



Attractions



FALL/WINTER 2010

IN THE SPOTLIGHT:

- **Movie Theft**



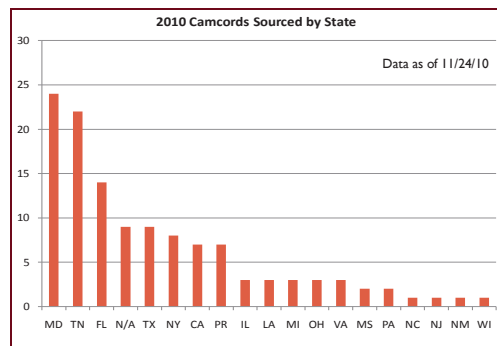
- **Mystery Shopper Survey**
- **CinemaCon Marketing Achievement Awards**
- **Upcoming Legislative Watch**
- **2011 Scholarship Program**
- **Save the Date! Mid-Atlantic's Cinema Show & Tell**

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

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

Help! Maryland Movie Theft Is Highest in US

We hear about movie theft all the time, but did you know that the state of Maryland leads the nation for 2010? While most would expect the worst sources to be in more populated major cities, the stats tell us otherwise.



When criminals were asked why they targeted an area or a particular theatre, the general response was "because they don't watch." In other words, film theft criminals will sometimes stake out a theatre to see if anyone is patrolling the auditorium. If it appears no one is being proactive, they may return another day to take advantage of the situation.

What can you do? First be sure you have the film theft posters displayed in your theatre. Without these, charges could be dropped. Discuss the issues with your staff and be sure all know their role in monitoring auditoriums and how to report suspected cases to you as they happen.

All employees should know that the Motion Picture Association of America (MPAA) and the National Association of Theatre Owners (NATO) have instituted a program to reward theatre employees who identify patrons illegally camcording

a movie. Employees may be eligible for a reward of up to \$500.00 for identifying a person operating a video camera or other recording device to copy a movie in a theatre, for immediately notifying the police, for stopping the camcording, and for filing a police report of the incident.

Whenever a theatre employee witnesses a person operating a video camera or other recording device to copy a movie, the employee should immediately follow the procedures in your company's written anti-camcording policy. If your company does not have a written policy, here is a suggested list of steps that your theatre employees should take:

Advise your theatre manager immediately. The theatre manager should call the local police immediately and provide as much information and assistance as possible. The manager should know your state's statutes and have a copy of the law to show police.

If a police officer has not arrived within 20 minutes of the end of the movie, theatre management and/or theatre security should STOP or INTERFERE with the camcording, but NEVER touch the suspect or grab the camcorder.

Theatre management or security should politely but firmly ask the suspect to accompany them to wait in the lobby. Get the person's name and ask to see ID (copy it or write down the key information).

Get a good physical description.

Ask the suspect to hand over the device and the recording.

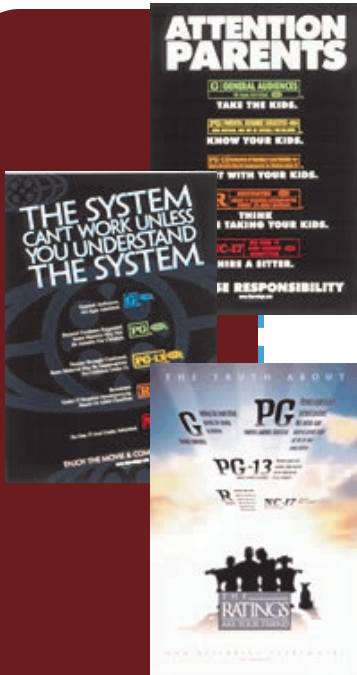
NEVER PUT YOURSELF OR YOUR PATRONS AT RISK. NEVER USE PHYSICAL FORCE TO STOP THE ACTIVITY OR TO DETAIN THE SUSPECT.

If you have any questions or need assistance during the incident, call the Motion Picture Association of America's 24/7 Anti-camcording Hotline (1-800-371-9884). The MPAA has investigators on staff who can come to your location and assist you. Regardless of whether you utilize the hotline during the incident, you should contact the MPAA within 24 hours after a police report is filed so that they can take appropriate steps to assist local law enforcement and pursue the suspect.

For further information about the reward program, contact NATO at (202) 962-0054.

STATE	STATUTE CITATION	DATE ENACTED	PENALTY
District of Columbia	D.C. Code: § 22-3214.02	31-Oct-95	Imprisonment for not more than 90 days and/or fine not more than \$300
Maryland	MD Criminal Law § 7-308. Theater Owner Immunity: MD Courts and Judicial Proceedings §5-402	27-Apr-04	First Violation: misdemeanor [imprisonment not to exceed one year or a fine not exceeding \$2500 or both] Second Violation: misdemeanor [imprisonment not to exceed three years or a fine not exceeding \$10,000 or both]
Virginia	Va. Code Ann. § 18.2-187.2	5-Apr-04	Class 1 misdemeanor Up to one year in jail, a \$2,500 fine, or both

Upcoming Mystery Shopper Survey



NATO has learned that the Federal Trade Commission intends to undertake another “mystery shopper survey” in the very near future. As you may remember from past surveys, the FTC will employ hundreds of teens aged 13-16 who will attempt to buy tickets to “R” rated movies, and similarly restricted DVDs, video games, and music.

theater box offices improved slightly, to 72%, an improvement over any of the previous reports.



at 80% compliance, continues to have the best ratings enforcement record among entertainment retailers — a distinction previously held by exhibitors.

Please take the appropriate steps to (1) encourage vigilant enforcement of age restrictions; (2) ensure prominent display of rating information at your locations; and (3) provide rating system information and links to ratings sites on your websites.

The FTC’s last report in December 2009 found that the rate of rating enforcement at

The report also disclosed that the video game retail industry,

Marketing Achievement Awards



The deadline to submit your entries to the CinemaCon/NATO Marketing Achievement Awards program is fast approaching.

conducted between November 1, 2009 and October 31, 2010 are due on Friday, January 14, 2011.

program celebrates the industry’s creative marketing people and their teams.

The awards will be presented at CinemaCon 2011, March 28-31, 2011 at Caesars Palace in Las Vegas.

The complete list of award categories, guidelines for entry submission, and the official entry forms are included in the electronic brochure which can be downloaded from NATO at: www.natoonline.org/conventions.htm.

The Marketing Achievement Awards recognize theater managers for outstanding achievement in marketing. The

Best of Luck to All!

Materials for promotions



State Legislative Sessions will be Very Busy

As your trade association, one of the primary tasks we do at Mid-Atlantic NATO is monitor legislation that may affect our members and their businesses. As the chart to the right illustrates, this coming year there

will be an estimated 6,550 legislative bills introduced in our state sessions and this does not include any bills

that may come up in local municipalities and counties!

Imagine the task of reviewing the numerous proposed laws to see if we should inform members and/or take action.

That’s where you can help us. If you see or hear of proposals that could affect theatres, please alert Executive Director Doug Murdoch as soon as possible. The best method is to forward news of any theatre business related legislation to Doug@midatlanticnato.com and then follow up with a call to Doug at (443)895-1446. While we are continually searching news sources for information, your extra set of eyes could really make the difference with learning of these important issues. And do keep in mind that legislation can move swiftly and timely action is of essence.

Thank you for your continued support and partnership.

2011 State Legislative Sessions			
State	Convenes	Adjourns	Est. Bills
DC	4-Jan	31-Dec	1300
MD	12-Jan	11-Apr	2650
VA	12-Jan	26-Feb	2600
Total Estimated Bills for 2011:			6550

Mid-Atlantic NATO Announces 2011 Scholarship Program

Since 1985, over \$365,000 in scholarships have been awarded to a total of over 270 theatre employees of Mid-Atlantic NATO member theatres.

In 2010 we awarded twenty scholarships totaling \$34,000 and we expect to do the same or more this year.

Our 2011 program is currently underway and applications are available on-line at midatlanticnato.com.

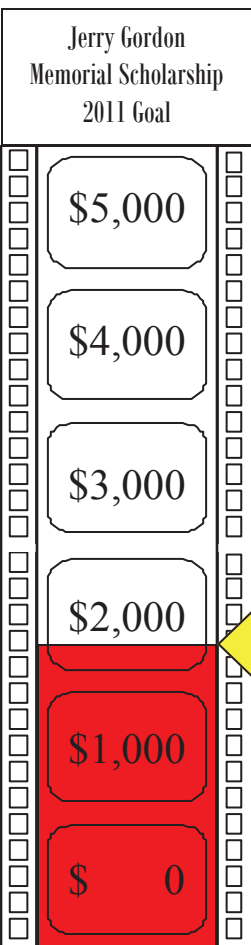


Please be sure your employees are aware of this important member benefit. Applications are due no later than March 22, 2011.

Winners will be announced at our annual Scholarship Awards Banquet on Tuesday, April 26, 2011.

If you would like to serve as a judge, please contact Scholarship Chairman Steve Bochan or Exec. Director Doug Murdoch.

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A Special Thank You
To the Individuals and Companies
that have honored Jerry Gordon
by supporting the
Jerry Gordon Memorial Scholarships



Jerome Gordon
3/1/1915 – 7/18/2007

Please send future gifts payable to:
Mid-Atlantic NATO
P.O. Box 1150
Brooklandville, MD 21022

Mark Your Calendar...

Mid-Atlantic NATO Scholarship Application deadline:
Tuesday, March 22, 2011
Applications are now on line at www.midatlanticnato.com.

NATO Convention - CinemaCon:
Monday, March 28 thru Thursday, March 31, 2011
Check out the convention link on the Mid-Atlantic NATO website.

Mid-Atlantic NATO Scholarship Judging:
Wednesday, April 6, 2011
Contact the office if you would like to be a judge.

Mid-Atlantic NATO General Membership Meeting/Seminar:
Tuesday, April 26 and Wednesday, April 27, 2011
Look for more information on our website at midatlanticnato.com.

MID-ATLANTIC NATO Cinema Show & Tell

**The Only Regional Theatre
Convention in the Northeast
Trade Show - Seminar
Awards Dinner
Screenings**

April 26 - 27, 2011

New, Bigger Location in Springfield, Virginia!

