

NEW PROD'N SHIFT

AFM Now King Of Mountain At Cannon

Mendheim Golan and Yoram Globus, the brain in the monkey toppers of The Cannon Group who were weaned and nurtured by inter-national sales, have passed their film output to coincide with what they believe to be the most important market for overseas placement.

"It used to be Cannes to Cannes," said Golan. "Starting with the Los Angeles market in 1980, our yearly program will be organized from American Film Market to American Film Market."

Last year the company placed 22 pictures into production, more than any of the majors, and as they enter this year's AFM, Golan and Globus, although not disclosing numbers, say they will be offering many of their upcoming entries "with more major stars and major directors than ever before."

Cannon has taken giant steps since the first American Film Market in 1969 at the Westwood Marquis when the Israeli indie was an independent participant as it refused to join the club. Now, of course, it is a prime member of the American Film Market and the association that sponsors the market.

This year's market provides an opportunity for Golan and Globus to let the industry know throughout the world that they have finally opened the Hollywood door that has long remained closed to them. During the AFM, Cannon will celebrate the presence of the company's new headquarters in Los Angeles, its own new building at San Vicente Blvd. and Wilshire. The occasion will be marked by a gala invitation-only black-tie event on Feb. 22, with L.A. Mayor Tom Bradley on hand to help kick off the festivities and applauding Cannon's decision to stay in L.A. after thirteen years in New York.

More attention to Cannon as it stacks bricks down the Hollywood

By HY HOLLINGER

barriers is the number of pictures it makes, the type of product it is offering, and the people who will direct and be in the pictures.

As it makes its AFM presentation, it can boast of films that will include such top names as Sylvester Stallone, Dustin Hoffman, Chuck Norris, Christopher Reeve, Julie Andrews, John Travolta, Amy Irving, Charles Bronson, Lee Marvin, Alan Bates, to name just a few. Directors associated with Cannon product include Franco Zeffirelli, John Frankenheimer, Jean-Luc Godard, Andrei Konchalovsky, Jerry Schatzberg, Bill Forsyth, Joseph Zito, J. Lee Thompson, Tohe Hooper, Sam Firstenberg, and the Cannon chairman Mendheim Golan, a filmmaker in his own right.

As the market convenes, buyers will have an opportunity to assess Golan's most recent achievement as a director with screening at the market of "The Delta Force," which finished shooting in Israel last fall and was invited for the U.S. and Canadian public on 1,800 screens on Feb. 14.

Golan, absent from the MIFED market for the first time in October because of his directorial duties on "Delta," will do his sales hat again as he joins the business hall of the team, his cousin, Yoram Globus, in lining up deals and presales on the wide variety of product that Cannon will be offering.

Perhaps the best indication of Cannon's phenomenal growth in the past six years will be the contingent of eyes from overseas outposts that will be on hand to support the selling effort. Cannon has been reported, has acquired theater chains in the United Kingdom, Holland, West Germany, Austria and Italy and has its own distribution setups in England, France, Italy, Israel and West Germany.

Joining toppers Golan and Globus will be Bill Moraskie, exec v.p., international sales; Liz Mackiewicz, v.p., Cannon International; Danny Dindorf, v.p., Cannon International; Joanna Johnson, v.p., Cannon International Distribution, Europe, Middle East and Africa; Barry Jenkins, managing director, Cannon Classic Cinemas; Jean-Luc Defaut, managing director, Cannon France; Fulvio Lucinno, managing director, Cannon Cinema Italia; John Thompson, managing director, Nuova Cannon Italia; Jan Bruinstrap, managing director of the Cannon companies in the Netherlands; Sam Wayenberg, general director of Scotia-Cannon, and Kenneth Rive, director, Cannon Gala and Cannon Film Distributors (U.K.).

Other Pix

In addition to "The Delta Force," films to be screened at the AFM include "Dumb Dicks," "America 3000," Lina Wertmuller's "Comorra," and Lilliana Cavani's "The Berlin Affair." It's in the presale department, a Golan and Globus specialty, that Cannon will be most active, touting product that is going into production shortly or has recently been completed.

Among this group are Zeffirelli's "Otello," which wrapped in Italy with Placido Domingo starring; "Murphy's Law," starring Charles Bronson which finished in January and is scheduled for an April release, and the currently shooting "Duet For One," shooting in England with Julie Andrews, Alan Bates, and Max Von Sydow starring. Duain Hoffman will star in Floore Leonard's "La Brava," set to start in the Spring with Cannon reportedly dickering with Francis Coppola to direct. Christopher Reeve is set to star in "Street Smart" with Jerry Schatzberg directing, and John Frankenheimer

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Skouras Is Bringing Slate Of 11 Pix To Film Market

Toting 11 films, Skouras Pictures hopes to capitalize on an American Film Market that is short on quality low-budget product, said Janet Fleming, company's international division president.

Although none of its titles is new at the AFM, Fleming said sales would be keyed on three titles with about 50% of their territories still open. Introduced at MIFED last season was the suspense thriller, "Jackals," starring Wilford Brinley, Jameson Parker, Jack Lucarelli and Gerald McRaney.

Also on the sales block is Lance Lonsday's sci-fi thriller set on space station 1.5, "The Star Crystal." Skouras has picked up worldwide rights to the previously unleased "The Tender Age," which stars John Savage as a juvenile crime officer who breaks the cardinal rule of his profession and gets involved with a client.

Company will screen and talk up W.T. Morgan's rockumentary about the L.A. group X, but Fleming said actual sales will be held off pending the planned U.S. premiere later this month.

Among the other titles being rep-

ped by Skouras are Marisa Silver's "Old Enough," Aaron Lipstadt's "City Limits," David Blyth's New Wave sci-fi pic, "Death Warned Up," Adam Brooks' "Almost You," Dan Rosenthal's international thriller, "Sloane," Nico Mastorakis' suspense mystery, "Blind Date" and remaining territories on Joel and Ethan Coen's "Blood Simple."

Overall, Fleming predicted a still difficult market with softening of the U.S. dollar not yet significant enough to have much of an impact on business. With the dollar still relatively high, Fleming said it would be difficult for deals to come up to sellers' expectations.

Fleming further pointed to continued hard times in Australia and South Africa, but admitted that the U.K. as a market was back on its feet.

While Fleming noted that big-budget quality film dealers such as PSO and Lorimar can always count on finding homes for their films, there is "a great shortage of good films" in the low-budget category, which is where Skouras is trying to carve out its niche.

Atlantic International Cries 'Wolf,' Foreign Distribbs Jump

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That's the position veteran foreign sales exec Jules Stein feels he has earned as his company, Atlantic International, a division of the Atlantic Entertainment Group, makes its second outing at the American Film Market.

As Atlantic's v.p. international distribution, Stein, who earned stripes previously at United Artists and American International Pictures, came aboard when Atlantic toppers Thomas Coleman and Michael Rosenblatt decided to keep in-house the company's foreign sales activities. Previously, the firm, which has its own domestic distribution setup, farmed out the overseas sales to individual foreign sales agents.

Atlantic's acceptance with foreign distribbs, according to Stein, came with "Teen Wolf II," which fortuitously starred Michael J. Fox of "Back To The Future" fame.

Pic, said to be scoring big in engagements in Australia, West Germany, Switzerland, Belgium and Singapore, following a \$33,000,000 b.o. gross domestically, apparently has convinced Atlantic to go with "Teen Wolf II," a project that Stein will tout during the market.

Steady Product Flow

Most important to Stein as the international sales chief is the ability of Atlantic to provide him with a steady flow of product for the overseas market.

By establishing "credibility and continuity" Stein, in the short period of two years, has been able to build up solid relationships with a number of offshore distribbs. Although he does not believe in output deals, preferring to sell each picture on its individual merits, Stein has a sort of first refusal arrangement with several distribbs, including

Entertainment Film Distributors in the United Kingdom, Filmways in Australia, and CB Films in Spain.

Fawcett Pic

Among pix that Atlantic will offer at the AFM, with selected footage being screened in some instances, are "Exterminators," with Farrah Fawcett recasting the role she performed in the off-Broadway production with Robert M. Young directing for producer Burt Sugarman; "Umbrella Woman," starring Rachel Ward with Ken C. Cameron directing and Michael Nolin and Jan Staup producing.

In addition to "Teen Wolf II," Atlantic will unveil four to six other pictures in preproduction or production, including "Soul Man," a comedy to be produced by Steve Tisch; "Who Wrote The Book?," a musical romance set in a Harlem high school; "Home Is Where The Hart Is," a comedy directed by Rex Bromfield; "The Wild Thing," an urban Farzan tale written by John Sayles; "The Nutcracker," a film version of the classic ballet, and "Rubber Bullets," a black comedy written by David Laughery.

In addition to Stein, chairman Coleman and vice chairman Rosenblatt, Atlantic will be represented at the market by exec v.p. Jonathan Dana, operations v.p. Patricia Finare and production v.p. Kathryn Galan.

Shapiro Ent. Goals Intact

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more correct, four new theatrical offerings: "Pink Chiquitas," a \$2,500,000 entry from Toronto-based SC Entertainment Corp.; "Keeping Track," a \$3,300,000 pic from Telesec Prods.; "Lady In White" (\$3,500,000) from Frank LaLoggia, producer, writer, director and scorer of the project and "Tunnel Rats," a \$2,500,000 film that will be shot in the Philippines by producers Mimi Zanos, Buddy Reyes and Terry Ballard

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