

## Guidelines for Alamo Theatre Screening Decisions

Screening choices in the Alamo Theatre shall be guided by the mission of the organization--to collect, preserve, and make available to the public, film and videotape of interest to the people of northern New England— and by the organization's educational and community center objectives.

Decisions regarding screenings shall be made within the operating policies of the organization, supervised by the Executive Director, who is answerable to the Board of Northeast Historic Film.

### Standards

All screenings decisions shall be made in the context of the institution as a moving-image archives within a community of archives.

#### HONOR THE ORIGINAL INTENT

Moving images selected to be screened shall honor the intent of the creators of the materials, and to that end will always be the best available copy. Every effort will be made to see that the image on the screen and the sound in the hall are as close as possible to original quality, especially with regard to image clarity, color, sound fidelity, aperture, and frame rate. Whenever possible, creators of moving image materials will be invited to participate in presentations of their work.

#### PROTECT THE PHYSICAL MATERIAL

Projection shall in all cases be to the highest professional standards. Unique original materials shall not be projected. Films that may potentially be unique shall not be projected by NHF until satisfactory protection elements have been located or created, as determined by the NHF curator. Similarly, no film that contains deterioration, damage, or shrinkage will be projected. NHF screening policies shall balance preservation and access at all times.

#### REGARD RIGHTS

Permissions to screen will be obtained.

## OPTIMIZE THE SCREENING EXPERIENCE

The staff pledges to make the most of the audience's experience by attending to the atmosphere of the hall including temperature, sound level, lighting, and to gently educate the audience regarding optimal etiquette in the hall.

## PROVIDE CONTEXT

Wherever possible programs shall be contextualized by spoken introductions, written program notes, additional moving image materials, or other means. To advance the connection of the audience and the moving images, discussions following presentations will be encouraged. When appropriate, staff will distribute questionnaires for those who might not be able to stay for the post-screening discussion, to help assess the program, and give future direction. Connection with the archival mission will be made with a question such as "Do you have or know of any films or videos that would be appropriate for our archives?"

## Criteria for Selection

*Program decisions, within the above standards, will be made based on the following criteria:*

- 1) **To advance public education regarding northern New England's moving image history.** To that end, film and video made in the region, representing regional themes, or connected with figures rooted in the region, will be selected. First priority will be given to preserved material from the archives.
- 2) **To serve the community, consonant with The Alamo Theatre's history as a cinema and community center, by providing popular screen entertainment.** Such entertainment choices will be made with the consultation of community members and professional film bookers. To continue, the entertainment programming must strive to meet reasonable community standards as well as a business bottom line.

3) To further the organization's educational mission regarding media literacy, in particular connecting media educators and media producers with local audiences of all ages.

4) To support the organization's fiscal health by renting the facility when it is not otherwise in use. Such a use might include providing a facility for media producers for screening during the production process. In all cases, outside users must adhere to guidelines established by the organization and must pay established rates for use of the facility and staff time.

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