

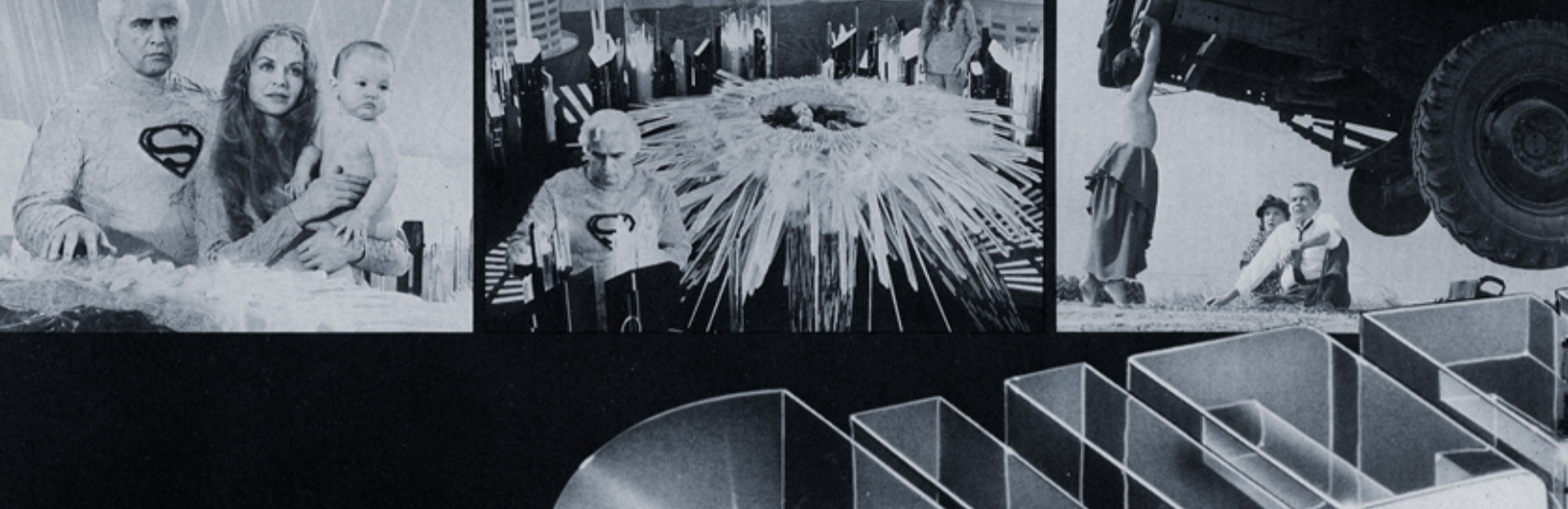
WARNER WORLD

SUPERMANTM

THE MOVIE



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STOP

Superman, a native of the planet Krypton, reared in Smallville, U.S.A., and a resident of Metropolis, U.S.A., was born in Cleveland, Ohio, the brainchild of Jerry Siegel and cartoonist Joe Shuster.

Superman, the movie, was conceived at a sidewalk cafe in Paris by the father-and-son production team of Alexander and Ilya Salkind and their family friend Pierre Spengler.

Between the Cleveland birth and the Paris conception, a span of some 40 years, Superman became an American folk hero, immortalized in comic books, syndicated newspaper strips, serialized radio programs, animated cartoons, records, educational reading programs, a television series, a novel, and a Broadway musical. More than six-and-a-half billion people in 38 countries have read about Superman in 14 languages. Today, a copy of the original 10-cent Action Comics in which Superman burst forth would fetch more than \$5,000.

Now, *Superman*, the movie, is being released by Warner Bros. The multi-million-dollar motion picture production—"do it, big, but do it right"—was director Richard Donner's credo—took three years to prepare and another year to film at locations in New York City, Gallup, New Mexico, Alberta, Canada, and elsewhere and at the Shepperton and Pinewood Studios in London. It started with the development of the story by Academy Award-winner Mario Puzo, noted as the author of *The Godfather*. Puzo collaborated on the screenplay with David and Leslie Newman and Robert Benton. Creative consultant was Tom Mankiewicz.

The cast and creative contingent teams with Academy Award winners, with a total of 12 Oscars to their credit, including one

triple recipient and one double.

Marlon Brando, two-time Academy Award-winner, five-time nominee, and almost as much a legend as Superman, plays Jor-El, Superman's father and the leading scientist of the planet Krypton. Gene Hackman, with one Academy Award, two nominations, and genuine superstar credentials, portrays Lex Luthor, the formidable adversary who pits his evil genius against Superman.

A "New" Face

To depict the man who can travel faster than light and who can shove continents around, the producers sought a "new" face, convinced that a recognizable personality could not achieve a sense of reality.

The search for an actor to play Superman aroused considerable speculation and excitement. The part eventually went to Christopher Reeve, a 25-year-old comparative newcomer but one with ten years of stage appearances, including a stint as Katherine Hepburn's leading man on Broadway and on tour. Typically, Reeve was auditioning for a commercial in New York when he was summoned to play Superman.

Reeve, in a sense, was called upon to play a dual role in his first film outing—Superman, the man of steel from outer space, and the disguise he adopts when he poses as Clark Kent, the mild-mannered newspaperman who works for the *Daily Planet*.

The quest for Lois Lane, the bright, young journalist who falls in love with Superman, was as spirited. The nod went to Margot Kidder, a talented, professional actress who has worked with



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Norman Jewison, Robert Altman and Brian De Palma and who is a member of the Women's Directing Workshop sponsored by the American Film Institute.

A distinguished international cast completes the roster of citizens from Krypton, Smallville, and Metropolis.

Susannah York appears as Superman's mother, Lara; Glenn Ford plays the infant Superman's adopted father and Phyllis Thaxter, his mother; Jackie Cooper is the editor of the *Daily Planet*; Perry White; Valerie Perrine plays Lex Luthor's playmate, Eve; Maria Schell is a rival Kryptonian scientist; Trevor Howard and Harry Andrews portray Elders of the planet Krypton; Terence Stamp, Jack O'Halloran and Sarah Douglas are Arch Villains; newcomer Marc McClure is the *Daily Planet* cub photographer, Jimmy Olsen; Ned Beatty is Lex Luthor's not-so-bright henchman.

Bigger Than Life

Richard Donner, the director, bristles when *Superman* is referred to as fantasy. Donner, who directed the highly successful *The Omen*, prefers verisimilitude, or the quality of appearing to be real or true. "Of course it's bigger than life," he says, "but the reality is in the characters. It's a comedy, it's a love story, it's an adventure and it's its own thing."

John Barry, the Academy Award-winning production designer and his special effects associates faced a most challenging and taxing assignment in providing the sets for *Superman*. They were confronted with a film that has a character endowed with the ability to fly, vault skyscrapers, outmuscle locomotives, start fires

with a glare, freeze deserts with his breath, see through substances, shrug off bomb explosions and accomplish other untold superhuman deeds.

John Williams, three-time Academy Award-winner, fresh from *Star Wars* and *Close Encounters of the Third Kind*, and the most-acclaimed film composer of his time, was selected to provide the music for the complex and spectacular *Superman*.

Other holders of Academy Awards who contributed their talents to *Superman* are Geoffrey Unsworth, the cinematographer, Yvonne Blake, the costume designer, and Gordon McCallum and Roy Charman, the sound men.

SUPERMAN Opens December 15

The motion picture production of *Superman* will open in theatres throughout the United States and Canada on Friday, December 15, 1978. The openings will follow the world premiere in the Eisenhower Theatre at the Kennedy Center in Washington, D.C., on Sunday, December 10, which will benefit the Special Olympics under the auspices of The Joseph P. Kennedy, Jr. Foundation.

Superman will have regional premieres in New York on Monday, December 11, in Boston and Chicago on December 13, all benefiting the Special Olympics. The Chicago premiere also will aid the Rush-Presbyterian-St. Luke's Medical Center. The Los Angeles premiere on December 14 will benefit the American Diabetes Association.

Overseas there will be a Royal premiere in London on December 13.

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Superman: THE CAMPAIGN

Warner Bros. launched what is regarded as the biggest and most comprehensive promotional and merchandising effort ever accorded a motion picture when more than 500 business leaders assembled at the New York Hilton Hotel on August 16 for a monumental marketing symposium on *Superman*, the movie.

The invitation to representatives of firms affiliated with the vast promotional undertaking was issued by Steven J. Ross, chairman of Warner Communications, demonstrating the company's commitment to *Superman* and the powerful support the campaign will receive from the associated divisions of the WCI complex.

The divisions allied with the film company in the mega-million dollar campaign to sell *Superman* through every medium in every market in the United States include Warner Books, Warner Bros. Records, DC Comics, Licensing Corporation of America, and Atari, Inc.

The August kickoff presentation and luncheon, designed to inform and coordinate all the participants in the *Superman* marketing program, brought together licensees, record distributors, book and magazine wholesalers, department and chain store buyers, merchandise managers, retailers and many others connected with the promotional and merchandising endeavors.

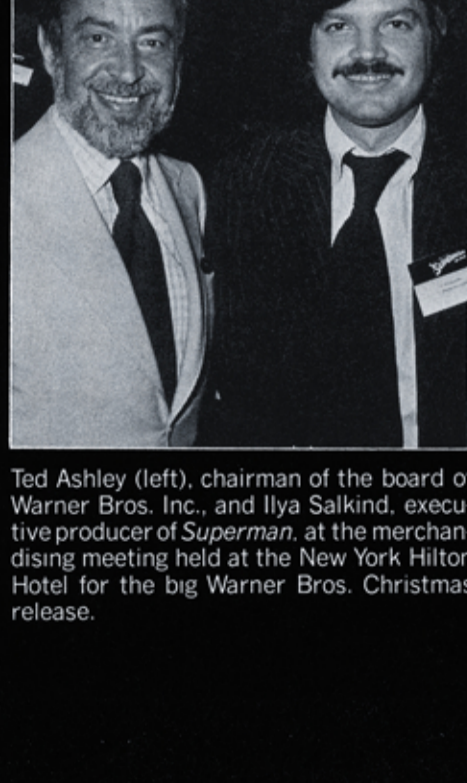
More than 100 licensees, representing almost 1,000 products ranging from watches to wallpaper, were on hand for the briefing and to discuss their own plans for the promotion of the *Superman*-related items.

Superman is already riding the crest of intense advance publicity, with significant coverage in *Time* Magazine, *The New York Times*, *The Los Angeles Times*, *Playboy*, *People*, *Parade*, *Us*, *New York Magazine* and other influential publications in this country and abroad. There is much more to come in print, television and radio as the advertising, publicity and merchandising campaign is expanded to every conceivable market

area and age group.

Highlights of the campaign include:

- ...a multi-million-dollar nation-wide advertising barrage, covering television, radio and newspapers in every major market.
- ...the merchandising of entire lines of *Superman*-inspired goods as part of national tie-ins with department stores and retail outlets.
- ...the publication by Warner Books of nine *Superman* titles to be issued in conjunction with the release of the film, including *Superman: The Last Son of Krypton* by Elliot S. Maggin; *The Making of Superman*, by David Michael Petrou, an account of the production of the film; *The Great Superman Book*, by Michael Fleisher, an encyclopedia of Superman and Supermania; *The Superman Blueprints*, a collection of blueprints of the film's props and set designs; *The Official Superman Quiz Book*, by Bruce M. Nash, a series of Superman trivia quizzes; *The Superman Portfolio*, full-color reproduction of oil paintings of the film's sets and props; *The 1979 Superman Calendar*, and *Your Superman Address and Telephone Book*.
- ...the release by Warner Bros. Records of the film's soundtrack, featuring the John Williams score, as a major album and a single prior to the film's release and backed by the Rush-Presbyterian-St. Luke's Medical Center.
- ...the sponsorship of national contests related to the film and the publication of a *Superman Movie Magazine* by DC Comics, the exclusive publishers of *Superman* for 40 years.
- ...the backing of tie-ins with point-of-sale and theme accessories, teaser-trailers, audio-visual kits, slides and stills, streamers and posters, and floor display units.
- ...a celebrity-studded world premiere at the Kennedy Center in Washington as a benefit for the Special Olympics program under the auspices of The Joseph P. Kennedy, Jr. Foundation.
- In addition to Warner Communications chairman Steven J. Ross, Warner executives who addressed the marketing world session for *Superman* included Ted Ashley, chairman of Warner Bros.; William Sarnoff, chairman of Warner Publishing; Howard Kaminsky, president of Warner Books; Jerry Wexler, senior vice-president of Warner Bros. Records; Sol Harrison, president of DC Comics; Joseph Grant, president of Licensing Corporation of America; Terry Semel, executive vice-president and chief operating officer of Warner Bros.; and Andrew M. Fogelson, executive vice-president, worldwide advertising and publicity, Warner Bros.



Ted Ashley (left), chairman of the board of Warner Bros. Inc., and Ilya Salkind, executive producer of *Superman*, at the merchandising meeting held at the New York Hilton Hotel for the big Warner Bros. Christmas release.

Superman: THE BOOKS

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