



Alamo Draffhouse Cinemas, LLC | 612 A East 6th Street | Austin, TX 78701 | 512.861.7000
www.draffhouse.com

July 18, 2017

VIA ELECTRONIC MAIL AND REGULAR MAIL

Ms. Gail McCant
City of Austin Equal Employment & Fair Housing Office
1050 East 11th Street, Suite 200
Austin, TX 78767

RECEIVED
JUL 24 2017
CITY OF AUSTIN EE/FHO

Re: [REDACTED] (“Complainant” or “[REDACTED]”) vs. Alamo Draffhouse Ritz (“Respondent” or “Alamo Draffhouse”) Charge Nos. HRC-CF-17-003

[REDACTED] (“Complainant” or “[REDACTED]”) vs. Alamo Draffhouse Ritz (“Respondent” or “Alamo Draffhouse”) “Fan”) Charge Nos. HRC-CF-17-002

Dear Ms. McCant:

Alamo Draffhouse Cinemas is in the business of creating immersive movie-going experiences for legions of devoted fans. These experiences tie together the theme of the movie with the experience. An example of this is our popular “Jaws on the Water” screening, in which the film is projected on a giant floating screen, while Alamo Draffhouse fans float in the water on inner tubes. Scuba divers are hired to tickle feet underwater during key points of the movie.

The “Women’s-Only Wonder Woman” event was inspired by themes of the film. Here is a synopsis:

“Before she was Wonder Woman (Gal Gadot), she was Diana, princess of the Amazons, trained to be an unconquerable warrior. Raised on a sheltered island paradise, Diana meets an American pilot (Chris Pine) who tells her about the massive conflict that’s raging in the outside world. Convinced that she can stop the threat, Diana leaves her home for the first time. Fighting alongside men in a war to end all wars, she finally discovers her full powers and true destiny.”

Although Respondent advertised a “Women Only” screening of the movie Wonder Woman, it did not deny any male admission to the screening if he had an admission ticket. Any person (male or female) was able to purchase a ticket to this screening either on the Draffhouse.com website or at the box office. Furthermore, a portion of the proceeds from the two screenings shown at Alamo Draffhouse Ritz were donated to the League of Women’s Voters. This was a special screening. Alamo Draffhouse has hosted many other screenings through-out its circuit that were not advertised with the tongue-in-cheek moniker of “women-only”.

Respondent admits to making two mistakes: 1) Respondent greatly underestimated the popularity of these screenings, including the good and bad fan comments; and 2) Respondent “advertised” the event as women’s-only. Respondent did not realize that advertising a “women’s-only” screening was a violation of discrimination laws. Respondent has a very strict non-discrimination policy in place, but this policy did NOT include a specific prohibition against advertising.

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You have shared with us the Complainant's offer to settle. In response to [REDACTED]'s settlement offer of the following:

1. Company policy change implementing no discrimination;
2. Social media policy change; and
3. Acknowledgment or apology on our FB page.

Alamo Drafthouse hereby counters [REDACTED]'s settlement as follows:

1. Alamo Drafthouse will update its existing company discrimination policy, social media policy and training materials to include nondiscriminatory practices in advertising. Alamo Drafthouse will use the Wonder Woman women's only screening as a case study; and
2. Alamo Drafthouse offers the Complainant the opportunity to write a letter that describes his point of view, which we will share with our employees.
3. Alamo Drafthouse will provide a free DVD of Wonder Woman to the [REDACTED].

In response to [REDACTED]'s settlement offer of the following:

The Charging Party has noted that for deterrence, the respondent should have to forfeit not only the income/revenue from the movie showings but also sustain a financial loss beyond that as well. A monetary settlement of three times the roughly estimated income from Alamo Drafthouse's two "women-only" showings at the Ritz \$2,964 x 3 equal the \$8,892.

As previously mentioned, a portion of proceeds were donated to the League of Women's Voters. Alamo Drafthouse hereby counters Fan's settlement as follows:

1. Alamo Drafthouse will update its existing company discrimination policy, social media policy and training materials to include nondiscriminatory practices in advertising. Alamo Drafthouse will use the Wonder Woman women's only screening as a case study; and
2. Alamo Drafthouse offers the Complainant the opportunity to write a letter that describes his point of view, which we will share with our employees; and
3. Alamo Drafthouse will provide a free DVD of Wonder Woman to [REDACTED].

Thank you for your assistance in this matter. If you have any questions, please call me at 512-861-7095 or email me at [REDACTED].

Sincerely,


Missy Reynolds