

Final Event Report



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DC Shorts 2008 ★ The Decision is Yours



- ★ 102 Films in 9 Showcases
- ★ 6 Screenplays performed live
- ★ Over 150 filmmakers from 8 countries
- ★ 1 amazing, creative week!

DC Shorts 2008 by the numbers....

\$197,865 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.

102 films were screened from **9** countries which were selected from more than **760** entries. **107** filmmakers attended the event from **9** countries and **12** states.

2,429 tickets were sold, and **24** VIP passes were purchased for the **15** screenings, of which **11** were sold out.

433 people attended "Best of DC Shorts" screenings — an increase of **172%** from last year.

Filmmakers stayed in **27** hotel rooms and **31** private homes during the competition weekend, resulting in over **\$19,808** in hotel and transportation charges.

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

320 film lovers attended the opening night party at on the roof of Carroll Square, consuming **2,200** hors d'oeuvres, **4** kegs of beer, **50** bottles of wine and **24** bottles of vodka.

138 "feed-a-filmmaker" passes were distributed to visiting filmmakers, who ate **112** meals at our sponsors' restaurants, leaving **\$196** worth of tips, and consuming an additional **\$2,576** worth of food and beverages.

1701 audience members also purchased meals in Penn Quarter, eating **\$22,113** worth of food and beverages, spending **\$4,426** in gratuities.

1579 attendees arrived by Metro, with an average of **\$2,605** of fares purchased. Another **437** people parked their cars — many in area garages, totaling **\$5,244** 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 **1,700** people at the Arts-On-Foot celebration.

15,906 people visited our website, dcshorts.com, during the week, viewing **70,306** pages, including **927** hits to the listing of sponsors, resulting in **479** clicks through to their websites.

6 paid newspaper ads were placed in local papers. Our media machine was able to generate an additional **11** newspaper articles, **15** community and newspaper listings, **3** segments on radio and TV, and **30** blog entries consisting of listings and full articles/reviews. 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 100 filmmakers and 300 audience members to the opening night screening showed on two screens. The endearing Mexican film, "Tortilla" walked away with the Audience Favorite award for the night. While both screenings played to large audiences, it was the hip and exclusive rooftop party that the filmmakers talked about for days.

Opening Night Party

More than 300 revelers attended the opening night party hosted by Akridge on the roof of Carroll Square (10th and F Streets NW). Greeted by search lights illuminating the downtown skies, guests were graciously welcomed by DC Shorts volunteers and an army of paparazzi. Willie Strings and the Payers performed, while delicious hors d'oeuvres supplied from Whole Foods on P Street were served. A special cocktail was created, and Stella Artois flowed courtesy of Anheuser Busch. Guest and Filmmakers mingled together discussing everything from their favorite shorts to upcoming production projects.

Seminars from Kelley Baker

DC Shorts was pleased to present two seminars from renowned indie filmmaker, Kelley Baker. More than 50 filmmakers attended each presentation, and learned about film distribution, budgeting, tips for creating a feature film on a budget of less than \$5,000, and so much more. From our surveys, filmmakers felt that access to these seminars provided crucial information for their future projects.

Live Script Reading

This year marked the second ever Best Screenplay competition for DC Shorts. 85 scripts were submitted for consideration, but only six were performed before a live audience. Mary Novak's comic script, "Tact Mary" about a man who finds the image of the Virgin Mary in his fast food, ran away with the \$2,000 prize, and a guaranteed screening in DC Shorts 2009. Additional prizes were supplied by Final Draft, the leading screenwriting software.

Friday and Saturday Screenings

Filmmakers were delighted to see that most of the weekend's shows were sold out, or played to near-capacity. 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 300 complimentary tickets during the first 40 minutes of the neighborhood Arts-on-Foot festival. The showcase presented on two screens was well attended. Feedback from parents and kids was enthusiastic. DC Shorts presented a performance by Omega Band as a prize for winning as a top local band selected by our web site visitors in August through a contest sponsored by OurStage.com

Filmmaker Lounge

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. Snacks and beverages

(generously provided by Whole Foods, Trader Joes and Fiji Water) were consumed by the grateful participants.

Parties and Celebrations

Friday's private Filmmaker/VIP Reception hosted at the private Gibson Guitar showroom was a great success. Blues guitarist, Rachel Levitin, played in the background, as the 120 guests munched on miniburgers and crabcakes provided by Matchbox, and beverages by Stella Artois. This smaller affair is one of the filmmakers' favorites, as the intimate nature of the party allows for easy conversation in a relaxed atmosphere. On Saturday evening, Bar Louie hosted a late-night soiree after the film screenings. Dozens attended and stayed as late as 3:00am!

Awards Brunch

Hosted through the generosity of Clyde's of Gallery Place, more than 150 filmmakers and guests attended the Awards Brunch. Prizes from Apple Computer, Showbiz Software, Gorilla Software, Footage Firm, Verizon and Gibson Guitar were distributed to the honored filmmakers. In total, 19 awards were presented (10 filmmaker awards and 9 Audience Favorites.)

Best of DC Shorts Screening

DC Shorts ended the week of film by presenting two different showcases of the award-winning films. Both evening shows played to sold-out houses — doubling the numbers who usually attend the "Best of" screenings. We will present the showcases again during the winter months.

Audience Feedback and Survey Results

Within a week of the festival, online surveys were completed by 87 audience members (a sample size of 4.6%) The percentages are followed by the number of respondents.

What did you think of...

	EXCELLENT	VERY GOOD	GOOD	POOR
General quality of the films	33.3%	37.5%	25.0%	0.0%
Entertainment value of the films	33.3	37.5	20.8	0.0
Landmark's E Street Cinema	50.0	41.7	4.2	0.0
Seating Procedures/Queues	21.7	17.4	47.8	0.0
Opening Credits and Graphics	29.2	25.0	33.0	0.0
Telephone Voting through GuideByCell.com	17.4	13.7	34.8	8.0
Quality of Projection	39.1	39.1	17.4	0.0
Question & Answer Sessions	8.7	34.8	26.1	0.00
Festival Program Guide	37.5	41.7	12.5	0.00
dcshorts.com website	37.5	16.7	37.5	8.3
Email blasts	31.8	27.3	27.3	4.5
Our Volunteers and Staff	50.0	25.0	12.5	0.0
Our Sponsors	37.5	29.2	12.5	0.0

How did you find out about DC Shorts 2008?

dcshorts.com website	28.0%
Google/Yahoo/Web Search	4.0
Washington City Paper (print or blog)	16.0
Washington Post or Express	16.0
Blogs or Listserves	12.0
Other newspaper or magazine	4.0
Email blast from dcshorts.com	28.0
Family, friend or filmmaker	40.0

Festival Demographics

Audience Members:

37% Male
63% 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:

56% Male
44% Female
39% are between the ages of 18-29
42% between 30-39
19% between 40-50
14% live in the Washington, DC metropolitan area
75% traveled from other cities in the US
11% 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 2008 are:

NEWSPAPERS & MAGAZINES

The Washington Post (multiple sections)
Washington City Paper
The Washington Times
The Boston Globe
The Connection Newspapers
Washington Jewish Week
Washingtonian Magazine
Moviemaker Magazine
The Hoya
The Georgetown Voice
The Eagle
The Hilltop

BLOGS

Penn Quarter Living
Daily Candy
DCist
Greg's List
MetroBlogs: DC
The Short Films Blog
TMZ.com
DC Examiner
Where Traveler
About.com
On The Red Line

OTHER

Comcast Newsmaker
WUSA Morning Show
WAMU "Art Beat"

Thoughts from Filmmakers

"From my experiences with other fests, this was by far one of my favorites."

"Everyone was fantastic, especially Jon Gann and his staff of awesome volunteers. Great parties, well-projected screenings, what more can you ask for from a festival?"

"My wife said it best: "That's the best run film festival we've ever been to." Now, sometimes I argue with my wife. But not this time. She's right. (Again!) Keep up the great work. Everything was very well thought out and put together."

"This is one of the best organized, best run film festivals I've been to. The festival really was about the filmmaker. All the party events were geared toward meeting other filmmakers, which I really enjoyed -- I can't say that about other festivals. I would highly recommend it to other filmmakers."

"Most enjoyable fest I've ever attended. The quality of the films was high. The festival really put in the effort to make the experience great for the filmmakers, which is too often an afterthought at other festivals. The projection was polished and looked great."

"I had a really good experience. I felt as a screenwriter for the screenplay contest, I was treated very well by all staff. The parties were very well organized and the brunch was so nice. It was a great way to close out the weekend."

"It was also very inspiring to find out that the Director of the film festival was himself a filmmaker, something I had been unaware of until the end as well. I feel that there is truly something special about the DC Film Shorts Festival. The atmosphere was one of a family of artists as opposed to an "industry" event. As a result, I left the film festival feeling inspired and motivated, but also wishing I knew more about this wonderful group of artists. Thank you!"

"Thank you so much for a wonderful festival experience! You really put on a great show, packed the house and treated the filmmakers to some great parties. I made some beautiful new friends and got to see many wonderful and inspiring films, thanks to you."

"This year was great and whether we have an entry in that particular year or not, I never hesitate recommending to everyone to attend DC Shorts for the caliber of films for audience members and for the way you're treated if you're a filmmaker. Thank you, thank you, thank you."

"I am very proud to have participated in this year's event. I met a lot of very nice people, the organization was great, the party was fantastic and you did a very good job. Thank you so much to have gave me the opportunity to show my film in this beautiful city."

Thoughts from Audience Members

"One of the best international film festivals! I like the phone-in process, and just wish the festival were slightly longer."

"It honestly was the best film festival I've ever been to. I loved it so much that I brought my husband back on Sunday (we live in Richmond.)"

""PATH," "The Replacement Child" and "The Letter" were superb examples of short filmmaking"

"Jon Gann is a terrific creative concept developer and festival organizer, and a terrific person. The volunteers, committees, interns, and moves and shakers behind the scenes were all awesome. It just gets better and better every year! Bravo!"

"I thought the festival went really well! It was so much fun, and I noticed that audience members and film makers really enjoyed themselves. The lounge was a great idea."

"Everything was excellent - I brought people from work and they enjoyed the experience."

"Everything was very well done; your hospitality and generosity to filmmakers/writers is unsurpassed. A great weekend! Congratulations on a superb performance!"

Thank You

Interns and Staff

Alex Holmes
Eliza Hamilton
Erica Lemaster
Haley McGuire
Jesse Goldberg
Kacie Gauthier
Liza Giposova
Rachel Kafka
Roxanne Harbitter
Sarah Han
Sean Honick
Taylor Amato

DC Film Alliance Board

Andrea Ellis
Christian Oh
Claire Carlin
Jackie Steven
Jon Gann
Julianne Brienza
Kim Roberts
Mia Renaud
Tiffany deLisio

Film & Script Judges

A. Albert Roess
Al Lefcowitz
Anne Delaney
Anne Pierson
Anne Stewart
Arlene JM Grant
Athena Mison Fulay
Bahram Zandi
Ben Kean
Ben Lu
Benjamin Mufti
Beth Vernaleo
Brian Wilbur Grundstrom
Calder Stembel
Cara Lewis
Carol Harrison
Catriona L. Guadalupe
Walsh
Cecelia Golembek
Chris Garlock
Colleen Crinion
Courtney Bell
Cynthia Mendoza
Cynthia Powell
Dani Williams Jones
Dave Nuttycombe
David Greer
David Riphagen

David Zaidain
Davina Johnson
Dean Hamer
Deirdre Bagley
Dennis Bodewits
Dina MacWilliam
Donnajeane Ward
Ed Shovar
Elizabeth Kennedy
Emily Todd
Ereni Roess
Eric Crossley
Eric Espejo
Erica Penttila
Evette Jackson
Felicia Oland
Glen Court
Guillermina Schinder
Hanna Tsegaye
Harrison Grady
Inge Loes ten Kate
Jad Meouchy
James Andrews
Jane Fox
Jenn LaVista
Jes Therkelsen
Jim O'Loughlin
Joanna Berkman
Joe Flood

John Peters
Jon Miller
Jordan Sparks
Joseph J. Zito
Julie Bohn
Kate Dorrell
Kate Farquhar
Kathy Zarate
Ken Eng
Kevin Rowan
Kimberly Edwards
Lena Diaw
Leslie Baldwin
Linda Weir
Magda Jean-Louis
Martha Mullen
Mary Anders
Megan Kimball
Melinda McMullin
Merah Baird
Michael Oland
Michele Chaffee
Miles Earl
Natalia Thomley
Nick Anders
Nikky Lowry
Pamela O. Brown
Paris Ward
Polly Bryan

Ravi Khana
Sam Kean
Silvia Sanchez
Snezana Radjen
Sohini Baliga
Stacy Kaplowitz
Stephen Egts
Susan Gentilo
Terry Bandy
Thaddeus Johnson
Theresa Murzyn
Vincent E. Slatt
Walter Crawford
Wayland Williams
Wendy Pond
Yi Chen
Yoav Gabbye
Zhibo Lai

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2008 Sponsors

Superstars



Producers



Technical Directors



Community Partners



Feed-a-Filmmaker Friends

