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Can My Kids Go to the *New Moon* Premiere?

Today 2:52 PM PDT by LESLIE GORNSTEIN



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I would love to be able to take my daughter to the *New Moon* premiere. Is it possible for a regular person to get tickets?

—*Shawnyray, via the Answer B!tch inbox*

As people-friendly as studios would like you to think they are, they aren't—at least when it comes to ordinary people sullyng their star-studded events. Anyone who has covered a film premiere knows they're really just self-congratulatory PR gatherings limited to stars, moguls, friends of said stars and moguls, and the press. A smattering of ogling fans may work their way down the red carpet via radio contests or Web giveaways, but that's about it. Any riffraff that wants to see or meet a star

gets the exciting privilege of standing behind a cordon and getting barked at by security clowns.

I've received no indication from Summit Entertainment that the *New Moon* premiere will be any different...

Officially, the studio tells me, it has no confirmed details on that premiere. But here's how things work in general.

"The more high-profile the movie, the harder it would be for the general public—and less than A-list stars—to get tickets," says publicist and former Sony publicity associate Marc Kruskol. "There are rows

set aside for the stars, the filmmakers and their guests. Studio bigwigs usually have reserved seats as well. Other invited guests include agents and other industry-related folks."

As for anyone else, Kruskol says that, "For lower-profile movies, some seats may be offered to seat-filling groups. This doesn't happen too often, but it happens."

Why the snub against fans, given that this is supposed to be all about, you know, premiering a film to the public? Space is one reason, of course, but, I am told, so is safety.

"There are several reasons for not permitting the general public to attend," says Chris Rogers, director of risk control for Aon's national entertainment group. Those reasons range from "maintenance of a 'positive vibe' during the show (e.g., no booing or catcalls) and the general comfort and safety of the stars and other above-the-line personnel."

Can't have doughy knuckle-draggers too close to the Olympians, you understand. Someone might get pawed.

So, to sum up, "A *New Moon* premiere ticket for fans who aren't the kid of an agent or haven't won some kind of contest is probably unlikely," says DVA Media's Ava DuVernay, who currently handles campaigns for Warner Bros. and NBC Universal. "Premieres serve two functions: press and buzz."

Notice that "thanking the fans" is not one of those two functions.

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