

Joe Brenner Hosts Subdistributors To 3rd National Sales Meet

Subdistributors from throughout the country were in New York last week for Joseph Brenner Associates' third national sales meeting of the year. Dubbed "The Brenner Brand of Showmanship," the confab included the screening of new product and arrangement of a release schedule designed to provide a consistent flow of product to exhibitors throughout the coming year.

In addition to the half-dozen screenings, individual meetings were held to outline Brenner's advertising, promotion and publicity plans on each release. Local problems within the subdistributors' various market areas—concerning sales, terms and collections—were also discussed.

Films screened included *Shock Waves*, a science fiction/horror entry starring Peter Cushing and John Carradine; *Sacrifice*, an adventure film themed to cannibalism, torture and survival; *Autopsy*, a psychological suspense drama starring Mimsy Farmer; *The Belstone Fox*, a family wildlife adventure in the *Born Free* vein, and *It's Not the Size That Counts*, a British sex comedy featuring Elke Sommer and Vincent Price.

Brenner has also acquired *Submission*, a foreign drama starring Franco Nero about which the distributor refuses to divulge any details.

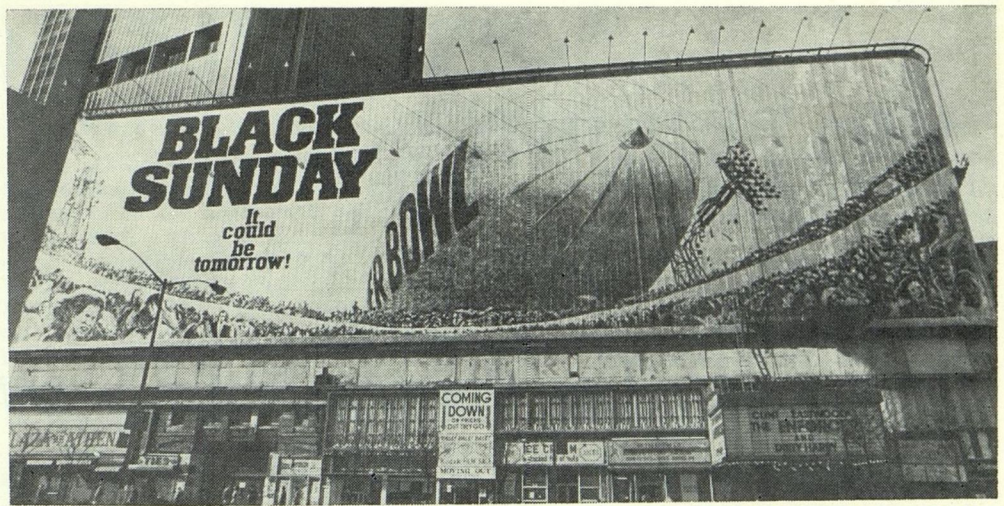
Show-A-Rama To Honor 3 Showmanship Aces

Tom Byron, Dan Harkins and Jack Mitchell have been announced as the winners of the Annual Honored Showmen competition, held in conjunction with Show-A-Rama 20. Each will receive transportation to Kansas City, hotel accommodations, plus a full registration to Show-A-Rama as part of their award. In addition, each showman will be spotlighted as their accomplishments are outlined during the four-day convention which runs from March 14-17 at the Crown Center Hotel.

Byron, owner/manager of the Studio State Cinema, Mt. Sterling, Kentucky, was singled out for his outstanding promotion of the film *Car Wash*; Harkins, president, Dwight Hawkins Theatres, Scottsdale, Arizona, for his full-year program of creative booking, promotions and publicity; and Mitchell, vice president/general manager, Wometco Theatres, Miami, Florida, for his ongoing achievements in showmanship and innovative promotions, circuitwide.

Tomlin Joins Peter Falk In Col's 'Cheap Detective'

Lily Tomlin has been signed to co-star with Peter Falk and Stockard Channing in Neil Simon's *The Cheap Detective*, which Ray Stark will produce for his Rastar Productions and release through Columbia Pictures. Robert Moore, who helmed *Murder By Death* last year, will direct Neil Simon's original screenplay spoofing the misadventures of a San Francisco private eye.



Broadway is being overshadowed by a block-long warning that Paramount's *Black Sunday* "could be tomorrow" but actually goes into wide nationwide release on April 1st. Heralding the suspense-thriller throughout the country are the film's producer (Robert Evans), director (John Frankenheimer) and stars (Bruce Dern, Robert Shaw and Marthe Keller), who embarked last week on an intensive promotional tour.

Hitchcock's Latest Film: A Romantic 'Short Night'

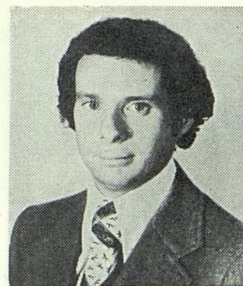
Alfred Hitchcock will return to the romantic suspense genre of *Rebecca* and *Spellbound* in his next project, *The Short Night*, marking the veteran director's 54th feature and his first since last year's *Family Plot*. Universal Pictures will release.

Described as a love story with elements of action and suspense, *The Short Night* is based on Ronald Kirkbridge's novel about an American espionage agent who falls in love with the wife of the man he sets out to kill.

The film's opening sequence will be based on *The Springing of George Blake*, Sean Bourke's non-fiction account of a true-life prison escape which inspired Kirkbridge's novel.

Ira Teller Launches Own Marketing Outfit

Ira Teller has resigned as Lorimar Productions' vice president of advertising and marketing to start his own creative advertising, marketing and public relations firm, Ira Teller & Co., Inc. effective April 1, with headquarters in West Hollywood.



IRA TELLER

The new company is geared to provide marketing strategy, advertising concepts, designing, copy, trailers, and TV and radio promotion material for the industry. Accounts already set include producers Sandy Howard and William Castle, as well as several major studios that have committed pictures to Teller for print and film work in the promotion area.

Teller is also discussing a continued creative association with Lorimar on a consultative basis.

Teller recently was involved in the promotion of Lorimar's *Twilight's Last Gleaming*, and the foreign theatrical promotion of such successful TV productions as *Sybil & Helter Skelter*. Prior to Lorimar, Teller held executive marketing positions with Co-

Theatre Patron Petitions Battle N.Y.C. Rate Hike In 'Stop Con Ed' Fight

The Motion Picture Theatre Industry in New York City and Westchester County, joined by Bronx Borough President, Robert Abrams, has delivered "Stop Con Ed" petitions with a quarter of a million signatures to the Public Service Commission in Albany, it was announced by Meyer Ackerman, Chairman of the Joint Motion Picture Theatre Energy Committee.

Theatre men amassed the largest number of petitions opposing a rate hike that has ever been submitted to the PSC in the history of New York State.

More than 300 theatres participated in the petition and trailer campaign, Ackerman noting that "these theatres served as the vehicle for massive numbers of New Yorkers to express their anger and outrage over Con Ed's skyrocketing rates."

Abrams, who narrated the 75-second trailer which was shown in all the participating theatres, stated:

"I am very pleased to join with the motion picture theatre industry, which has been struggling under higher fuel and electrical costs, to mobilize public support to pressure the PSC to reject Con Ed's quarter billion dollar rate hike request and begin the search for ways to hold down utility costs.

"Con Ed achieved record profits in 1975 and again in 1976. Furthermore, they raised their dividend to record levels this year and awarded their Chairman, Charles Luce, with a fantastic pay raise of \$40,000 a year. Despite their excellent financial position, Con Ed is still requesting another massive rate increase. This can only have a devastating effect on consumers and businesses throughout the metropolitan area.

"I applaud the motion picture theatre industry for staging this dramatic campaign to afford the public this opportunity to demand that the PSC and the State Legislature be more responsive to the needs of the consumer," Abrams concluded.

lumbia, Embassy, 20th Century-Fox, Brynston Pictures and National General Pictures, where he specialized in promotion of First Artists product.