. Educators are looking for interesting field trip opportunities. Sell them a date at the movies. See them about student morning shows for next fall. They set their programs and budgets during May.

Senior Citizen Shows - Contact banks for sponsorship of Senior Citizen Shows.

Merchant Associations - See the promotion director for your mall or merchant association to sponsor a series.

Holidays - Memorial Day the 30th.

JUNE

Audio Spot Sales - Sell new audio spot accounts and renew old accounts during this period of high film awareness.

Film Promotion Contest - "Free-For-All" has begun! This year's summer film promotion contest is a circuitwide contest that's been personalized for each Region.

Concession Promotion - "Bloomin' Values" coupon promotion is in full swing this month. Make sure the promotion material is up and coupons are being handed out.

Entertainment Gift Books - Continue the sales drive through Father's Day, June 20.

Holidays - Flag Day the 14th, Father's Day the 20th, First Day of Summer the 21st.

JULY

Adwriters '82 - The annual Adwriters contest begins this month. Spruce up those ads! Details soon.

Christmas Greeting Sales - Christmas in July?? That's when many merchants plan Christmas advertising campaigns. Don't miss out!

Concession Promotion - "Bloomin' Values" is flourishing. Continue promotional efforts throughout the month.

Holiday - Independence Day the 4th.

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: June 7, 1982

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

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



(Dead Men Don't Wear Plaid, Universal)

Entry: _____

Entrant's name and position: _____

Location name and number: _____

March's winners



(The Amateur, 20th Century-Fox)

1st Prize - \$25

"Okay, so the movie bombed! Is this any way to treat your booker?"

Michael Manny, Chief of Staff, Cortana Mall Cinema, Baton Rouge, LA

2nd Prize - \$15

"Now - you will go straight to the theatre roof. As you pass over the mob in the parking lot, announce, 'There will be a slight delay in the opening today.'"

Harry Morgan, Manager, Aurora Cinema, Seattle, WA

3rd Prize - \$10

"Please, I promised I wouldn't drop the marquee letters anymore! Can't I use the ladder?"

Melinda Mittower, Assistant Manager, Alpha Cinema, Kokomo, IN