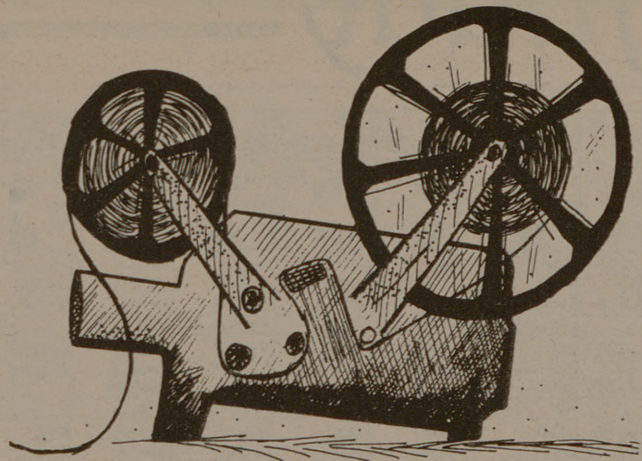


# Managers of theaters pick movie favorites



Rick Atwood — Manor East III Theatres

by Kim Schmidt

Battalion Staff

Mention the Academy Awards, and speculation begins: Who will be nominated? Who will win the prestigious Oscar awards.

Of course, everyone has opinions and predictions regarding the outcome of the awards. And they express those opinions most visibly by attending their favorite movies featuring their favorite actors and actresses.

Based on movie attendance, several local movie house managers have made their Academy Award predictions, reflecting both their own opinions and those of Bryan-College Station residents.

*E.T.* probably has been the biggest box office draw at area theaters and is the overwhelming favorite of theater managers for best picture of the year.

*E.T.* is one of those movies that has everything — story, character development, and special effects," said Rick Atwood, manager of Manor East III Theaters, explaining his pick for best picture. "It appealed to everyone," he said.

Also getting a vote from the managers for best picture are *The Verdict*, starring Paul Newman and *Tootsie*, starring Dustin Hoffman — both big box office draws.

Newman and Hoffman, not surprisingly, are also the top choices for best actor, theater managers said.

And an actor can be a big factor in the success of the film. Oftentimes, managers said,

the actor starring in the movie rather than the movie's subject matter makes it popular. Sometimes the star alone can elevate film sales.

"It makes no difference what the film's subject is, but who stars in the movie for it to sell," said Allan Jones of Campus Theater.

R. J. Narowitz, manager of Plitt Cinema III at Post Oak Mall, said movies featuring certain actors are more likely to sell in College Station than movies without those actors.

"A&M people like certain actors," Narowitz said. "They usually go for Steve Martin, Burt Reynolds, or Richard Pryor."

Other actors favored in the Bryan-College Station area for best actor by theater managers are Ben Kingsley for *Ghandi* and Richard Gere for *An Officer And A Gentleman*.

Meryl Streep was the only actress named by the managers as a choice for best actress. Her latest movie is *Sophie's Choice*.

Managers also agree that the likelihood of any one movie sweeping the awards is slim.

"There won't be a sweep this year," Narowitz said. "The films are too diversified."

Predictions made by movie managers and local residents, however, don't always parallel the opinions of the Academy of Motion Picture Arts and Sciences.

Managers said some of this area's biggest box office draws may not be nominated to win awards.

For example, some of the tri-

ple X-rated movies shown at the Campus Theater may never win awards but according to Allan Jones, a theater employee, they are the biggest box office draws.

"We have trouble sometimes keeping the box office open until midnight (when the triple X-features are usually shown) because we sell out so quickly," Jones said.

Another theater manager said that serious drama films rarely draw as big a crowd as horror movies, especially at the midnight show.

"For instance, at the midnight show, if we show a serious movie, about 30 people will be there," said Tim Sager, assistant manager of Plitt Cinemas I and II. "But if we show *Dawn of the Dead* — for the 300th time — we will sell out."

Other movies that do particularly well in the Bryan-College Station area are action-adventure type films, comedies, and science fiction films, managers said.

"Military related films such as *Taps* and *An Officer and a Gentleman* also do especially well because of the military atmosphere of the area," said Andy Hartman of Post Oak Mall Cinema.

*Airplane II*, *Annie*, *The Toy*, *Poltergeist*, and *Pink Floyd The Wall* were also listed by the managers as some of the most popular films in Bryan-College Station this year.

"But no matter what class the movie falls into, if it is a quality movie, it will do well at the box office," Atwood said.



Andy Hartman — Post Oak Mall Cinemas

Staff photos  
by

Rob Johnston



Allan Jones — Campus Theatre

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