

# **Strand Theatre Shelbyville, Inc.**

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## **Strand Weekly Email 11/24/2016**

Written by David on November, 24 2016

Dear Strand Fan,

HAPPY THANKSGIVING!

This edition comes to you as we all take a break and enjoy the Thanksgiving Holiday with our family and friends. We are thankful at the Strand for our wonderful community and patrons that make a place like the Strand possible. Relax and enjoy the day...we are!

Today is the official start of the holiday shopping rat race, or at least that is what we have been told. Take a break and have some fun at the Strand. Black Friday, the Day after Thanksgiving, or Friday November 25th, the Strand will be have to FREE showings of the holiday movie ELF. This is a tradition that started in 2009. Bring your family and enjoy seeing this movie on the big screen, sitting in the balcony, and having eating the perfect post-holiday food: popcorn.

It is always a fun time. The Strand is decorated for the Holidays and looks great. It is a pleasure for our volunteers to give this gift to the community for the beginning for the 2016 holiday season.

ELF - Starring Will Ferrell

TODAY

NOVEMBER 25, 2016

Early Show: 1:00pm

Late Show: 7:00pm

Admission FREE

We hope you can join us for this fun event.

This past week the Strand presented It's A Wonderful Life after the Holiday Parade. For our readers who live out of state (CF) last Friday was the epitome of Indiana weather. Friday had a high of 78 degrees. The weather was glorious. With the record high temperature came the obligatory Indiana severe thunderstorm...just before the parade was going to start. In the interests of safety the parade was cancelled. The rain came and the temperature dropped almost 30 degrees during our movie!

MARY OWEN, daughter of Donna Reed spoke and answered questions before the film began. We then showed the Frank Capra classic the same way that it was seen when originally released...in black and white with most of the patrons in the balcony! It was a magical evening.

The Indiana weather continued. The next morning it was 28 degrees and snow. Our new HVAC system transitioned flawlessly from AC to heat, all in the course of 12 hours. The Strand, now toasty warm, welcomed comedian Bob Zany. He was fantastic. The audience had a real treat. Bob came out into the auditorium and had conversations with many of our patrons. It was funny! Our audience were good sports. We have seen lots of comedy at the Strand, but that had to rate at the top! Thank you Bob for performing at our theater.

The night was fun, but to be honest we didn't have the attendance we had hoped for. We work hard to bring top flight entertainment to Shelbyville and are at a loss when we can't sell tickets.

If you want comedy we have one show left in 2016. Donnie Baker will perform on December 17th. We hope you can

attend and help keep comedy as a regular option at the Strand. We would also like to compliment our friends at WSVX and AFC for bringing Claire Dunn to perform in Shelbyville. They too are doing the mission of the Strand. We want you to experience live entertainment, whether at the Strand or AFC, it is all good.

This week Cody V., our network and technology guru, did work at the Strand. (warning, heavy duty tech talk ahead). We are working on having additional lighting available. Our lighting system uses DMX for communication. We are permanently installing DMX cabling in various locations. DMX is basically a serial connections. One of the downsides in the amount of data reflection that happens in long runs. This degrades the signal and disrupts the ability to control our lights. Cody had installed a DMX splitter backstage. This is the first step to help shorten the length of cable required. He also is using Cat6 cable. The pinning for DMX is easy, and while we will have extra pairs in the cable, the cable is inexpensive and easy to fish. When done our lighting flexibility will increase logarithmically. The advent of LED lighting with extremely low power requirements makes this possible. Everyone will enjoy the enhanced experience Cody will provide.

While he was there, we tweaked our network. The Strand is very fortunate to have enterprise quality equipment including a stout firewall. Everything was checked and our network is performing well with enhanced security. Cody also reassigned all our passwords, as we were a bit behind on our protocol for that task.

for their successful concert with Claire Dunn. It is nice to have a choice!

Our holiday fare is just around the corner. CHRISTMAS at the STRAND is a variety show that is fun for the whole family. You can get your advanced tickets at Mickey's T-Mart. The show is December 9th & 10th.

WALDRON HIGH SCHOOL HOLIDAY CONCERT will perform on Tuesday December 13th. This free concert will feature the talented students of Waldron High School. It will be a pleasure to hear these students on our stage.

The BLUE RIVER COMMUNITY CHOIR will perform their HOLIDAY CONCERT on December 15th. Liberty United Methodist Church will perform the cantata ONE SMALL CHILD. This will perform immediately after the choir. The performance is FREE.

Country music performer Brooke Roe will return to perform BROOKE ROE'S COUNTRY CHRISTMAS on Friday December 16th. We finish our season the next night with two performances of DONNIE BAKER with COACH KENT MURPHY.

Lots to do. We appreciate the support and hope to see you today at the Strand!

**Images on this post:**

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