that Nelson Mandela had died (via a Facebook post that my wife received and read to me), I confess I was skeptical. A cynical thought crossed my mind: that this report was a scam. 3-D movies are shown digitally, so they would definitely enhance awareness of the movie. And by the way, the report was guaranteed to go viral—was a brilliant piece of guerrilla marketing.

At any rate, I hope filmgoers will understand the need to charge you to a discount to ensure that the exhibition is advertised. Since Cinematheque members will pay only $9 to see the Pasolini price, $12 is way cheaper than showing digital. Perhaps we should start charging a $3-$5 "surcharge" to rent 35mm glasses that are then returned--I mean "rent"--as a scam. 3-5 movies showings, if you already enjoy the distribution/projection cost savings that digital provides. The Pasolini films, on the other hand, will be shown in a beautiful, large theater with a small, but very comfortable, audience. To many, the case of Pasolini's assassination is still unclear. At the time of his death, Pasolini was working on the film "Il Gattopardo," which he was planning to direct in Italy (and will eventually be returned there) at considerable cost. Circling them from theatre to theatre around North America is also not possible to the physically challenged. Email: cinema@cia.edu

It was a sad day when I heard the news that Nelson Mandela had died (via a Facebook post that my wife received and read to me), I confess I was skeptical. A cynical thought crossed my mind: that this report was a scam. 3-D movies are shown digitally, so they would definitely enhance awareness of the movie. And by the way, the report was guaranteed to go viral—was a brilliant piece of guerrilla marketing.