



**Press Clippings
August 2015
Web**

Title: Will movie theaters ever respond to the mass shootings?

Author: Erik Sherman

Link: <http://fortune.com/2015/08/07/movie-theaters-mass-shootings/>

Date: August 7, 2015



There have been three mass shootings in movie theaters since 2012. Yet there's been no beefing up of security.

Wednesday saw a sad milestone, another movie theater shooting, in the Nashville, Tennessee area. A few weeks ago, there was a shooting that left three moviegoers dead in Lafayette, Louisiana, and the July 2012 shooting of 12 people at a theater in Aurora, Colorado is still etched in people's memories (defendant James

Holmes was found guilty of that shooting last month).

So, the question arises: what changes are theaters making to protect customers and to keep their businesses going?

The answer? Probably not much, if anything, has changed, nor is it likely to in the near future. Fortune contacted some of the largest U.S. theaters chains — Regal Entertainment, AMC Entertainment, and Cinemark Theatres — but none responded to requests for comment. And despite the fact that there have been three mass shootings in movie theaters since 2012, overall, movie ticket sales have remained relatively strong. In 2014, American box office receipts of \$10.4 billion were down 5% from the previous year. The number of tickets sold and the average number sold per person declined by 6% over the same period.

Consumers seem to still trust going to theaters.

Chris Johnson, CEO of Classic Cinemas, which runs 104 screens in 13 Illinois locations, said that business was initially off after the Aurora, Colorado shooting three years ago in which 12 died and 70 were injured. However, sales didn't drop.

"We had a real positive attendance last night and there was no step back yesterday when [the Tennessee shooting] happened," Johnson told Fortune. "It's a very unfortunate situation, but people still fly, still go to school, still go to church, still go to malls, and every other place where there's been an unfortunate incident. I don't want to disregard it because it bothers me immensely, but really, from a long-term perspective, you're basically [asking whether] people are going to go outside ever again, and I don't see that happening. People are going to continue to go out."

The cost of beefed up security

Additionally, moviegoers don't seem to want to turn the experience into something like entering an airport. Immediately following the most recent shooting in Tennessee, some theatergoers told the Arizona Republic that movie operators should beef up security through activity like checking bags. But

metal detectors don't appear to be popular. According to a July study by research firm C4, conducted days after the Lafayette shooting, moviegoers had mixed feelings over the installation of additional security in theaters.

Even with one third saying they wanted to see metal detectors and even armed security, only 13% of them would pay \$3 more per ticket for the additional security.

Given that operating a checkpoint can run between \$250,000 and \$1 million a year, beefing up security would likely result in higher ticket prices for consumers.

Would more security prevent tragedies?

Not only can security be expensive, but there's also the question of how well it can work. In Aurora, the convicted shooter James Holmes was allegedly unarmed when he bought his ticket. Only after entering did he prop open an emergency door and return with body armor and weapons.

Still, Bob Brzenchek, an assistant professor of criminal justice at Philadelphia-based Peirce College, argues that there is more theaters could — and should — do to prevent future tragedies. "It's crucial that they address where their vulnerabilities are," he said. "There needs to be an emergency action plan in place. They need to get in the minds of these folks and think of every different scenario," working with local authorities.

Because, if there's a sequel to Wednesday's shooting, theater operators may have no choice but to beef up their response.

Title: Philly's Adult Literacy Problem

Author: Kristen A. Graham

Link: http://articles.philly.com/2015-08-25/news/65813011_1_basic-skills-diane-inverso-math

Date: August 25, 2015



Public schools are a perpetual worry for Philadelphia, and scant attention is often paid to another weighty educational problem: adults who struggle to read.

But nearly half of all adults in the city - more than half a million men and women - lack the basic skills necessary to qualify for postsecondary training or hold jobs that permit them to support a family. Many function below eighth-grade levels.

The Mayor's Commission on Literacy is making inroads. Its work is attracting national attention: praise from the U.S. Department of Education, and designation as

a model site from Digital Promise, a nonprofit established by act of Congress in 2008 to use technology to improve education for all Americans.

In 2011, Mayor Nutter revamped the commission, decrying the city's "serious literacy crisis." Three years later, the commission became the nation's first provider to offer free, online, interactive courses for men and women with low literacy and math skills.

And since the launch of myPLACE - Philadelphia Literacy and Adult Career Education, a citywide system to advance adults' skills - nearly 1,500 Philadelphians have completed classes in basic education, GED preparation, or English as a Second Language, and gotten help planning their educational and career paths.

Marcella Matthews, 54, is one of them. The South Philadelphia resident had always worked - as a nurse's aide, an administrative assistant. But with her daughter approaching college graduation, Matthews wanted more for herself.

She hoped to study health information technology at Peirce College, but found that her math skills weren't up to par. She was steered to myPLACE's Center City location, at the District 1199C Training and Upgrading Fund offices on South Broad Street, where she had a quick assessment, then began an online course to shore up her basic skills.

Matthews last sat in a classroom 30 years ago, when she graduated from South Philadelphia High. The idea of taking a math course - especially one online - was daunting.

"It was like being a baby again," she said. "I was kind of shaky, but I got used to it. It was visual, it was good - if I didn't know fractions, I would see a whole pizza pie, and then three-quarters."

She liked her instructor. (Online courses have facilitators who check in with texts, emails, even postcards home.) She liked that she was part of a cohort, a group of other Philadelphians moving through the six-week class with her. And she liked that materials were tailored to her field of interest.

Matthews proved herself a star student, showing up at 9 a.m. each day to motor through lessons at her own pace. She has now finished her math class, and is about to begin studying for her associate's degree at Peirce.

"I have the skills now," she said. "I'm more confident, definitely."

In Philadelphia, as nationally, adult-education programs are a mishmash. There are hundreds of providers and little oversight.

"Adult education is all over the map," said Diane Inverso, the commission's senior director. "That stymied how we're able to help the 550,000 adults who have literacy needs in the city."

A conversation two years ago between Inverso and Judith Renyi, the commission's executive director, spurred change.

What if they fashioned a citywide system of hubs for adults with basic education needs? What if the system incorporated existing technology to both maximize the number of people served and get adults more comfortable with the skills they need for a changing workforce?

"In this economy, a lot of our adults don't have the digital literacy skills they need," Inverso said.

Before myPLACE launched, there was no central registration and enrollment system. If someone took a course with one provider, that information stayed siloed. Now, 30 providers are linked to track progress and need.

And the need is great. In myPLACE's first three months of operation, double the expected number of adults showed interest in its services.

"The phone was ringing off the hook," said Jennifer Kobrin, associate director.

Most adult basic-education courses are still face-to-face, but the online pilot has been a success, and organizers hope to expand it. The commission's budget from the city is about \$1 million, supplemented by private donations.

The city's learners - a diverse group, from high school dropouts to longtime workers who find themselves suddenly jobless and lost in a digital age - are clamoring for more spots.

Take Adanna James. She came to the United States from Trinidad 11 years ago with no high school credentials.

"Everybody said, 'You have to get your GED in order to get a good job,' " said James, 32, who found work as a nanny.

James learned of myPLACE through her brothers, whom she had encouraged to try for their GEDs. She found herself enrolling, too, taking a math class to help her prep for the test.

She's seen success after success. James earned her GED, and the next day, she got a job in customer service with US Airways.

"I knew I had the potential," James said. "I tend to downplay myself a lot, but my teacher said, 'No, you're ready.' "

Title: Peirce College's New three-Week Courses Allow Working Adults to Earn Degrees Faster

Author: Unknown

Link: <http://philadelphia.citybizlist.com/article/295706/peirce-colleges-new-three-week-courses-allow-working-adults-to-earn-degrees-faster#sthash.NkzY39qL.dpuf>

Date: August 31, 2015

Peirce College, a non-profit four-year college specializing in providing career-focused education for working adults, will begin offering three-week intensive courses this fall to further expand the options it offers to students looking to fit education into their busy schedules. Additionally, Peirce has added a new Winter Session to the 2015-2016 calendar, during which it will offer intensive classes online.

The move is yet another part of the college's efforts to make higher education as accessible and convenient as possible for its working adult students. Peirce's regular class offerings are already accelerated, meeting once a week for seven or eight weeks.

"Peirce students have one goal in mind – getting the degree they need to advance their career," said Rita Toliver-Roberts, vice president of academic advancement. "With intensive courses they can reduce the time it takes to complete their credentials and take the next step in their careers."

Intensive classes during the Fall Session will meet on campus on Fridays from 5:30 to 9:30 p.m. and Saturdays from 9 a.m. to 3 p.m. The Winter Session, which runs from Dec. 21 to Jan. 10, will offer online intensive courses. Guest students from other colleges can also take advantage of intensive courses to supplement their current degree program.

This offering complements a variety of other Peirce initiatives intended to meet student needs, including the college's flexible delivery model where students in many courses are able to choose from week-to-week whether to take classes in person or online. This new model will be implemented across the entire curriculum by fall 2016.

About Peirce College

In 2015, Peirce College celebrates 150 years dedicated to providing higher education to working adults. In celebration of this momentous occasion, Peirce is hosting a year-long series of events surrounding the theme, "Many Years, One Purpose." Peirce College offers bachelors and associate degree programs in the areas of Business, Healthcare, Information Technology, and Legal Studies, and a Master of Science in Organizational Leadership & Management. Located in the heart of Philadelphia, Peirce is a non-profit institution that specializes in serving the unique needs of working adults, many of whom work full time and are raising families. Peirce College is accredited by the Middle States Commission on Higher Education, 3624 Market St. Philadelphia, PA 19104 (267-284-5000). Additionally select programs are accredited by The Accreditation Council for Business Schools and Programs, the American Bar Association and the Commission on Accreditation for Health Informatics and Information Management Education.

For more information about Peirce College, call 888.467.3472, or visit View the Peirce College www.Peirce.edu.