

From: [REDACTED]
To: [ATR-LitIII-Information](#)
Subject: Paramount Decree
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I am an independent double cinema located in Radford Virginia. We have been here 45 yrs of which I have been owner of for 15. It has made several twists and turns during the 45 yrs but since I have owned it and a few yrs prior we have been a first run theatre as there is no market for second runs these days.

We offer the community an affordable family entertainment that cannot be obtained at the larger Theatre chains due to our pricing structure. Our pricing for movies and concessions is structured for low and middle income families to enjoy a family fun night out at the movies. Many of our customers tell us continually that we will not go to the larger chain movies at the mall and other places because they cannot afford the prices. We offer the same thing here and we think with more of a family atmosphere at much lower prices.

Our goals and objectives however are not without challenges. Something I have been fighting and concerned about for a long time now is why when the studios say a movie is going wide, advertised on TV in our area and then be told it is not going wide enough for Radford, meaning they are not making enough copies for a smaller theatre to get a copy. We cannot book it. In some cases where they think it is going to be major hit they will give it to everyone. We have 2 theatres in Radford, both independent theatres. One is a single theatre and ours a double cinema. Some movies are allocated by studios which means they will give one theatre a movie one time and then one the next time, and then at times will offer a movie to both. This also seems they control who gets what and when. Some studios do not allocate and if the movie goes wide enough they will offer it to both. I have always felt that wide means everyone not just the large cinemas. This is done so movies can stay pushed down to a cinema for a long period of time if no new movies are being released. Small theatres cannot leave one sit for a month with very low income. Most booking requirements are usually a two or three week booking.

We were told when we switched from 35MM to digital the cost would be really reduced and movies could be produced much much cheaper. At the cost of around 50,000 a projector we had to change from 35MM to digital. I agree it is much more efficient than the 35MM but we were forced into it if we wanted to continue in the business. Since costs were so reduced I thought availability of movies would be better. Actually I can't see much change in availability in getting movies.

Back to the wide distribution vs limited. If we cannot get a major release because they saying it is not going wide enough and it does well at the box office opening week they then will offer it to us a lot of times the second week. Damage is done by then as we have to run it as a second run or a week late. Major box office revenue is the first week a movie comes out. Wide distribution can mean from 2000, to 4000 copies. If it is on the lower end we probably will not be able to get a copy. (but guarantee the main chains just 25 miles away will get the movie). And it could be in our opinion a good movie to have. On the high end we have pretty good luck in booking a movie unless it is there again allocated.

Our competition technically boils down to a single screen independent in RADFORD, A 14 Screen regal 20 miles away and a Franks 10, 30 miles away. There is also an independent drive in Theatre 20 miles away.

We pride ourselves in being able to provide affordable family entertainment to our community but it sure would be nice to have the same opportunities as do the bigger theatres.

Thanks for listening

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