ON-CAMPUS MOVIE PROMOTION

PROBLEM: Students don’t check/read e-mails, don’t know what’s playing, and don’t come!

OTHER PROMOTION OPPORTUNITIES:

* Show previews on TVs in UC
* Ads in Royal Purple (already done?)
* Posters (already done… stay on top of updating weekly)
* Theme nights
  + Dates—1/2 off (couples get 2 for price of 1)
  + Pajama night
  + Free popcorn/some type of treat; allow orgs bake sales before each showing
* Some kind of poll/survey to find what movies students want to see (research why students don’t come, what would encourage them to attend)
* Benefits: Cheaper and closer than WW theatre!
* Second chance to see new(er) movies before out on video