

DC Shorts 2006 by the numbers....

\$108,981 was spent by festival organizers, the audience and filmmakers in the Penn Quarter neighborhood over the course of **3** days of competition and **5** days of general screenings.

94 films were screened from **9** countries which were selected from more than **520** entries — an increase of **70%** from 2005. **96** filmmakers attended the event from **4** countries and **11** states.

1392 tickets were sold, and **43** VIP passes were purchased for the **10** showcases, of which **4** were sold out.

132 people attended the LunaFest benefit screening, raising **\$1300** which was donated to the Breast Cancer Fund and the Mautner Project, a **25%** increase from the donation made in 2005.

332 film lovers attended the opening night party, consuming **3,500** hors d'oeuvres and **4** kegs of Stella Artois.

74 "feed-a-filmmaker" passes were distributed to visiting filmmakers, who ate **268** meals at our sponsors' restaurants, leaving **\$320** worth of tips, and consuming an additional **\$1,730** worth of food and beverages.

974 audience members also purchased meals in Penn Quarter, eating **\$11,692** worth of food and beverages, spending **\$2,104** in gratuities.

1113 attendees arrived by Metro, with an average of **\$1,670** of fares purchased. Another **278** people parked their cars — many in area garages, totaling **\$1,948** in parking charges.

12,000 postcards and **300** posters — all with sponsors' logos — were distributed at more than **18** restaurants and **22** shops in the neighborhood, and handed out to **575** people at the Arts-On-Food celebration.

13,923 people visited our website, dcshorts.com, during the week, viewing **62,767** pages, including **1,422** hits to the listing of sponsors, resulting in **522** clicks through to their websites.

5 paid newspaper ads were placed in local papers. Our media machine was able to generate an additional **13** newspaper articles, **18** community and newspaper listings, **5** segments on radio and TV, and **30** blog entries consisting of listings and full articles/reviews. Our co-branded giveaway contest with the *Washington City Paper* resulted in more than **530** entries. Our total media coverage reached an total audience of more than **3,500,000** unique individuals.

Summary of the Events

Opening Night Screening

The opening night screening at Landmark's E Street Cinema was shown to a sold-out crowd. The strong series of films were cause for a very tight vote for audience favorite. The audience favorite, "Full Disclosure," has since been picked up by a national distributor and is one of the few films selected for sale on Apple's iTunes store! After the screening, representatives from 8 of the 10 films answered audience questions before the group walked (and rode buses, thanks to our friends at GoDCGo.com and the Downtown BID) to the party at Drinx.

Opening Night Party

More than 300 revelers attended the opening night party hosted by Drinx. Greeted by massive search lights illuminating the downtown skies, guests were graciously welcomed by DC Shorts volunteers. The Omega Band, played in the main room, while delicious hors d'oeuvres were served. A special VIP bar for filmmakers and selected guests was at capacity the entire evening in the restaurant's private dining room. Courtesy of InBev, complimentary Stella Artois was served in classic chalices. On the flat panel screens throughout the bar, a looping DVD was played, highlighting sponsor logos and films in the competition.

Canadian Screenings

DC Shorts was pleased to provide film entertainment for a second year as part of the Penn Quarter Arts-on-Foot neighborhood celebration. Our two screenings at the Canadian Embassy were attended by a mix of audience members and filmmakers (11 of whom travelled from Canada). Reports of projection issues and security concerns have been addressed, and will be corrected for future events held at the embassy. One of the audience winners, "The Getaway," was picked up for distribution from a visiting film executive.

Friday and Saturday Screenings

The remaining seven screenings at the E Street Cinema exceeded our expectations in many ways. Four of the shows played to sold out crowds, while the other three played to houses at more than 75% of capacity. Audiences loved the majority of the films, as evident by the close voting for audience favorite. Filmmakers enjoyed the audience reactions, and participated in the post-show discussions, which all ran longer than planned. Before each show, announcements were made by the festival directors, and screening sponsors were highlighted with a plug and with their commercial on screen. At selected screenings, sponsor gifts were handed out to every audience member and filmmaker. A very special thanks to Comcast for underwriting the main auditorium.

Filmmaker Lounge

DC Shorts is one of only a handful of festivals worldwide that provides a separate theater for the filmmakers to watch every film in competition. Generously underwritten by GEICO, the filmmaker lounge was a highlight for many of the directors, producers and actors — who travelled from all

corners of the country — and as far as Italy! Snacks and beverages (generously provided by Whole Foods and Stella Artois) were consumed by the grateful participants. In addition to the filmmakers, the lounge was home to VIP pass holders and festival staff.

LunaFest Screenings and Reception

For a second year, DC Shorts has been proud to be a premier venue for LunaFest, a screening of films by and for women curated by Luna Bars. This showcase of films is screened across the country as a fundraising activity for local communities. DC Shorts donated all of the ticket revenues from one entire festival day to both the Breast Cancer Fund (\$600) and the Mautner Project (\$600). In between the last two screenings, a festive reception was hosted by Cowgirl Creamery, a new business neighbor to the theater. Wine and artisanal cheeses were served to the full audience, while the Mautner Project screened a new breast screening public service announcement.

Audience Feedback and Survey Results

Within a week of the festival, online surveys were completed by 104 audience members (a sample size of 7.4%) The percentages are followed by the number of respondents.

What did you think of...

	EXCELLENT	VERY GOOD	GOOD	POOR
General quality of the films	27% (23)	48% (41)	22% (19)	0% (0)
Entertainment value of the films	34% (29)	41% (35)	21% (18)	0% (0)
Opening Night Party @ Drinx	7% (6)	15% (12)	7% (6)	0% (0)
Closing Brunch @ Clyde's	15% (12)	4% (3)	1% (1)	0% (0)
LunaFest Reception @ E Street Cinema	3% (2)	4% (3)	5% (4)	0% (0)
Landmark's E Street Cinema	43% (36)	36% (30)	11% (9)	0% (0)
Canadian Embassy's Theater	5% (4)	4% (3)	3% (2)	3% (2)
Ticketing through Moviefone.com or Paypal.com	15% (12)	16% (13)	13% (11)	5% (4)
VIP Pass purchasing and useage	3% (2)	3% (2)	5% (4)	1% (1)
Ticket or VIP pass pricing	8% (6)	5% (4)	18% (14)	5% (4)
Seating procedures/queues	27% (22)	34% (28)	20% (17)	1% (1)
Opening credits and ballot sheets	21% (17)	39% (32)	24% (20)	2% (2)
Quality of projection	29% (24)	38% (32)	24% (20)	4% (3)
Question & Answer sessions	20% (17)	29% (24)	16% (13)	4% (3)
Festival program guide	40% (34)	24% (20)	19% (16)	1% (1)
dcshorts.com web site	27% (23)	27% (23)	19% (16)	7% (6)
Email blasts	18% (15)	24% (20)	14% (12)	2% (2)
Our volunteers and staff	42% (35)	36% (30)	12% (10)	2% (2)
Our sponsors	36% (30)	39% (32)	12% (10)	0% (0)

How did you find out about DC Shorts 2006?

dcshorts.com website	23% (20)
Google/Yahoo/Web Search	6.9% (6)
Washington City Paper (print or blog)	13.8% (12)
Washington Post or Express	6.9% (6)
Blogs or Listserves	4.6% (4)
Other newspaper or magazine	4.6% (4)
Radio Promotion	1.1% (1)
Postcard/Poster	3.4% (3)
Email blast from dcshorts.com	16.1% (14)
Family, friend or filmmaker	40.2% (35)
Other	27.6% (24)

Festival Demographics

Audience Members:

43% Male
57% Female
28% are between the ages of 18-29
25% between 30-39
15% between 40-50
34% live in Washington, DC
22% in Maryland
17% in Virginia
11% from out of the metropolitan area

Filmmakers in Attendance:

64% Male
36% Female
32% are between the ages of 18-29
49% between 30-39
19% between 40-50
38% live in the Washington, DC metropolitan area
48% travelled from other cities in the US
15% travelled from outside the US

Media Coverage

Our media coordinator, Kim Roberts, was able to secure media coverage in dozens of newspapers, magazines, blogs and community listings. A complete list of our media coverage is in the back of this report (pink paper). A summary of the outlets that covered DCShorts 2006 are:

NEWSPAPERS & MAGAZINES

Washington Post (multiple sections)
Washington City Paper
Washington Examiner
Washington Blade
The Connection Newspapers
Washington Jewish Week
Roll Call
Georgetown Voice
Washingtonian Magazine
Moviemaker Magazine
DC Style Magazine

BLOGS

AOL CityGuide
Daily Candy
Gallery Place Living
MetrobloggingDC
Washington City Paper
Wonkette
FilmFestivals.com
The Happy Booker
MrMovietimes.com
DCist

OTHER

AARP Radio
Voice of America
WTOP Radio
DCTV
MHz Networks
WWTD
Design Within Reach
DC BID newsletter

Thoughts from Audience Members

"I thought it was a fantastic and well run festival, with very friendly people and staff. The filmmakers were very well received and treated like kings and queens! The only gripe I have is that the security at the Canadian Embassy was quite tight. People were not allowed to enter the theater after the films had begun, thus causing quite a few to miss the morning screening."

"All of the events were GREAT! Overall the festival was a smash hit, we enjoyed being a part of it and really had a ball hosting our filmmakers. We will do it again next year!"

"Overall, an outstanding festival, a great memorable experience and really well organized and executed. Mad props to Jon, as he really set the amazingly warm, low-stress and inviting tone that permeated throughout the event. Yeah DC Shorts!"

"Honestly, it was the best festival I've been to. I had a blast, was blown away by the quality of the shorts, and very much liked the presence of Jon Gann as the festival director. Meaning, it was great to be able to put a face to the festival, and thought that introducing each screening himself, really put a personal/friendly touch on the festival."

"I wasn't aware of the festival and went on a friend's suggestion and had a great time at the one screening I attended. I really liked what a diverse group of films you selected for the screening. I think it really helped to keep interest by mixing it up the way you did."

"For a shorts festival, this was an amazing experience. The films were wonderful and all very different and there was a great atmosphere that allowed everyone (filmmakers, film buffs, and regular audience members) to go in and have a good time. Good job."

"I enjoyed the films. I liked the variety of subject areas that was offered in the screening. I wish I had been able to go to more screenings"

"Interesting mix of films. Happy to see such a local interest in the media. Sparked my interest in learning more about local artists and events such as the 48 Hour Film Festival."

"We love it, year after year, and definitely notice an increase in quality — an increase in overall management."

"I was only able to attend the opening night screening and party, but I had a wonderful time. The films were great, the atmosphere was fun and the whole set-up was top notch. I made a few new friends that night, both from the filmmaker side and with other attendees. I will definitely be attending next year's festival."

Thoughts from Filmmakers

"I wanted to...express my sincere gratitude for everything you did to make DC Shorts such a great and memorable experience for everyone involved...Yours was my first major festival acceptance—something that I will never forget...Viewing my work for the first time on the big screen was a real thrill for me. And having the chance to meet and mingle with other filmmakers was a true pleasure. I was a little nervous going into it, but everyone I met was extraordinarily kind and supportive. Perhaps most importantly, I made some really good contacts...I left the weekend feeling very inspired and excited about the craft. Sure I'm still learning (and probably always will be), but I have a new-found confidence in my talents and a real desire to express myself within this medium. I'm indebted to you for this..."

Rob Raffety, Arlington, VA, Director, "Hill Rats"

"I would like to thank you again for all the amazing work you did and for giving my film the opportunity to premiere at your fest. I had a real blast and I look forward to attending again in the future."

Jacinthe Dessureault, Quebec, Canada, Director, "Lost Girl Found"

"Thank you again for giving 'Karma Café' the opportunity to screen at the DC Shorts Film Festival. I had a great time and want to let you know that your festival was professional and well put together."

Eben Kostbar, Hollywood, CA, Director, "Karma Café"

"The DC Shorts Fest was a great experience for me. You guys did a wonderful job of organizing it and made myself and I'm sure all the other filmmakers feel very welcome and at home."

Nick Huynh, Falls Church, VA, Director, "The Sky is Falling"

"Our sincere appreciation for the way you organized the DC Fest. It was obvious in many touches, from the juxtapositioning of the Filmmaker's Lounge Screenings against the Public Screenings, to the level of the affairs you planned, to the time you graciously took in answering our questions, that this was a labor of love handled with respect for the filmmaker's role."

Max Bartoli, Rome, Italy, Director, "Ignotus"

"The films I saw were all great and came from a diverse body of filmmakers. You made an environment incredibly open for filmmakers to connect both with each other and with the viewers and I am very grateful for that. I think you have definitely figured something out here in terms of creating a very well organized forum for interesting films to be seen without allowing for the pretensions that usually follow. It was fun!"

Zac Nicholson, New York, NY, Director, "Lucky Sevens"

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DC Shorts 2006 would not have come together without the extraordinary efforts of our friends.

DC Shorts Interns

Jeremy Cytryn
Chris Kuper
May-Mei Lee
Casey Prather

DC Film Alliance Directors

Jon Gann
Kim Roberts
Bjorn Munson
Natalie Bovis-Nelson
Claire Carlin
Mia Faith Cohen
Tiffany de Liso
Andrea Sherrel Ellis
Jackie Steven

Competition Judges

Marcel Acosta
Andria Alefhi
Olivia Barbee
Maurice Boehm
Julianne Brienza
Alicia Brisker
Claire Carlin
Forrest Clift
Mia Faith Cohen
Anne Corbett
Jeremy Cytryn
Kim Davenport
Michelle Dyro
Peter Dyro
Andrea Sherrel Ellis
Daniel Fiorito
Joe Flood

Brian Fricke
Amy Furman
Jon Gann
Neil Glassman
Morgan Gopnik
Dean Hively
Karen Kane
Zev Kanter
Dan Kaufman
Ravi Khanna
Kate Kramer
Chris Krukewitt
Chris Kuper
Jonathan Lee
May-Mei Lee
CH McMillan
Michael Mebane

Bjorn Munson
Casey Prather
Leila Putzel
Christy Rhoton
Lynne Riedesel
Kim Roberts
Emily Skelton
Liz Smith
Jackie Steven

Special Thanks

Todd Betke
Patrick Calder
Dave Denton
Jose Dominguez
Randy Fraker
Melissa Houghton
Laine Kaplowitz
Liz Langston
Agnes Marczak
Cathryn Paine
Lani Potts
Mark Ruppert
Peggy Smith
Karl Walli

and all of our amazing volunteers!