

Silver Screen Dreams

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Prologue

Dear Reader,

When my teacher first gave me this assignment, I immediately groaned and thought in my mind; why do we have to do this? I knew the paper would be difficult and would also require a tremendous amount of work. This so called “project” looked very time-consuming too, so I realized I needed to make great selection of what I wanted to write about. The topic needed to be something I thoroughly enjoyed and something I actually planned on putting some thought into instead of just writing a bunch of junk down. After jotting a few ideas down on my paper, I finally came up with the idea to write about my job at the movie theatre. I chose this topic, because I was actively involved in my job and I also wanted to change my writing genres. I knew before I even started, this topic would require a good amount of research and information that you normally wouldn't look for.

At first, my research was going very slowly and I still did not know what the structure of my paper was going to be. Then one day, I found a great internet article about the over-saturation of movie theatres in one city or state area and the closing of many movie theatres. After a little more research, I eventually came up with the structure of my paper; the life of a movie theatre, its triumphs and struggles. Continuing with my investigation, my paper started connecting and gelling together and soon I found myself actually playing the role of manager, employee, and customer.

In this paper, I wanted to portray to the public what struggles a movie theatre has to go through to stay open and run their business efficiently. This paper does not inform you step by step on how to manage your own movie theatre, but it does shed a little a light on how the entertainment business works. I want to thank Brent Mahaney and Dustin Beard for providing some great background information and helping me complete this paper.

Sincerely,

Justin Sloss

"Life is a banquet and most poor suckers are starving to death!" by Unknown

Movie Theatre History Timeline

1895: First large-screen film projector was invented

1896: First storefront movie theatres were called "nickelodeons"

1900: Theodore Dreiser created, *Sister Carrie*
The Old Maid, the first silent short he produced and directed by himself

1891: Kinetoscope (early moving picture device), is displayed at the Columbian Exposition

1907: *Rescued from the Eagle's Nest*, causes a censorship ordinance to be passed in Chicago

1892: Edison and Dickson invent peepshow Kinetoscope

1896: The first US cinema opens

1906: The first animated cartoon film is created, directed, and produced. It was then watched by a live audience in a theatre

1906: Experimental sound-on-film was tested on the first motion picture

1922: The first film with an optical sound track is produced by Germany's UFA

1922: The first 3-D movie is created, directed, and produced. It was then watched by a live audience in a theatre

1923: <http://www.ketupa.net/disney.htm> Disney's sound studio is founded

1925: The first wide-screen film is created and watched by a live audience in a theatre

1926: The first 16mm movie is shot in the US

1927: Movietone offers sound newsreels

1934: The first drive-in movie theater opens in New Jersey

New Theatre Being Built In Bowling Green

Construction of the brand new Easy View Theatre will begin next Tuesday at Cinema Lane. The new 60,000-square-foot Easy View Theatre will include 16 screens, the largest theatre ever to be built in Bowling Green. The theatre will sit 100 feet off from the property because of its enormous size and will be parallel to Cinema Lane and facing Clark drive. Inside the theatre there will be stadium seating and Dolby surround sound in every theatre. The stadium seating will make every seat a good seat and will allow every person to see the movie without looking over someone's head. There will also be a brand new triple-level arcade room added to the installment of the theatre. The construction of the Easy View Theatre is expected to be complete during late May or early June.

The Easy View Theatre will have some sweet new deals going on for its grand opening during the summer, which are sure to please their new customers. Ticket prices will be slashed to \$3.00 for a matinee and \$6.00 for a movie at night. The concessions will also have great deals on popcorn, candy and soda. One large combo meal will include a large drink where you can receive free refills and a large popcorn where you can receive free refills and you can also receive any candy you want for free. Go and check out the new Easy View Theatre enjoy the show.

Help Wanted: Employees at the new Easy View Theatre Needed

Young college or high school students preferred with no prior experience in theatre work, but must have some type of work experience. Need good communication skills and must have a good personality. Be prepared to work anytime. Monday-Sunday including holidays. No sick pay, paid vacations, or holiday pay. People with physical handicaps need not apply. Be prepared to clean up movie goer's messes and deal with hostile customers. Men and women are encouraged to apply. Please contact Mitch Cosey at the Easy View Theatre or go to the theatre and pick up an application yourself.

Movie Theatre: Easy View Theatre Succeeds to Impress

When we first walked into the Easy View Theatre, we were shocked. Even the box-office was amazing because you could actually buy a ticket inside instead of having to wait outside in undesirable weather conditions. The prices are also much cheaper than other theatres: \$3.00 for matinee movies and \$6.00 for regular movies. After the amazing box-office features we walked into a vast, neon lighted, decorated lobby. The lobby is large enough for masses of people to mingle and talk after their movie. There is also a triple-level arcade room for everybody's entertainment, especially the little ones.

Now to talk about my favorite thing; the food. The concession stand is huge and probably serves six lines of people. The stand has two popcorn poppers running at all times, overflowing with popcorn. The candy selection is average, but they make up for that with their great combo deals. The concessions food is also cheaper too, than most theatres. All of the items and their sizes that you can purchase are displayed on top of the poppers for people that cannot understand the price menus.

Leaving the concession stand, I walked into the actual theatres. Every theatre is extremely clean and well kept and that is a great plus. Everybody hates going to watch a movie and having to sit where a soda has been spilled and left with their shoes sticky. Not at the Easy View. The stadium seating is a tremendous help if you are short. It allows you to watch and enjoy your movie without having to adjust your body just to get a good angle. The Dolby surround sound is loud and clear so you can

hear every explosion, and car crash. There are five large theatres, five 150 seat theatres, and the rest are 99 seaters. The only bad thing I have to say are the number of advertisements and movie previews played before the movie. There are a tad too many and this might annoy impatient people.

All in all, the Easy View Theatre is probably the best movie theatre we have ever been to. This theatre actually puts the joy and excitement back into going to the movies. If you love movies and the theatre atmosphere with them, please attend the Easy View Theatre and enjoy the show.

The Decision

“So what is it going to be, *Return of the Zombie Man* or *The 27th Hours*?” asked the Easy View movie theatre manager. “We must choose between them tonight so we will have one of them for tomorrow’s opening rush. Both will be big, big movies, so it really won’t matter which one receive.”

“Actually, it does matter which one we receive,” the assistant manager informed. “Since we had *Zombie Man Lives* last year, the movie companies will not allow us to receive *Return of the Zombie Man*,” replied the assistant. “Even though *Return of the Zombies*, I believe would be a much better movie, the movie company must fair be to the other theatres around our region. In our region, there is one other theatre, which is the Silver Screen 8. They will most definitely acquire *Return of the Zombie Man* and we will get *The 27th Hours*.”

“Now that we are talking about this subject, I really want *Return of the Zombie Man*,” persisted the manager. “Neither movie will bring in any small children, but *Return of the Zombie Man* will probably bring teenagers in big time,” stressed the manager.

“We can tell to our booking company to bargain with the movie company but I doubt it will help any,” said the assistant manager. “I believe the booking company has already tried.”

“*The 27th Hours* is more for the older crowd. However, I think I agree with you, we need to go on and select *The 27th Hours* and not even try to campaign for *Return of the Zombie Man*.”

“So it is, settled we will be choosing *The 27th Hours*,” the assistant manager reassured. “Now that we are done with this topic, I will go check the stock in concessions. I believe we are coming up short on a couple of the items, especially are large cups. Some of our employees might be double-selling.”

“We need to solve this problem right now, because concessions are the real money makers for us. If it takes firing some people, I will do that, but we must put an end to this now,” the manager stated bluntly.

The Opening Rush

As I rip
the ticket
I watch
the people
Hustling, Bustling
to the concessions
to their movies
Asking annoying questions
while they
fly
Where's the bathroom?
Can I get back in?
The rush ends
Boredom sets in
Feet ache from standing
and
I wait

The Attention Getter

Popcorn butter swims
through the air
It starts to fill the room
suffocating
Everybody in the room, becomes
suddenly addicted and wants
the golden snack
Crunching
in their month
Customers finally make it
to the concessions stand
and place their order
"X-large butter popcorn
and a large coke please."

The Money Maker

Heat blazes from the popper
While the kettle overflows the golden, buttery, salty, treat
Customers continue to give their hard earned money to our stand
Almost like they give to the church through collection plates
Employees rush to complete their orders
Sliding on the popcorn and butter oil
Management stressing up-selling
Employees pry into the customers pockets even deeper
Until the pockets are bone dry

The Show Begins

Spinning,
Cleaning,
Each movie brain must be
waxed and washed
Scratched!!!
You're fired!!!
Sound is good and loud
Theatre is dark
Time to start
Lights, Screen,
Action!!!

End Notes

Piece # 1: New Theatre Being Built in Bowling Green

This piece was written because I needed a lead to get my paper started. I knew I was going to have a theatre in my story, but I did not know how I was going to introduce the theatre. Until, I read an old newspaper article talking about the construction a new theatre being built in my city. I took some of the features from that article and incorporated them into one of my own newspaper articles.

Piece # 2: Help Wanted: Employees at the New Easy View Theatre Needed

I wrote this piece because a new theatre needs employees to work for them. This piece was inspired by me answering to an ad for working at a theatre and actually working at the movie theatre. I also had inspiration from “Cosmetic Clips,” another multi-genre paper, that used a help wanted ad for its job in that story.

Piece # 3: Movie Theatre: Easy View Theatre Succeeds to Impress

This piece was inspired by two reviews I found. One was a restaurant review, which is the one I was most influenced by. It showed me how to critique the imaginary Easy View Theatre without bashing it with insults. The second review, a movie review “Reel to Reel,” displayed to me how to give the Easy View Theatre the credit its due, but not exaggerate and go on with the compliments. Just keep it simple and to the point. Both of the reviews also showed me how to write with what you would call “review language.”

Piece # 4: The Decision

Almost all of the dialogue in this paper is influenced by the managers at my work actually talking about which movies the theatre should receive before big Friday nights. These decisions happen all the time when working in the movie theatre business. I used Keith Alexander’s article “Theatres Fade to Black,” to pick up some additional information about theatres closing because of financial trouble. As well as depicting the struggles of keeping a movie theatre open and running, I also tried to stress the importance of concessions to a theatre’s income.

Piece #'s 5, 6, 7, 8: The Opening Rush

All of these poems have been influenced by my previous work at the theatre. Especially, "The Opening Rush" poem. I had a little trouble converting the boredom of working the ticker taker position, into an interesting poem someone would like to read. All of the poems have to deal with jobs actually in a movie theatre and all are pretty tough and boring.

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