



HB 1238 – Places of Accommodation – Motion Picture Houses - Captioning

Senate Judicial Proceedings Committee

April 5, 2022

Position: Unfavorable

On behalf of Mid-Atlantic NATO, a regional affiliate of the National Association of Theatre Owners (NATO), representing movie theatres throughout Maryland, we respectfully submit these written comments in opposition to HB 1238.

Maryland’s movie theaters are committed to access for the deaf and hard of hearing. For over 25 years, the movie theater industry has collaborated with individuals who are deaf or hard of hearing, advocacy groups, film studios, and technology developers to achieve access to all feature films at all times.

Moviegoers in Maryland seeking captions have the flexibility to view a movie with captions at any showtime, on any day. In 2016, the Department of Justice issued a final rule requiring digital movie theaters to provide closed movie captioning equipment. The DOJ adopted the majority of recommendations set forth in an agreement between the National Association of Theatre Owners and major advocacy groups, including the Hearing Loss Association of America and the National Association of the Deaf. Through these collaborative efforts, today, digital movie theaters in Maryland offer closed movie captioning devices (allowing text to be viewable by an individual moviegoer) that can be used at any show time for any movie that comes with closed movie captions.

Movie theaters in Maryland already work with their local communities to enhance existing access by scheduling open movie captioned shows on a regular basis. In addition to closed captioning offerings, where the demand for open captioned (text on the screen viewable by all moviegoers) showtimes exists, movie theaters in Maryland work with their deaf and hard of hearing patrons to develop market appropriate programming and accommodations. A listing of current open movie captioning programs being offered throughout the state is included with this testimony.

Lawmakers should allow the industry to respond to the marketplace instead of passing a “one-size-fits-all” statewide mandate. Our records indicate that the mandate set forth in HB 1238 would apply to 49 movie theater locations across the state where owners operate at least two locations. The bill would require these locations to provide open captioning twice per week per film, after the first week, for almost every movie played, regardless of local demographics. Based on the 524-screen count across these 49 locations, we estimate this bill would require approximately 900 open captioned shows per week, 46,800 open captioned showtimes per year.

Historically, the industry has found that when open-captioned shows are mandated, instead of scheduled based on customer demand, theaters see a significant drop in attendance. Despite assertions to the contrary, attendance data demonstrates that open caption showtimes have a very small turnout due to limited consumer demand.

Movie theaters were devastated by the pandemic and are struggling to recover. Despite slight gains over 2020 attendance numbers when theatres were shuttered for most of the year, box office admissions in



Maryland were still 64.8% lower in 2021 than they were in 2019. Even with the most recent blockbuster release making national headlines in March of 2022, our Maryland theatres were still more than 50% lower than pre-pandemic levels. It will likely take years to recover their losses, and the open captioning mandate outlined in HB 1238 would further reduce theater attendance at a critical time for movie theaters' recovery. Since movie theaters are already 100% accessible and offer enhanced access with open movie caption showtimes, we believe this legislation to be unnecessary and potentially harmful to a theater's financial viability.

HB 1238 also has technical issues within the language of the bill that could have unintended consequences on how the rule would be applied to Maryland movie theaters. While house lawmakers have described the bill as being based on prior legislation from Hawaii (the only state with a captioning law, with far fewer theater owners covered), Maryland's definition of "closed captioning" in motion picture theaters is misplaced, the use of the word "houses" to describe covered locations is ambiguous, and the reference to provide "open captioning" for films produced and offered with "closed captioning" is inherently incorrect.

In its 2016 ruling, the Department of Justice (DOJ) intentionally used the terms "open movie captioning" and "closed movie captioning" instead of "closed captioning" so as not to confuse viewers and readers with the terms used in the context of television captioning, whereby a viewer at home is able to activate the "hidden" captions with the selection on a remote control, thereby making the captions visible to all by choice. Captioning on television cannot be viewed with the same assistive technology as used in a movie theater, and captioning on a movie screen cannot be accomplished with the same assistive technology as on a television.

Not all films play full-week schedules. As written, HB 1238 would require open captioning twice per week for each motion picture it screens, without allowance for special event films that may only play once per week, or once per day. In addition, many films in subsequent weeks after the first few weeks will be held over for just a show or two per day, and may end mid-week to allow space to open a new motion picture.

For these reasons, we ask for an unfavorable report on HB 1238.

For further information, please contact Jenna Massoni (410-935-1470, jmassoni@cgagroup.com) or Ellen Valentino (410-693-2226, evalentino@cgagroup.com) of Cornerstone Government Affairs, registered lobbyists for Mid-Atlantic NATO, or Doug Murdoch, Executive Director of Mid-Atlantic NATO (443.895.1446, doug@midatlanticnato.com).



Open Movie Captioning Programs Maryland Movie Theaters April 2022

Introduction

Mid-Atlantic NATO (Maryland) and the National Association of Theatre Owners (NATO) appreciate the opportunity to work with advocates, state and local governments, and theaters of every size to increase access for individuals who are deaf and hard-of-hearing. While all digital theaters are currently accessible to individuals who are deaf and hard of hearing, NATO members understand consumer desire for access options and are committed to expanding access by the creation and implementation of pilot open movie captioning programming. NATO members are eager to partner with advocacy organizations to promote these showtimes to moviegoers.

In addition to open movie caption programs in Maryland and across the country, NATO members will continue to offer the use of closed movie captioning devices and make these individual devices available at every movie, at every showtime in accordance with the exhibition industry's agreement with the Department of Justice. Staff will continue to be trained on the preparation and use of the devices. NATO is also developing additional training material for its members on proper maintenance of closed movie captioning devices and systems.

This memo outlines select open movie captioning programs currently happening in Maryland theaters, but should not be considered complete, as all locations are scheduling additional open captioned showtimes on a theater-by-theater basis in response to guest requests.

AMC Theatres

AMC has a nationwide program with 260 locations currently offering showtimes with open captions. The following Maryland locations are participating in this program:

- AMC Rio Cinemas 18 – Gaithersburg
- AMC Owings Mills 17 – Owings Mills
- AMC White Marsh 16 – Baltimore
- AMC Montgomery 16 – Bethesda
- AMC Columbia Mall 14 – Columbia
- AMC MJ Capital Center 12 – Largo
- AMC Wheaton Mall 9 – Wheaton

For all week-one wide release titles with open captions available, open caption showtimes are scheduled for at least one weekend matinee time and one weekday evening. For all blockbuster titles, theaters will play one show per day in its first full week of release, followed by a second week of one weekend matinee and one weekday prime show.



Cinemark Theatres

Cinemark operates two locations in Maryland, and will offer open captioned showtimes on all films that have a full, daily show schedule as follows:

- Cinemark Egyptian 24 – Hanover – Sunday afternoons and Wednesday evenings.
- Cinemark Towson 15 – Towson – Saturday afternoons and Monday evenings.

Fox Theatres

Fox Theatres Sun & Surf 8 in Ocean City is playing one new or recently released movie in open caption twice per week at 3pm on Sundays and Wednesdays. Listed on their website at <https://www.foxshowtimes.com/page?id=15700>.

Hoyt's

Hoyt's West Nursery Cinema 14 in Linthicum is playing one open caption show daily, random movies and times as listed on their website at <https://www.westnurserycinemas.com/showtimes>.

RC Theatres

RC will schedule open caption shows upon advanced request through the accessibility page on their website at <https://www.rctheatres.com/page?id=12302>. Participating locations include:

- R/C Hollywood Cinema 4 - Arbutus
- R/C Lexington Exchange Movies 12 - California
- R/C Westminster 9 - Westminster

Regal Cinemas

Regal has instituted open captioning programs in the following Maryland locations:

- Regal Majestic 20 – Silver Spring
- Regal Westview 16 – Frederick
- Regal Germantown 14 – Germantown
- Regal Snowden Square 14 – Columbia
- Regal Hunt Valley 12 – Hunt Valley
- Regal Laurel Towne Center 12 - Hyattsville

The weekly open captioning lineup features the top three titles per week according to gross. The top-grossing film will play three times a week on a Friday evening, a Sunday matinee, and a Wednesday matinee. The second highest-grossing film in each week will play with open captions during a Saturday matinee and a Tuesday evening. The third film will play in matinee slot on Mondays and Thursdays.



Warehouse Cinemas

Warehouse Cinemas has a long-standing partnership with local deaf and hard of hearing advocates in Frederick, and representatives from the Maryland School for the Deaf. Each week, they work together to select films and showtimes to offer open captioned shows. They have two locations participating as follows:

- Warehouse Cinemas Frederick 10 – Frederick – At least two open caption shows per day on films selected by feedback.
- Warehouse Cinemas Hagerstown 10 – Hagerstown – Four to five open caption shows per week. The number of showtimes will increase with demand and additional film product.

ALL LOCATIONS

Marketing of Open Captioned Films

NATO members are clearly displaying which showtimes offer open captioning in each of their theatres when patrons purchase a ticket on a theatre's website or at the box office.

Open Captioning Programs Framework

NATO members operating in Maryland are committed to continuing voluntary open captioning programs on a theater-by-theater basis. A "one-size-fits-all" approach does not reflect the individualized operations of each theater or the markets in which they operate. Consequently, theater operators are seeking to develop open captioning programs that meet or exceed the demands of the market in which they operate and have developed varying programs to meet those goals.

The current open movie caption programs will run indefinitely, but no less than at least a year from April 1, 2022. Note, based on consumer feedback and the results of individual companies, the parameters of individual programs may change from time to time to reflect the marketplace.

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