



***Friends:***

You – our wonderful and adventuresome audiences – often ask how we decide on first-run films. **Here is a look at some of the factors we consider when booking new releases.**

- **Film release schedules.** Film distributors (not theaters!) decide on release dates for films. Summertime and end-of-year holidays are among the busiest times of the year for distributors to release their films. Sometimes there is a pile-up of worthy selections all at once and we must limit runs of some films to make room for others coming our way.
- **Films and show times change on Fridays.** Cinemas throughout the U.S. make decisions on Mondays about the films that will be showing on the following Friday, *four days later!* Unlike live performance venues that often schedule months and years ahead, we have only a few days' lead time to settle on first-run films and screening times.
- **Major releases and small jewels.** We are committed to presenting works that meet a standard of excellence. Some films are very popular with audiences and sell many tickets, so can usually stay for extended periods. Some of the most exquisite, critically acclaimed films appeal to a limited audience, though, which means we can give them only a short run.
- **Ticket sales.** The number of tickets sold at our cinema during the previous weekend and ticket sales for the same film at others cinemas around the country help us decide the length of a film's run. The best way to support a film's run is by seeing it on opening weekend.
- **Contracts.** To book certain films, we may be required by the film distributor to show the film several times a day, for a minimum number of weeks.
- **Mix of films.** You are a sophisticated and interested audience, with wide-ranging interests. Because of that, we work hard to offer a mix of films at any given time. We have our antenna out for a wide selection of subject matter, directors, genres, etc.
- **Diversity of artists and perspectives.** We aim to screen programs created by artists from all over the world – people who have many different backgrounds and experiences.
- **Award-winning / notable films.** We know how important first-rate films are – *to you* as cinema-goers, and *to us* in fulfilling our mission to offer you *films that matter*. We are proud that our film experts often secure important films far in advance of when they are feted on the awards circuit.



amherstcinema

*From Behind the Screen*

June 2018

---

Executive Director Carol Johnson on  
how our new releases are booked

**Your Memberships and tax-deductible gifts translate into artistic freedom!** As an independent nonprofit theater, we've made our own programming decisions since the very beginning, free from the influence of a commercial owner.

**When you buy a ticket, 50% goes to pay for film rights.** The other half goes toward our other costs (our welcoming staff, state-of-the-art projection and sound, utilities, building maintenance, etc.). **But ticket sales cover only part of our costs.** By contrast, 100% of your Membership dollars and donations stay with Amherst Cinema and support *all* our programming.

**With your support,** we will continue using the immense, magical power of cinema so that everyone in our big, wide wonderful community can enter new worlds.

Carol M. Johnson  
Executive Director