

DC Shorts 2007 by the numbers....

\$132,856 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.

89 films were screened from **14** countries which were selected from more than **530** entries. **103** filmmakers attended the event from **3** countries and **16** states.

1,792 tickets were sold, and **23** VIP passes were purchased for the **9** showcases, of which **4** were sold out.

90 people attended the LunaFest benefit screening, raising **\$800** which was donated to the Breast Cancer Fund and the Robert Kenedy Memorial Foundation.

The VIP and filmmaker reception was attended by more than **160** guests at Gibson Guitar's private showroom, consuming **600** mini burgers and pizza rolls from Matchbox.

290 film lovers attended the opening night party at Poste Brasserie, consuming **2,500** hors d'oeuvres.

104 "feed-a-filmmaker" passes were distributed to visiting filmmakers, who ate **95** meals at our sponsors' restaurants, leaving **\$157** worth of tips, and consuming an additional **\$2,289** worth of food and beverages.

1140 audience members also purchased meals in Penn Quarter, eating **\$13,684** worth of food and beverages, spending **\$2,736** in gratuities.

1223 attendees arrived by Metro, with an average of **\$2,140** of fares purchased. Another **237** people parked their cars — many in area garages, totaling **\$1,896** in parking charges.

15,000 postcards and **300** posters — all with sponsors' logos — were distributed at more than **20** restaurants and **27** shops in the neighborhood, and handed out to **1,100** people at the Arts-On-Foot celebration.

13,508 people visited our website, dcshorts.com, during the week, viewing **47,347** pages, including **944** hits to the listing of sponsors, resulting in **572** clicks through to their websites.

8 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

On Thursday, we welcomed more than 80 filmmakers and 300 audience members to two different screenings: the first competition screening and one of the HD showcase screenings. The audience loved the films so much that the vote needed to be recounted, but Simon Ellis' "Soft" walked away with the Audience Favorite award for the night. While both screenings played to large audiences, it was the hip and exclusive VIP/Filmmaker Party at the private Gibson Guitar showroom that the filmmakers talked about for days.

Opening Night Party

More than 300 revelers attended the opening night party hosted by Poste Brasserie in the Hotel Monaco. Greeted by search lights illuminating the downtown skies, and a 100 foot red carpet, guests were graciously welcomed by DC Shorts volunteers and an army of paparazzi. Omega Band played in the spacious outdoor courtyard, while delicious hors d'oeuvres were served. Guest and Filmmakers mingled together discussing everything from their favorite shorts to upcoming production projects.

High Definition Shorts Competition

DC Shorts was pleased to work with Discovery HD Theater and provide two showcases of HD films, shown three times each throughout the competition weekend. The HD showcases often played to sold out crowds, making for a close race. "The Wine Bar" and "The World's Greatest Detective" received an award for Audience Favorite. ("The Wine Bar" was also the Filmmakers' Favorite Award winner). But it was the unique mix of animation and live action in, "The Battle of Cable Street" by Yoav Segal, that won the Best HD Film, which will soon be broadcast on the Discovery HD Theater channel.

Live Script Reading

This year marked the first ever Best Screenplay competition for DC Shorts. Eighty scripts were submitted for consideration, but only seven were performed before a live audience. Dia Hancock's comic twist on the timeless "there's something in the your teeth" story, appropriately titled "The Spinach Inquisition," ran away with the \$3,500 prize, and guaranteed screening in DC Shorts 2008.

Friday and Saturday Screenings

Filmmakers were delighted to see that many shows were sold out, or played to near-capacity screenings on Friday and Saturday. Many audience members were forced to create standby lines for last-minute seats. In between screenings, filmmakers spent time in the filmmaker lounge or one of the many restaurants which participated in the Feed-a-Filmmaker program.

Arts-on-Foot Free Family Films

Volunteers distributed more than 160 complimentary tickets during the first 40 minutes of the neighborhood Arts-on-Foot festival. The screening was so full, a few patrons had to be turned away. They were offered discounts to other showcases.

Filmmaker Lounge

This year the Filmmaker lounge was graciously furnished by a donation from Fatboy USA, creator of unique oversized beanbag chairs, ottomans and stools. The brightly colored furniture welcomed filmmakers and allowed the audience to stop by and meet many of the directors. The lounge also hosted a Vespa scooter to be played with and "ridden" by filmmakers, VIP pass holders and festival staff. Snacks and beverages (generously provided by Whole Foods, Trader Joes and Izze drinks) were consumed by the grateful participants.

LunaFest Screening and Reception

For the third 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 (\$4000) and the RFK Memorial (\$400). In between the last two screenings, a festive reception provided by Cowgirl Creamery allowed audience members to sample wines and artisan cheeses and learn about the participating causes..

Audience Feedback and Survey Results

Within a week of the festival, online surveys were completed by 97 audience members (a sample size of 5.6%) The percentages are followed by the number of respondents.

What did you think of...

	EXCELLENT	VERY GOOD	GOOD	POOR
General quality of the films	29.5% (26)	47.7% (42)	10.2% (9)	10.2% (9)
Entertainment value of the films	27.3% (24)	37.5% (33)	22.7% (20)	9.1% (8)
Landmark's E Street Cinema	53.7% (44)	36.6% (30)	7.3% (6)	0.0% (0)
Purchasing tickets online	21.0% (17)	22.2% (18)	8.6% (7)	3.7% (3)
Seating procedures/queues	32.1% (27)	28.6% (24)	20.2% (17)	3.6% (3)
Opening Credits and ballots	23.8% (20)	39.3% (33)	25.0% (21)	1.2% (1)
Quality of Projection	36.9% (31)	40.5% (34)	17.9% (15)	2.4% (2)
Question & Answer Sessions	14.5% (12)	24.1% (20)	21.7% (18)	1.2% (1)
Festival Program Guide	25.9% (21)	40.7% (33)	12.3% (10)	2.5% (2)
dcshorts.com website	10.7% (9)	45.2% (38)	22.6% (19)	7.1% (6)
Email blasts	7.6% (6)	20.3% (16)	20.3% (16)	1.3% (1)
Our Volunteers and Staff	39.0% (32)	42.7% (35)	12.2% (10)	2.4% (2)
Our Sponsors	23.1% (18)	41.0% (32)	16.7% (13)	1.3% (1)

How did you find out about DC Shorts 2007?

dcshorts.com website	8% (7)
Google/Yahoo/Web Search	4.6% (4)
Washington City Paper (print or blog)	9.1% (8)
Washington Post or Express	18.2% (16)
Blogs or Listserves	3.4% (3)
Other newspaper or magazine	2.3% (2)
Radio Promotion	1.1% (1)
Postcard/Poster	4.6% (4)
Email blast from dcshorts.com	6.8% (6)
Family, friend or filmmaker	21.6% (19)

Festival Demographics

Audience Members:

39% Male
61% Female
33% are between the ages of 18-29
31% between 30-39
17% between 40-50
51% live in Washington, DC
22% in Maryland
18% in Virginia
9% from out of the metropolitan area

Filmmakers in Attendance:

69% Male
31% Female
39% are between the ages of 18-29
42% between 30-39
19% between 40-50
51% live in the Washington, DC metropolitan area
47% traveled from other cities in the US
2% traveled from outside the US

Media Coverage

Our media coordinator, Laura Gross, 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 DC Shorts 2007 are:

NEWSPAPERS & MAGAZINES

The Washington Post (multiple sections)
Washington City Paper
Hill Rag
Washington Blade
The Connection Newspapers
Washington Jewish Week
Roll Call
Georgetown Voice
Washingtonian Magazine
Moviemaker Magazine
Northern Virginia Magazine

BLOGS

Penn Quarter Living
Daily Candy
WordPress.com
IndieExpress
The Washington City Paper
Wonkette
FilmFestivals.com
Washingtonian "The Lookout"
BrightestYoungthings.com
DCist
Not For Tourist Washington DC

OTHER

Comcast Newsmaker
WUSA Morning Show
Fox 5, "Tony Tries it"
DCTV
Four Seasons Newsletter

Thoughts from Audience Members

"I loved it. So glad to see the creative stories. Some of them crowd pleasing some of them personal. All of them were interesting. Good variety."

"This was my first time attending a film festival of any kind. I thoroughly enjoyed myself and the theatre is lovely. The staff and volunteers could not have been friendlier. Next year I will plan on attending more screenings. Bravo!"

"It was a great event. I really liked the Q&A presentations by the directors after the session."

"What an amazing experience. As an audience member, just there to appreciate the art, and having attended many, many festivals, I was extremely impressed and entertained. Thank you. I just wish I could have seen more screenings!!!"

"The films on the whole were AWESOME and were wonderfully entertaining and thought-provoking."

"We just happened to be in town visiting from Florida. Our Segway-tour guide mentioned the Festival and we dropped in. It was a very-entertaining mix of 12 films. Some were not to my taste, but that just means that you collected a good mix. It was a great way to spend some of our visit. Not to say that it was the only attractive feature of the festival, but it was *wonderful* to find a DC attraction where we could *sit* - after standing and walking for days. Well-run. Great projection quality. Nice diversity of styles and topics. Great value."

"We were only visiting for the weekend and were fortunate enough to find this entertainment gem. We enjoyed the films and the question and answer session immensely."

"The festival was really well run! (Volunteers, staff, etc were wonderful) LOVED the Opening Credit before each film! I wish every film festival did this before their films. You created a really nice social feel to the fest. People could talk and meet throughout the festival."

"Rarely have I seen such an excellent series of events and screenings come together to celebrate the accomplishments of such a wide array of subjects for an international screening event"

Thoughts from Filmmakers

"It was the most well-organized, friendly, and courteous festival I have ever participated in. Bravo!"

Jessica Townsend, *Four Conversations About Love*

"I thought everything was just fabulous. The best independent film festival I have ever been to."

Stepahnie Sellars, *Julie and the Clown*

"I had an amazing time at DC Shorts. I've been to many festivals and DC Shorts is so well run. It really catered to filmmakers. As a short filmmaker I felt on the same level with everyone - which was so cool compared to come of the other festivals. The films were excellent (I put very good because of course I didn't love ALL of them) and it felt good to be screened with such talented filmmakers. I saw many films that I wished I'd made. There were so many nice (and talented) filmmakers in attendance. I've already sent out and received many emails from new friends this week."

Rob Parish, *Tapes of My Father*

"I loved the festival! I met so many wonderful, talented filmmakers, the quality of films was excellent, and DC is a fun city. I can't wait till next year!"

James Arnall, *Feeding*

"I loved attending this festival as a filmmaker. The quality of films and the quality projection with the title cards really made it worth flying in. Thank you for gathering such a great group of filmmakers in one place."

Courtney Silberberg, *Committed*

"Overall - one of my favorite festivals! Got to really know some other filmmakers, which is a top priority with me. Great socializing atmosphere."

Josh Flowers, *Fast Love*

"I thought it was one of the best run festivals I've attended. I've been to about a dozen festivals all over the country and this one was awesome. Great program, good communication and very friendly staff/volunteers."

Jonathan Browning, *The Job*

"I thought the festival was great, and I was thrilled to see such tremendous talent in all areas of film. I was also very pleased with the opportunity to meet other filmmakers."

Tessa Moran, *Barberin'*

"Thank you so much for including me in your wonderful festival. The audience on Saturday night is now my favorite screening of my film. The quality of films that you attract is first-rate. I have been telling other filmmakers how they must apply to your festival next year."

Michele Meeker, *When I Grow Up*

2007 Sponsors

Superstars



DCS Interns

William Altman
Jack Douglass
Jesse Goldberg
Erica LeMaster

Special Thanks

Sarah Armstrong
Capital Fringe Festival
Carol Bidault de l'Isle
Joe Billancio
Travis Bowerman
Patrick Calder
Sarah Coleman
Gene Cowan
Dave Denton
Kim Dorn
Laura Gross
Melissa Houghton
Laine Kaplowitz
Lisa Lakin
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DC Film Alliance Board

Julianne Brienza
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Mia Faith Cohen
Andrea Sherrel Ellis
Jon Gann
Tiffany Irving de Lisio
Christian Oh
Kim Roberts
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Competition Judges

Patty Joffe, LEAD JUDGE

Ryan Bagley
Leslie Baldwin
Melissa Bird
Alex Bluhm
Cid Collins Walker
Glenn Court
Walter Crawford
Joshua Deyer
Lena Diaw
Kate Farquhar
Susan Gentilo
Katie Geringer
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Victor Stipsic
Todd Toussaint
Marelise Voss
Charlie Wachtel
Paula Wasley
Patrick Wilson
Robin Wolfson
Bruno Venini
Joe Zito

Producers



Directors



Feed-A-Filmmaker Friends



and all of our amazing volunteers