



Attractions



SPRING 2012

IN THE SPOTLIGHT:

- Cinema Show & Tell
- Ratings Awareness: FTC Mystery Shops
- Mid-Atlantic Movie Theft Meeting
- General Membership Meeting
- Scholarship Alumni
- Will Rogers Foundation at Cinema Show
- Flickering Treasures

Mid-Atlantic NATO
 (National Association of Theatre Owners)
 representing
 Maryland - Virginia
 District of Columbia

For Information:
 Contact Doug@
 midatlanticnato.com
 Ph. (443)895-1446

Come One, Come All: Cinema Show & Tell 2012

Please join Mid-Atlantic NATO for our 3rd Annual "Cinema Show & Tell" on Tuesday and Wednesday, May 15 & 16, 2012. Last year we had about 400 attendees including almost 100 reps from about 60 different vendors and 10 film studios. If you had not attended in the past, check out some of the highlights from last year's event inside this issue.



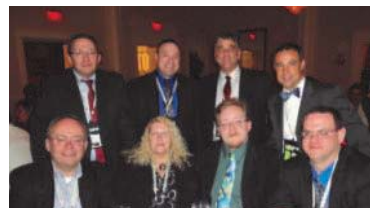
This year's Cinema Show & Tell is scheduled again to take place at the Waterford in Springfield, Virginia, located in beautiful Northern Virginia with easy access to all areas in the Mid-Atlantic area and just a few hours by car or train from our neighbors to the north. Our film presentations will be held at the nearby Regal Stadium Kingstowne 16.



Who should attend?

Vendors - This is your perfect opportunity to meet independent and local theatre owners as well as executives and managers from the larger circuits who influence corporate buyers!

Owners & Executives - Get to know your vendor and film studio reps in a smaller venue where they can take the time to visit with you one on one!



Theatre Managers - This is your chance to feel like you are part of the big picture! Attend educational seminars and share your ideas with industry leaders as well network with fellow managers. Learn about new products from our vendors and meet your film studio reps.

How much will it cost to attend?

Ask anyone that attended in the past, and they will tell you this event is not only great for all the information, but a terrific value as well.



We have a trade show & lunch pass for a mere \$20 while a full two-day registration which includes two lunches, a breakfast, a reception and dinner, plus the trade show, seminars and screenings runs just \$49 to \$99 depending on your affiliation. Note, all rates will go up May 1.

How do we register?

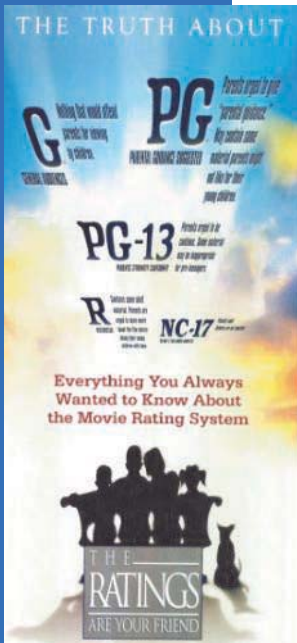
Registration online is easy...Go to www.midatlanticnato.com and pay by credit card or choose "other options" if you would like us to send you an invoice.

Have a group or don't want to register online?

Contact Doug Murdoch:
 doug@midatlanticnato.com
 Office - 410-252-5010
 Fax - 410-252-4592

Make Your Plans.... See the Show & Tell Agenda on Page 3

Federal Trade Commission Conducting Mystery Shopper Survey



FOR R-RATED FILMS
 YOU MUST BE 17 YEARS OF AGE
 OR ACCOMPANIED BY
 A PARENT OR ADULT GUARDIAN
**PHOTO IDENTIFICATION
 REQUIRED**

It is our understanding that the Federal Trade Commission (FTC) will be conducting another Undercover Shopper Survey over the next few months. As with previous efforts, the purpose of the survey is intended to measure industry-wide compliance with the various entertainment media rating systems that place age restrictions on more mature content.

Where they will shop is a mystery, but enforcing the system at your theatre box office should not be.

According to the survey results released in April 2011,

more underage shoppers were able to purchase R-rated movie tickets during 2010 mystery shops than in the prior survey done in 2009. Yes, just when we should have better results, the exhibition industry's enforcement rate went down five percentage points to just 67%. This means that approximately one-third of underage kids were able to purchase tickets to R-rated films during the mystery shops. Unfortunately, movie exhibition was the only industry that did not improve its enforcement rate from prior surveys, and we need your help to be sure this does not happen again.

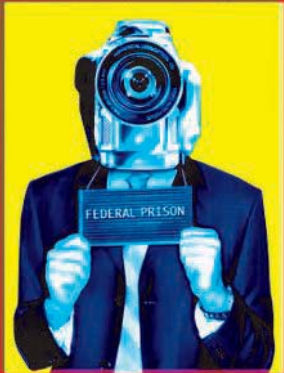
As you are well aware, the voluntary ratings system derives strength and legitimacy from consistent compliance industry-wide. We encourage all exhibitors, both large and small to renew their vigilance on ratings enforcement with their entire theatre teams, and let them know how important enforcement is to the entire industry

Ratings enforcement posters, brochures and other materials are available free to both NATO-member and non-member exhibitors.

Visit NATO's website at www.natoonline.org or contact us for more information.

Mid-Atlantic Movie Theft Seminar

**LEAVE YOUR CAMERA AT HOME.
DO NOT RECORD IN THIS THEATRE.**



Over the past few years, several theatres in the Mid-Atlantic area were identified as the camcording source for films that ended up on non-authorized websites and knock off DVD's, so NATO brought together speakers from the MPAA, Film Studios and Law Enforcement Agencies to work with about 100 local theatre managers and executives on the issue.

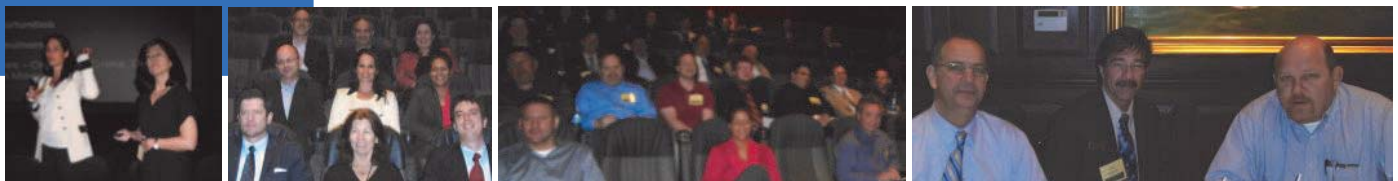
The Mid-Atlantic Movie Theft Seminar was held on Wednesday, March 7, 2012 at Regal's Gallery Place Theatre in Washington, DC.

Mid-Atlantic NATO Executive Director Doug Murdoch opened the meeting with thought provoking comments about what you would do when something was stolen from you and then related it to what you should do when someone

is caught recording a film.

Brigitte Buehlman (NATO) and Belinda Judson (NATO) outlined the issue while Chris Lewert (Paramount) gave a presentation on the global impact of just one illegal copy. John Coghlan (MPAA) discussed how to spot camcorders and showed a video of an actual thief caught in a theatre. Local enforcement officers discussed what to do when you catch a potential recording in progress and how to report to the police.

A lot of information was shared on actual cases, and all were reminded of the Take Action Program. As always, visit NATO's website at www.natoonline.org or contact us for more information and materials.



ATTRACTIONS

Make Your Plans: The Show Agenda



Mid-Atlantic NATO "Cinema Show & Tell" 2012

DAY ONE: Tuesday, May 15, 2012

This event will be held at Waterford at Springfield, 6715 Commerce Street, Springfield, VA 22150

- 10:00 AM - 1:30 PM - Registration Table open to pick up name tag & event tickets.
Goody Bags (for full registered attendees) sponsored by Sonic Equipment Co.
- 11:00 AM - 12:30 PM - Seminar Choice A: NATO/MPAA Ratings Awareness
Speakers include Joan Graves (Chairperson of Classification and Rating Administration (CARA)), Kathy Conroy (Executive Director of NATO), Belinda Judson (NATO State & Regional Liaison)
- 11:30 AM - 12:30 PM - Seminar Choice B: Using Facebook, Twitter and Social Media to Market Theatres
Speakers include Sean Wycliffe (Deal Flicks) and Carrie Dietrich (RTS)
- 12:30 PM - 3:00 PM - Trade Show & Lunch (lunch ends at 1:30 PM)
- 3:00 PM - Shuttles Depart for Regal Kingstowne, 5910 Kingstowne Towne Center, Alexandria, VA
Shuttles sponsored by Cinedigm Digital Cinema
- 3:30 PM - 6:00 PM - Screening of new motion picture from Focus Features (TBA)
- 6:00 PM - Shuttles Return to Waterford at Springfield
- 6:30 PM - 7:30 PM - Cocktail Reception (open bar)
Reception sponsored by Sparkle Cleaning
- 7:30 PM - 9:30 PM - Mid-Atlantic NATO Scholarship Awards Dinner (cash bar)
- 9:30 PM - 12:00 AM - After dinner gathering at Hard Times Café
Cinedigm Shuttle to Hard Times and area hotels

DAY TWO: Wednesday, May 16, 2012

This event will be held at Regal Kingstowne 16, 5910 Kingstowne Towne Center, Alexandria, VA

- 9:00 AM - 10:00 AM - Exhibitor Relations Meet & Greet with Continental Breakfast
Breakfast Sponsored by Best Quality
- 10:00 AM - 1:00 PM - Studio Presentations & Seminar: Operational Risks & Crime in Your Theatre
Speaker Stan W. Reynolds (Vice-President Reynolds & Reynolds Inc.)
- 1:00 PM - 1:45 PM - Lunch Break
- 1:45 PM - 3:30 PM - Studio Presentations & Seminars
- 3:30 PM - 4:00 PM - Mid-Atlantic NATO General Membership Meeting

HOTEL & TRAVEL information available online at midatlanticnato.com

Register online at www.midatlanticnato.com



Photos of Cinema Show & Tell 2011 by Lee Milstead

2011 General Membership Meeting and NATO Panel Discussion



**Mid-Atlantic
NATO President
Mark O'Meara
Welcomes the
Members and
Guests**

Held during the 2011 "Cinema Show & Tell", a large contingency of members and guests attended the Mid-Atlantic NATO General Membership Meeting. President Mark O'Meara greeted the crowd and thanked them for their support. Secretary Dan Herrle reviewed the minutes from the prior meeting and all were accepted. Executive Director Doug Murdoch outlined the agenda for the meeting as well as the two-day conference. President O'Meara announced that long time Board Member Paul Sanchez (P&G Theatres) was retiring from the Board and the group unanimously thanked Paul for his numerous years of service to Mid-Atlantic NATO. A special election was held and David Phillips (RC Theatres) was elected to fill out the term of office. Nominating Chairman John Walker (Cinema Cafes) announced the selection of nominees for the regular election, and Adam Greenbaum (Visulite Cinemas), Dan Herrle (Bow Tie Cinemas), Mark O'Meara (University Mall Cinemas), and Sean South (Regal Entertainment Group) were all unanimously elected to serve a three-year term on the Board.

Immediately following the business meeting, guest speakers from NATO and the MPAA lead a group discussion on important industry matters including such areas as Film Theft, ADA, Ratings Enforcement, and the Digital Transformation. A special thank you to Gary Klein (NATO VP & General Counsel), Belinda Judson (NATO State & Regional Liaison), David Binet (NATO Deputy Director of Membership) and Gary Kissinger (MPAA) for conducting the panel discussions.

The next General Membership Meeting will be held on May 16, 2012. Please plan to attend.



Mid-Atlantic NATO Scholarship Awards... Epilogue

**By Scholarship Chairman
Steve Bochan**

Preparing for the end-of-the-summer beach trip, I always try to pack some good reading material along with the sunscreen, beach towels, beach chairs, and the like. There is nothing quite like enjoying John Grisham's latest bestseller while the waves of the Atlantic Ocean can be heard crashing in the background, the constant summer breezes providing a kind of natural air conditioning, and the peace of mind that results from this atmosphere - so I can't help smiling while packing the car because I know what's coming.

This year I am also bringing along the thank you letters that I received during the past few months from some of the winners of the Mid-Atlantic NATO Scholarship Awards. I never asked for thank you letters - apparently, there are young people out there who still believe (or are taught by their parents to believe) in sending the kind of acknowledgment that once upon a time was routine and considered good manners.

Re-reading these sincere and heartfelt thank you letters takes me back to reviewing the essays and spending the day judging the many worthy applications for a Mid-Atlantic NATO scholarship. Unlike previous judging sessions, this year included some harrowing life-changing stories brought about by the bad economic climate that we are all trying to slug our way through.

Some of our candidates actually lost their homes to fore-

closure; some helplessly watched their parents lose job after job due to cutbacks, layoffs, and business closures; some sadly witnessed the breakdown of their families due to the stress, pressure and unrelenting trauma of parents working two, three or more jobs just to keep the lights on and some food on the table, and some had to care for an ailing sibling or parent while studying and working themselves in a theatre to help out in any way they could.

This of course makes me wonder where our winners got their spirit and will to win; to not allow unfortunate circumstances to keep them from attaining a college education - on getting what they wanted, despite the odds stacked against them.

And then I remember a little film released earlier this year titled, "Win Win."

In this great little movie, a high school wrestler who is slight and not at all intimidating seems to be able to win all of his matches - even when he might be losing by points - almost at the last minute by a sudden burst of energy. This happens no matter how big and talented his opponent is and no matter how close he himself is to being pinned.

His coach, played brilliantly by Paul Giamatti, finally asks him what it is he thinks about that gives him that sudden burst of energy that allows him to overcome his opponent and win. The wrestler, played by newcomer Alex Shaffer, earnestly and simply alludes to

imagining someone holding his head under water trying to drown him, and he does whatever it takes to get his head back above the water.

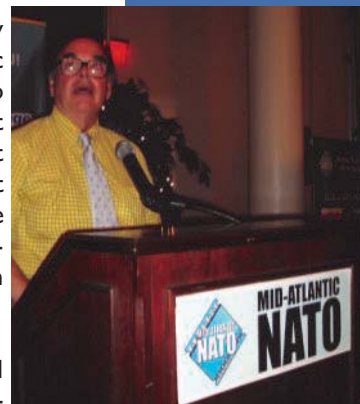
Whatever it takes.

That's the strategy our Mid-Atlantic NATO Scholarship winners shared. That same survival instinct to do whatever it took to get above the crushing circumstances holding them down. And they won.

Interesting, now I feel I should be thanking them (rather than the other way around) for reminding me that we all choose how to handle bad circumstances, and winners always do whatever it takes *not* to be held down.

This may have been the toughest year for many of us and the economy certainly wreaked havoc with many lives. But it has also been the best year, for me personally, to have had the great privilege of participating and getting to know so many great survivors and winners, and to be thought of when giving appreciation for their award.

This beach vacation will be a memorable one, with better reading material than in the past, John Grisham notwithstanding. And I thank the kind winners who thought enough to write to me for that.



Scholarship Chairman Steve Bochan addresses the students and attendees at the 2011 Scholarship Banquet



Editors Note:
With apologies for the delay in publishing the newsletter, Steve's article was written in August of 2011.

Words from Wisdom & Gratitude: 2011 Scholarship Alumni



Amanda Kemp

Regal Columbus Stadium

**\$5000 Irwin R. Cohen
Memorial Scholarship**

Virginia Tech

"This past year I've experienced a terrific change -- my dream of finishing college is finally becoming a reality, as I've transitioned from a 2-year school to a university. Transferring to a four-year school has been challenging, but with the help of the NATO Scholarship, the financial burden of college has been greatly alleviated. Instead of worrying about money, I can concentrate on scholarly endeavors. I'm a member of the Gamma Beta Phi national collegiate honor society and finishing up my Bachelor of Science. I am a two-time winner of a NATO Scholarship and I cannot stress how much it has impacted my life for the better. As I look at graduate schools, internships, and for potential jobs, I hope that each NATO member realizes that how important they've been to me: thank you so much!"

- Amanda Trimmer Kemp



Jennifer Ehlers

Regal Downtown Mall

**\$3000 Jim & Ted Pedas
Foundation Scholarship**

University of Virginia

"I am incredibly grateful for the scholarship I received last year from Mid-Atlantic NATO, and the opportunities I've had because of it. I'm getting ready to graduate with distinction from The University of Virginia in a few weeks, something that was made possible with the assistance of my scholarship. The scholarship also allowed me to cut back my hours at work slightly so I could take an internship at one of the psychology labs here at UVA, which has been an extremely good experience getting to assist with the research going on here as well as gain valuable experience in my field of study. Once again, you have my most sincere thanks for awarding me this scholarship and all of the opportunities that came along with it."

- Jenn Ehlers



Left - Ted Pedas presents award to Jennifer Ehlers



Right - Scott Cohen presents award to Amanda Kemp



Courtney LeCompte

Premier Cinema Cambridge

**\$2000 Paul Roth
Memorial Scholarship**

Chesapeake College

"I cannot begin to express with clarity how important this scholarship was to me and what a positive change it made in my academic life. Instead of sitting in class half-focusing on the lecture and half-worrying about how I was going to pay for the following semester. This scholarship allowed me to release that worry and fully focus on my studies, which allowed me for better comprehension and retention of key information that is going to be the groundwork of my future career in radiography. I cannot all those involved in the Mid-Atlantic NATO Scholarship program enough. Thank you all so very, very much!"

-Courtney



Monique Henderson

Cinema Café Hampton

**\$1500 Jerry Gordon
Mid-Atlantic NATO Scholarship**

Old Dominion University

"Being a recipient of last year's Mid-Atlantic NATO Scholarship did more than just help me financially. As a college student, it can be difficult to stay motivated and on the right track. This can happen for a number of reasons but one reason I have noticed is because students receive more pressure than encouragement from the people that should be supporting them. It was amazing to see that there are people that care about students and want them to do their best and reward them for it. Winning that scholarship motivated me even more to succeed so one day I can give back too."

Thank you,
Monique Henderson



Christina McClarren

Fox Sun & Surf

**\$1500 Mid-Atlantic NATO
Scholarship**

University of Pittsburgh

"The scholarship helped me out in probably the best way possible. It covered more than the remaining balance on my account at school and gave me the opportunity, for the first time at school, to not worry about my school bill. That was probably the best feeling ever because every other semester I was concerned on whether or not I would have enough money to pay the school. The little bit of extra money I had left over from the scholarship went towards paying for any of the books I needed. Getting the scholarship was a very rewarding experience for me, and I am very grateful for the fact that I was able to receive the scholarship!"

Thanks,
Christina McClarren



April Whisenand

Regal Westview Stadium

\$1500 Mid-Atlantic NATO Scholarship

Drexel University

“I am proud to have received Mid-Atlantic NATO Scholarships four times throughout my college career. This honor has provided me with the important opportunity of education that would have otherwise been a struggle to obtain. I am truly grateful for the generosity of Mid-Atlantic NATO and appreciate the opportunity that generosity has afforded me.”

-April Whisenand



Regal DM'S John Boggs, Bryan Kjar, Pete Gotthold, and Sean South present Scholarship Plaque to Caroline Seifert



Daria Payne

Cinema Café Pembroke

\$1000 Mid-Atlantic NATO Scholarship

Old Dominion University

“This award definitely helped me a lot this academic year. I was able to take extra classes and find an internship. I am looking forward to graduate this year and start my career in accounting. NATO scholarship is a awesome opportunity for students. I encourage everybody to take advantage of it. Plus the dinner and conference were great. I met a lot of interesting people there. “

- Daria Payne



John Winston Sperry

Regal Aquia

\$1500 Mid-Atlantic NATO Scholarship

George Mason University

“Over a span of two years I was awarded two scholarships from NATO for \$1,000 and \$1,500 for a total of \$2,500. With the money NATO provided me I estimate that I will save overall \$3,750 (\$1,250 in interest) over the lifetime of my student loans. In relative terms this means I will save roughly \$22.50 a month (14.5%) on my monthly student loan repayment plan. Provided NATO's support for my studies, this semester I focused the studies of one of my projects on the implications of ACTA/SOPA legislation of which will have a profound impact on movie global piracy.”

-John W. Sperry



Christina Noelle Budd

The Grandin Theatre

\$1000 John G. Broumas Memorial Scholarship

Randolph College

"Not only am I greatly appreciative of the Mid-Atlantic NATO Scholarship that I received last spring, but my mom is as well. As a single parent, she is grateful for any assistance offered that can contribute to my education. The scholarship helped make my tuition payments much easier than it would have been without it. Thank you to all of the members for supporting the movie theatres and its employees of Virginia, Maryland, and the District of Columbia!"

Thank you again,
~Christina Budd



Andrew Morris

Regal Valley View Grande

\$1000 Charles Fogel Memorial Scholarship

Roanoke College

“I just want to take this opportunity to thank you, and everyone else involved in the NATO scholarship organization! It has been such a blessing for me and my family for the past three years. I am forever grateful for the generosity you all have shown me.

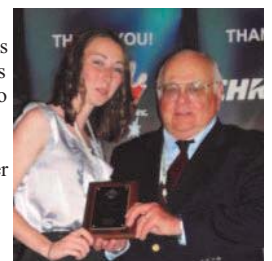
Thank you again for everything you, your organization and its generous donors have done for me the past three years! “

Andrew Morris



Left - Robert Macias (Fandango) presents scholarship award to Andrew Morris

Right - Keith Spitzer presents award to Emily Trueblood



Rick Novak, Mark O'Meara, Adam Greenbaum, and John Walker present award to Daniella Roberts



Caroline R. Seifert

Regal Harrisionburg Stadium

\$1000 Sam Bendheim III Memorial Scholarship

James Madison University

"I would like to express my immense gratitude to the members who made this scholarship possible. I am thankful for the chance to be able to focus on my academics without spending the year worrying about affording my education. Graduate school seems much more possible when the burden of undergraduate fees and tuition are slightly lifted and I thank all of those who contributed to this part of my education."

Thank you,
Caroline Seifert



Sarah Jean Laslo

Royal Cinemas

\$1000 Mid-Atlantic NATO Scholarship

George Mason University

"Thank you so much to the Scholarship Committee of Mid-Atlantic NATO. With your help, I have been able to maintain my stay at George Mason University and further my education. I have had a very successful two years at George Mason thus far, and I find myself both humbled and grateful to have been awarded one of your scholarships. The added bonus of being able to enjoy the Manager's Seminar was absolutely incredible as well. Since I am studying film, it was truly an unforgettable experience to actually meet representatives from each distribution company. They were the very people I hope to work with one day, and I owe it all to Mid-Atlantic NATO for not only furthering my education, but granting me the chance to witness the relationships between film distributors and theater managers firsthand. So once again, thank you, from the bottom of my heart, for blessing me with so many remarkable opportunities. You have helped bring me even closer to my dreams, and for that I will be forever grateful."

Sarah Laslo



Ryan Brewer

Regal Hunt Valley

\$3,000 Jerome "Jerry" Gordon Memorial Scholarship

Pennsylvania State University

"I would like to personally thank you for the gift of the Jerry Gordon Memorial Scholarship that you have give me. After four years of hard work, I am certainly grateful the honorable scholarship and promise to carry on my dedication to academics for another four years and beyond. I am especially thankful because I know the value of a dollar, and after working hard for Regal this past year I have gained an excess appreciation for any type of monetary gift. Every dollar I have received will not be taken for granted. Thank you as well for the opportunity to attend the scholarship banquet with my family. It was a wonderful dinner and it was great to see what my hard work can accomplish. Thank you from the bottom of my heart, and God bless."

- Ryan Brewer



Daniella Roberts

Georgia Theater Danville Stadium

\$2,000 Independent Owners of Virginia Scholarship

James Madison University

"I just wanted to say thanks to Doug, my sponsors and my manager for informing me about the Mid-Atlantic NATO Scholarship. The scholarship was very helpful to my college journey and experience. It helped me finish paying for my tuition first semester and it was a huge relief to my mother and I. I greatly appreciate everyone that helped put part in sponsoring the scholarship I received. I really appreciate the help and I'm very grateful that I was selected as a recipient. Thank you so much, "

Daniella Roberts



Jennifer Panton

Cinemark Movies Chesapeake

\$2,000 Mable G. Gordon Memorial Scholarship

Virginia Wesleyan College

"I want to thank you again for the amazing experience last year at the scholarship banquet; the Mid-Atlantic NATO did a great job with everything.

All I can really think to say is thank you to the Mid-Atlantic NATO and anyone who is involved with the scholarship program. Last year's scholarship helped me pay for the extraordinary school I currently attend. "

-Jennifer Panton



Janet Gordon presents award to Ryan Brewer



Anthony Drayton

Cinemark Movies Chesapeake

\$1,500 Ross & Sam Wheeler Memorial Scholarship

George Mason University

“I just wanted to say that it was the only reason I was able to come to the college I am attending, GMU, and it has helped me to meet friends I know I will know forever. It gave me more than just an education. Thank you to everyone.”

- Antony Drayton



Celeste Paige Cox

Marquee Cinemas Wytheville

\$1,000 Jim & Ted Pedas Foundation Scholarship

Wytheville Community College

“Last year I won 1,000 dollars and it really helped me out with my first year of college. It paid for all my books and also covered my student fees. Without this money it would have been very hard for my family to come up with the funds to cover these necessities. I am so very thankful for the members who donate to this scholarship because education has always been very important to me and they are helping to make it easier for people to achieve their goals of going to college.”

Thanks so much,
-Celeste Cox



Susan Hackney

Regal Kingstowne Stadium

\$1,500 Mid-Atlantic NATO Scholarship

Longwood University

“Thank you so much for awarding me with \$1,500 for my freshman year of college! You are allowing me to pay for my education and this is the best gift anyone could receive. I promise to use this opportunity to educate myself and go out and also help the world excel and lend a hand at time of need as you have done for me!”

Again thank you so much.”

Sincerely, Susan Hackney



Gerald B. Cook II

Regal Valley Mall

\$1,000 Mid-Atlantic NATO Scholarship

Hagerstown Community College

“I believe knowledge is power. I plan to empower many minds.

Once again thank you very much for the Scholarship!”

Gerry Cook



Emily Anne Trueblood

Regal Valley Mall

\$1,000 Mid-Atlantic NATO Scholarship

St. Francis University

“I would like to thank you for giving me the opportunity to further my education through a NATO scholarship. You were very kind to me whenever I called with questions and I appreciate it very much. I wish you future success and I hope to see you again next year!”

Emily Trueblood

Our 2012 Scholarship Recipients will be announced at the Scholarship Awards Dinner on Tuesday, May 15, 2012





Clear Skies Provide Perfect Backdrop: Will Rogers Foundation COPD Shuttle Lands at 2011 Mid-Atlantic Cinema Show & Tell

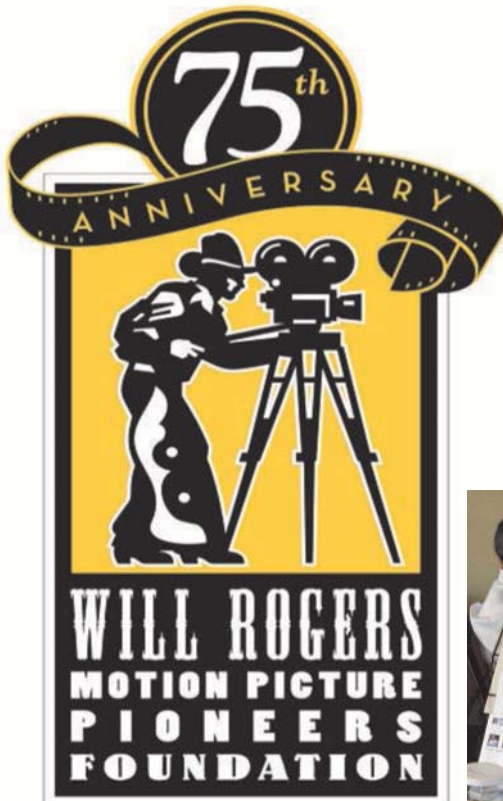


Arriving attendees at last year's "Cinema Show & Tell" were amazed to discover a huge space-ship-like vehicle parked at the entrance to the Trade Show. Yes, Executive Director Todd Vradenburg and a team from the Will Rogers Motion Picture Pioneers Foundation had brought along their new "COPD Shuttle: Journey to the Center of the Lung." The ride was a 20-seat state-of-the-art mobile motion simulator that took participants on a five-minute microscopic journey into the human body to witness the devastating effects of smoking and other pollutants on lung tissues.



Many of the attendees were brave enough to jump on board and were rewarded with some great information and a special Will Rogers back-pack to remind them of their journey. Those less adventuresome visited the Will Rogers table inside the entrance, and were offered a lot of take home information.

Later that evening, Mr. Vradenburg addressed the almost 400 dinner attendees on the many services provided by the Will Rogers Foundation, and encouraged everyone to participate in getting the message out to the public as well as hospitals that may want to apply for the Neonatal Ventilator Grant Program offered by the WR Foundation. Bravo to the WR Team!



Flickering Treasures: Rediscovering Baltimore's Forgotten Movie Theatres

By Amy Davis

I was already a movie fan when I arrived in Baltimore two-dozen years ago to join *The Baltimore Sun* as a staff photographer. My fascination with theater exhibition began when I moved near the Senator Theatre, a 1939 Art Deco treasure. The searchlights raking the night sky on movie premiere nights turned an ordinary view from my window into something magical. The Senator's new owners plan to add three additional screens. As the last single-screen theater in Baltimore, however, the Senator sparked my curiosity about Baltimore's theater history.



Photo circa 1934, courtesy of Enoch Pratt Free Library, Maryland's State Library Resource Center

I was stunned to discover that Baltimore had well over 100 movie theaters in the first half of the 20th century. My search began for both the buildings and the memories they contained. The result is my photography book-in-progress, "Flickering Treasures: Rediscovering Baltimore's Forgotten Movie Theaters." I am creating evocative color photographs of about 50 surviving theater buildings in Baltimore City, and combining these with

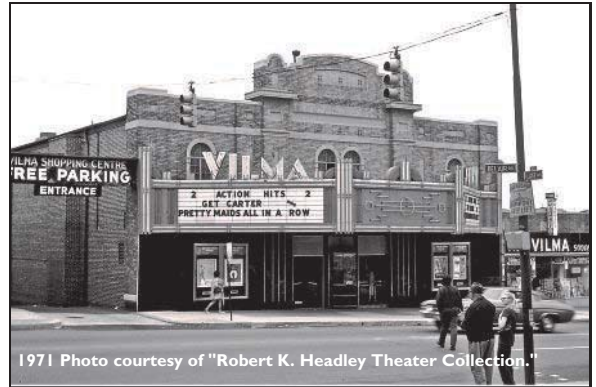
old black and white photographs of the theaters in their heyday. Reminiscences from movie exhibitors, their children, employees, and of course, moviegoers, bring each theater and its neighborhood to life.

In **Flickering Treasures**, Barry Levinson shares his first date at the Crest, across the street from his beloved "Diner" on Reisterstown Road. John Waters remembers the Earle on Belair Road from its late porn years, before it became a church. Sol Goodman, owner of the Ideal in Hampden, says the best way to get kids to leave the theater after two features was to show travelogues. Actor Michael Tucker's favorite childhood memory is the day Gene Autry and his horse Champion came to the Forest.

Countless others remember the ritual of walking to their neighborhood theater every Saturday to see the serials, Westerns and cartoons. Some managers made the pint-size cowboys check their pistols at the door, but



Photo by Amy Davis



1971 Photo courtesy of "Robert K. Headley Theater Collection."

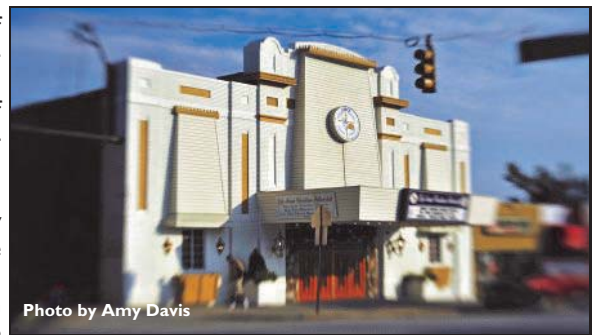


Photo by Amy Davis

others recall firing their pea-shooters at the movie screen. Several filmgoers have vivid childhood memories of being frozen with fear, unable to leave their seats after watching "The



Photo ca. 1970 courtesy of "Robert K. Headley Theater Collection."

Mummy's Tomb" with Lon Chaney, Jr. at the Fulton, or Roger Corman's "Attack of the Crab Monsters" at the Lenox. These and more recollections will fill this homage to Baltimore and its theaters, which is tentatively scheduled for publication in the fall of 2013.

I am still conducting interviews with Baltimoreans who have special stories to tell about their favorite theaters for this book. I'm also seeking additional historic photos of any Baltimore City theaters. If you would like to offer any suggestions, stories or family photos for this project, please contact me at flickeringtreasures@yahoo.com.



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