

# The Menacing New Yorker

Volume 1, Issue 1

The Official Newsletter of the Countdown NY Line

January 29, 1999

Premier Issue

Days Until Line Up **81**

## VOILA.COM BECOMES NEW YORK LINE SPONSOR!

### To Ziegfeld or Not To Ziegfeld ...

In search of space...

By: Robert Cartagena

It looks like we need to find a new facility in NYC - and has been confirmed by corporate sources that the Ziegfeld IS NOT THX Certified! I know it's sad but we have to overcome and move on. I have been in contact with several theaters and it looks good for the Union Square 14 at 13<sup>th</sup> and Broadway. We need to pass one more hurdle before the Manager, Mr. Tim

*continued on page 2*

### From The Administrators Desk.....

By: Michelle Hadlow

As you have probably been able to tell from reading this newsletter, we are beginning to gather steam. We have a dedicated team of volunteers who have taken on various assignments and responsibilities. I am the person who will be organizing it all. As we continue our search for a permanent base of operations, we will be contacting local merchants and informing them of our intentions. We are also recruiting sponsors, and soon we hope to interest the local media about

all of our activities. In time you will also see a sign-up

*continued on page 2*

### Voila.com becomes NY line's first sponsor!

By: Suzanne Sousa

VOILA.COM has joined forces with CountingDown.com for world-wide media coverage of the countdown to the New York Premiere of Star Wars, EPISODE I, The Phantom Menace. The countdown event will get a boost from VOILA's traffic and will be advertised all over the Voila network, which consists of six portal sites in Europe and one in the U.S. (Take a look at the awesome sites at <http://www.voila.fr> and <http://www.voila.com>!). The sponsorship was put together by Robert Cartagena, Tim Doyle and Phillip Nakov working with VOILA.COM's Business Development team in New York.

As part of the sponsorship, VOILA.COM plans to provide live coverage of the NY lineup, hopefully

*continued on page 5*

### Lets all give a big hand those who have joined the line!

Jeff Fischer	Patrick Asplund
Rick McKinney	Jon Simantov
Zachariah Jones	Christian Detres
Stu Gardiner	Abbas Rezvi
Doug Smith	Gary Cheng
Will Shen	Martin Eisler
Brian Spadora	Stefan Boubil
Gareth King	Joseph Thompson
Michael Spellacy	Mr. Bas Van der Butten
Tom Wepler	Mr. Roland Kaniuk
Tom Tomlinson	Jonah Nobody
Anthony Fields	

### INSIDE THIS ISSUE

- 1 **Searching for space to line up.**
- 1 **France Telecom becomes our first sponsor.**
- 2 **PR Princess**
- 2 **A Wicket in Times Square**
- 3 **Line-Up Questionnaire**

Baggett will give us approval. The theater has 14 screens in total, two of which are THX certified. The smaller one has only 250 seats, while the one we are interested in has 450 seats including a balcony (cool!). We are hoping to secure the theater within the next two weeks or so. One of our illustrious leaders (Phillip Nakov) is now in contact with the final authority in deciding our fate at the theater..."Help me Obi-Wan Phillip, you're our only hope..." so keep Phillip in your prayers.

~~Administrators Desk - continued from page 1~~  
posting of line shirts for line brigade members. All OK

this activity has to be monitored, and that's where I come in.

If you are interested in volunteering for our group, or you have a talent or contact that you think would be helpful, please send a note to my attention at:  
[nyline99@hotmail.com](mailto:nyline99@hotmail.com)

Check out the Hep Wanted Section of this newsletter on page 4.

Until next time...

Michele Hadlow aka R2D2  
Countdown to Starwars

## ***The PR Princess***

By Suzanne Sousa

Suzanne Sousa is the name, PR is my game! I am thrilled to be working with the crew for the NY Line! It wasn't too long ago (2 weeks to be exact), when I was crowned by Lincoln himself and Robert as the Official NY Line PR coordinator. Since then it has been a whirlwind of ICQ, phone calls and e-mails. It is wonderful to have our level of coordination and it's still January! Yet before we all know it, May 21st will be upon us, and then we will really be jumping!!! So please, do not hesitate to contact me with any PR questions or suggestions, or anything else that may be useful to make the NY Line run smoothly-- just like the Millennium Falcon going through an asteroid field! We will just have to do a better job of avoiding space slugs!

Suzanne

## **Here's where we stand:**

**New members this week: 7**

**Total members: 40**

## **A Wicket in Times Square**

By: Mike Gent

I got off the subway this morning, nudged my way into the escalator queue, and bared my teeth to any and all who got in my way. "Careful," I muttered to no one in particular, "My blaster isn't set to stun." ...Out on the surface of the strange planet again, I was momentarily stunned by a blast of cold wind and found myself wishing I hadn't sold my tauntaun...As I moved under the gaudy glare of Times Square, through the babble of a thousand voices in a thousand dialects, and over the gum and cigarette butt encrusted concrete of 46th Street, I found myself quick-stepping in time to the throbbing cadences of the Imperial March (you know, Darth Vader's theme...)

Yes, I had Star Wars on the brain...

To be perfectly honest, I've been thinking about Star Wars for the past 20 years (21 years, 8 months, 1 day to be exact). I was a Star Wars baby (similar but not equal to the nefarious teenage werewolf). I grew strong on bantha milk, cut my teeth on Hasbro plastic, was potty-trained to tales of Wookiee daring. When Obi Wan perished, I wept. When Han came back, I cheered. When Yoda dissolved, I wept again. And then it was over...They packed up the death star, the forest moon, and the bounty hunters, and took them all away.

...Until now!

Archmage Lucas and his team of acolytes are back and more magic-packed than ever...And I couldn't be more thrilled.

A person's life is supposed to have some sort of continuity to it...A boy becomes a young man who in turn becomes a man who in turn becomes an old(er) man. With Lucas' pending release of Episode I in May, this Star Wars baby is becoming a man. I'll trade in my plastic-flashlight-sabre for the real deal...I'll get rid of my land speeder training jets...I'll come to terms with the death of an ewok...I'll even get a bigger t-shirt...And when Halloween comes around this year, I'll wear my plastic Chewbacca mask with glowing pride.

Yes, Star Wars is back, and now is the time for all Star Wars babies to stand up and be counted. Because that long ago isn't really so long ago anymore; and that galaxy far away is getting closer every day. This is our time, and this is our place...We are the Jedi. The force is strong with us.

Mike Gent will be seen here regularly on  
***The Menacing New Yorker***

## Pushing The Envelope / F.A.Q

This is the letters section of my humble little newsletter. Of course, if this were a PRINTED newsletter that was sent to your house via snail-mail, then the title would be pretty cool. However, this is the internet and you don't need an envelope - so the title is just cool to me.

But here, you can read a little about people's excitement and enthusiasm about the Lineup event as well as get answers to questions that just might be on the top of your "questions to ask Roberto" list. If you would like to contribute a little statement (up to about 100 words), please feel free to contact me. Just remember we reserve the right to edit your question before we print it.

**"If I am already on the list for tickets, I don't necessarily need to be in line right? You know, in case something happens and can only be for the May 21?"**

- Miguel

*This is not true. We are still working out the details of when and how long you need to wait in line, but I am certain you can't just arrive on the 21<sup>st</sup> and expect to get tickets! The last thing we want is a riot. Basically, we are making it so it will be impossible to scalp tickets. We have already run into problems of this nature. So, with a list of people in hand, we can say you need to be PHYSICALLY in the line for no less than three days. Thus, you need to be in line by the 18<sup>th</sup> of May.*

**"And you know that if we arrive on May 18th, no matter how many people will be waiting outside, if you got the tickets for the fans then we have them right? If you get the deal done, no matter if a million people are outside the theater since May 1st, the only thing that matters is that we will be getting tickets, right? No matter what?"** - Sushi

*No. Absolutely not. The list is for people that we will give tickets to if they are to prove they are members of the NYC Line brigade. Like I said in the answer above, we are still working out the details for when we will give out tickets and who will get them. It could be that if, and ONLY if, we have more than 1,488 people that have met the old requirements, that is:*

*line for 24+ hours from April 21<sup>st</sup> to May 21<sup>st</sup> and line for the whole last days (May 18<sup>th</sup> - May 21<sup>st</sup>) then, we would go by the top 1,488 movie-goers*

All questions for the NewsLetter can be emailed to:

[Nyline99@hotmail.com](mailto:Nyline99@hotmail.com)

**Subject: Ask Roberto**

***We do not guarantee to answer all of them but we'll do the best we can.***

## NY Line Questionnaire

We welcome you to the party and I hope you find your stay here comfortable. Please take the time to complete the following survey and send it in to me.

For those of you who live out-of-town, how long will you be in NYC for the Premiere?

If you were to give a % of how dedicated you are for being in our lineup, what would that percentage be?

Examples:

- 100% - I will be there NO MATTER WHAT!
- 75% - I need to make my transportation arrangements and ask for time off from work but otherwise I am there!
- 50% - Hold my place in the lineup, but I am not sure.
- 25% - I have a lot of planning to do but I really want to go...
- 0% - I accidentally filled out that ListBot thing and I wear bananas on my ears to stay warm - please take me off of this silly newsletter.

Do you think you will spend your entire time in NYC in the lineup?

Do you plan on doing other things in NYC while you are here or is this specifically for the Premiere?

Do you plan on bringing others with you? **\*\*NOTE\*\*** I need to know this number so I can add them to the list!! Preferably, they need to sign on into ListBot!

How long (hours) do you plan on being in the lineup?

Would you rather do all of your hours at once or take shifts?

Thanks you for your time. Please send the completed answers to me at: [nyline99@hotmail.com](mailto:nyline99@hotmail.com) Subj: Answers

## Logistically Speaking...

**By Abbas Rezvi**

Well I have been named Line Logistics Coordinator and I will tell you right now it is one heck of a job getting all you guys together and organized. The first thing I'd like to say is what this is about. It's about Star Wars fans getting together to share an experience and our joint interests in SW and admiration of the work of George Lucas. I would like this to be sort of a mini-festival in which we could share, laugh, cry and just generally enjoy ourselves in all that is SW. We have a lot of ideas in mind (games, contests, photo taking, role-playing and the like) but most of all, we want to do it in as caring and civilized a manner as possible. We will have everything from food to VCR's running the SW SE Trilogy 24/7. But we want to hear from you the loyal fans as to what you would like to see happen at this mega-event. So drop us a line and tell us. Email me at : [nyline99@hotmail.com](mailto:nyline99@hotmail.com) Sbj: Line events I'll incorporate as much as I can.

# HelpWanted Ads

There are several positions needing to be filled for our NY line crew to be complete

If you see a job you might be able to fill please contact us at:

[Nyline99@hotmail.com](mailto:Nyline99@hotmail.com) Subj: Help wanted

## Volunteer's Help Wanted

### **TECHNICAL COORDINATOR**

We are looking for a technically savvy individual who can work with out supervision to help us get our technical issues sorted out. This person should have PC as well as server experience Web authoring a plus. This person would have to work out the logistics of getting power and telephone connections for connectivity into the Internet as well as keep the laptops and computers on the line functioning. You will be working with our main Technical coordinator as well as with the National Technical Coordinator. Please contact us if you think you can fit the bill.

## Volunteer's Help Wanted

### **LINE LOGISTICS ASSISTANT**

We are looking for a someone to assist our Line Logistics Coordinator in resolving line issues and help shape the way the line will be organized. Duties will include:

**Line Shift organizing**

**Food delivery coordination**

**Sponsor Contact and managing of sponsored Items**

**Contest creation and implementation and many other things...**

If you are organized and think this position would interest you please contact us.

## Volunteer's Help Wanted

### **CITY ORDINANCES LIASON**

We are looking for someone with great phone and people skills that has a knack for finding out information and getting things done (being persistent wouldn't hurt either). We need someone to figure out what the city laws are in regards to our lining up outside the theater and to get the proper forms for permits. Once that's done we need you to fill them out and make sure we get all the permits we need for this event. This person should be energetic people friendly and organized. If you think you can do the job please feel free to contact us.

## **Sponsors Wanted**

We are currently looking for Corporate sponsors. If you know any organizations that may be interested in donating equipment, services or funds please have them contact Louis Chang.

Phone: (212) 407-5872

E-mail: [nyline99@hotmail.com](mailto:nyline99@hotmail.com)

Subj: Sponsors

## Keep Pressing!

In this section, you can read about what the media has said about us recently!

TORONTO STAR has done a \*HUGE\* article about mostly countingdown.com! This should generate MUCH support for us as well as continue to bring in new members. You can read the article in its entirety at:  
[http://www.thestar.ca/thestar/editorial/entertainment/990115ENT01\\_MO-STARFAN15.html](http://www.thestar.ca/thestar/editorial/entertainment/990115ENT01_MO-STARFAN15.html)

Here are some excerpts:

"The fan-created Web site Countdown to Star Wars (<http://www.countingdown.com/starwars/>), which has already had nearly three million visitors, is organizing month-long vigils around the world, registering fans willing to go the distance."

It continues:

"Separate Web sites were created this week for two of the bigger Phantom Menace lines, outside Mann's Chinese Theater in Hollywood (where the original Star Wars premiered in 1977) and the Ziegfeld Theater in New York.

"There are plans to link the line-ups via cell phones and satellite dishes, paid for by corporate sponsors eager to cash in on the hoopla."

Countingdown.com was also given a brief mention in Entertainment Weekly's 99 Preview issue. Keep that press coming Suzanne!

You can contact Suzanne Sousa @:  
[Nyline99@hotmail.com](mailto:Nyline99@hotmail.com)  
Attn: PR Princess

## FEEDBACK

Well, we have reached the end of the inaugural issue of ***The Menacing New Yorker*** newsletter! I'm still playing with the format of this newsletter and I would like to hear what you think of it so far!

Hope to hear from you soon! See you in two weeks!

Contact Robert at: [nyline99@hotmail.com](mailto:nyline99@hotmail.com)

including webcams and digital video cameras which will create continuous, exciting coverage! The part of CountingDown's site that currently covers the lineup in NY will be moved to a mini-site that CountingDown and VOILA.COM will co-develop and co-brand. CountingDown.com is proud and grateful for VOILA.COM's sponsorship of the NYLine. As the French say, "Joie de Vivre," will be in abundance in the weeks ahead and reach a crescendo when the NYLine team sits in a dark theater on May 21st and begins to hold a collective breath and read, "A long time ago in a galaxy far, far away..."

### About VOILA.COM

VOILA.COM is part of France Telecom's Internet Offer. It is currently a network of six European **search engines** for Spain, Italy, Portugal, Netherlands, Denmark and France (<http://www.voila.fr>). Following a successful distribution deal with Bell Canada's dial-up service (<http://voila.carrefour.net>), Voila is now rolling-out in the US (<http://www.voila.com>) and Brazil. The US version of Voila will draw traffic both from the Voila European network and through U.S.-based marketing. Voila will naturally become a gateway between Europe and the Americas by providing both American content to Europeans or European content to Americans.

### NY LINE VOLUNTEERS:

NY LINE COORDINATOR & EDITOR IN CHIEF

ROBERT CARTAGENA

AKA RED LEADER

NY LINE ADMINISTRATOR

MICHELLE HADLOW

AKA R2D2

PUBLIC RELATIONS & ASST. LINE COORDINATOR

SUZANNE SOUSA

AKA RED 1 OR PR PRINCESS

SPONSOR RELATIONS

LOUIS CHANG

AKA RED 3

EDITOR

VINCENT TERRASI

AKA RED 4

LINE LOGISTICS

ABBAS REZVI

AKA RED 5