

January

ATTENTION
ACADEMY MEMBERS
You and a Guest are
invited to these special
screenings of MGM films.
Please call 213-280-6125
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reservations.

12 Monday
RUNNING SCARED
Room 24 8:00 PM

13 Tuesday
POLTERGEIST II
Room 24 8:00 PM

14 Wednesday
**WHERE THE RIVER
RUNS BLACK**
Room 24 8:00 PM
GINGER & FRED
Room 1 8:00 PM

Metro Goldwyn Mayer



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Attention Academy, D.G.A., W.G.A. Members
SPECIAL SCREENINGS

TONIGHT 8 PM
COBRA
WARNER HOLLYWOOD
STUDIO THEATRE

TOMORROW 8 PM
**LITTLE SHOP
OF
HORRORS**
THE BURBANK STUDIOS RM 12

TRUE STORIES
THE BURBANK STUDIOS RM 6

Your membership card
will admit you and a guest.

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(AP) — Celebrities Cybill Shepherd and James Garner are plugging beef in a series of television and magazine ads with the slogan "Beef. Real food for real people."

The \$30 million advertising campaign began appearing Thursday.

In the ads, the performers suggest diminutive three-ounce cuts of beef with fewer than 200 calories, says Robert Rebholtz, an Idaho cattle grower and promotion chairman for the Chicago-based Beef Industry Council. The California Beef Council also helped create the campaign.

"Beef is a different product than we had 25 years ago," Rebholtz said. "It's a lot leaner. We need to get that across, and let consumers know we've finally responded to what they've been asking for."

Music publishers seeking new talent

The January meeting of the Los Angeles Music Publishers' Forum will discuss the subject of "New Age Publishing — Pioneering the Old Frontier," and how publishers are responsible for developing talent.

The gathering, set for Tuesday at Hollywood's Continental Hyatt Hotel, will feature such speakers as attorney Jay Cooper, personal manager

The campaign is "something we should have done a long time ago," he said.

Three-ounce servings might seem awfully small to die-hard beef eaters but they make sense to others, said Jane Anderson, executive director of the California Beef Council. One of the print ads shows pieces of beef used as an ingredient, along with rice and vegetables, in a stir-fry dish.

Shepherd prepares a hamburger in her TV commercial, and Garner makes a beef kabob.

"We knew we wanted to use celebrities, and Shepherd and Garner are definitely fashionable, contemporary, popular people," said Karee Christensen, account supervisor at the San Francisco office of Ketchum Advertising, the campaign's creator

er Ned Shankman, MCA Music creative services director Carol Ware MCA Music writer/producers Car Sturken and Evan Rogers, Almo/Irving Music writer/producer Mart Sharron, Chrysalis Music creative director Tom Sturges, Chrysalis A&F executive Susan Collins, and Entertainment World/CBS Songs president Charles Koppelman.

Stage Review

'Sand Mountain'

By ED KAUFMAN

*The Back Alley Theatre, Van Nuys
Closes Feb. 1*

Romulus Linney's "Sand Mountain," currently offered at the Back Alley Theatre in Van Nuys, is a couple of effective one-acts with an Appalachian flavor. Both are wonderfully well-conceived and well-written portraits, performed by an outstanding cast. Of the two, the tale of "Why the Lord Come to Sand Mountain" is the much more universal and touching: a Christmas story that's worth telling any time of the year.

Both stories ("Sand Mountain Matchmaking" and "Why the Lord Come to Sand Mountain") are set in the rural regions of the Appalachia, where living is hard and the Bible is a literal voice of God. "Why the Lord Come to Sand Mountain" takes place in a humble cabin late at night. Food is slight, a wood fire burns, and a jug is passed around and stories are being told. Soon one of the strangers (Gary Bisig) asks to hear the Jesus story, for that's what he and his weary traveling companion St. Peter (Basil Hoffman) have come to earth to hear in the first place. Only we don't know about this stranger and his companion; for all we know they're a couple of sharpies looking for a meal. And who every heard of the Lord drinking out of a jug?

Still, the dirt-poor mountain folk start to tell their version of the Christ story. All the while the storm rages

outside. As in any good storytelling the man (John Dennis Johnson), the woman (Cynthia Carle) and their 1-children (all played by Jimmy Hartman who alternates with Justin Darby) start to "become" the Biblica Joseph and Mary, only with theme and variations of their own. As a sort of Ozark narrator is Patricia Huston who guides us through the story a the simple (and probably illiterate couple enact the story — and soon "become" the story — in their own terms: plain and simple and full of their own Appalachian richness.

"Sand Mountain Matchmaking" is a slight and charming piece, a cross between cutsey and folksy. It tells the story of a young and spunky widow (Carle) who's being courted by Sand Mountain's most eligible bachelors. Only three of the men (Jeff Tyler, Johnston and Hoffman) really don't understand women, while the fourth (Bisig) does. When it's over we've been treated to some genuine Appalachian character types: from the gun-totin' Slate Foley (Johnston to the Bible-totin' Radley Nollin (Hoffman).

Credit John Schuck (of "MASH" fame) with the sensitive and sure direction; Jack Forrestal for the authentic scenic design; Ken Lennon for the lighting; Reid Woodbury for the sound, and Hilary Sloane for the costumes.

Jonna Lee to star in the "Little Miss Murder" episode of "The New Mike Hammer."