



Serving the
South Loup River Valley

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Just Doing Their Part

Theater Board Members Enjoy Adventure of Booking Movies

Editor's Note: Following is the second in a three-part series about the people who keep the Rialto Theatre up and running.

Connie Nansel and Pat Turley joined the Rialto board to be more involved in the community. At the time, the theater was struggling financially just to pay the utilities. A decision was made to show movies. Connie, who serves as board president, and Pat, treasurer, said they began the adventure into the world of booking movies at the same time, ordering "Grown Ups" from Sony Pictures on July 22, 2010.

In the beginning, ordering movies proved to be somewhat overwhelming.

"From the beginning, we had no idea that it was going to be so challenging, and the job responsibilities just kept growing," said Connie. "We were doing a job that neither one of us had any background or knowledge of. We were more or less 'flying by the seat of our pants' and learning as we went."

The women contacted Stuart Fox, who runs the Tiffany Theatre in Broken Bow, set up a meeting and started asking questions.

"Stuart has been a great mentor to us and is always willing to offer us his help," said Pat. "He gave us a list of movie companies, and we just started making phone calls."

From there, it went to sending faxes and signing contracts with each of the eight major movie companies that the women now work with. They said it is much more manageable now than in the beginning, but still requires many hours a week in time commitment.

Several evenings are spent searching the Internet for new release titles and availability. The next step is to begin E-mailing the booker from each individual movie company with requested show dates and



KENDRA VEIRS PHOTO

Pat Turley (left) and Connie Nansel stand by a poster announcing an upcoming movie in the Rialto Theatre's lobby. Part of their year-round volunteer work as theater board members is to book movies through major theater companies.

wait for their reply. After a movie is booked and terms are agreed upon through E-mails and phone calls, Connie and Pat order posters and advertise through on-screen previews, Facebook, the AEDC Web site, the community center marquee and newspapers.

The Rialto is contracted with eight movie companies, and the girls get to know their contacts quite well through E-mails and phone calls.

"We are assigned a booker to book movies and an individual from each company, so we do have a report with them," said Pat.

Once a movie has played, Connie and Pat report attendance via a phone call after

each showing. A box office report is sent via E-mail to the company and a reply is sent back. From this point, Connie and Pat have reports to complete and a payment to make, if required.

"It is unusual for these big companies to be dealing with volunteers; however, they are pleasantly surprised that a theater in a town this size, ran strictly by volunteers, is doing so well," said Connie.

Movies are chosen based on requests and their popularity. The price of movies range from \$200.00 to \$400.00 per movie, depending on which company the movie is booked through.

"We try to get movies after

they have been released for three weeks, which is as soon as the movie companies will let us book the movie," said Connie. "That is because we are a three day week movie theater, and the movie companies release first to the bigger theaters that can hold a movie over for three weeks. A popular movie may take longer to get if the bigger theaters are doing well with the movie and hold it over longer."

"Requests are always welcome," said Pat. "We have a suggestion box at the theater,

or you could contact any theater board member with your request. We try to get family based movies and children's movies. These types of movies seem to appeal to our audience here in Arnold."

Sponsorship of movies is very important to the theater. When a movie is sponsored, the donor gives \$250.00, and in return, receives local advertisement through on-screen ads, newspapers and on the marquee. On-screen ads are prepared by Flying Turtle Creations of Arnold, owned by Craig Furne.

"We are approached by individuals and businesses who wish to sponsor movies," said Pat. "Sometimes they have a movie title they wish to sponsor, and sometimes we have a particular title that we feel the individual or business would partner with to sponsor and we approach them."

Total attendance for 2011 was 2,758 people. The total average weekend attendance for 2011 was 55 people, with some good, average and bad weeks reported. The theater has been able to book some very popular movies, and is holding them over for two weeks to give movie-goers a chance to see these movies and still work, attend school activities and other commitments.

"Movie attendance does vary from week to week and having a movie sponsored helps to make up the difference," said Connie. "We feel that sponsorship is a win-win, for the theater and the sponsor, promoting Arnold and the individuals and businesses in Arnold."

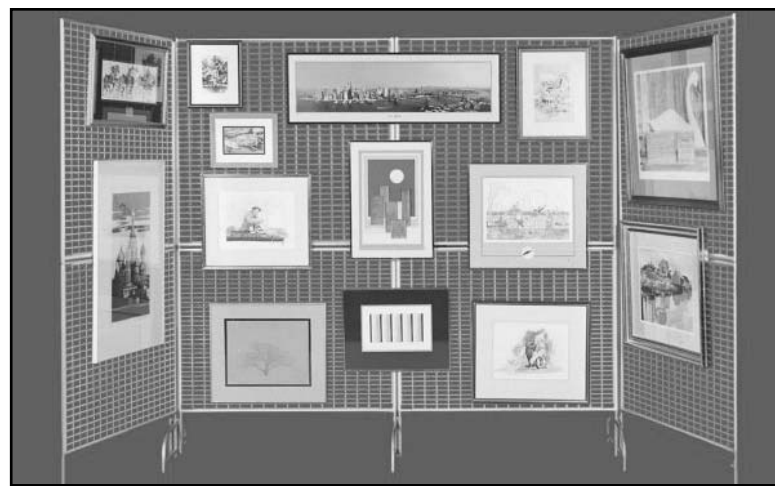
Connie and Pat feel they are just doing their part and appreciate the continued support of all movie-goers - young and old.

New Art Display Panel System in Use



COURTESY PHOTO

Superintendent Pat Osmond views artwork on the new art display panel system, made available by a grant from the Custer County Foundation, Inc.



A company drawing of the art display panel system, which when all set up, can go the length of a high school gym twice.

Custer County and LVC Schools Will Benefit from CCF Grant

Custer County and the communities of the Loup Valley Conference - it is time to celebrate and appreciate art. A Custer County Foundation Grant, in the amount of \$1,852.20, was recently awarded to Mrs. Julie Mohr, Art Instructor at Arnold Public School, for the purchase of an art display panel system, to be loaned free of charge to any community within Custer County or school within the LVC. The art system is stored at Arnold Public School.

The 11 schools of the Loup Valley Conference have contributed equal amounts to help purchase the system and look forward to using them at the LVC art show, scheduled for Friday, February 4, at the High School Activities Building in Broken Bow.

The system, made by Graphic Display Systems of Pennsylvania, consists of 72, durable, lightweight 1/2" galvanized painted silver tubing with screens of 1" x 2" mesh steel galvanized wire. Each panel measures 37.5" wide by 6 feet high and weighs only nine pounds. When all of the panels are set up, they can fill

the length of a high school gym twice! The panels can be configured to any desired shape to meet a variety of needs. This system is lightweight, but sturdy, and can easily fit in the bed of a pickup or van, making transporting and set-up easy. The system is designed for indoor or outdoor use.

Contact Julie Mohr at Arnold Public School to schedule the panels for your event. The panels have been reserved for the LVC art show, the Custer County Fair, the Sargent Choke Cherry Festival and various school art shows.

Let's have the communities of Custer County help encourage and discover the next Van Gogh, Monet or Picasso. Let's celebrate the arts with art-in-the parks, community craft shows and touring exhibitions.

The Custer County Foundation is a non-profit community trust, which is structured to seek out, receive and administer funds to meet the present and future needs of the residents of Custer County.