

CONDUIT

a music club

Book the Conduit for your next:

After-Work Party or Networking Event

"A unique space for your unique event"

Annie will be pleased to help you plan your next special event:
annie@conduitmusic.com
609.656.1199 ext. 102

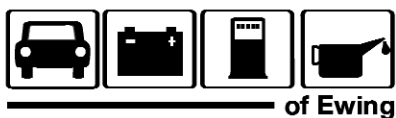
439 South Broad St./Trenton/NJ/08611

Come visit me
and my staff and
Experience
"Retro-Service"

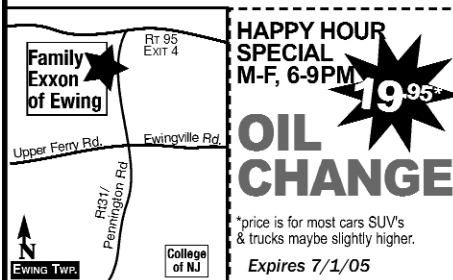


The way auto service use to be!

FAMILY EXXON



of Ewing



HAPPY HOUR
SPECIAL
M-F, 6-9PM
19.95*

OIL
CHANGE

*price is for most cars SUV's
& trucks maybe slightly higher.
Expires 7/1/05

2095 Pennington Rd., Ewing Twp.
609.637.9898

WAY DOWNTOWN

Trenton, the director's cut

By Joe Emanski

It's been in the news a lot lately that people aren't going to see movies anymore. It couldn't be because the movies stink. It's never stopped us before.

It's not like Hollywood would make different decisions anyhow. It's too tantalizing to be true, the idea that a product's quality is a significant economic indicator.

The 2005 Trenton Film Festival was a successful event. It drew more than 1,500 people over three days to see the widest variety of movies Mercer County has ever known, and few if any of the movies stank. The documentary *Anytown U.S.A.* is poised to become the film from this year's festival that makes it big, like *Control Room* in 2004.

The festival received strong media coverage this year, both locally and in newspapers in San Jose and even England.

It's the response around here that's perplexing. Other than the people I see at every rah-rah-Trenton event, I didn't recognize any familiar faces. The *Anytown U.S.A.* crowd, which was easily the festival's largest, was almost entirely made up of out-of-towners.

I guess that's the way to market future film festivals, or indeed, anything that happens in Trenton. Go after those two groups exclusively.

The diehards and the strangers.

DVDs are slowly sinking movie theaters, and that's far from a bad thing for the film studios. As the price of a pair of movie tickets with snacks approaches \$30, you're talking about a 50 percent savings to just buy a \$15 DVD.

Get some soda and popcorn with that, throw in a pizza and you still have money left over for a big bag of Twizzlers. Plus you now own the movie. Film studios are still emptying your pockets about the same as before. It's the theaters that are out of luck.

Hollywood's favorite new trick is to sell a vanilla version of a DVD knowing that they can market a deluxe version down the road.

These 'director's cuts' restore scenes that weren't good enough to be in the film to begin with. I have seen three director's cuts myself and I don't plan to see a fourth. In every case the additional scenes bring the movie to a grinding halt.

However, just because they aren't for me doesn't mean they aren't good for Hollywood, which also knows that technologically, the DVD generation will be a short one. It's a blink of an eye before we're all downloading movies directly to our TVs, rather than messing about with little plastic discs. Meanwhile, cash registers ring.

It's our routine, and while Hollywood may not quite know whether *XXX: State of the Union* or *The Pacifier* is going to be a hit, they still know enough to make both movies and find out.

There's just the one Trenton, though. And our traditional marketing tactic is to take the same old product and shake people and say, "It's good! Why won't you take it, I told you that you want it!"

DVD sales and director's cuts help cut the losses of the bombs, and wait until you see the marketing push for the *XXX: State of the Union* DVD. The commercials will make it sound like it was the feel-good hit of the spring, not a bomb.

In the case of that movie, a director's cut could serve to convince a skeptical public that although the studio and the director made some mistakes at first, they've got it all figured out now.

It's just more evidence that the difference between success and failure is mostly a matter of marketing. I mean, you can't turn a *XXX* into *The Godfather*, but surely you can approach something like *The Pacifier*.

Give Hollywood that much credit. They may

gouge us with their gimmicks and their trick marketing, but at least they try new tactics when repackaging their less successful endeavors.

It's past time to repackage this city. Trenton: The Director's Cut. It's time to try again with people who didn't come to see us in the theater. We can at least hope they'll consider buying the DVD.

Joe Emanski is the editor of the *Downtowner*. He can be reached via e-mail at joe@trentondowntowner.com.

INDEX OF ADVERTISERS

AT YOUR SERVICE/CLASSIFIED	20
Adams and Associates, Accountants	11
Adelphia Insurance	18
Arbor Barber	2
Archives Restaurant at the Marriott	7
Ayala Shimelman, Life Coach	5
Backes & Hill, Attorneys at Law	6
Books NJ, the Capital Bookstore	6
Buddies Pub	19
Café Olé	15
Casino Restaurant	14
Checkers Bar and Grill	14
Chuck's Café	14
Church of the Sacred Heart	6
City of Trenton	13
Comfort Zone, The	2
Commerce Bank	22
Conduit	22
Destinta Theatres	19
Discount Auto	3
Elizabeth M. Feltus Insurance	9
Evans Family Chiropractic	21
Ewing Golf	7
Ewing Hall of Frames	10
Executive Cuts Hair Salon	13
Family Exxon	22
FD Subs	14
For Rent (South Warren St)	10
Gallery 125	23
Gallery on Lafayette, The	2
Gaylord & Yuska Attorneys at Law	16
Gloria Nilson Real Estate - Kathie Yates	8
Gough Engraving	22
Green Light Vegetarian Take-Out and Juice Bar	14
Henry J. Austin Health Center Inc.	4
Karl Weidel Insurance	23
Kelly Ingram Finishes	9
Ladies Workout Express	10
Melendez Realty	8
Mercer Alliance to End Homelessness	18
Michael Fischler Massage	12
MYG Real Estate	5
New Jersey State Museum	7
Old Barracks Museum	4
Patriots Theater at the Trenton War Memorial	24
PD's Outfield	14
Planned Parenthood	16
Prospect Auto Spa	5
Segal Commercial Real Estate	6
Shoppe 202	4
Simply Natural Health Food	17
Siri Om Singh - Yoga	19
South Warren Street Block Party	18
Sovereign Bank Arena	21
Sun Bank	23
Thomas Edison State College	3
Trenton Bike Tour	19
Trenton Chiropractic & Acupuncture Office	12
Trenton City Museum, Ellarslie Mansion	17
Trenton Historical Society	16
Trenton Parking Authority	11
Trenton Soccer Registration	21
WBW Inflatable Party Jumps	3
Weichert Realty - Lloyd Willis	9
Weidel Real Estate - J. Jay Smith	9
William Trent House Museum	21

Commerce Bank

America's Most Convenient Bank®

First to open.....

....Last to close

Business Banking
on your schedule

Stop in and see
Trenton manager
Tom Davis
to find out about
FREE Business Checking
and other Commerce
Business Services.

50 East State
Trenton, NJ 08608
609/394-4891

Gough Engraving

Advertising Specialties
1745 N. Olden Ave. Ewing New Jersey

Award Plaques
Brass, Wood & Glass

Clocks Pens Desk Sets

Glassware & Mugs

Business Cards
Stock & Magnetic

Sportswear
Screen Printed & Embroidered

Let Us Make YOU Look Good!!

Ph. 882-8700

Fax 882-9163

goughengraving@aol.com Hours 9am to 5pm MON - FRI