

Would you like to win a month of **FREE MOVIES?**

MEMBER OF THE MONTH DRAWING

Every time you come to the movies, write your name and phone number/email on your ticket stub and enter our monthly drawing for a chance to win a month of **FREE MOVIE-GOING!**

For Amherst Cinema & Pleasant Street Theater members!




Summer Bogart Festival
Sundays & Wednesdays beginning July 3

at
amherst cinema

For updates on films and dates: www.amherstcinema.org

- THE MALTESE FALCON (1941)
- CASABLANCA (1942)
- TO HAVE AND HAVE NOT (1944)
- THE BIG SLEEP (1946)
- DARK PASSAGE (1947)
- TREASURE OF THE SIERRA MADRE (1948)
- KEY LARGO (1948)
- IN A LONELY PLACE (1950)
- THE AFRICAN QUEEN (1951)
- BEAT THE DEVIL (1953)
- SABRINA (1954)

amherst cinema
PLEASANT STREET THEATER
Administrative Offices: 28 Amity Street • Amherst, MA 01002-2218
amherst cinema arts center

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amherst cinema PLEASANT STREET THEATER

Your nonprofit independent movie theaters

ADMINISTRATIVE OFFICES: 28 AMITY STREET • AMHERST MA 01002
413.253.2547 • FAX 413.253.2541 • WWW.AMHERSTCINEMA.ORG

Spring 2011

Visual literacy program for children set to launch

This fall, we will launch **See•Hear•Feel•Film**, an outstanding program for third graders that teaches critical viewing and written literacy skills.

VISUAL LEARNING FOR AN IMAGE-FILLED WORLD

We have become a visual society, constantly barraged with images on television, film, video and the Web. Teaching our children how to interpret these images has become one of society's most pressing educational concerns.

In the See•Hear•Feel•Film program, students view, analyze, and discuss short films from around the world. Then they break into small groups, creating and presenting their own stories using the same story-telling techniques filmmakers use. The goal is for students to apply these tools to traditional literacy skills such as reading, writing, speaking, listening, and presenting.

The program is taught in five units—two at the Amherst Cinema and three in students' home classrooms. Amherst Cinema provides teachers with a full curriculum guide, DVDs with all the films, and training.



see • hear • feel • film
JBFC THIRD GRADE EDUCATION PROGRAM AT AMHERST CINEMA



Ann Marie Santoro, creator of See•Hear•Feel•Film, interacts with students.

See•Hear•Feel•Film is based on a groundbreaking curriculum, developed by the Jacob Burns Film Center in Pleasantville, NY, and taught to nearly 40,000 students since 2001. Educators are enthusiastic, saying that the program meets the needs of a wide range of students and is well suited to third-graders' needs. Teachers say, "Children cheer when it's time to do See•Hear•Feel•Film!"

CHILDREN SERVED

During our first year, 1,200 students (forty-eight third grades) from throughout the Pioneer Valley will be served. At least 75 percent will be from underserved districts who will participate free of charge.

SUPPORT THE PROGRAM

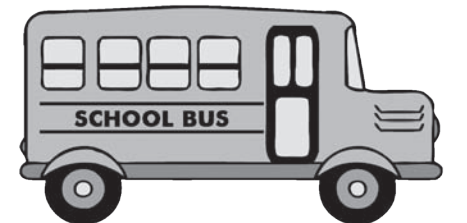
Over ninety percent of the program's costs must be raised from individuals,

corporations and foundations, and through Memberships and our Annual Fund.

VOLUNTEER!

You can also support See•Hear•Feel•Film by volunteering to facilitate creative exercises with small groups of children during the Amherst Cinema sessions. (We'll train you.) Interested? Email us at info@amherstcinema.org.

Help get the buses rolling!



Donate securely at
www.amherstcinema.org.

amherst cinema
www.amherstcinema.org
413.253.2547
**PLEASANT STREET
THEATER**
413.584.5848

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From behind the screen

Carol M. Johnson, Executive Director

We're pleased to announce a critically important addition to our educational programming. Throughout the 2011-2012 school year, the dynamic



See•Hear•Feel•Film program will use film to help local third graders learn vital literacy skills.

See•Hear•Feel•Film is grounded in the reality that we have become a visual society, receiving much of our information from moving images. We believe deeply in the value of **See•Hear•Feel•Film** because the curriculum uses film to teach school children both critical viewing and traditional literacy skills.

We've had tremendous interest in **See•Hear•Feel•Film** from schools throughout the Pioneer Valley.

Enrollment for the fall is nearly full already.

Today our school budgets are stretched, and yet the need for fundamental literacy skills has never been greater. **See•Hear•Feel•Film** will help meet this need. At least 75% of the students will come from underserved schools and will participate at no charge. All others will participate at a small fraction of the program's cost.

We can offer **See•Hear•Feel•Film** because— with your support —we will raise over 90 percent of the costs.

Memberships and gifts to our Annual Fund support **See•Hear•Feel•Film**. Your help has never been more important!

We love to hear from you. **Let us know what you think of our new program.**

cjohnson@amherstcinema.org
Tel 413-253-2547 x 6.

Your Membership Matters!

Because we are a 501(c)(3) organization, a portion of every Membership is tax deductible!

As a Silver Member (\$60 individual/\$40 senior/student), you qualify for discounted Member-only ticket prices, six free popcorns or sodas every year, a waiver of the fee for gift card purchases, and more.

Your extra generosity as a Gold Member (\$300) provides additional benefits and makes a major impact on our programming.

Renew for two years and receive two extra months free. Join/renew at the box office or online: www.amherstcinema.org.

essential cinema

Masterworks of Italian filmmaking in beautifully restored 35 mm prints. Presented at Amherst Cinema.

Mamma Roma Pier Paolo Pasolini

Sun. 4/17 at 2 pm
Wed. 4/20 at 7:30 pm

Anna Magnani is at her most volcanic and magnificent as a Roman prostitute trying to go straight and provide a respectable middle-class existence for her teenage son.



Le Amiche Michelangelo Antonioni

Sun. 4/24 at 2 pm
Wed. 4/27 at 7:30 pm

Eleonora Rossi-Drago returns to Torino to open a fashion salon, but the day she arrives an apparent suicide is discovered in the next hotel room. Work on the salon is hopelessly behind schedule, thanks to playboy architect Franco Fabrizi.



Alex Gibney guest at March 2011 benefit Gala



A riveting and informative Alex Gibney completely engaged Amherst Cinema and Pleasant Street Theater supporters at our Gala on March 12.

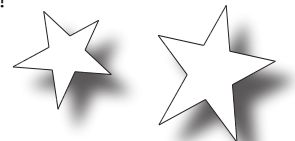
As a documentarian known for crafting stories that take an unflinching look at the political landscape, Mr. Gibney spoke with passion about how his projects are

chosen and funded, the importance of music in his films, the relationship of documentary to film genre, and approaches to interviewing subjects of his films and success in having them speak freely.

Mr. Gibney is the writer, director and producer of the 2008 Oscar-winning documentary *Taxi to the Dark Side*, the 2006 Oscar-nominated *Enron: The Smartest Guys in the Room* and the recent *Client 9: The Rise and Fall of Eliot Spitzer*. He is also an

Oscar, Emmy and Grammy Award-winning producer and is sought after for his experience in mounting large international productions. His current projects include documentaries on Lance Armstrong and on Julian Assange and WikiLeaks.

We were honored to have Alex Gibney as our guest!



Academy Award-winning director Danny Boyle's production of *Frankenstein* is presented at Amherst Cinema in two versions, with the two main actors alternating the roles of Victor Frankenstein and The Creature.

The duality and transformation is an integral part of the process and thinking behind the production.

VERSION 1

Sat. 4/16 at 1pm

VERSION 2

Thu. 4/21 at 7pm
Tues. 4/26 at 7pm
Sat. 5/7 at 1pm
Thu. 5/12 at 7pm

National Theatre Live Plays from the London stage



Anton Chekhov's *The Cherry Orchard* will be directed by National Theatre Associate Director Howard Davies, whose recent productions of Russian plays have earned huge critical acclaim.

Thu. 6/30 at 7pm
Sat. 7/16 at 1pm
Mon. 7/18 at 7pm
Tues. 7/26 at 7pm



From Broadway THE IMPORTANCE OF BEING EARNEST

Tony Award-winner Brian Bedford directs and stars as Lady Bracknell in Oscar Wilde's comedic masterpiece about class, courtship and good old-fashioned name-dropping.



Captured live at the American Airlines Theatre on Broadway, for limited screenings at Amherst Cinema and at arts centers around the world.

Thu. 6/2 at 7pm
Sat. 6/18 at 12pm
Tues. 6/21 at 7pm
Sun. 6/26 at 12pm

films that slipped through the cracks

Every Monday in May at Amherst Cinema, we explore cinematic gems released in the last year that didn't make it into our theaters.

Marwencol

Mon. 5/2 at 7pm

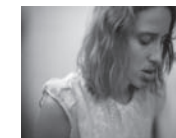
After a vicious attack leaves him brain-damaged and broke, Mark Hogancamp seeks recovery in "Marwencol", a 1/6th scale World War II-era town he creates in his backyard.



Dogtooth

Mon. 5/9 at 7pm

Three teenagers are confined to an isolated country estate that could very well be on another planet.



Mesrine: Killer Instinct

Mon. 5/16 at 7pm

The story of french gangster Jacques Mesrine, before he was called Public Enemy No.1.



Mesrine: Public Enemy #1

Mon. 5/23 at 7pm

The story of notorious French gangster Jacques Mesrine.

Housemaid

Mon. 5/30 at 4:30pm

A man's affair with his family's housemaid leads to dark consequences.

