



FALL 2021

volume no. 5

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A MESSAGE FROM THE CHAIR

BY NEHA DESHMUKH

My name is Neha Deshmukh, and I have the amazing opportunity to serve as this year's Chair of MSC Aggie Cinema! From the start of my year as Chair we have been completely focused on getting back to in-person events. We hosted two outdoor summer screenings in June. We partnered with the Graduate and Professional Student Association to show *Inside Out* at the East Quad (near the J.K. Williams building). Then, for father's day we ventured out to The Gardens Apartments, where we showed *How to Train Your Dragon* for the students with families. Outdoor events are a great and safe way for audiences to gather and enjoy a movie together.



This fall has largely been about helping our members return to in-person classes and campus life, while also teaching them how to manage in-person theatre style events. While we have returned to a lineup of indoor movie screenings, we encourage our members and audiences to wear masks. Throughout the fall, many organizations have reached out to us for help with facilitating movie screenings on campus. We've had a great time hosting in-person events again and seeing how excited our students are to see movies on the big screen.

Moving into the spring semester, there are two main programs that I am personally very excited about. The first is the Aggie Night Drive-in, which we hosted last spring in conjunction with Class Councils. I'm keen to see what this year's Aggie Cinema and Class Councils teams will come up with. The second program I am excited for is a Bollywood movie night during the Holi festival of color in March 2022. I grew up watching Bollywood movies, so being able to share that piece of my life and culture with the campus community would be spectacular.

Events Update

A RETURN TO IN PERSON EVENTS



We're back in-person folks! We kicked off the 2021-2022 school year with our annual Howdy Week Movie night; this year we chose a classic title, *Jurassic Park* (1993), and we were astounded by the number of attendees. 1,546 Aggie students came to Rudder Auditorium to see it and celebrate the start of a new school year together!

Since then, we've had:

- **2 Blockbuster** screenings in Rudder Theatre (*Black Widow* and *A Quiet Place II*);
- **4 Residence Hall** screenings (*Hunger Games*, *Beetle Juice*, *Shaun of the Dead*, and *Back to the Future*);
- **4 Campus Collaboration** screenings with the American institute for Aeronautics and Astronautics, MSC Hospitality, the Texas A&M Hispanic President's Council, and the Traditions Council; and
- **2 Community Screenings** with our newest partners, Brookshire Brothers!

We are super excited to be back in-person but we are also very proud we were able to continue the **AggieCinema.TAMU.edu** streaming site. Students love being able to vote for the movies that we add each month, and then watch all their favorites whenever they want, completely free.

Our focus as a committee this year has been member engagement. As an Executive Team we want to make sure our new and returning members are getting the full benefit of the social and leadership building skills they gain from being a member of Aggie Cinema.



HAPPY BIRTHDAY AGGIECINEMA.TAMU.EDU



MSC Aggie Cinema's very own streaming service, **AggieCinema.tamu.edu**, turned 1 year old this fall! In its first year, the site received over 19,500 views of the available movies! We are also able to know when students are watching; our peak viewing time is 11 p.m.!

19,699
Content Views
2020 - 2021

Peak Viewing
Time:
11 p.m.

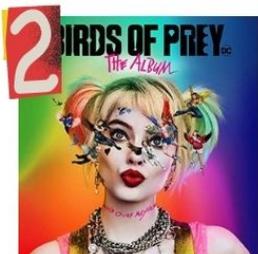
500
Unique Content
Selections

With more than 500 movies to choose from, titles that were viewed the most were Edgar Wright's *Baby Driver*, followed by DC's own *Birds of Prey*, and in third came the instant classic *Crazy Rich Asians*!

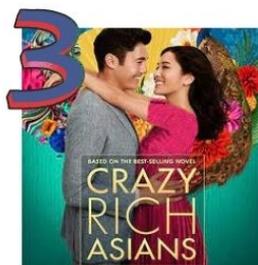
TOP PERFORMING TITLES



Baby Driver



Birds of Prey



Crazy Rich
Asians



Harry Potter-
Soercerer's
Stone



BlackKKlansman

AggieCinema.TAMU.edu has also helped the campus community by sharing Campus Public Service announcements about resources, safety, and student events on campus. Last year 4,900 individual Campus Public Service Announcements were viewed.

4,900
Campus
Content Views

MEET A NEW MEMBER

Introducing Sal Contreras, *Junior English Major, class of 2023*

AC: What is your favorite part of being a member of Aggie Cinema?

Sal: My favorite part of being a member of Aggie Cinema is the meetings. You're surrounded by really enthusiastic and charismatic peers who share the same interest in movies.

AC: What has been your favorite Aggie Cinema event so far, and why?

Sal: My favorite Aggie Cinema event I worked was the screening for *The Right Stuff*. It was the first time I heard other people take appreciation for something our organization put together.

AC: What is something you feel that you have gained from being a member of Aggie Cinema?

Sal: I believe I have gained an appreciation for all the wonderful events that the MSC organizations provide for Texas A&M.

AC: Are you involved in any other clubs or organizations on campus?

Sal: At the moment I am not involved in any other organization other than Aggie Cinema. However, I do hope to be more involved in organizations that deal with volunteering.

AC: What is your favorite movie and why?

Sal: My favorite movie has to be Stanley Kubrick's *Dr. Strangelove Or: How I Learned to Stop Worrying and Love the Bomb* (1964). It's hilarious, well shot for its time, and has a powerful message behind the film regarding war and atomic weapons



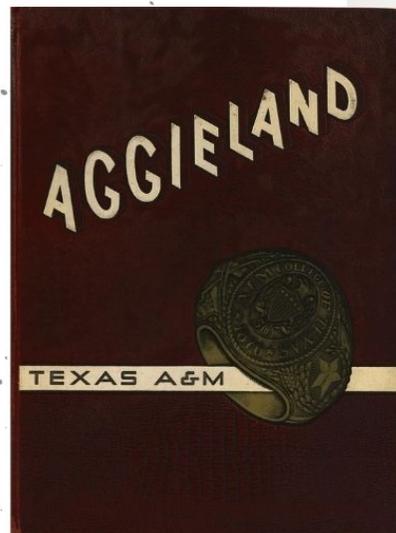
History of MSC Aggie Cinema

• by Shelby Morris •

"Let's start at the very beginning. A very good place to start."
- The Sound of Music (1965)

This semester I have been researching the history of Aggie Cinema because there does not seem to be one complete account of how MSC Aggie Cinema started and evolved into the committee we are today. Here are a few details I've uncovered so far.

Our committee, or at the very least something quite like it, began long ago in a galaxy not so far away. In the year 1950 the Texas A&M *Battalion* newspaper published a survey regarding student body interest in forming an "A&M Film Society". The results must have been positive because in the Aggieland yearbook from that same year, it announced \$2,000 was allocated to the creation of an "Aggie Movie Committee", although our name has changed over the years.



Student

THIS YEAR the Student Life Committee has allocated the following expenditures from Exchange Store profits assigned to the Student Welfare and Recreation Facilities Fund:

| | |
|--|-----------|
| Music Hall Equipment | \$ 630.00 |
| Dormitory Athletic Equipment | 1000.00 |
| Grove Equipment | 500.00 |
| Y.M.C.A. Tables and Chairs | 1000.00 |
| Painting and Repair of Y.M.C.A. Cabin | 550.00 |
| Rodeo Arena Construction | 1300.00 |
| Benches on Campus | 750.00 |
| Construction of Reviewing Stand | 300.00 |
| Permanent Back-Stop for Softball Field | 750.00 |
| Aggie Movie Committee | 2000.00 |

IN ADDITION there is at the present time a sum of \$6764.00 in the Student Welfare and Recreation Facilities Fund which remains to be allocated by the Student Life Committee for the year 1950-1951.

The A&M Film Society began screening movies on campus for free, starting what is now a time-honored tradition of making cinema accessible to every Aggie. The next progression came a few years after the completion of the Memorial Student Center. Starting in 1956 we became the MSC Film Society and were officially designated as an MSC committee, as we still are today.

Through the decades, we have offered thousands of movies for audiences at Texas A&M. Collectively we have witnessed many changes in the film industry, technology, and economic growth in the College Station and Bryan community that has impacted our audiences' demand for high quality movie going experiences.

Today, MSC Aggie Cinema continues to offer theatre style movie events for students and anyone in the Texas A&M community. We also continue to partner with departments and student organizations to offer our service at their events when they want to show a movie for their audiences. In 2020 we launched the first ever Aggie Cinema streaming service so students can enjoy movies any time of day or night from the comfort of their own home or dorm room.

Every member of our shapeshifting committee, past and present, derives great joy from movies and believes in the magic of sharing them with others. This is what links us as an organization and it is so much stronger than any single name ever could be.

MEETING UPDATE

by Catherine Arnold

This semester, MSC Aggie Cinema worked to engage new and returning members and we're meeting in person once again! To kick off the fall semester, we hosted our Harry Potter themed sorting ceremony, where Hootie the sorting hat placed each of our members into their subcommittee "houses": Arthouse, Blockbuster, or Classics!

We then continued the excitement by hosting our Fall Member Retreat! This allowed members to get to know MSC Aggie Cinema, their new subcommittees, and each other. We played several games to learn more about one another, discussed our plans for the upcoming semester, and concluded with a pizza dinner. Yum!



SUPPORT US!

You can help MSC Aggie Cinema provide fun, free, film events for Texas A&M students.



\$25 Red Carpet Sponsor

Your donation of \$25 or more can sponsor a new MSC Aggie Cinema student by paying their membership dues.



\$50 Streaming Site Sponsor

AggieCinema.TAMU.edu reaches around 1,000 views every single month. Students can enjoy Aggie Cinema movies from anywhere they have Wifi! We need \$10,000 to keep the streaming site, **AggieCinema.TAMU.edu** active for 2022 - 2023. Your donation of \$50 or more can help us maintain this service.



\$100 Movie Night Sponsor

Did you know the cost of film licenses and theatre rentals rises almost every year? It costs \$750 to rent a theatre, and a new release blockbuster film costs as much as \$1,200 for one screening! With a donation of \$100 or more you will be credited as a Screening Sponsor and we will thank you in our spring 2022 newsletter.

Donate today at give.am/mscAggieCinema



THANK YOU TO OUR FALL 2021 SPONSORS

Movie Night Sponsors:

Dr. Joel and Mrs. Ellen Cantrell

Mr. Daniel Harris '17

Brookshire Brothers

Streaming Site Sponsors:

Mr. David Lieberman

Sandstorm A&M University Mothers' Club

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