

Elizabeth Schaible

Public Relations Writing Portfolio Fall 2023

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Introduction

This public relations writing portfolio features work created in JMC 415: Writing for Public Relations, a course at Arizona State University designed for students to develop professional-level writing abilities and strategic communications skills. This portfolio demonstrates the knowledge and expertise gained in public relations writing over the course of a semester working with a specific client. The client chosen for this portfolio was AMC Theatres.

AMC Theatres is the largest theatrical exhibitioner in the world and is a leader in the entertainment industry. Delivering movies to millions of moviegoers every year, AMC is known for its innovative amenities and its ability to "make movies better." AMC Theatre's roots can be traced back to 1920, and the company currently has approximately 900 theatres worldwide.

The work completed in this course is in no way affiliated or produced in partnership with AMC Theatres. Certain details that are featured in the portfolio may be fabricated to best deliver the purpose of each piece of content.

This portfolio features a wide array of public relations content, including strategic plans, graphic design pieces, executive communications and more. More specifically, this document contains a memorandum, social media campaign proposal, press release, media pitch, interview briefing sheet, speech script, blog post, PSA script, employee newsletter, fact sheet, and email blast. A resume is also attached to illustrate prior industry experience and additional skills.

The graphic design content, such as the newsletter, fact sheet, and email blast, were created using Canva. This allowed for the composition of on-brand designs using AMC colors and fonts. All other documents were created in Microsoft Word.

The purpose of this portfolio is to demonstrate the ability to produce a diverse amount of strategic communications content designed to increase brand awareness and exemplify its image. With examples fit for both internal and external communications, the work showcased below fits versatile requirements and serves as multifaceted samples for many types of strategic communications writing.

Resume

Elizabeth Schaible

Public Relations Specialist

Phoenix, AZ 85004 · 480-376-3176 · easchaib@gmail.com · easchaib8.wixsite.com/website

A strategic communicator who aims to serve clients with zeal, transparency, and dedication. Excels in public speaking, organization, and time management.

WORK EXPERIENCE

Student Intern Coordinator / Arizona Horizon PBS

May 2023 - Present

- Coordinate and facilitate intern training at the beginning of each semester
- Book guests each week for the Friday show, the "Journalists' Roundtable"

Cronkite Equipment Lab

Team Supervisor

May 2023 - Present

- Creates weekly work schedules
 - Serves as point of contact in the lab when working with other team members

Team Member

January 2022 - Present

- Manages and understands various pieces of broadcast equipment, such as Canon video cameras and DSLRs
- Oversees computer system by checking equipment in and out to students

Publicity Intern / SparkPoint Studio

August 2023 - December 2023

- Composed media lists and researched potential outlets for pitching
- Drafted press releases for numerous authors
- Tracked influencer posts on social media
- Focused on graphic design by creating collages of Instagram photos and brand logos

TV Production Intern / Arizona Horizon PBS

August 2022 - December 2022

- Wrote the newscast scripts on ENPS and organized show rundowns for daily productions
- Wrote news summary articles that are posted online
- Utilized SEO strategies & developed engaging content on Media Manager and WordPress

EDUCATION

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION BA IN JOURNALISM AND MASS COMMUNICATION

Phoenix, Ariz. | Expected Graduation: May 2024 | Cumulative GPA: 4.0 Dean's List

RELEVANT COURSES

Public Relations Research

- Conducted primary and secondary research for a client utilizing qualitative and quantitative methods
- Assembled a final research report featuring a company backgrounder, communication audit, interview, survey, social media tracking, and final evaluation with recommendations

Writing for Public Relations

- Researched a chosen client and created a final portfolio composed of various written assignments
- Learned how to design and produce strategic plans, news releases, media kits and executive communications

Principles of Strategic Communications

 Introduced public relations, strategic media and related areas to the practices and principles of public relations in corporate, nonprofit, agency, government, and other settings

Defining the Digital Audience

- Explored how community, consumer, social psychology, and theory converge on digital platforms and social networks
- Analyzed the digital presence of a brand



Memorandum

TO: AMC Theatres Employees

FROM: Ryan Noonan, VP Corporate Communications and Public Relations

DATE: September 12, 2023

SUBJECT: Elizabeth Schaible Joins AMC Theatres

AMC Theatres is thrilled to announce that Elizabeth Schaible will be joining the team as our new communication specialist starting September 18, 2023. Working closely with our communications team, Elizabeth will handle media inquiries, draft informative press releases, and develop strategies to better connect our company and the media.

Elizabeth graduated from Arizona State University with a Bachelor of Arts degree in journalism and mass communication, with emphases in public relations and broadcast reporting. Her multimedia journalism training makes her the ideal candidate to spearhead media-related tasks. Elizabeth has previously worked for SparkPoint Studio as a publicity specialist, where she specialized in influencer tracking, compiling media lists and graphic design. Elizabeth has always loved going to the movies, and she is beyond excited to work for a company that enhances the art of storytelling and film.

Creating new, innovative ways to "Make Movies Better" is what we do here at AMC where our initiatives often extend beyond the screen. One of our current marketing strategies is to track popular entertainment trends, such as Taylor Swift's Era's Tour, and form partnerships in hopes of increasing media coverage. With Elizabeth's media experience, she can further contribute to this goal by writing strategic, tailored news releases and tracking up-and-coming influencer trends.

Welcome to the team, Elizabeth!

Sincerely,
Ryan Noonan
rnoonan@amctheatres.com



Social Media Campaign Proposal

Company Opportunity

AMC Theatres is the largest theatrical exhibitor in the world and delivers movies to people across the globe. In addition to providing the public with films, AMC offers food and beverage products, an at-home streaming service, and specialized movie merchandise. The movie merchandise is sold exclusively online and is separated by film categories. Launched at the end of 2022, AMC's movie-themed licensed merchandise was created to diversify income sources and increase revenue. However, the merchandise has not brought in a significant source of revenue and has failed to be thoroughly and consistently advertised on AMC's social media accounts.¹

In hopes of increasing merchandise sales, an Instagram campaign can be implemented to generate brand awareness and remind consumers of movie merchandise products.

OBJECTIVES

- Increase movie merchandise related Instagram posts by 40% by Nov. 28, 2023.
- Increase the number of clicks to the AMC movie merchandise website by 50% by the Dec. 1, 2023.

STRATEGY

This campaign strategy is to illustrate movie merchandise as an exclusive way to show support and loyalty for popular, fan-favorite movies.

Key message: This merchandise is a perk that allows fans to take their movie-related devotion to the next level.

Supporting Fact: There is exclusive merchandise that can only be purchased through AMC. **Supporting Fact:** AMC offers its own products on the website in addition to the licensed movie merchandise.

TACTICS

Description: Post picture collages on Instagram of one piece of merch from every movie that has licensed products to AMC. By making these collages bright, colorful, and grand, the audience can view the merch as must-haves and as items that will enhance the movie-going

¹ AMC Entertainment Holdings, Inc. Reports Second Quarter 2023 Results. (2023). Retrieved from AMC Entertainment.

experience. Advertising different merchandise in each post will ensure that consumers see a variety of what is being offered.

Tone: Exuberant, Lively, Striking, Jubilant

Call to action: Click the link in our bio to purchase your favorite movie merchandise today!

Description: Post Instagram stories highlighting one piece of merch and its price. The story post will be aesthetically pleasing and include a clickable link or direct product link that takes viewers to the website. An Instagram Highlight can be created and labeled "Movie Merch" so that when a story disappears after 24 hours, viewers will still be able to access and scroll through all the posts that advertise each piece of merchandise.

Tone: Informative, Specific, Prominent

Call to action: Click the link in our bio to purchase your favorite movie merchandise today!

By utilizing both tactics, AMC will ideally be able to advertise many pieces of its movie merch using two different Instagram features.

TARGET AUDIENCE

Primary Audience: Women ages 20-35 who enjoy going to the cinema.

Justification: A new U.S. study finds that young women tend to go to the movies more than men,² which is a helpful attribute when advertising movie merchandise. According to the AMC advertising website, 76% of moviegoers at AMC are under the age of 39.³

TIMETABLE

This campaign in its entirety will take 10 weeks. It will launch on September 26, 2023, and end on December 5, 2023.

	Instagram Campaign	Deadline
Create Creative Assets	Compose merch collages and	September 26, 2023
	plan story posts	
Create Copy	Write captions for collages	September 26, 2023
	and story posts	
Launch Campaign	Begin posting weekly collages	October 3, 2023
	and story posts	
Monitor Campaign	Track website clicks, post	Every Friday for 9 weeks
	likes, and story views	
Evaluate Campaign	Compare and contrast data	December 5, 2023
	to determine success of the	
	campaign	

² Arnold, B. (2019, June 5). *Study shows that young women go to the cinema more often than men.* Retrieved from Yahoo Entertainment.

³ AMC Advertising. (2023). Retrieved from AMC Entertainment.

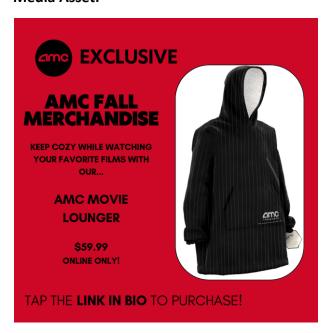
For 9 weeks, one merch collage will be posted every Monday, and one merch-related Instagram story will be posted every Wednesday. Every Friday, post engagement and website traction will be monitored.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Image		Story		Evaluate		
Week 2	Image		Story		Evaluate		
Week 3	Image		Story		Evaluate		
Week 4	Image		Story		Evaluate		
Week 5	Image		Story		Evaluate		
Week 6	Image		Story		Evaluate		
Week 7	Image		Story		Evaluate		
Week 8	Image		Story		Evaluate		
Week 9	Image		Story		Evaluate		

EXAMPLE POSTS

Copy: Keep cozy while watching your favorite films with our AMC Movie Lounger! \$59.99 online only. Tap the link in bio to purchase!

Note: This text will be included in the media asset because it is formatted as an Instagram Story. **Media Asset:**



Copy: From t-shirts to exclusive popcorn buckets, AMC has your merch needs covered. Show support for your favorite film by clicking the link in our bio and browsing our merchandise store! Comment below your favorite piece of merch featured in this pic.

Media Asset:



Copy: 100 years of AMC meets 100 years of Disney! You don't want to miss out on our delightful collection of "Disney 100 Years of Wonder" merch, featuring items from your favorite Disney films. Click the link in our bio to visit the store and show some love to our magical mouse! **Media Asset:**





Press Release

FOR IMMEDIATE RELEASE

Oct. 5, 2023

Media Contact:

Elizabeth Schaible
VP, Corporate Communications and Public Relations
easchaib@gmail.com
(480) 376-3176

AMC THEATRES LAUNCHES NEW MENU ITEMS, INCLUDING SEASONAL POPCORN FLAVORS

LEAWOOD, Kan., October 5, 2023 – AMC Theatres is thrilled to announce the introduction of a limited-time fall menu, set to debut in all locations across the country on Oct. 10. This menu marks the first step in AMC Theatres offering seasonal food and drink options in its concession stands and AMC Dine-IN® restaurants to enhance the moviewatching experience.



The new fall menu will be available from Oct. 10,

2023 to Nov. 23, 2023 and will include items such as caramel corn and kettle corn, snickerdoodle cookies, candy corn, apple cider, and cranberry juice. Seasonal menu items for winter, spring, and summer will be available in the coming year to ensure a year-round, festive experience for AMC customers.

"AMC Theatres is devoted to providing people with products and services that enhance their moviegoing experiences. Introducing seasonal menu items is the perfect way to add versatility and fun to the AMC experience throughout the whole year," AMC Theatres CEO Adam Aron said.

Customers can order items from the fall menu online, through the app, or in-person beginning Oct. 10. AMC Stubs members will receive 15% off on seasonal items and can obtain a free medium drink with the purchase of a large caramel corn or kettle corn. From Oct. 10 to Oct. 17,

moviegoers will also receive a buy one, get one free snickerdoodle cookie with the purchase of a movie ticket.

"Seasonal menu items complement AMC's efforts to show seasonal movies. The new fall menu aims to coordinate with the *Thrills & Chills* experience to supply customers with a perfect autumn night," Aron said.

Highly anticipated horror movies such as *The Exorcist: Believer* and *Five Nights at Freddy's* are set to release in October, pairing perfectly with snacks catered to the spooky season.

Items for the winter menu will be announced in early November. Launch dates for the spring and summer menus have not yet been determined.

Customers can visit <u>www.amctheatres.com</u> to browse current menu items and reserve movie tickets today.

###

About AMC Entertainment Holdings, Inc.

AMC is the largest movie exhibition company in the United States, the largest in Europe and the largest throughout the world with approximately 900 theatres and 10,000 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying its Signature power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty and subscription programs, website, and mobile apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. For more information, visit www.amctheatres.com.



Media Pitch

To: MGWhite@gannett.com

Subject: AMC Theatres Offers New Seasonal Menu Items

Hi Meredith,

My name is Elizabeth Schaible, VP of Corporate Communications and Public Relations at AMC Theatres. I am reaching out to let you know that AMC Theatres, including those in all Arizona locations, will be launching new fall menu items, including seasonal popcorn flavors, beginning Oct. 10.

I really enjoyed your most recent story covering filmmakers participating in the upcoming 2023 national Film Prize. You've also written numerous stories about theatre developments in the area, which is why this announcement may be of interest to you, especially since snack eating and movie-watching go hand-in-hand!

As the weather starts to cool down here in the valley, moviegoers may want to celebrate with our new items, such as caramel corn and apple cider that will be in theatres for a limited time only this fall. AMC Theatres CEO Adam Aron is available today for an interview to disclose more details.

Attached below is the press release with more information. I'm happy to answer any questions through email or phone (480-376-3176).

Best,
Elizabeth Schaible
VP, Corporate Communications and Public Relations
easchaib@gmail.com
(480) 376-3176



Interview Briefing Sheet

Journalist Profile

- Meredith G. White of The Arizona Republic & azcentral.com
- Audience consists of people in the Phoenix area who enjoy reading articles about film, theatre, art, entertainment, and lifestyle
- Meredith G. White is an entertainment reporter for the Arizona Republic and has hobbies in film, music, literature, theatre, and pop culture. Her writing tends to be lighthearted and informative, aiming to educate Arizonans on all-things entertainment happening around the valley. She usually does not insert personal opinions into her writing. She tends to be objective and straightforward, so it is unlikely that she will be promotional toward AMC. Her writing style is not particularly flowery, meaning she will most likely not include biased language that reads as promotion or advertisement for our company. While she has not recently reported on AMC Theatres, her articles consistently include details about new or upcoming entertainment features, which perfectly coincides with AMC's new seasonal menu launch.
 - Phoenix Pride Parade: The route and best viewing spots
 https://www.azcentral.com/story/entertainment/events/2023/10/11/phoenix-pride-parade-2023-guide/71038197007/
 - The best view of Venus all year is tonight. How to watch https://www.azcentral.com/story/entertainment/life/2023/10/10/what-planet-is-visible-tonight-venus/71130416007/
 - All about 'Tiananmen: A New Musical' at Phoenix Theatre Co <u>https://www.azcentral.com/story/entertainment/arts/2023/10/06/tiananmen-phoenix-theatre-company/70913306007/</u>

Aim of the Interview

This interview should portray AMC as an innovative, trend-setting theatrical exhibitioner
that adds versatility to features beyond the screens. The goal of this interview is to
promote AMC's new seasonal fall menu with excitement, fun, and a liveliness that will
translate to readers.

Talking Points

- To seasonally enhance the moviegoing experience, AMC is introducing a new fall menu that will launch Oct. 10. This will provide customers with special-edition food and beverages exclusive to AMC Theatres.
 - Menu will be accessible in-person, online, or through the app.

- Featured items include caramel corn, kettle corn, snickerdoodle cookies, candy corn, apple cider, and cranberry juice.
- We value our AMC customers and want to promote some exciting, limited-time features that accompany this launch.
 - AMC Stubs members will receive 15% off on seasonal items and can receive free medium drink with the purchase of a large seasonal popcorn.
 - All moviegoers can enjoy a free snickerdoodle cookie from Oct. 10 to Oct. 17 with the purchase of a movie ticket.
- This launch is the start of our desire to bring seasonal, fresh, and high-quality ingredients to our customers.
 - Seasonal menu items for winter, spring, and summer will be announced at later dates.

Tips

- Since this is a lighthearted topic, don't be afraid to add charisma and excitement into your answers ... make it a conversation!
- Make sure to disclose as many details about the fall menu as possible... coverage surrounding other seasonal menus can be discussed later.

Potential Difficult Question

- Doesn't this just seem like a money-making marketing tactic that copies every other company with special "fall" items?
 - That could be one's perspective, but honestly, the goal here at AMC Theatres is to make movies better for everyone. What better way to do this than to introduce more food and beverage options for our customers? Our initiatives extend beyond the screen, and our goal here is to add versatility and a little bit of fun to our menu.



Speech

Introduction

AMC Theatres is the largest movie exhibition company in the world. Established in 1920, this theatrical exhibitor has strived to "make movies better" for over 100 years. With approximately 900 theatres worldwide, millions of moviegoers are served every year with state-of-the-art subscription services, concessions, and screenings. A proud member of The National Association of Theatre Owners, AMC Theatres has attended CinemaCon for several years and is committed to enhancing the moviegoing experience. Here to speak on exciting new developments surrounding "The New Age" in cinema is AMC Theatres CEO Elizabeth Schaible.

Speech

Good afternoon, everyone! Thank you so much for being here. I'm Elizabeth Schaible, CEO of AMC Theatres. I'm honored to be speaking at the 12th annual CinemaCon in the heart of Las Vegas. CinemaCon is a place to gather and celebrate the moviegoing experience. And after the past few years, I think it's safe to say that we have much to celebrate. Despite facing setbacks with the COVID-19 pandemic, the film industry has bounced back and is stronger than ever. In the past few years, we have created and presented groundbreaking films. In the past few years, we have leveraged new technology to enhance cinematic experiences. The past few years have shaped who we are today. But now, it's time to focus on the future.

As leaders in theatrical exhibition, we have the privilege, and responsibility, to create. Boldly and fearlessly. Because creation is the beating heart of cinema. And everyone in this room has contributed to the ingenious creation that has advanced the motion picture theater industry to what it is today.

More specifically, at AMC, we've always felt that our initiatives extend beyond the screen. Now, we want to put our audiences beyond the screen as well. Beginning October 2024, AMC will partner with Oculus to present a new type of moviegoing experience — Virtual Reality cinema. AMC locations will show select Oculus VR films that will take audiences one step closer into the world of film. This technology is exciting. It's borderline otherworldly. And it will truly be an immersion experience like no other. This idea has been in the works for quite some time. To quote the AMC slogan, we truly strive to make movies better. Making movies better involves thinking about new ways to present cinema. New platforms, new opportunities, new initiatives. We are currently at the largest cinema trade show in the world. There is immense beauty in

discovery and collaboration, which is why events like these are so incredibly important for our industry. The potential impact that can come from these four days cannot be overstated. How lucky are we to be a part of something like this?

The partnership between Oculus and AMC will make strides to revolutionize the moviegoing experience. But as we enter a new age of cinema, it's important to remember the reason why we all gather here today. We're in the business of entertainment. It's easy to get caught up in the glamor of it all, but ultimately, it's the people who matter. People watch movies to escape. Whether it be a new, extravagant VR experience or just a classic movie night curled up on the couch, people watch movies to express empathy. To feel something. When all is said and done, our job is to deliver that in the most effective way possible. It's why we do what we do. And standing here in front of all of you today, I can honestly say that AMC Theatres is proud to be a part of a community that puts the people first. Thank you so much.



Blog Post

FIVE MUST-SEE MOVIES TO HELP RING IN THE NEW YEAR

As 2023 comes to a bittersweet end, AMC Theatres is celebrating another successful year at the movies. Although this is a time for reminiscing on the year's best cinematic moments – and yes, Barebenheimer takes the top spot – it's also a time to look forward to what the New Year will bring. To ensure you start 2024 off with a bang, we've compiled a list of five exciting movies scheduled to be released in theatres January 2024.

#1 – Mean Girls





Cady Heron, a home-schooled teenage girl raised in Africa, moves to Illinois with her parents and begins attending public school. While navigating her way through the social hierarchy and cruelty of high school, she befriends a group of popular girls known as "The Plastics." After accepting her newfound popularity, Cady realizes that it may not all be what it seems.



MEAN GIRLS is the musical readaptation of the 2004 comedy written by Tina Fey. While preserving the spirit and plot of the original, this new adaption will introduce beloved musical numbers from the 2017 Broadway production. The new film will be directed by Arturo Perez Jr. and Samantha Jayne and will serve as their feature film directorial debut.

While Rachel McAdams originated the lead role of Regina George in 2004, the Queen Bee will now be played by Reneé Rapp, who played Regina on Broadway in 2019. Angourie Rice will star as Cady Heron, and Jenna Fischer, best known for her role as Pam in THE OFFICE, will appear as Cady's mom.

Fey wrote the script for both the original movie and stage production, so it comes as no surprise that she returned to rewrite the new screenplay. She will also be reprising her role as Ms. Norbury, the sarcastic, warmhearted math teacher. But Fey isn't the only star to return to the big screen – Tim Meadows is making a comeback as Mr. Duvall, the North Shore High principal.

Other members of the MEAN GIRLS 2024 ensemble include Auli'l Cravalho, Jaquel Spivey, Avantika Vandanapu, Bebe Woord, Cristopher Briney, and Busy Philipps.

MEAN GIRLS is scheduled to release in theatres Jan 12, 2024. View the trailer <u>here</u>.

#2 - Land of Bad





From Director William Eubank comes an action film about a special ops mission gone wrong. Russel Crowe stars as Reaper, an Air Force drone pilot, who has been sent to the South Philippines with his Delta Force team. When the team becomes trapped with no weapons or communication other than the drone, Reaper must use his skills and fight for survival.



Already known for its star-studded cast with appearances from brothers Luke and Liam Hemsworth and Milo Ventimiglia, <u>LAND OF BAD</u> is set to be a high-stakes, non-stop action extravaganza that features modern technological conflicts. This film takes a new twist on the action movie genre while still reflecting the essence of previous action classics from the '80s, such as RAMBO: FIRST BLOOD PART II.

The trailer for this movie has not yet been released, but audiences can expect a fast-paced action thriller with jungle warfare and military operations.

LAND OF BAD is scheduled to release in theatres January 25, 2024.

#3 – The Book of Clarence





THE BOOK OF CLARENCE is a modern retelling of the age-old Biblical story of the Messiah. Set in 33 A.D., Clarence (LaKeith Stanfield) struggles to find a better life for his family and free himself of debt. Attempting to create his own path to divinity, he capitalizes on the power and influence of Jesus Christ and His apostles. He soon realizes the risks and finds that belief might be the only way out of the mess he has created.



Already stirring up controversy, this unorthodox film aims to re-invent the tale of the Messiah in ways traditional to modern religion while being unconventionally offbeat. This movie features a predominately Black cast, attempting to defy industry traditions in Biblical-era retellings. The blatantly flagrant, humorous tone may capture younger, secular audiences while still staying true to underlying themes of faith and love, both of which are present in past films regarding the story of the Messiah.

Director Jeymes Samuel claims that this movie is his own personal BEN-HUR, reflected clearly in the opening scene which features a thrilling chariot race. Critics say that this film seeks to be the

first of its kind to make any sort of pop-cultural impact since Mel Gibson's THE PASSION OF THE CHRIST.

LaKeith Stanfield plays the lead role and is surrounded by an ensemble of award-winning actors, such as James McAvoy, who plays antagonist Pontius Pilate, and Omar Sy as Barabbas. Teyana Taylor stars as Mary Magdalene and RJ Cyler appears as Elijah, Clarence's best friend.

THE BOOK OF CLARENCE is scheduled to release in theatres January 12, 2024. View the trailer here.

#4 – Night Swim





<u>NIGHT SWIM</u> is based on a 2014 short film of the same name about a woman terrorized by an evil spirit in her swimming pool. NIGHT SWIM's director Bryce McGuire aimed to focus on the subconscious fears and vulnerability humans naturally experience in water – especially water that's dark and unlit. McGuire wrote the original short film and returned to write and direct the full-length screenplay.

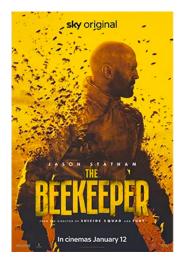


Producer James Wan, co-creator of popular horror franchises such as SAW and INSIDIOUS, has joined forces with Jason Blum, producer of PARANORMAL ACTIVITY and THE PURGE, to create this film. The cast is packed with current stars, including Oscar nominee Kerry Condon as Eve Waller, the leading role. Ray Waller, a former major league baseball player and Eve's husband, is played by Wyatt Russell from THE FALCON AND THE WINTER SOLDIER.

When Ray persuades Eve that the shimmering, inviting swimming pool located in the backyard of their new home will be fun for the entire family, a malicious spirit rises from beneath the surface of the water and unleashes terror on the family. While the four-minute short film focuses directly on a woman's one-time experience with the swimming pool spirit, the upcoming full-length feature film will delve into experiences faced by a family unit and highlight the ultimate fight for survival.

NIGHT SWIM is scheduled to release in theatres January 5, 2024. In preparation for this suspenseful, striking film, audiences can view the <u>trailer</u> or watch the original <u>short film</u> on YouTube.

#5 – The Beekeeper





When his friend and neighbor commits suicide after falling for a phishing scam, Mr. Clay (Jason Statham) seeks revenge on the company responsible. He is a former member of the national, clandestine organization known as "The Beekeepers" and discovers that there is more than what meets the eye when fighting to take down the company. THE BEEKEEPER is a thrilling, dramatic action film with high stakes and plot twists around every corner.



David Ayer, director of SUICIDE SQUAD and THE TAX COLLECTOR, brings the heat in this action-packed film and aims to expose the dark effects money can have on human morals and ethics. Writer Kurt Wimmer weaves together a plot rich with national secrets, political turmoil, and lurid deceit. Ayer and Wimmer are no strangers to working with one another, as the two teamed up during the production of the 2008 film STREET KINGS.

With Statham in the leading role, THE BEEKEEPER promises non-stop movement and activity that will captivate audiences and keep them on the edge of their seats. He is also one of the film's producers, alongside Ayer, Wimmer, Bill Block, and Chris Long. Familiar Hollywood names such as Josh Hutcherson of THE HUNGER GAMES franchise and musical theatre actress Emmy Raver-Lampman co-star in this film, bringing diverse, top-notch acting.

THE BEEKEEPER is scheduled to release in theatres January 12, 2024. View the trailer he	ere.
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So, there you have it, AMC bloggers! These are just five of the many new movies coming out next January. Although we can't spotlight all of them, we can't wait to see what new films will come to our theatres and change us for the better. From horror and thriller epics to dramas and comedies, so much is in-store for the entertainment industry in the coming year. All in all, we know 2024 is going to be another great year at the movies, and we can't wait to experience it with you!

Web Excerpt:

AMC Theatres presents five movies set to release in January 2024 that will help moviegoers ring in the New Year. This diverse list ranges from horror to comedy, featuring cinematic experiences for people of all preferences!

Web Tags:

New Year, Movies, Horror, Comedy, Action



PSA Script

Pre-recorded script

Title:FOR MORE INFORMATIONOrganization: AMC TheatresElizabeth Schaible, PR ManagerLength: 30 seconds (75 words)easchaib@asu.eduAir dates: Nov. 28 – Dec. 31, 2023480-376-3176

SFX: Dramatic, emotional music swelling	
BOB:	Cassandra, there's something I have to tell you before you leave.
CASSANDRA:	What is it, Bob?
BOB:	I love you.
CASSANDRA:	I –
SFX: Loud keyboard typing, text messages sending	
MOVIEGOER:	Sorry everyone, but I have to respond to these texts!
MOVIE AUDIENCE:	(adlib) Boo! Really? Come on! This is the best part!
ANNOUNCER:	Does Cassandra love Bob? The world may never know. Remember, don't cause a riot, keep your phones quiet! Please don't text during a movie. It ruins the experience for everyone!
SFX: Music starts again	

CASSANDRA:	(in an irritated tone) I'm leaving you, Bob.
BOB:	NOO0!!
##	##

Live script

30 seconds (85 words)

It's time for a night at the movies. You buy fresh popcorn, a cold drink, and a ticket to a brandnew film. The movie starts, and the world around you disappears. The music builds and you can't wait to see what happens next. Everything is perfect ... until the person next to you starts typing away on their phone! Don't ruin the experience by texting. Always remember to keep your phones on silent during a movie. This message is brought to you by AMC Theatres.

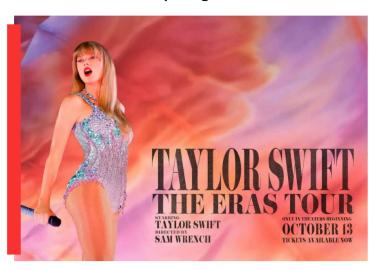


Employee Newsletter

SEPTEMBER 19, 2023

AMC Theatres

The Silver Screen Spotlight VOLUME 12



TAYLOR SWIFT'S ERAS TOUR FILM BREAKS ADVANCE TICKET SALE RECORDS

AMC Theatres is proud to announce that we had the highest advance sales revenue day in our 103-year history on Thursday, August 31 due to record-breaking demand for "Taylor Swift: The Eras Tour," a new concert film in theatres October 13.

Twenty-six million dollars in ticket revenue was sold, beating the previous record of \$16.9 million held by "Spider-Man: No Way Home."

AMC's partnership with "Taylor Swift: The Eras Tour" film has created a new business opportunity for AMC Entertainment, allowing AMC to act as a theatrical distributor and secure numerous deals with movie theatre operators across the U.S., Canada, and Mexico. Deals have already been made with exhibitors such as Cinemark, Regal, Cineplex, and Cinepolis.

Due to the high demand of this film, employees should anticipate working an increased number of hours during the first few weeks of this release to match foot traffic. As always, we appreciate your dedication to making AMC the No. 1 spot for all moviegoers!



Newsletter Highlights

"Taylor Swift: The Eras Tour" Concert Film Breaks Sales Records

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VP Marketing

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ELLEN COPAKEN PROMOTED TO SENIOR VICE PRESIDENT OF MARKETING

Ellen Copaken has been appointed the head of AMC's industry-leading marketing department and will also serve on AMC's management Executive Committee, effective immediately. Ellen succeeds former AMC employee Eliot Hamlisch.

Ellen joined the AMC family in February 2022 and devised the AMC Perfectly Popcorn home popcorn product, allowing our customers to enjoy our popcorn from the comfort of their homes. In addition to her new marketing duties, she will continue developing business strategies for this product.

AMC is beyond thrilled to welcome Ellen into this new position. With more than 20 years of experience in the field, she will lead our marketing department with knowledge, confidence and tenacity!



"In the year and a half that she has been with us, her talent, skill, and affable nature have been obvious to all who have interacted with her."

-Adam Aron, AMC Chairman and CEO







SEPTEMBER 19, 2023

UPCOMING VIRTUAL CAREER DEVELOPMENT EVENTS

zoom

Management & Culture | Oct. 9 |

3 p.m. EST

Learn about the management process and workspace culture here at AMC.

Resources for Networking | Oct. 25 | 12 p.m. EST

Curious about how to make connections in the theatrical exhibition industry? Join this Zoom to find out!

Leadership Development | Nov. 9 | 1 p.m. EST

Enhance your leadership skills and learn how to promote a positive work environment at AMC.

Ask your local AMC Crew Leader for registration information.





15% growth in total revenue



12% growth in attendance



71% increase in Adjusted EBITDA

Percentages compared to Second Quarter 2022







Fact Sheet

AMC Theatres 2023 Fact Sheet



AMC Leadership 22



Adam M. Aron Chief Executive Officer President



Sean D. Goodman Chief Financial Officer **Executive Vice President**



Mark Pearson Chief Strategy Officer Senior Vice President



Elizabeth Furst Frank Worldwide Programming Chief Content Officer **Executive Vice President**

Products & Services



Largest

theatrical exhibitor in the world, delivering movies to millions of moviegoers every year



Food & Drink

menus to enhance experiences, featuring MacGuffins full bars and AMC Dine-In Theatres



Premium

AMC Recliner seats and sound presentation with Dolby Cinema and IMAX.

AMC Theatres founded in Kansas City, Missouri.

AMC acquires Loews Theatres and expands throughout country.

AMC launches line of athome popcorn products.

2023



1920



1962

2006

AMC opens the world's first multiplex in Kansas City.

2020



AMC celebrates its 100th anniversary and opens theatres following the pandemic.



385 million

moviegoers served every year

Over half

of moviegoers are Black, Hispanic or Asian

Media Contact



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For more information, visit www.amctheatres.com



of moviegoers are under the age of 39



AMC Sales Milestone

Taylor Swift: The Eras Tour film shattered advance ticket sales records, garnering \$26 million on Thursday, Sept. 1, 2023.



Email Blast





'Tis the Season for Bonus Bucks!

The Holidays are right around the corner, and AMC wants to spend them with you! To celebrate this season of giving, AMC is offering \$5 Bonus Bucks to spend on tickets or snacks when you join or extend an AMC Stubs Premiere membership. Treat yourself or a loved one to a year of movie perks, such as waived online fees and more. This offer is valid through Jan. 9, 2024. Click below to join or extend.

Join or Extend Now

Introducing the AMC Entertainment Visa Card



Your everyday purchases can now purchase your tickets to the movies! AMC Stubs cardholders can earn 50 points per \$1 spent at AMC Theatres, 20 points per \$1 spent on dining, groceries and gas, and 10 points per \$1 spent on all other purchases. Stubs members, this is your time to earn rapid rewards and use them however you please.

Apply Now

New Limited-Edition AMC Loungefly Backpack



AMC Stubs Premiere and A-List members will be able to purchase this exclusive pinstripe Loungefly backpack before the general public starting Dec. 4. Download the AMC app, turn on notifications, and wait for us to let you know when this limited-edition item becomes available. To be considered for this offer, AMC Insiders must upgrade their membership by Nov. 26.

Learn More

AMC Theatres









