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Christopher Nolan: Movie theaters are a vital part of American social life. They will need our help.

Opinion by Christopher Nolan

March 20, 2020 at 6:59 p.m. GMT-5

Christopher Nolan is a director.

B&B Theatres in Missouri isn't just a family-run business, it's the product of a family tradition. The first "B" stands for Bills Theaters, founded in 1924 by Elmer Bills Sr. The second represents the Bagby Traveling Picture Show, formed by one of Bills's former concession clerks. For generations, these two families found spouses and friends at their theaters and drive-in exhibitions, and eventually merged in 1980. For a century, B&B brought movies to Midwestern audiences. During that time, the company apparently never laid off a single employee. This week, though, B&B shuttered 418 theaters serving audiences in Florida, Iowa, Kansas, Missouri, Mississippi, Oklahoma and Texas and had to lay off 2,000 workers.

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When people think about movies, their minds first go to the stars, the studios, the

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hourly wages rather than a salary, earn a living running the most affordable and democratic of our community gathering places.

In this time of unprecedented challenge and uncertainty, it's vital to acknowledge the prompt and responsible decisions made by all kinds of companies across our country that have closed their doors in full knowledge of the damage they are doing to their businesses. Our nation's incredible network of movie theaters is one of these industries, and as Congress considers applications for assistance from all sorts of affected businesses, I hope that people are seeing our exhibition community for what it really is: a vital part of social life, providing jobs for many and entertainment for all. These are places of joyful mingling where workers serve up stories and treats to the crowds that come to enjoy an evening out with friends and family. As a filmmaker, my work can never be complete without those workers and the audiences they welcome.

AD

Journalists too often pit forms of entertainment against each other as if they were in some Darwinian competition for people's attention. This misses the point. People love to experience stories, because whether they are doing it together or alone, film, television, novels and games engage our emotions and provide us with catharsis.

In uncertain times, there is no more comforting thought than that we're all in this together, something the moviegoing experience has been reinforcing for generations. In addition to the help theater employees need from the government, the theatrical exhibition community needs strategic and forward-thinking partnership from the studios. The past few weeks have been a reminder, if we needed one, that there are parts of life that are far more important than going to the movies. But, when you consider what theaters provide, maybe not so many as you might think.

Movie theaters have gone dark, and will stay that way for a time. But movies, unlike unsold produce or unearned interest, don't cease to be of value. Much of this short-term loss is recoverable. When this crisis passes, the need for collective human engagement, the need to live and love and laugh and cry together, will be more powerful than ever. The combination of that pent-up demand and the promise of new movies could boost local economies and contribute billions to our national economy. We don't just owe it to the 150,000 workers of this great American industry to include them in those we help, we owe it to ourselves. We need what movies can offer us.

AD

Hardest hit right now are workers from businesses such as movies theaters, whose entire appeal is based on humanity's greatest instinct — and the one now turned against us, which makes this situation so damned hard: the desire to be together. Maybe, like me, you thought you were going to the movies for surround sound, or Goobers, or soda and popcorn, or movie stars. But we weren't. We were there for each other.

The Opinions section is looking for stories of how the coronavirus has affected people of all walks of life. Write to us.

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jemibroussard 4 months ago

On behalf of Red River Theatres in Concord, NH, a non-profit independent Arthouse cinema in Concord, NH, I thank Christopher Nolan. Nolan reminds those who DO value the Arts, and those who value true community venues like ours which gather stakeholders to solve challenges, that they will need to step up, as they did in building us back in 2007, or rescuing us when the industry forced a conversion to digital projection that threatened to drive us into darkness unless we installed very expensive new systems. Unlike the chain cinemas. we run a spotless, quiet, engaging arts experience, our concessions are reasonably priced and locally-sourced, and tickets often include more than the film.

To meet the crisis and shutdown, our Board cared for our young floor staffers, paying them forward more than required, before having to release them recently. We hope to hire them back.

The hostility to Nolan here is understandable. Food and housing and health HAVE to be the priority for everyone right now. But once a tide is turned, which it will eventually, please, on behalf of those who love the community film experience, support the Arts again!!!



LJ Duke 4 months ago

I read that drive-ins might make a come back.

Beauty salons are taking a hit, too. I understand they should close, but they are local livelihoods.

I think it would be fun to invite my older family member and her little salon to go on a caravan to a drive-through!

You gave me a new bucket list idea.

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Nuschler 4 months ago

Really?

This fool feels that movies without plots such as the Avengers' movies where actors are paid \$20 million apiece is MORE important than hundreds of thousands of Americans being able to pay rent or their mortgage April 1?

The walk-in movies are gone...replaced NOT by a virus but by all streaming including Netflix and Amazon Prime.

What a selfish piece of garbage. Just as Billy Zane was trying for a place in a lifeboat (sorry...movie scene), these theaters who charge \$15 for a bucket of popcorn and are ALREADY going under want US to bail them out??

The absolute selfishness of the rich knows no end.

Strip them and make them quarantine areas NOW!

Like 2 Link Report ■



mehrdad beiramzadeh 4 months ago

No need to spend tax payers money for woke liberal monocultures in Hollywood and universities. Let 3/4 of them go down. Good riddance.

Like 1 Link

Report

Report

■



Bill Brown 4 months ago

Movie theaters are like my 8-track; something I no longer need.

Like 1 Link ⇔ Report ►



Lloyd from Toronto 4 months ago (Edited)

...

Like Link Report ■



mark%20hensley 4 months ago

Sorry Christopher, but I stopped going to the theaters to see your movies. I got tired of getting my ears assaulted by your over the top, too loud mixes.

Just because you're clearly going deaf, doesn't mean I want to follow you down that road.

Like 1 Link ⊕ Report P



Doug Dolde 4 months ago

I could care less about movie theaters or the trashy movies they produce these days. I've avoided them for years can't stand being next to so many disgusting humans. Shut them all down nothing lost here

Like

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■



Doctor Eb 4 months ago

Sorry, no. I am a "movie freak." When I really like a movie, I record it on my DVR or watch it on Netflix and see it many times until it begins to bore me because I know it so well. I have not been to a movie theater in a number of years. I regard it as obsolete technology. Most of the films produced these days are simply drivel loaded with special effects, violence and psychopathology. The films I really love are about people and relationships. For example I just saw a

It occurred to me that the reason so many bad films are being made is that the ones going to movie theaters and thereby paying the cost of producing the films are who? Not me. High school kids on dates? Someone must like this garbage.

I think that this pandemic will destroy certain industries. Perhaps instead of going on a cruise to drink, overeat and "be entertained," people will learn to sit in their backyard and watch the sunset. Do you really have to fly to Borabora to find a beach? And sorry, I think that people will learn that they do not need movie theaters.

Like i Link ⇔ Report ▶



Nuschler 4 months ago

I took an autistic neighbor to see a movie three years ago (he BEGGED me)—Saturday night at 8 pm. We were the only people in the complex...and worse? The movie was awful!



DC789 4 months ago

The temptation for businesses would be to look at the savings and revenue from operating at home and/or online. Do you really need employees to arrive to work, when they can just check in online? Do you even *need* many employees if your customers aren't showing up in person anymore? What if this nonsense happens again, can a company risk another devastating blow to their business