



This document provides information about the various features and screenings which may be programmed at a theatre.

Procedures

1. **Review** the list of events/screenings to determine how to program content into Screenwriter/TMS¹.
2. **Follow** the event-specific steps as listed
 - Use the theatre-specific template for feature types that do not include a standardized SPL.
 - If templates have not previously been created at the theatre, **reference** the execution guide (if applicable), or **create** a DSSP ticket for further support.

Events and Screenings

- **Public Screening** - General admission feature. Scheduled automatically in TMS once pushed from NCR Cinema Manager (NCRCM).
- **Sensory Friendly Film**ⁱⁱ - Screenings for children on the Autistic spectrum and other special needs.
 - Audio levels are lowered, the auditorium light level is brought to midlevel (trailers/credits light level), and trailers are removed to accommodate the guests.
 - **Schedule** in Screenwriter/TMS following the steps in the Sensory Friendly Films SOP.
- **Fathom Event** - Alternative Content Event
 - Examples: Operas, sporting events, musical concerts, classic films, etc.
 - Generally played through a satellite DVR which is tied into a designated alternative content auditorium.
 - Content will occasionally be DCP.
 - To start the feature:
 1. **Place** the projector in the correct format and **tune it** to the correct channel for live events.
 2. **Start** the DVR manually for pre-recorded events.
 3. **Schedule** in Screenwriter/TMS for a DCP event.
- **Movie Marathon** - Multiple titles scheduled for a special single admission price.
 - Example: Best Picture Showcase, Marvel Marathon, Harry Potter marathon
 - Detailed execution guides may be published in AMC This Week.
 - **Schedule** in Screenwriter/TMS following the steps in the Sensory Friendly Films SOP
- **Special Screening** - Press, Critics, Trade, Radio, WOM, Promo, or movie premieres.
 - Booked by the Screenings Department and can be viewed on the theatre's screening report.
 - Generally, not open to the public.
 - **Enter** manually in TMS.
- **AMC Stubs Screening** - Showing of current feature open exclusively to AMC Stubs card members.
 - Automatically scheduled and not open to the public.
 - Execution guides are published in AMC This Week; may include a TOC-created SPL.



- **Tugg Event** - A collective action web-platform event that enables individuals to choose the films that play in their local theatres.
 - Subject to community response.
 - **Schedule** manually once a predetermined number of tickets are sold.
- **Film Festival** - A group books an auditorium or auditoriums for a single day or multiple consecutive days to show features and shorts.
 - Content may be DCP, Blu-Ray, DVD, or other formats.
 - May be open to the public or sold directly through the festival.
 - Festival representatives/technicians will start shows manually (or request an associate manually start the feature).
- **Research Screening** - Booked for studio research purposes only
 - Booked by the Screenings Department and can be viewed on the theatre's screening report.
 - Generally, not open to the public.
 - **Enter** manually in Screenwriter/TMS.
- **Private Rental** - Booked for individuals or groups that have rented an auditorium for a scheduled block of time.
 - May be booked by the theatre, events team, or Screenings Department.
 - Bookings for these types of screenings can be viewed on the theatre's screening report.
 - Schedule the feature manually scheduled.
 - Open exclusively to the private party.
- **Buyout** - Feature for individuals or groups who purchase every seat in an auditorium at the prevailing ticket price for a current title.
 - Can be booked by the theater, events team, or Screenings Department. Bookings for these types of screenings can be viewed on the theatre's screening report.
 - Schedule manually in Screenwriter/TMS or automatically from NCRCM if sales are locked out.
- **Technical Screening** - Scheduled for troubleshooting hardware/software, content specific issues or to perform other general and specific quality checks.
 - Usually scheduled the morning of a special screening.
 - A TSE or approved third party technician may be on site to perform technical screenings.
- **Associate Screening** - Open exclusively to AMC Associates and their approved guests.
 - Usually scheduled during off-peak/non-prime times.
 - **Schedule** manually in Screenwriter/TMS.

ⁱ [SS-3-36, Screenwriter - Arts Alliance TMS User Guide](#)

ⁱⁱ [FP-M-05 -- Sensory Friendly Films](#)