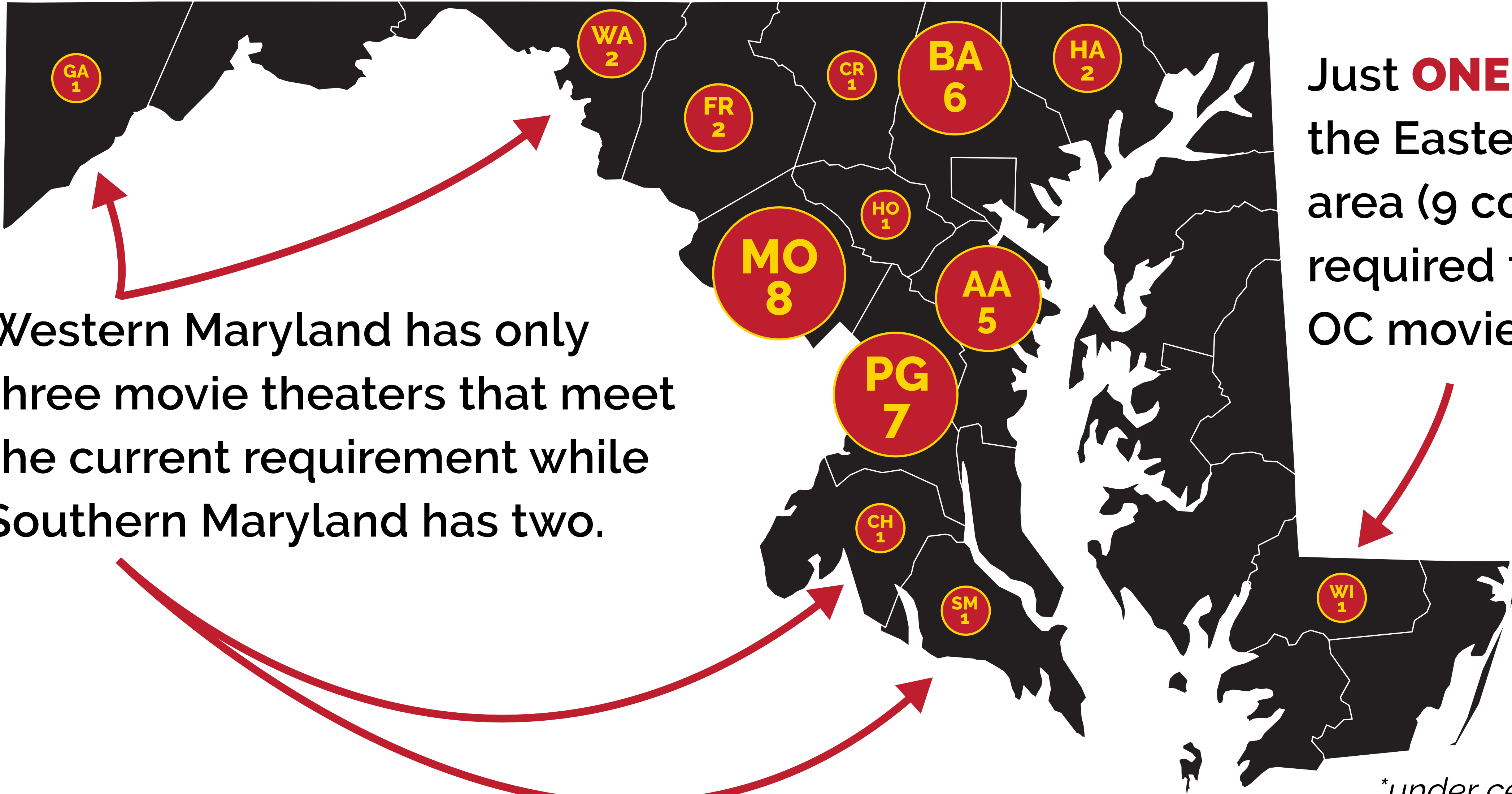


THEATERS WITH 8 OR MORE SCREENS

Under current law, are **REQUIRED*** to provide open captions (OC)



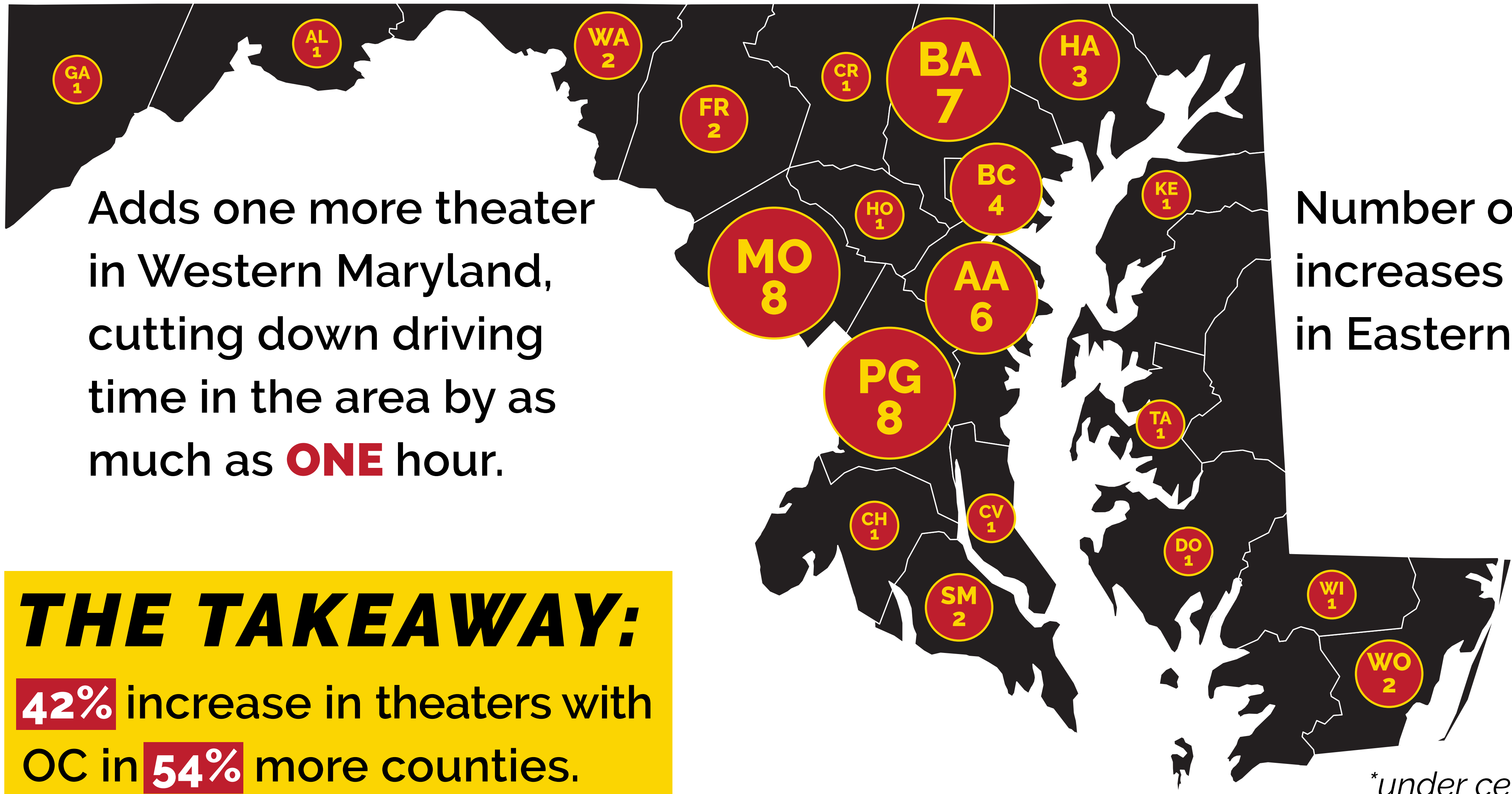
Western Maryland has only three movie theaters that meet the current requirement while Southern Maryland has two.

Just **ONE** theater in the Eastern Shore area (9 counties) is required to provide OC movies.

**under certain conditions*

THEATERS WITH 4 OR MORE SCREENS

With amendment, will be **REQUIRED*** to provide open captions (OC)



Adds one more theater in Western Maryland, cutting down driving time in the area by as much as **ONE** hour.

Number of theaters increases **FIVEFOLD** in Eastern Shore area.

THE TAKEAWAY:
42% increase in theaters with OC in **54%** more counties.

**under certain conditions*

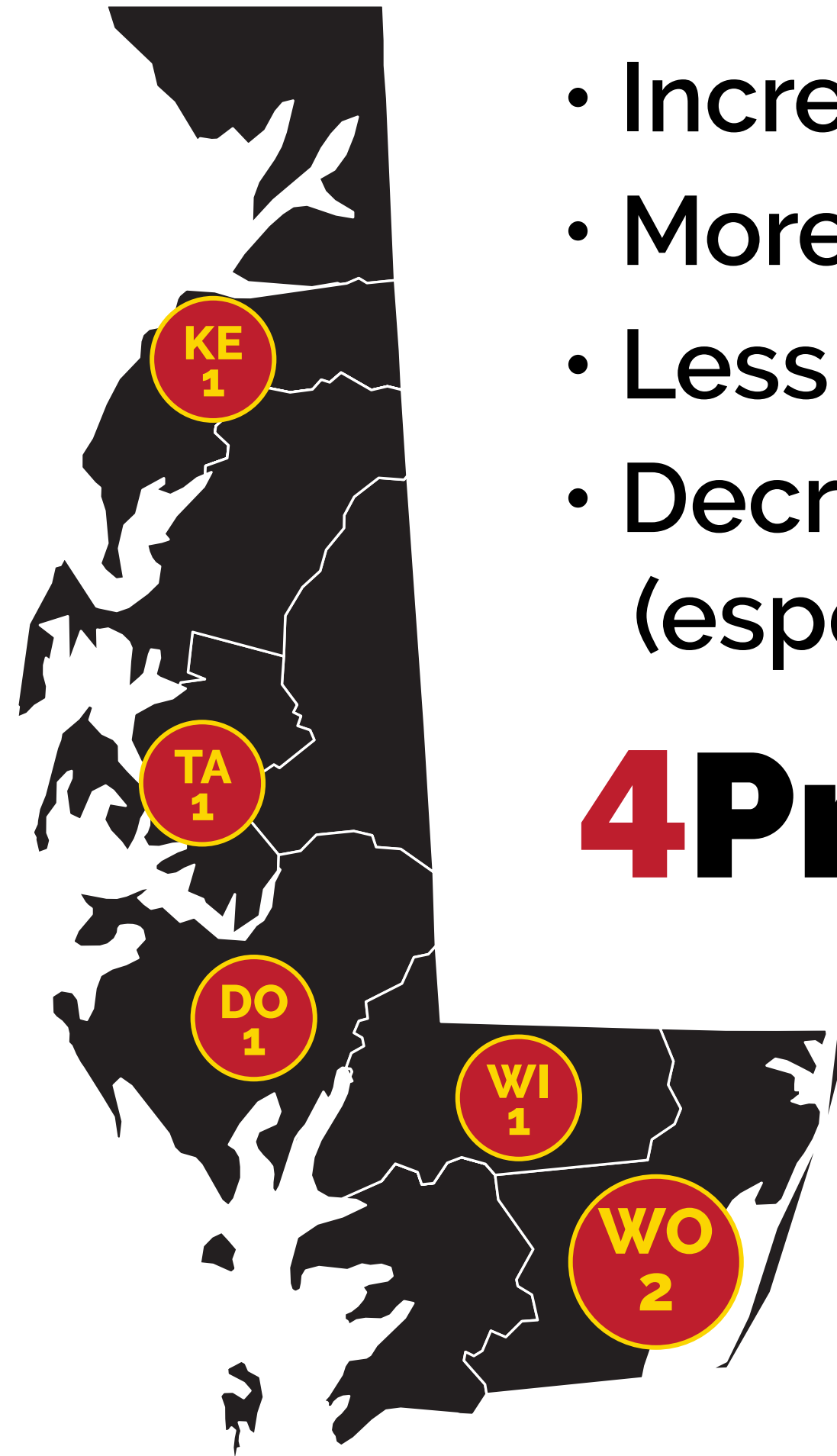
BENEFITS OF THEATERS WITH 4 OR MORE SCREENS

CASE STUDY: Eastern Shore

BEFORE⁴



AFTER⁴



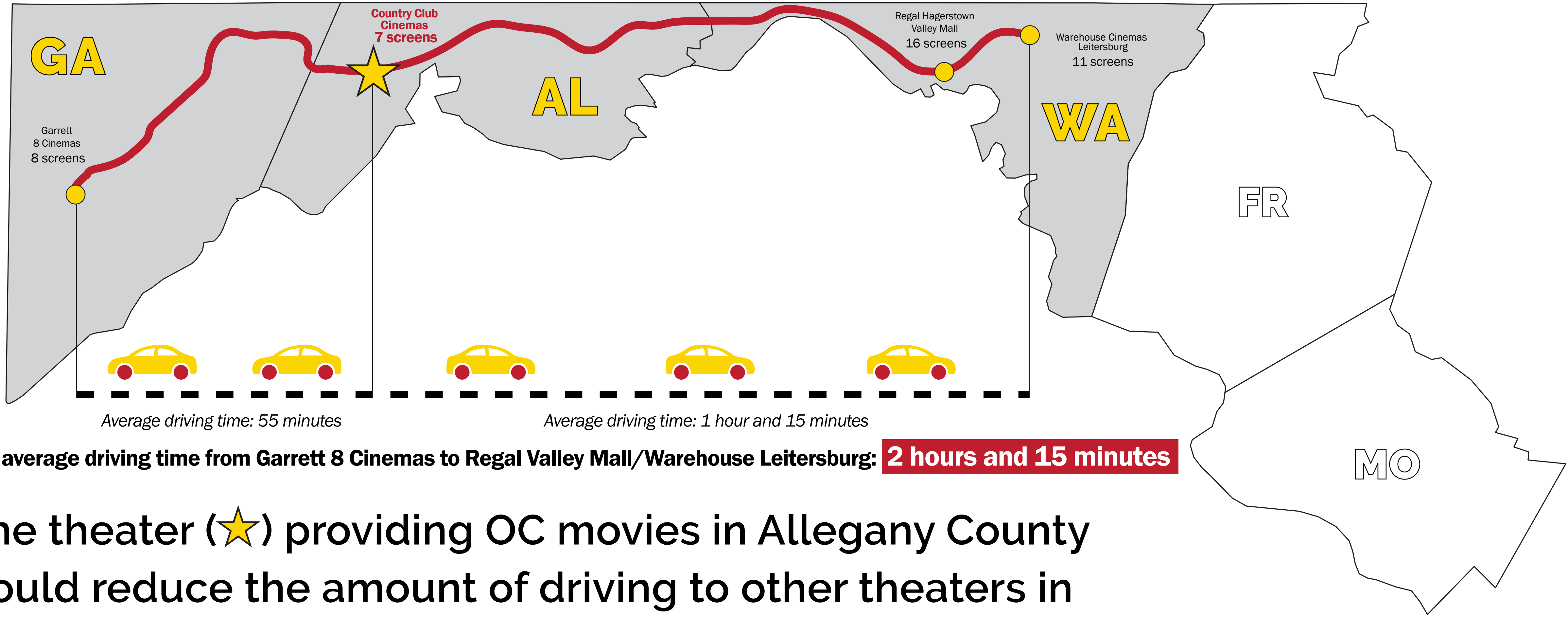
- Increased access to open captioned movies
- More locations to choose from
- Less travel time
- Decrease of revenue loss to border states (especially Delaware)

4Pros. 0Cons.



BENEFITS OF THEATERS WITH 4 OR MORE SCREENS

CASE STUDY: Western Maryland



Total average driving time from Garrett 8 Cinemas to Regal Valley Mall/Warehouse Leitersburg: **2 hours and 15 minutes**

One theater (★) providing OC movies in Allegany County would reduce the amount of driving to other theaters in neighboring counties (Garrett/Washington). The addition would bring in revenue via patrons from the border states.

- Theater meeting both current and proposed requirements
- ★ Theater meeting proposed requirement

BENEFITS OF THEATERS WITH 4 OR MORE SCREENS

CASE STUDY: College/University Hubs

The ABCs:

Post-secondary institutions serve as a catalyst for economic vitality, social progress, and lifelong learning, particularly in rural areas.

Marking Up the Makeup

Student/faculty/staff demographics at most institutions usually include people with disabilities, neurodivergent conditions, and English Speakers of Other Languages (ESOL). Studies show these groups reaped considerable benefits from open-captioning (OC).

Extra Credit:

Patrons' anecdotes convey a variety of reasons for enjoying OC movies, including—but not limited to—poor audio quality in theaters and understanding accented/mumbled dialogue.



Intervention Especially Needed for These Four Areas:

BALTIMORE CITY

Baltimore City is home to over ten colleges and universities, both private and public, including Johns Hopkins and Morgan State.

Why this grade?

Baltimore City has **ZERO** theaters meeting the current requirement.



The way to "A":

4 theaters put Baltimore City on the map.

EASTERN SHORE

Salisbury Univ., Univ. of MD Eastern Shore, and three community colleges serving most of the nine Eastern Shore counties.

Why this grade?

Wicomico County has only one theater in compliance for the entire area.



The way to "A":

4 more theaters help saturate the area.

SOUTHERN MARYLAND

St. Mary's College of Maryland and College of Southern Maryland lead the way for higher education in the tri-county region.

Why this grade?

Calvert County residents travel out of county for OC movies.



The way to "A":

1 theater in Calvert County improves access.

WESTERN MARYLAND

Frostburg State University is well-known in the area and the three counties charter their respective community colleges.

Why this grade?

2-hour plus driving time between theaters in Garrett and Washington counties.



The way to "A":

1 theater in Allegany County saves time.