

DC SHORTS 2012 BY THE NUMBERS....

\$320,000+ was spent by festival organizers, the audience and filmmakers in the Penn Quarter neighborhood over the course of **3** days of competition and **8** days of general screenings for a total of **11** days of film and events.

140 films were screened from **27** countries, which were selected from more than **1,100** entries. **132** filmmakers attended the event from **13** countries and **14** states.

8,266 tickets were sold -- an increase of **22% over 2011**. In addition, **63** VIP passes and **370** social coupon deals were purchased for the **18** competition screenings and **67** general screenings, of which **11** were sold out.

2,485 people attended "Best of DC Shorts" screenings.

Filmmakers stayed in **49** hotel rooms and **13** private homes during the competition weekend, resulting in over **\$37,253** in hotel and transportation charges.

The City View Rooftop Party at Carroll Square was attended by more than **320** guests, who consumed **550** mini burgers, crabcakes and pizza rolls, and ate **6** cheese platters .

510 film lovers purchased tickets the Grand Bash at the US Navy Memorial Heritage Center, consuming **2,100** hors d'oeuvres, **4** kegs of beer, **67** bottles of wine and **24** bottles of vodka and **18** bottles of bourbon.

137 "Feed-a-Filmmaker" passes were distributed to visiting filmmakers, who ate **198** meals at our sponsors' restaurants, leaving **\$356** worth of tips, and consuming an additional **\$4,222** worth of food and beverages.

3,920 audience members also purchased meals in Penn Quarter, eating **\$70,447** worth of food and beverages and spending **\$10,567** in gratuities.

5,850 attendees arrived by Metro, with an average of **\$10,775** of fares purchased. Another **177** people parked their cars — many in area garages, totaling **\$770** in parking charges. There was a **14%** decrease in the use of cars to arrive to the festival -- making for a greener audience!

10,000 postcards and **65,000** catalogs — all with sponsors' logos — were distributed at more than **87** restaurants and **70** shops in the neighborhood, and handed out to **3,200** people at various outdoor film screenings and the H Street Festival. **25,000** catalogs were distributed in copies of *OnTap Magazine*, and another **8,000** were distributed by the *Washington Examiner*.

47,811 people visited our web site, **dcshorts.com**, during the festival week, viewing **125,347** pages, including **914** hits to the listing of sponsors, resulting in **477** clicks through to their web sites.

Our media machine was able to generate an additional **125** newspaper, web and blog articles, **37** community and newspaper listings, **3** segments on radio and TV. Every film was reviewed in **4** blogs and papers. Our total media coverage reached a total audience of more than **3,750,000** unique individuals.



WE CHAMPION SHORT FILMMAKING

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2012 DC Shorts Film Festival Media Report

2012 Media Coverage

Our media coordinator, Scott Circle Communications, was able to secure media coverage in dozens of newspapers, magazines, blogs and community listings. A complete list of our media coverage is available at dcshorts.com/news/in-the-news. A summary of the outlets that covered DC Shorts 2012 are:

Newspapers & Magazines

The Washington Post (multiple sections)
On Tap Magazine
Washington Flyer Magazine
Washingtonian Magazine
The Express
Washington Examiner
Washington City Paper

Blogs

Huffington Post
Daily Candy
Penn Quarter Living
DCist
GoingOutGuide
CultureCapital
DC Urban Moms
DC Examiner
K Street Kate

BROADCAST

Comcast Newsmaker
WUSA Morn. Show
NewsChannel 8
WAMU
WTOP

Blogs and Web News (with links)

[Going Out Guide](#), Washington Post, Sept. 5, 2012

[Catch a Sneak Peel: DC Shorts Heads to Mosaic District](#), Aug 8, 2012

[Get Shorty!](#) Washington Life Magazine, Aug 8, 2012

[The Little Festival That Has Returns to Washington](#), K Street Magazine, Aug 9 2012

[Film & Chef Pairings](#), WUSA-9 News, Aug., 16, 2012

[Short Film Takes a Closer Look at the Signs the Homeless Create and Carry](#), Shoot, Aug. 20, 2012

[DC Shorts: Long on Substance](#), DC Film Review, Sept. 5, 2012

[George Washington Grad Student makes a Bee-Line for DC Shorts Film Festival](#), Gazette.Net, Aug. 29, 2012

[The Capital Buzz will be shown at DC Shorts](#), DC Honeybees, Aug. 29, 2012

[DC Short Film Festival](#), Beliefnet, Aug. 28, 2012, Reposted at [Christian Mesh](#) and [Celebrity Balla](#)

[Short and Savory: Liberty Road Crab Cakes](#), City Eats, Aug. 28, 2012

[DC Shorts Film Festival Closing Bash](#), Greg's List, Aug. 2012

[DC Shorts Film Festival](#), Pinkline Project, Aug. 2012

[DC Shorts Film Festival 2012 – Washington, DC](#), About.com, Aug. 2012

[Spanish Films at DC Shorts](#), Embassy of Spain/Spain Arts & Culture, Aug. 30, 2012

[9th Annual DC Shorts Film Festival](#), [DowntownDC.com](#), Aug. 30, 2012

[DC Shorts Film Festival Begins September 6](#), [patch.com](#), Aug. 31, 2012

[DC Shorts to Unleash the Cobra](#), [Backyard.com](#), Sept. 2, 2012

[“Behind the Screens” with Jon Gann](#), [Docs In Progress](#), Sept. 2, 2012

[How to Make Popcorn Without a Microwave](#), [Mango & Tomato](#), Sept. 2, 2012

[DC Shorts 2012](#), [BeyondTheBoxOffice.com](#), Sept. 3, 2012

[Short & Savory: Liberty Road Crab Cakes](#), [CityEats](#), Aug. 28, 2012

[Listing](#), [TheAgendaNews.com](#), Aug. 28, 2012

[Penn Quarter Roundup](#), [PQLiving.com](#), Sept. 4, 2012

[DC Shorts Film Reviews: Showcases 1 to 4](#), [Huffington Post](#), Sept. 5, 2012

[DC Shorts Film Reviews: Showcases 5 to 8](#), [Huffington Post](#), Sept. 6, 2012

[DC Shorts Film Festival Reviews: Showcases 9 to 12](#), [Huffington Post](#), Sept. 8, 2012

[DC Shorts Film Festival Reviews: Showcases 13 to 16](#), [Huffington Post](#), Sept. 11, 2012

[D.C. Shorts, Family Films: Explaining Existentialism to Kids](#), [Washington City Paper](#), Sept. 7, 2012

[Get your shorts in a bunch in Merrifield](#), [Fairfax Times](#), Sept. 6, 2012

[D.C. Shorts, Showcase 1: The Best Mixtape](#), [Washington City Paper](#), Sept. 4, 2012

[D.C. Shorts, Showcase 2: Voodoo \(and Good Acting\) Cures Everything](#), [Washington City Paper](#), Sept. 4, 2012

[D.C. Shorts, Showcase 3: Judi Dench on Facebook](#), [Washington City Paper](#), Sept. 4, 2012

[D.C. Shorts, Showcase 4: The Freaky Side](#), [Washington City Paper](#), Sept. 4, 2012

[D.C. Shorts, Showcase 5: Mostly Meh](#), [Washington City Paper](#), Sept. 5, 2012

[DC Shorts, Showcase 6: At Least We Have Synchronized Swimming](#), [Washington City Paper](#), Sept. 5, 2012

[D.C. Shorts, Showcase 7: Meatspin as a Plot Point](#), [Washington City Paper](#), Sept. 5, 2012

[D.C. Shorts, Showcase 8: The Dramatic Possibilities of Laundromats](#), [Washington City Paper](#), Sept. 5, 2012

[D.C. Shorts, Showcase 9: Valium](#), [Washington City Paper](#), Sept. 5, 2012

[D.C. Shorts, Showcase 10: Pity the Kitty](#), [Washington City Paper](#), Sept. 6, 2012

[D.C. Shorts, Showcase 11: Giant Mutant Chickens and Gérard Depardieu!](#), [Washington City Deli](#), Sept. 6, 2012

[D.C. Shorts, Showcase 12: Zombromance](#), [Washington City Paper](#), Sept. 6, 2012

[D.C. Shorts, Showcase 13: George Costanza Shows Up](#), [Washington City Paper](#), Sept. 6, 2012

[D.C. Shorts, Showcase 14: Why Can’t Public Executions Be Friendlier?](#), [Washington City Paper](#), Sept. 7, 2012

[D.C. Shorts, Showcase 15: “Look Man, I’m Not Gay”](#), [Washington City Paper](#), Sept. 7, 2012

[D.C. Shorts, Showcase 16: A Hunt for Toilet Paper](#), Washington City Paper, Sept. 7, 2012

[What to Do This Weekend: September 6 to 9](#), Washingtonian, Sept. 6, 2012

[Movie Tickets: The DC Shorts Film Festival, “Iron Sky,” “Not Waving but Drowning”](#), Washingtonian, Sept. 6, 2012

[DC Shorts Film Festival](#), Focus Washington, Sept. 7, 2012

[Where shorts are big!!](#), WTOP, Sept. 7, 2012

[DC Shorts Film Festival](#), Pamela’s Punch, Sept. 7, 2012

[Coming attractions](#), Washington Blade, Sept. 13, 2012

[About Tonight: September 10, 2012](#), DCist, Sept. 10, 2012

[This Week: September 10-16](#), Bitches Who Brunch, Sept. 10, 2012

[Go Bo & Bayou](#), BisNow, Sept. 10, 2012

[Vitamin’s “Other” Wins “Best Short” at Elvira’s Horror Hunt](#), ShootOnline, Sept. 11, 2012

[DC Shorts Announces Award Winners](#), DC Film Review, Sept. 9, 2012

[Content for the Internet Age](#), Potomac Review, Sept. 10, 2012

[The Hit List: Things to Do Tonight in DC](#), BrightestYoungThings, Sept. 12, 2012

[Movies that are coming this fall and recommended by critics](#), Washington Post, Sept. 8, 2012

[The Process – DC Shorts Film Awards](#), Washington Glass School, Sept. 8, 2012

[Free: DC Shorts Film Festival](#), American Guest House, Sept. 9, 2012

[What to Do This Weekend in DC!](#), 365 Things DC, Sept. 9, 2012

[DC Shorts Film Festival](#), WNET, Sept. 9, 2012

[Things To Do: DC Shorts Film Festival Is On Poppin’](#), Black Love and Marriage, Sept. 9, 2012

[DC Shorts Returns to the Atlas](#), Frozen Tropics, Sept. 9, 2012

[DC Shorts Film Festival buzzes with alumni work](#), The GW Hatchet, Sept. 10, 2012

[What to Do This Weekend: September 13 to 16](#), Washingtonian, Sept. 13, 2012

[First Shops Open at Mosaic District](#), EYA, Sept. 13, 2012

[The Spain Arts & Culture programme resumes in the United States of America](#), La Moncloa, Sept. 13, 2012

[DC Shorts Festival Continues With Best of the Fest](#), Washington Informer, Sept. 13, 2012

[DC Shorts Festival & ‘Farewell, My Queen’ end runs in the district this weekend](#), Examiner, Sept. 13, 2012

[DC Shorts Film Festival](#), Clubul Presei Transatlantice, Sept. 14, 2012

[What You’re Doing This Weekend](#), NBC Washington, Sept. 14, 2012

[All Comics, All Weekend – SPX & Damn Cartoons, plus DC’s Big Flea, DC Shorts](#), FoBoBlo, Sept. 14, 2012

[Freedom Friday, That Kellie Girl](#), Sept. 14, 2012

[Angelika Film Center In Mosaic District Prepares To Open](#), Huffington Post, Sept. 14, 2012

[The Weekend Round-Up: September 15-16](#), KidFriendly DC, Sept. 14, 2012

[Washington DC Events – Top Things to Do this Weekend](#), About.com, Sept. 14, 2012

[Closing Bash @ Atlas Performing Arts Center](#), Brightest Young Things, Sept. 15, 2012

[‘DC Shorts Festival Reviews’ by Kim Moeller](#), DC Metro Theater Arts, Sept. 15, 2012

[‘DC Shorts Festival Reviews’ by Erica Laxson](#), DC Metro Theater Arts, Sept. 16, 2012

[New award for □ \(Guang\)](#), Short Film Central, Sept. 16, 2012

[date night](#), a blog for frances, Sept. 17, 2012

[Scott Circle Communications Laura Gross Discusses Their Big Win at This Year’s PRSA Thoth Awards](#), Vlog Views, Sept. 17, 2012

Newspapers and Magazines (with links)

[On Our Radar](#), Martha Stewart Living, September, 2012

[Festivals and Fun](#), Washingtonian, September, 2012

[What to do This Week?](#), Washingtonian, Sept. 4, 2012

[Washington Post Food Calendar](#), Washington Post, Aug. 28, 2012

[DC Shorts: Behind the Scenes](#), On Tap, September, 2012

[DC Shorts Preview](#), Washington Post, Aug. 31, 2012

[Food, Film and Fun](#), Washington Blade, Aug. 30, 2012

[DC Shorts: We Review The Hell Out Of It!](#), Washington City Paper, Sept. 3, 2012

[Keep it Reel](#), DC Magazine, Sept. 2012

[Good Things Come in Small Packages](#), Washington Diplomat, Sept. 2, 2012

Broadcast (with links)

[DC Shorts Brings Largest Short Film Event](#), WTOP, Sept. 2, 2012

FESTIVAL BEAT

MM

identities secret in order to “avoid retaliation on the World Wide Web from those whose work” they “fail” to recognize.”

This sort of blind, deliberately de-politicized awards ceremony is rare—even unique—in the entertainment industry, and the response from moviemakers has been extremely supportive. As MMA nominee and Thriller! Chiller! International Film Festival Director A.E. Griffith puts it, “MMA is the Indie Spirit Awards of true indie filmmakers. The Oscars for actual ass kickers!”

In its fourth year, Maverick Movie Awards gave out 42 awards in 21 categories in 2012, including top honors to the documentary *The Imposter* (2012)—which was a Sundance Grand Jury Prize nominee last year, if you’re wondering about MMA’s pedigree. But they also honored a number of smaller-profile films. As the MMA co-director (who shall remain nameless, in accordance with his wishes) told *MovieMaker* recently, “By keeping the judging blind, we’re able to nominate an internationally renowned film like *The Imposter* alongside a much more obscure Japanese film like *The Undertaker*—which might not have gotten any attention in America without us.”

MMA is gearing up for its fifth annual awards, and if you’re wondering if you should submit, the answer is: Yes! MMA celebrates big-budget pictures, low-budget indies, global issue documentaries, microcinema, music videos, webisodes, and everything in between. Each movie is judged as a whole, but also on the quality of its parts. So, in addition to standard award categories like Best Picture and Best Director, the MMA prides itself on saluting disciplines oft overlooked by festivals—including stunts, special effects makeup, and original music.

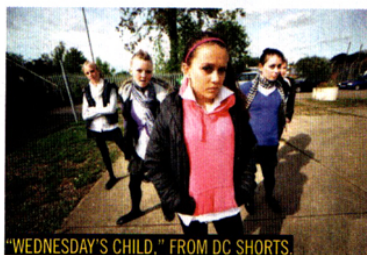
Submissions to the 5th Annual Maverick Movie Awards opened January 1st.

—MM Editors

DC SHORTS

THE NATION’S CAPITOL HOSTS A WORLD-CLASS FESTIVAL

On the plane home from Sundance last year, I snuggled up to a copy of *MovieMaker* magazine, trying to ward



off a cold (or maybe a hangover) with some hot tea. Digging in, I circled several Top 25 Festivals, and with giddy excitement, starred one: DC Shorts. Why? Actual feedback! From the actual judges! DC Shorts is the only major short film festival that provides scores and notes on every film submitted. It was a no-brainer, and the best decision I made during Sundance. Don’t ask.

Getting my film, “Wednesday’s Child” accepted into DC Shorts was icing on the cake. The festival staff was incredibly hospitable, going above and beyond to make the event filmmaker-friendly. Don’t have the funds to pay for a reduced-price hotel room? They will connect you with a local host family. Need specific pointers on indie distribution? Panelists stayed late to answer questions and gave their cell phone numbers to follow up. Still want to celebrate after the Opening Night rooftop fete? Festival Director Jon Gann led us all back to his home for the ultimate after-party. It was also his panel—“What Festival Directors Really Think”—that paved the way to our future festival success with “Wednesday’s Child.” Our VIP and online film passes also made it easy for us to see the many sold-out film programs. (And here’s another tip: don’t miss the select screenings paired with delicious food and beverages from local award-winning chefs and mixologists.)

On top of everything, DC Shorts screened “Wednesday’s Child” at the technically flawless downtown Landmark Theatre, alongside some of the most amazing filmmakers in the world—from Australia to Venezuela. So not only did our film have the opportunity to screen with shorts starring Gérard Depardieu and Dame Judi Dench, but we could also meet, mingle and plan future collaborations with the visiting international filmmakers.

Mary Kay Cook is the producer of the short film “Wednesday’s Child,” currently on the festival circuit. Winner of IL Shortcuts and the Elgin Short film festivals, it received 8/10 stars from the Huffington Post in its DC Shorts review. The film also has screened at the Oscar-qualifying Austin Film Festival and Chicago International Film Festival, among many others. Visit wednesdayschildmovie.com or @WCmovie for more information. Ms. Cook continues to develop and produce films with Potenza Productions (potenza-productions.com) in Chicago, IL.



NEWPORT BEACH FILM FESTIVAL

BRINGING THE BEST IN FILM TO ORANGE COUNTY

I first got involved with the Newport Beach Film Festival (NBFF) back in 2009 with my film *Spooner*. Even then the festival was large, but now NBFF screens over 400 films on 14 screens during their eight-day run. In 2009, *Spooner* screened at their flagship venue, the Historic Regency Lido Theatre, a beautiful, 600-seat movie palace built in the 1930s. Growing up in the area, I always dreamed of seeing a film I made up on that screen, and I was proud to be able to live out that fantasy.

There’s a good reason that the Newport Beach Film Festival is the biggest film entertainment event in Orange County, and why it’s become a premiere stop on the festival circuit. Newport Beach, apart from being one of the best



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2012 DC Shorts Film Festival Survey Summary

Festival Demographics

Audience Members:

37% Male
62% Female
38% are between the ages of 18-29
23% between 30-39
19% between 40-50
52% live in Washington, DC
15% in Maryland
25% in Virginia
8% from out of the metropolitan area

Filmmakers in Attendance:

64% Male
36% Female
40% are between the ages of 18-29
40% between 30-39
12% between 40-50
20% live in the Washington, DC metropolitan area
64% traveled from other cities in the US
16% traveled from outside the US

Audience Map

DC Shorts maps the addresses of all online ticket buyers: <http://bit.ly/dcs12-audiencemap>

Comments from Filmmakers

"Participating as one of the filmmakers was an extraordinary experience. This was my first festival and DC Shorts set the bar extremely high for when I attend other festivals. I felt the festival was designed and organized very well. There were plenty of opportunities to meet other filmmakers and see the films. I knew what was happening and when and if I had a question there was always someone available to ask. I loved that Jon was so present at every event, meeting folks and introducing people to each other. That meant a lot because I know he was overworked. It was a wonderful experience. Thank you."

"Truly one of the best, if not the best film festival experiences I've had. Too much to write about, but here's a few. Absolutely first rate in the way the filmmakers are treated the quality and organization. It is by far the best film festival I have ever experienced in terms of communication with filmmakers and audiences, no contest. We all not only felt a part of the festival community, but the communication helps us grow by understanding how the festival works and what the audiences respond to. Thanks!"

"From the judges evaluations to the films and how they were preseted were all excellent. The filmmakers were warmly hosted and treated professionally. The sponsors and the party venues were also first class."

"Great selection and variety of films. The parties were well attended -- I liked that it was a mix of DC people and filmmakers and the venus were great."

"What a fantastic festival. I attended with a fellow producer who has been lucky enough to have his films selected in over 20 festivals around the world, this was my first festival and he said that it was the best festival

he had been too! Jon has definitely succeeded with his goal of making the filmmakers feel valued and appreciated. The venues are amazing, from the screenings (which is the main reason people attend) to the parties, every venue and event felt like it had a lot of thought and care behind it. Great sponsors and I loved how they partnered chefs with different films. I will recommend DC Shorts to many fellow filmmakers and friend and family! Such a fun week! As my first film festival acceptance, I know the others have A LOT to live up to!"

"This was my first film festival and DC Shorts set the bar extremely high for when I attend other festivals in the future. I felt extremely welcome and well-taken care of and really felt like I was an important guest at a very cool event. I had a wonderful experience seeing the films and talking to other filmmakers."

"It was an amazing experience, also truly inspiring to participate in the festival, to have the opportunity to mingle with both filmmakers and film lovers!"

"I really thought it was a great festival, excellent quality of films, I enjoyed meeting and interacting with other filmmakers from around the globe. This was my first time attending DC Shorts, I heard and read good things about it and lived up to and exceeded my expectations. Wish I had more opportunity to interact with audience members, not sure how to make this happen."

"Keep up the great work & I look forward to the future!"

Comments from Audience Members

"I thought the event was excellent overall. I raved about it to my friends and family. If I had the money I would have attended more events."

"Overall, I had a great experience and am looking forward to the Shorts next year! Thank you for all your hard work!"

"Amazing. Just amazing. How do you do this?"

"I enjoyed myself so much at this year's DC Shorts 2012. I thought the prices a little steep but quite honestly, I have no problem paying this ticket price in support of quality independent film makers and quality independent films. Bravo to DC Shorts 2012!"

"My experience in watching films online was very good and I was very pleased to get the opportunity to see so many films that I would otherwise not have seen."

"Loved the films I saw — stories, variety, quality. I didn't get a chance to see them all. That's my fault even though I bought the festival pass."

"I LOVED DC Shorts 2012. It was my first time to attend. I am a huge film nerd and found my film nerdiness completely satisfied. I would highly recommend this to my friends in the future. The quality of the films was very high, and I am excited to follow some of the new directors whose films I saw. Also, the staff at the Atlas Performing Arts Center did an AMAZING job and were overall very personable and helpful. I really enjoyed interacting with the staff and volunteers. Great job!"

"I went to a best-of screening at Angelika Theater and felt like a VIP. On the night I went, the concessions were complimentary -- which was a total and lovely surprise. Don't know if they were provided by the festival

or the theater or a sponsor (would have been happy to know). In any case, THANK YOU! The films were excellent, too. Wish I could have attended more screenings

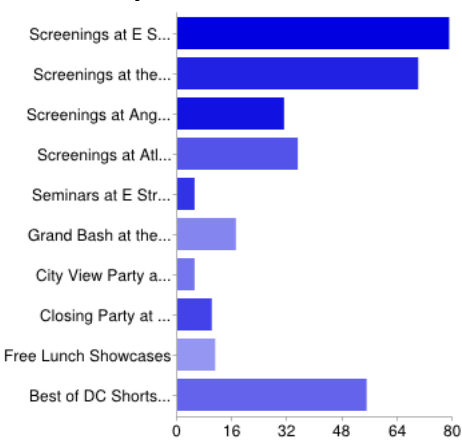
"I loved the addition of the online pass! There were many showcases I wanted to see."

"I brought my kids to see the family shorts. It was free, which was really nice, since I wasn't sure if the kids would want to stay for all of them. My entire family really enjoyed it. The films were really great and my husband and I plan on going to a lot more next year! Thanks for having such a great event!"

"The variety of films were great! I like how a dramatic film would be balanced with a comedic film after. A great environment for the showcase!"

Summary [See complete responses](#)

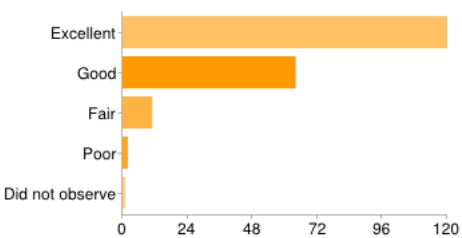
Which events did you attend?



Screenings at E Street Cinema	79	40%
Screenings at the U.S. Navy Memorial	70	35%
Screenings at Angelika Film Center	31	16%
Screenings at Atlas Performing Arts Center	35	18%
Seminars at E Street Cinema	5	3%
Grand Bash at the U.S. Navy Memorial	17	9%
City View Party at Carroll Square	5	3%
Closing Party at Atlas PAC	10	5%
Free Lunch Showcases	11	6%
Best of DC Shorts 2012 (either showcase)	55	28%

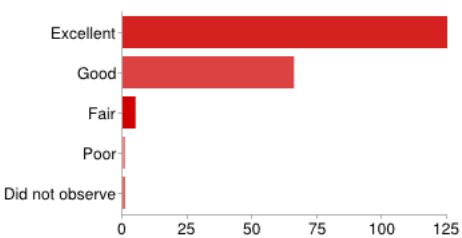
People may select more than one checkbox, so percentages may add up to more than 100%.

What were your impressions about the... - Quality of the Films



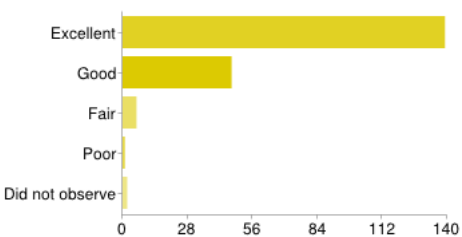
Excellent	120	61%
Good	64	32%
Fair	11	6%
Poor	2	1%
Did not observe	1	1%

What were your impressions about the... - Variety of the Films



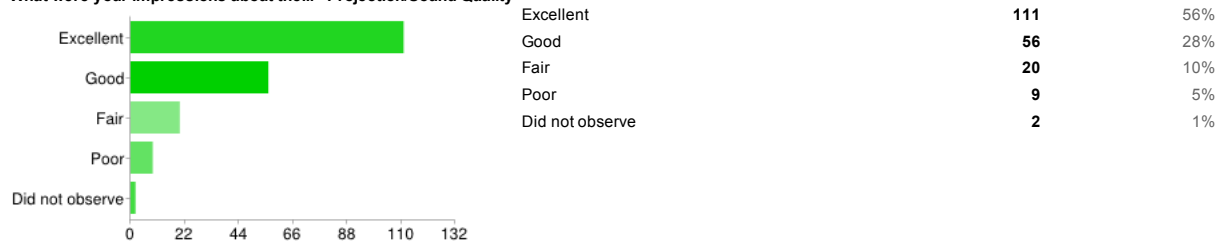
Excellent	125	63%
Good	66	33%
Fair	5	3%
Poor	1	1%
Did not observe	1	1%

What were your impressions about the... - Appropriateness of the Theaters

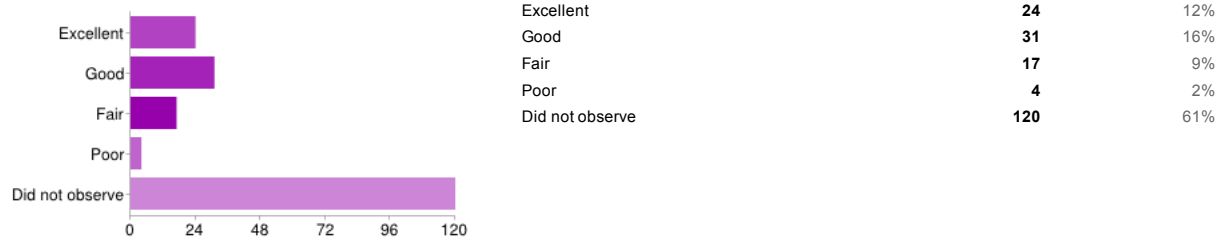


Excellent	139	70%
Good	47	24%
Fair	6	3%
Poor	1	1%
Did not observe	2	1%

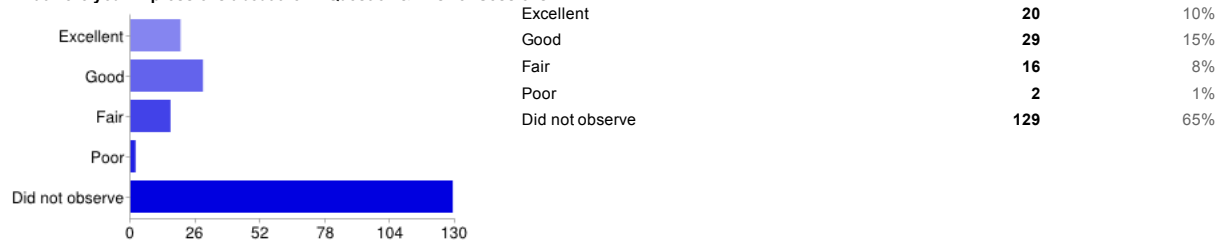
What were your impressions about the... - Projection/Sound Quality



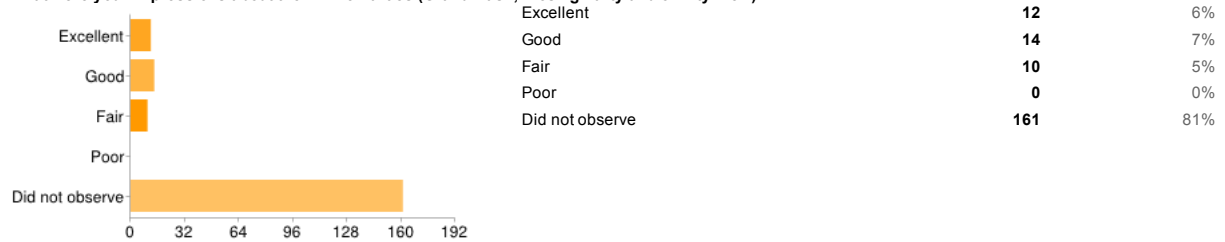
What were your impressions about the... - Audience Voting Procedures



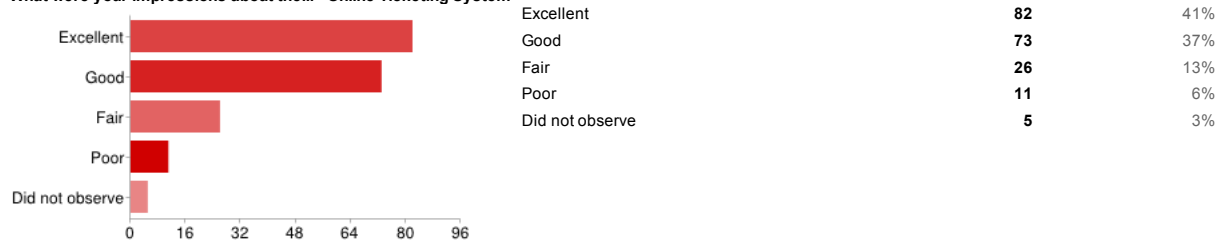
What were your impressions about the... - Question & Answer Sessions



What were your impressions about the... - The Parties (Grand Bash, Closing Party and/or City View)

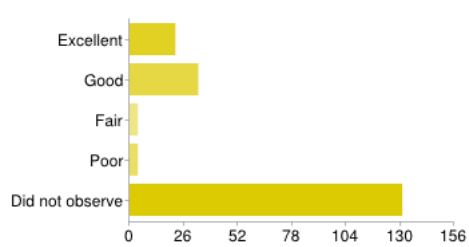


What were your impressions about the... - Online Ticketing System



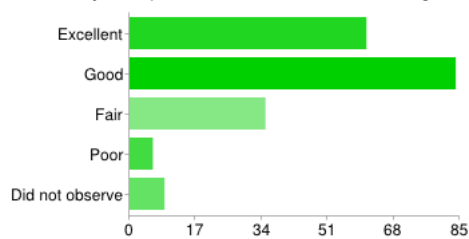
What were your impressions about the... - On-Site Box Offices

Excellent	22	11%
Good	33	17%



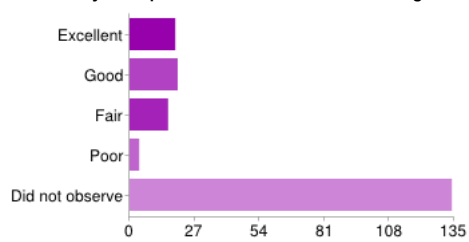
Fair	4	2%
Poor	4	2%
Did not observe	131	66%

What were your impressions about the... - Ticket Pricing



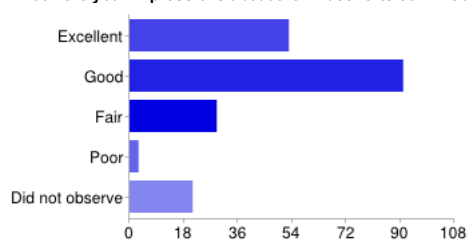
Excellent	61	31%
Good	84	42%
Fair	35	18%
Poor	6	3%
Did not observe	9	5%

What were your impressions about the... - Pass Pricing



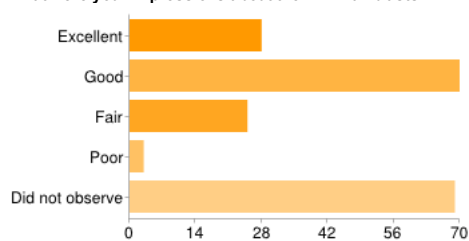
Excellent	19	10%
Good	20	10%
Fair	16	8%
Poor	4	2%
Did not observe	134	68%

What were your impressions about the... - dcshorts.com Web site



Excellent	53	27%
Good	91	46%
Fair	29	15%
Poor	3	2%
Did not observe	21	11%

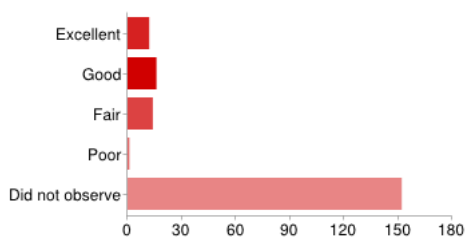
What were your impressions about the... - Email blasts



Excellent	28	14%
Good	70	35%
Fair	25	13%
Poor	3	2%
Did not observe	69	35%

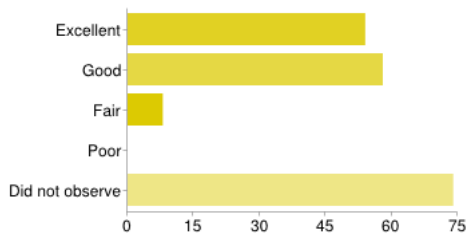
What were your impressions about the... - Facebook/Twitter Updates

Excellent	12	6%
Good	16	8%
Fair	14	7%



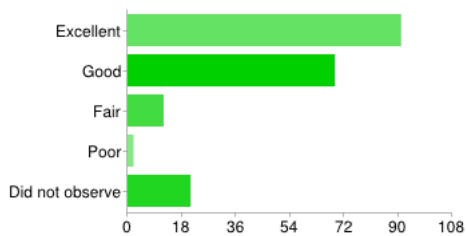
Poor	1	1%
Did not observe	152	77%

What were your impressions about the... - Festival Catalog



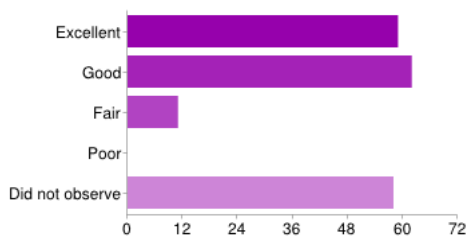
Excellent	54	27%
Good	58	29%
Fair	8	4%
Poor	0	0%
Did not observe	74	37%

What were your impressions about the... - Volunteers and Staff



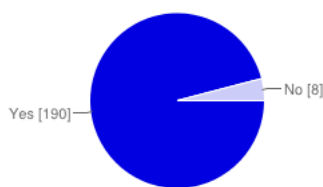
Excellent	91	46%
Good	69	35%
Fair	12	6%
Poor	2	1%
Did not observe	21	11%

What were your impressions about the... - Sponsors and Partners



Excellent	59	30%
Good	62	31%
Fair	11	6%
Poor	0	0%
Did not observe	58	29%

Were you satisfied with your overall experience at DC Shorts 2012?

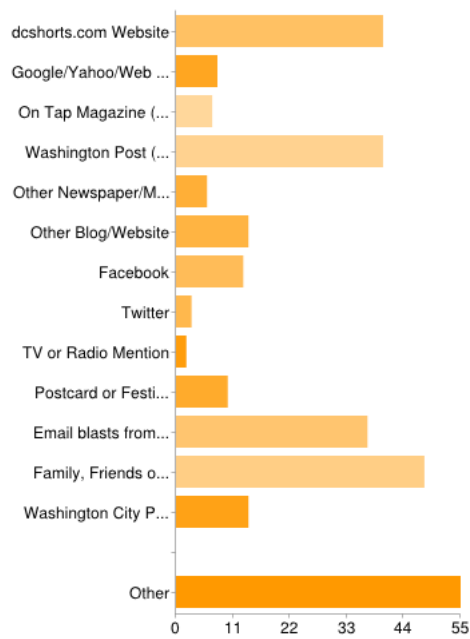


Yes	190	96%
No	8	4%

Please take your time to honestly tell us about what you thought of DC Shorts 2012. We want to know it all – the good and the ugly.

I thought it was great! My only suggestion would have been not to have such a big delay between the ending of the screenings and the bash -- there was about 45 minutes during which to do nothing :). Other than that, fantastic! I felt that some of the movies should of had a "warning label" saying that the content included things like child molestation and murder.. Some were a bit graphic for my taste. My first film festival. I really enjoyed it and hope to attend more in the future. I would have liked to attend more than 1 screening but pricing was a bit high for that. I think the tickets are ...

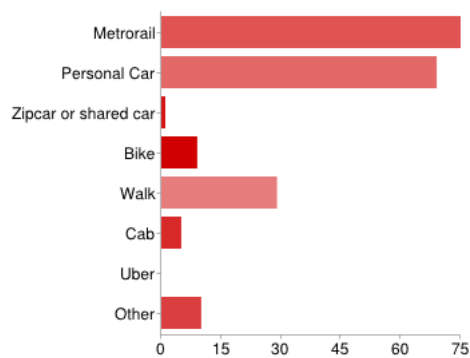
How did you hear about DC Shorts 2012?



dcshorts.com Website	40	20%
Google/Yahoo/Web search	8	4%
On Tap Magazine (print or online)	7	4%
Washington Post (print or online)	40	20%
Other Newspaper/Magazine	6	3%
Other Blog/Website	14	7%
Facebook	13	7%
Twitter	3	2%
TV or Radio Mention	2	1%
Postcard or Festival Catalog	10	5%
Email blasts from dcshorts.com	37	19%
Family, Friends or Filmmakers	48	24%
Washington City Paper (print or online)	14	7%
Other	55	28%

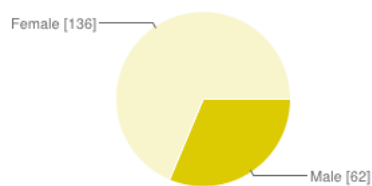
People may select more than one checkbox, so percentages may add up to more than 100%.

How did you get to DC Shorts 2011?



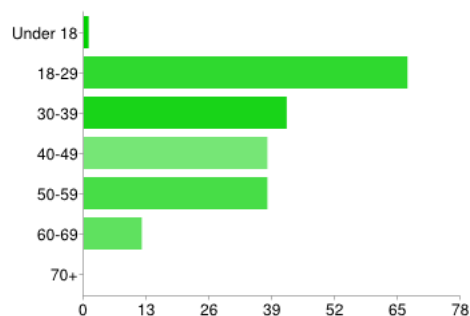
Metrorail	75	38%
Personal Car	69	35%
Zipcar or shared car	1	1%
Bike	9	5%
Walk	29	15%
Cab	5	3%
Uber	0	0%
Other	10	5%

What is your gender



Male	62	31%
Female	136	69%

How old are you?



Under 18	1	1%
18-29	67	34%
30-39	42	21%
40-49	38	19%
50-59	38	19%
60-69	12	6%
70+	0	0%