

Theater Slides And Trailers

The next time you go to a movie watch the messages before the film, during intermission and after the showing. Your boating safety messages could be up there, too.

Contact the theater manager for an appointment. Have a few water safety ideas, but see what the person actually needs, since theaters vary so much. The boss might say, "I'll put up one or two water safety slides for you." Next, he or she will want to know the exact days you want them to show. Provide them.

Let's say they do not want slides, but 1/2-inch or 3/4-inch videotape or DVD. Here's where the IMO-AV specialist comes in handy. You need to know the length of time the videotaped message should be and when the boss needs it. What if the theater wants 16mm or the larger 35mm or another film size? These will be a problem and will be expensive to produce. Is it worth it? Is it possible the theater has a good contact and will donate it? If, however, the theater boss can get approval to run your water safety footage in a chain of "movie houses" this could make a difference. Once this happens, contact the District PAO and Visual Information Specialist for help.

Do not forget drive-in theaters. They, too, provide the same "words of wisdom."

See ya at the movies. Good luck... lucky.

The Recreation Section staff at Thurmond Lake is always thinking of more effective and innovative ways to get the water safety message out to the public. This message is passed along through water safety programs to local schools and community outreach groups, posters, water safety PSA's over the radio, direct contacts during safety checks on boat patrol, the Think! logo painted on boat ramps, etc. Most of the time the message is only spread to small groups of people at a time. We wanted a way to reach as many people as possible this summer. With many big blockbuster movies coming out during the upcoming months and kids being out of school, what better way to grab their attention than at the movies? We thought it would be a great idea to place a water safety message into the pre-movie slide show. We first contacted the local theatres and asked how to make this happen. The theatres were more than helpful and from start to finish, the whole process took about a week. I spoke with two different media groups, National Cinema Networks and Regal Cinema. Regal Cinema owns and operates three multi-screen theatres in our local area and National Cinema Network owns and operates another. So altogether we are running the message in four separate multi-screen theatres. The theatres sent specifications for getting a slide on the screen. Each slide is shown on the screen for approximately 8-10 seconds at a time, so we wanted something that really jumped out and smacked the viewer in the face. Myself, Team Leader Jeff Rose, and Park Operations Manager Tom Lewis picked out what we thought would grab people's attention the most, but at the same time really push the water safety message (see next page). The material was then sent to a local printing and imaging company. They scanned in our information and made the slide based on the specifications that the theatres required. The main things were it had to be a TIF or EPS file and had to be Macintosh compatible on either CD-ROM or Zip Disk. For our own convenience, we had the printing company make two copies for us, one Macintosh and one PC compatible. The CD was then sent to the theatres for production. The costs vary from theatre to theatre depending on the number of screens and production costs. Production costs ran about \$250 for both companies. We did, however, receive a 50 percent discount because we are a not-for-profit organization. Screen prices were different for each theatre. The largest theatre has 20 screens and charges about \$200/week. With production costs, it totaled around \$3200 for 14 weeks. Our smallest theatre, which has 8 screens, charged \$64/week. Total cost at all four theatres covering all 52 screens for a period of 14 weeks was \$7402. Several things determined price, including theatre size and how many people use the theatre. The messages will run before each movie on every screen in the theatre for 14 weeks. Based on your budget, you can add or cut back on weeks the message is run. Ours began June 14 and will run through the beginning of October to cover the two major summer holidays, 4th of July and Labor Day. The slides are on a 15-minute rotation and are shown between three and four times in that period for about 8-10 seconds. The best thing about this is the amount of people that see the message. Each theatre tracks how many people come through each week so we can keep a record of how many people the message reached, which is great for those end-of-the-year water safety contact reports. The four theatres have a total of 52 screens and we anticipate reaching over a million people this summer through our movie screen water safety messages alone. Next year, we plan to start the water safety messages in theatres in May and rotate two or three different slides. For additional information, contact Park Ranger Zach Harkness at 1-800-533-3478, Ext. 1130 or Zachary.J.Harkness@sas02.usace.army.mil.



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