



THE PICTURE HOUSE
175 Wolfs Lane
Pelham, New York

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Welcome to The Big Picture



1 ANNUAL REPORT

This past November, The Picture House proudly presented our first-ever annual report as a way to show our generous supporters the impact of their donations. Themed, "Our house is your house," the report told the story of the vibrant hub The Picture House has become since its founding 10 years ago and served as a testament to what can be accomplished when a community comes together.

2 WINTER PARTY

On February 10, 2017, The Picture House will kick off a new tradition with Marquee Night. The Picture House Annual Winter Party. Guests will have a chance to pre-game the Oscars in style at the beautiful waterfront Glen Island Harbour Club. Red carpet attire, "paparazzi," and live music are just some of the fun details planned for the evening.

3 IT'S A WONDERFUL LIFE

Thanks to the generous support of members Brendan and Christina Cahill, The Picture House was able to show the iconic holiday film, *It's A Wonderful Life*, for free, to the public. It's the backing of donors like the Cahills who help The Picture House fulfill its mission of creating a shared community experience for diverse audiences of all ages.

4 LIFE, ANIMATED

Film and community dialogue with industry insiders about important issues brings The Picture House mission to life. Screenings and discussions about films like *Life, Animated* have the power to expand how we learn about people and issues outside of our daily sphere of reference and our sense of responsibility to the global society at large.

5 FILM CLUB WITH MARSHALL FINE

In its third year, The Picture House Film Club with Marshall Fine sells out season after season. The subscriber series includes select films followed by a dialogue between critic Marshall Fine and special industry guests. Adding to the excitement, the featured films and guests are surprises revealed to Film Club members upon arrival at the theater.

6 EDUCATION PROGRAMS AT TPH

Whether practicing comedic timing in Improv/Sketch Comedy, story boarding in Movie Making I, or framing the perfect shot in Evening Film Club, TPH students learn the craft of filmmaking and develop visual literacy, increasingly critical in today's media-focused culture, while also gaining invaluable personal qualities – leadership, teamwork, resilience.

DONOR SPOTLIGHT

LEADERSHIP SKILLS, IMPROVED SELF-ESTEEM, BETTER GRADES – TAKE ONE!

Meg and Brian Hinchcliffe bring arts education to School 17

Research shows that young people involved in the arts perform better in school, have better work-force opportunities, and are more likely to volunteer in their communities. Yet when school budgets get slashed, arts funding is often first to go.

Picture House supporters Meg and Brian Hinchcliffe are doing their part to make sure students at the underfunded Yonkers Public School 17 get to experience the long-lasting, varied benefits of arts education.

Thanks to their generous donation, The Picture House recently launched Voice & Vision at School 17 – a signature education program that helps students discover and express their voices and viewpoints through filmmaking.

Since December, a cohort of 13 sixth graders have been meeting weekly to unleash their inner-artists under the instruction of seasoned film industry professional and TPH educator Meredith Lobsinger.

"At The Picture House we believe film education doesn't only teach filmmaking. It fosters collaboration, reinforces leadership skills, and unlocks creativity and expression."

In the eight-week class, the enthusiastic students (the group arrived out of breath from literally running to the first session!) will learn the fundamentals of filmmaking with an emphasis on writing skills, as they work as a team to create a trailer and a short documentary.

The young filmmakers will do it all – from drafting a screenplay to lighting shots – while developing on a personal level.

As TPH education director Francile Albright explains, "At The Picture House we believe film education doesn't only teach filmmaking. It fosters collaboration, reinforces leadership skills, and unlocks creativity and expression."



School 17 Principal Rita Moorhead shares a similar belief in the transformative power of the arts and welcomed the chance to bring the film program to her school. "The fact that our school has zero funding for arts programs immediately puts our students at a disadvantage in meeting their full potential," Moorhead said. "The Voice & Vision program is a much-needed addition to our curriculum." Buzz of excitement at School 17 will only increase in the spring when Voice & Vision scales up for a special two-week, writing-focused session involving the entire sixth grade. In advance of graduation, each student in the class of more than seventy will contribute to the creation of a capstone film project.

By the time the end credits roll – thanks to the Hinchcliffes – each School 17 sixth grader will have ties to a final product they can be proud of, and essential life skills that will last them well into the next school year and beyond. ◻

Behind the Screens

Welcome to the first issue of The Big Picture – a semi-annual publication from The Picture House Regional Film Center.



From 1921 until 2005, The Picture House was a neighborhood movie theater. When it was at risk of being torn down, supporters rallied to save it and created a plan to foster long-term sustainability and meet the needs of the community. The result is a vibrant nonprofit film center dedicated not just to showing movies as entertainment, but also to highlighting film as an art form, as a tool for education, and as an instrument to broaden our perspectives.

As an integral part of the community, The Picture House offers the added benefit of being a place where film lovers of all ages can get together to exchange ideas, listen to industry luminaries discuss their latest films, or simply share the movie-going experience with others in a way that brings us all closer.

But staying true to this vision has its challenges. Our theater pays the same costs to film distributors as for-profit theaters but faces additional restrictions on what we can play and when. To make it work, we depend on donors, sponsors, and grantors for 50% of our operating budget – and we have to be creative with our programming. (See Clayton Bushong's column for more on that puzzle!)

So you see, we couldn't do it without you! That's why we're showing you The Big Picture – so you can see what goes on behind the screens and fully understand the impact of your support.

See you at the movies!

Laura deBuys

Laura deBuys, President and Executive Director, The Picture House Regional Film Center

THE
BIG
PICTURE

WINTER

2017

A PROGRAMMER'S PERSPECTIVE | Q&A with Clayton Bushong

Clayton Bushong is Director of Programming, Marketing, and Theater Operations at The Picture House.

With so many movies to choose from, how do you decide which movies to show at TPH?

People often ask me why we don't always play movies right when they're released. The main reason is that studios require a theater to keep a first-run film on-screen without interruption for about 4 to 6 weeks. No interruption means no special events, no film clubs – nothing but the studio's new movie. Multi-screen theaters are able to move these films from screen to screen – but with just one main screen in our theater, I have to maintain flexibility in order to keep things interesting for our audience. We have the advantage of cherry picking the best of the new films a few weeks after they open. Our audience waits to see them at The Picture House because the experience is so much better.

Sometimes, like with the *Star Wars* movies it's worth it to book a first-run film. Not only is it exciting for the community but we also know that families and kids will come see those movies more than once. The downside is that we have to pay a higher percentage of the ticket price to the distributor for the newer films...as much as 65%.

Our Screening Room (TPH's 14 seat theater) is a different story. I'm able to be more creative and feature movies from different genres like documentaries and foreign films. Programming the Screening Room lets me show films that aren't playing in many other, if any, places in Westchester. They also happen to be some of my favorites.

Can you tell what will be a big hit before it comes out? What are some indicators?
I'd like to think that I know what's going to be

a big hit before it's released – sometimes I get it right, but sometimes I don't. The trailer is my first stop when I'm researching. Being familiar with the actors and filmmakers and their previous work also helps. But it's also a matter of timing—being in tune with what's going on in the world and anticipating how a particular film will resonate with the audience.

As someone with a lot of exposure to films, what, in your opinion, makes a good film?

Cinematography is huge. It can save a bad script. No matter how good a movie's script or acting may be, without strong imagery, the film just won't come to life. The work a talented cinematographer does to evoke emotion through artistry is one of the most challenging and important facets of filmmaking.

A great example of this is one of my favorite movies from the past few years – *A Place Beyond the Pines*. The photography, lighting, and overall camerawork of that film is as fascinating and captivating, if not more so, than the writing and acting. It reminded me of some of the old indie movies that made me fall in love with movie-making to begin with.

What part of your job is the most rewarding?

Talking to people after they come out of a movie and sharing opinions – either good or bad – is one of my favorite things about working at TPH. It's an experience you just can't replicate at home. It's especially gratifying when someone tells me that something they saw at The Picture House – particularly something out of the norm – touched them and possibly changed their outlook. Having the experience of meeting people



from all walks of life who have the commonality of loving film and who trust me to choose what they see at our theater is probably the most rewarding part of my job.

You play a big part in organizing TPH's special events whether series like the Westchester International Children's Film Festival or Q&As with prominent filmmakers, can you tell us about your event curating philosophy? What are your overarching goals for events?

When it comes to special film events my philosophy tends to lean toward curating something that is more thought-provoking rather than purely entertaining. It's my hope that audiences at our special events are challenged a bit and pushed passed their normal movie-going comfort level.

It's always my hope that our audiences – whether it's kids seeing a foreign film for the first time or an older audience looking at something in a new way—leave feeling inspired and curious about what may be next at The Picture House. ◦

A NEW PICTURE HOUSE TRADITION: Pre-Game the Oscars at Marquee Night – The Picture House's Annual Winter Party

Why let celebrities enjoy all the glamour this award season? Instead, join The Picture House for Marquee Night, an Oscar pre-party Hollywood style on Friday, February 10 from 7:00 p.m. to midnight.

Guests can walk the red carpet, pose for the popping flashbulbs of the paparazzi, and field thought-provoking award show questions like "who are you wearing?" during their red carpet interviews.

Identify more with off-screen types? Have no fear, channel your inner sound editor, skip the limelight and head straight to the party—a fete fit for the A-list.

A cool Hollywood vibe will transcend the festivities, which will take place at the beautiful, waterfront Glen Island Harbour Club. Not a standard awards dinner, guests can mingle and nosh on tasty fare, hold court at a table, or take their spotlight to the dance floor and enjoy the live music all night long. There will be silent and live auctions with chances to win items dripping with Hollywood glamour and fun.

Of course, the real win of the evening is a win for community. Marquee Night will honor long-time Picture House supporter Barbara Bratone with the Harold Lloyd Commitment to Community Award for everything she's done to keep the cultural landscape of Westchester vibrant and strong, including her previous role as board member and executive director of The Picture House.

Marquee Night will be the key fundraiser for The Picture House in 2017. No more partying in the spring (we'll be at the festivals dah-ling!), The Picture House and friends will party smack dab in the middle of awards season – bringing a little Hollywood heat to the cold Northeast. Proceeds from the event will support The Picture House Regional Film Center, allowing us to continue to enrich the cultural landscape with great films, engaging speakers, arts education, and more.

There are a variety of ticket options, ranging from Supporting Actor tickets starting at \$200 (available until January 25) to full tables. Visit www.thepicturehouse.org to learn more. ◦

MARQUEE NIGHT The Picture House Winter Party

Director Level Sponsor: Owen Berkowitz & Carol Marrone of the Berkowitz/Marrone Team at Douglas Elliman

HONORING BARBARA BRATONE
Friday, February 10

7:00 P.M. TO MIDNIGHT | GLEN ISLAND HARBOUR CLUB

For tickets and information please visit www.thepicturehouse.org or call (914) 738-3161



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HOW TO GIVE

When you support The Picture House you support top-tier film programming 364 days a year (we're closed on Thanksgiving) and help us bring education programs to area schools and community groups that lack arts funding. **Tickets, tuition, and popcorn cover ONLY 50% of our expenses. Your donations directly support our mission and keep our programs going strong!** Visit www.thepicturehouse.org to find out the various ways you can support your local, non-profit theater today.

THANK YOU, PICTURE HOUSE SUPPORTERS, FOR HELPING US EXCEED OUR 2016 ANNUAL APPEAL GOAL!

MEMBERSHIP

Picture House members sustain this historic theater and vibrant cultural resource for the community and, as a bonus, get loads of insider perks: early access to special programming (like those hard-to-get seats for the sold-out Picture House Film Club with Marshall Fine), invitations to members-only events and screenings, free member popcorn, and more.

Join in the way that makes sense for you – we offer a variety of membership packages including individual, dual, family membership, and philanthropic Leadership Circle options.

Visit www.thepicturehouse.org or email, Claire@thepicturehouse.org today to learn more about our membership offerings and take the first step toward becoming a part of the TPH family.

ON THE CALENDAR

UPCOMING SPECIAL EVENTS

THEY CALL US MONSTERS

January 21

TEEN IMPROV PERFORMANCES

First Saturday of the month through June 3rd

WINTER FILM CLUB

February 1, 8, 15

March 1, 8, 15

MARQUEE NIGHT – WINTER PARTY

February 10

LIFE, ANIMATED

February 13

MUD WEEK CAMP

February 20-24

SPRING STUDENT SHOWCASE

March 25

SPRING BREAK CAMP

April 10-14

FUTURE FILMMAKER'S FILM FESTIVAL

April 30

BOYS & GIRLS CLUB SHOWCASE

May 20

SUMMER CAMPS

July/August

WESTCHESTER INTERNATIONAL CHILDREN'S FILM FESTIVAL

September 1 - 5

6TH ANNUAL PICNIC IN THE PARK

September 16

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