



R H O D E I S L A N D

ROCKY



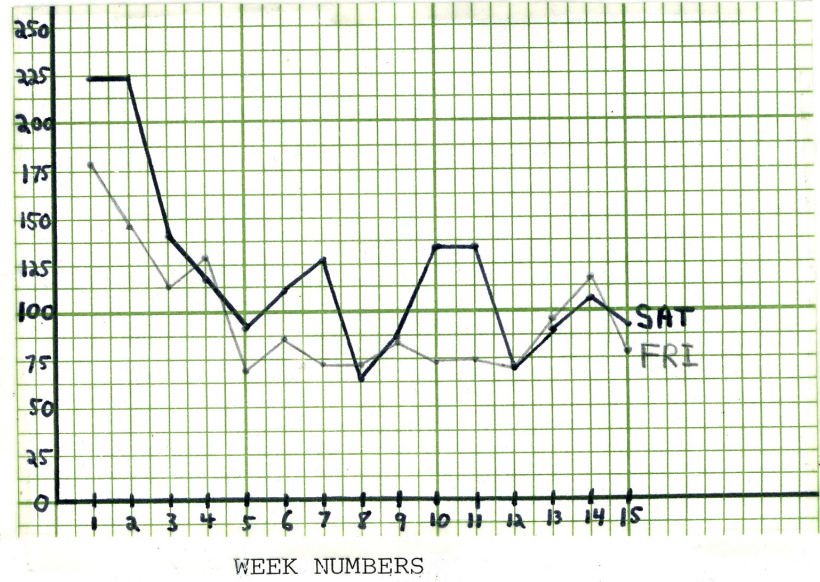
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August 9-10, 1985

FREE Cumberland Twin Cinemas

PROGRESS REPORT

After 15 weeks of RHPS at the CTC, it's time for a progress report. Here, by progress, we mean success in attendance. While there are other factors which help keep a movie at a theatre, attendance is the one aspect everyone looks at. If managers can deal with all the other situations that RHPS brings up, then attendance will be the deciding factor. It is the only figure that distributors look at, and it is they who decide where the movie will show.



Bold line is Saturday.
Light line is Friday.

MOST ATTENDANCE:
Sat 10, Fri 4 (1 tie)

AVERAGE:
Sat 120.4, Fri 97.7

TOTAL:
Sat 1806, Fri 1465

MOST - ONE NIGHT:
224 (4-27 & 5-4)

LEAST - ONE NIGHT:
63 (6-15)

Well, so far, attendance has been better than expected. This is the first time the show has been shown in a rural area. Previously, it has been shown (for this area) only in urban Providence and suburban Pawtucket, Warwick, and Seekonk.

Looking at the chart, we see that Rocky got off to a big start. This can be attributed to a Rocky-starved populus. The show hadn't been seen around here since October 13 at the Warwick Mall when it started here on April 26. On the other hand, while Rocky did get off a booming start at the Warwick Mall, it did not do so at the Avon, Cable Car, or Fairlawn. Also consider that there was very little chance for promotion here as the show was aquired on the Monday of the same week it was to show (We were fortunate to get our cast back together so quickly). A bad start was such a problem at the Fairlawn that it dealt the show a crippling blow it never recovered from, ultimately leading to it's demise after 9 slow weeks (attendance broke 100 only once in 16 shows over 9 weeks).

Since the start, attendance has dropped some, but then stabilized. Occasion big nights have helped offset other mediocre nights. The pleasant surprize here is that during the summer, not normally a prosperous time for the area, the show has held it's own. Going into the summer, the goal was "survival." With only August left, chances look good baring a sudden exodus. It was the dwindling summer of 1984 that ended Rocky in Warwick. The Avon and Cable Car didn't even want to touch the movie during this season. The Avon stopped showing the movie in May of 1983. The Cable Car wouldn't take it until September of 1983. The beleaf is that schools being in brings back college students to them dorms. Here, we are hoping that Bryant and CCRI will make a significant impact come September.

Two aspects present here also helping are management participation and audience age. Some theatre managers have been bad (one in particular was awful), some OK but apathetic, and some very good. But the Andersons have been extra helpfull in making accomidations for both the cast and the audience. And, without losing our younger crowd, we've added many people over 30 to the audience.

To conclude, KEEP COMING!!

RHODE ISLAND ROCKY, 18 Wychwood Place, Johnston, RI 02919

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