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To the Committees Members of :

The Roxy Theatre, Parramatta & The Metro Minerva Theatre, Potts Point/Kings Cross, Sydney

Forty three years ago, I was extremely involved in saving Radio City Music Hall, the Art Deco masterpiece and the most famous Movie Palace in the world that sits in the center of New York City. I was an employee of the theater at the time, as Dance Captain of the Radio City Music Hall Ballet Company.

When the announcement was made on January 5, 1978 that they were going to close the theater and demolish it, my honest and sincere reaction was not to save my job but to fight like hell to save that magnificent jewel in heart of New York City. To me, the idea that the "Showplace of the Nation" could be reduced to rubble wasn't just devastating, it was a sacrilege and something had to be done.

A committee was formed from the employee and we called ourselves the "Showpeople Committee to Save Radio City Music Hall" and they elected me the President. Having never done anything like this before, we were fortunate to have help from a lot of people. This is never done by one person.

John Stephen Clark has brought to my attention your courageous campaign to save and restore The Roxy Theatre, Paramatta and the Metro Minerva Theatre, Sydney both of which are around the same age as Radio City Music Hall and build in the Art Deco period.

I encourage you and your government official to take your struggle seriously. If I can use the Music Hall in NYC as an example, the health of the surrounding neighborhood businesses has thrived with the restoration and successful reopening of the Music Hall. Though it no longer is used as a Movie Palace, it is very much alive and well.

Every Christmas, they produce the Christmas Spectacular starring the world famous Rockettes. This show alone produces a large revenue for the theater and all the businesses within a 20 block radius in midtown Manhattan. Concerts both POP and Classical fill in for most of the year as well as Special Events, such as our Tony Awards, Sports Events and more.

When we were working to save the Hall, we had the support of the local business...ie. Hotels, restaurants, shops and large department stores. They were all, well aware of how much business the theater generated.

We had people, of all walks of life, sign petitions that were eventually presented at the Landmark Commission and helped to make it a National Historical Landmark.

Several celebrities.... Movie Stars, Broadway Stars and TV Stars join in to help us as well. Their names brought attention to our cause. We tried and succeeded in appearing on local and National TV / Radio talk shows to get our point known to the public.

Your two Beautiful theater deserve to be saved and restored and I know you are working hard to make this happen. I just wanted to let you know that some of what we did, might give you some ideas of how to win your own battle of the Restoration of Cultural Significance. Theaters are more than a building to walk into for entertainment. Theaters should be part of the magic that inspires us all to DREAM.

Most sincerely,

Rosemary Novellino-Mearns
Author
of
Saving Radio City Music Hall : A Dancer's True Story