



LUNAFEST AUDIENCE SURVEY SUMMARY

147 people, equal to 68% of the 215 total attendance, completed the Audience Opinion Survey, producing the statistics which follow. Over 100 people out of the same total stayed for the post-film discussions.

95% rated the films overall as Very Good – Excellent.
76% rated the post-film discussions as Very Good – Excellent.
66% rated the venue as Very Good – Excellent.

77% visited the Freedom Center for the first time.

78% of audience members were women.
83% were from Ohio, 12% from Kentucky, with 5% unknown.

93% asked to be notified about upcoming CWC film events.
16% expressed interest in volunteering with CWC (not counting current volunteers).

Respondents rated 6 of the 8 films shown between Very Good and Excellent; the 2 remaining films were rated between Good and Very Good. The audience ranked the films as follows:

1 Laying Down Arms	4.37
2 Tahara	4.25
3 Mabel's Saga	4.24
4 Twilight	4.16
5 Perfection	4.10
6 Blessing	4.08
7 Backseat Bingo	3.77
8 One Weekend a Month	3.61

Rating Scale: Excellent = 5.0 Very Good = 4.0 Good = 3.0 Fair = 2.0 Poor = 1.0

66% of attendees identified CWC direct, pass-along and other email as their awareness source for LunaFest;
17% cited paid print or broadcast advertising, including radio, newspaper and posters/flyers;
13% cited word of mouth;
03% cited local media stories;
01% cited the Freedom Center as their source of awareness.

SURVEY DETAIL

TOTAL SATURDAY & SUNDAY DEMOGRAPHICS

Survey Respondents

147 Respondents, out of 215 attendees 68.4%
134 Identifiable respondents, out of 147 total 91.2%
13 Anonymous Respondents, out of 147 total 8.8%

Gender

105 Women out of 134 of known gender 78.5%
29 Men out of 134 of known gender 21.5%
13 unknown gender (not included in above break-out)

Location

121 Ohio out of 147 respondents 82.3%
18 Kentucky out of 147 respondents 12.2%
8 Other/Unknown out of 147 respondents 5.4%

Participation

125 want to know about next events, out of 134 identifiable respondents 93.3%
19 new people volunteered, out of 120 identifiable respondents not counting current vols 15.8%

SATURDAY MAY 6 DEMOGRAPHICS

Survey Respondents

82 Respondents, out of 121 attendees 68.0%
77 Identifiable respondents, out of 82 total 94.0%
5 Anonymous Respondents, out of 82 total 6.0%

Gender

58 Women out of 77 of known gender 75.0%
19 Men out of 77 of known gender 25.0%
5 unknown gender (not included in above break-out)

Location

73 Ohio out of 82 respondents 89.0%
7 Kentucky out of 82 respondents 8.5%
2 Other/Unknown out of 82 respondents 2.4%

Participation

69 want to know about next events, out of 77 identifiable respondents 90.0%
10 want to volunteer, out of 67 identifiable survey respondents not counting those already volunteering 15.0%

SUNDAY MAY 7 DEMOGRAPHICS

Survey Respondents

65 Respondents, out of 94 attendees 69.0%
57 Identifiable respondents, out of 65 total 88.0%
8 Anonymous respondents, out of 65 total 12.0%

Gender

47 Women out of 57 with known gender 82.0%
10 Men out of 57 with known gender 18.0%
8 unknown gender (not included in above break-out)

Location

48 Ohio out of 65 respondents 73.8%
11 Kentucky out of 65 respondents 16.9%
6 Other/Unknown out of 65 respondents 9.2%

Participation

56 want to know about next events, out of 57 identifiable respondents 98.0%
9 want to volunteer, out of 53 identifiable survey respondents not counting those already volunteering 17.0%

Audience comments start on next page

AUDIENCE COMMENTS [CWC response is bracketed, in red]

GENERAL COMMENTS MAY 6 & 7

KUDOS (32)

Thanks, another great program! I would like to do publicity and flyers at the Lane Public Library system where I work.
Thank you for bringing good films to Cincinnati.
You offer consistently informative and worthwhile programs - keep it up CWC!!
Thanks Tim, very thought provoking!
Glad you did this.
Another wonderful program, thank you CWC !!!
Great diversity - uncomfortable aspects of life well portrayed.
I will come back here for more films like this.
Very well organized and well run.
Thanks for doing this!!!
Looking forward to searching for Luna products and seeing more short films.
Great to see film at the FC and great to see the theatre being used. Hope you will do more films here.
Very thought provoking.
Will come back here for more CWC.
Will tell people at MU about CWC and the Freedom Center.
This was a wonderful experience, everyone is so nice, thank you Mr. Swallow. This is like friends getting together.
Thank you CWC for doing this all these years.
I want more! You've got a good group and excellent programming!!
Very glad I found out about this. Attending this will probably get me to visit the Freedom Ctr.
Cincinnati needs this, don't stop bringing in films that challenge our minds and preconceptions.
Thank you for screening these films in Cincinnati.
Very enjoyable and informative, thanks!
My husband and I enjoyed it immensely, but are unable to stay for the discussion. All of the films were interesting and good, but my favorite was "Perfection"; close seconds were "Laying Down Arms" and "Backseat Bingo".
Thanks for doing this.
It is great to see the Freedom Center working with CWC and other organizations to offer information and resources.
I want to help you with your films.
They were all very good. Almost too intense to have this many heavy films back to back.
Best Yet!
I would love to show Mabel's Saga to my small group of women's Bible Study. I haven't laughed so hard in a long time, I so relate!!!
Keep up the great work !!
If you show more films I will come back.
Well done! I'll come back here for more films.

REQUESTS & MISCELLANEOUS (7)

Tell people to pack their cars full of people and spend the \$4.00 to park for anything the Freedom Center does.
Keep to the time schedule - don't hold the films just because 10 people came late.
Important to start on time.

[Agree. In a perfect world I vote for having the trains run on time. But the Freedom Center is a new venue for most folks and we prefer to be flexible while people learn the ropes and figure out the parking, etc. See the comment that follows.]

Sorry our group was late, we had trouble finding the garage. Thank you for holding the start for us.
Very hetero.

[Is this a complaint, a compliment or a neutral observation? About the films or about the audience?] 😊

Why didn't you feature any African-American films?

[Have 2 African films (from S.A. & Rwanda) coming up soon. Lunafest was a festival compilation – the winning 8 out of 200 entries submitted; CWC did not pick the films, we purchased the package.]

I would like to see just one gay issues film included.

[We did not pick the films, see above. Always open to consideration of outstanding cinema; can you recommend a GLBT film equal or superior to *Latter Days* in terms of quality, storyline and uniqueness? Also, check out the Greater Cincinnati GLBT Film Festival, happening in June – www.outreels.com]

DISCUSSION COMMENTS MAY 6 & 7

Not enough audience participation. [Saturday]

I was just too tired to participate. [Saturday]

Thoughtful comments. [Saturday]

Some films did not have enough explanation. [Saturday]

[Explanation ... for which films? Sr. Alice and I could have talked about the Lunafest films all night, but the task was to encourage commentary from the audience. Next time don't be shy – please ask for more info – we are all part of the same film family and all questions are welcome!]

Audience participation was not up to normal - film content was heavy and we were all just overwhelmed thinking about what we had seen. [Saturday]

[Based on most other CWC films and discussions, the audience Saturday was by comparison a bit on the quiet side – “thoughtful,” I would say. The Lunafest content required a lot of processing by the audience – the aspects regarding relationships, adversity and decisions were so real that they hit home and folks were not feeling chatty, IMO.]

~~~

Perhaps a little more guidance by a moderator would help lead the discussion more effectively. [Sunday]

Intention was good, but I thought some of the facilitators' comments were narrow, particularly the comment about "Perfection." Initial reaction was "not having any sympathy;" too much pressure = "big deal." As an Asian American I was taken aback by such a narrow comment. Although it was further elaborated by the other facilitator's "model minority" explanation, I felt that this commentary illustrated a shallow understanding of the suffocating expectations of Asian-Americans and a lifetime of living other people's choices. Although not the same as female genital mutilation or extreme poverty, it can be enslaving. These comments were the last thing I wanted to hear or expected. [Sunday]

**[This is a really important comment. I only wish that it had been voiced aloud instead of written – what a great discussion this could have launched! I agree completely with the author of this comment in terms of the impact of familial pressure for perfection. However, knowing the discussion leader who made the initial observation, I am certain that no ethnic inference was intended.]**

**Indeed, while the film *Perfection* gives us one cultural perspective, it is safe to say that the drive for perfection in one's progeny is not limited to any particular culture or ethnicity. We see this phenomenon in immigrant families as part of the drive for acceptance and success in a new country. And, we see it also in established American families of all heritages. Just look at the trend toward pre-enrollment in day care programs, as well as in prestigious prep schools and colleges. Another example is the concept behind the “Baby Einstein” product line.**

**While the significance of this type of pressure may be diminished when comparing it with the dilemmas faced in the other Lunafest films – a missing daughter, female circumcision, suicide, abandoning one's children to serve in Iraq - I agree with the author that it can indeed be suffocating and enslaving.**

**To my ear, the distinction made by the facilitator boiled down to one of privilege versus poverty. Does a child in a well-off family suffer any less, or any more than a child in a poor family? Or is this wholly dependent upon the type of abuse encountered? This topical thread could be good for a lengthy discussion by itself...]**

Dialogue is the connector that opens human hearts to understanding. [Sunday]

Thought it was good to hear feedback from the audience and also the speakers' and Tim's perspectives. [Sunday]

Portions too pedantic - didn't want a lecture! [Sunday]

I liked it when he went and sat in the audience, asking different people for their opinions and comments.[Sunday]

It was patronizing and not well facilitated to elicit discussion. [Sunday]

Maybe less formal would be better. [Sunday]

**[The ideal discussion environment, in my mind, is one that is circular, where the participants are sitting close to each other, with commentary and ideas flowing around the circle. This is rarely possible in a movie theatre setting and the problem of separation or “remoteness” is exacerbated when the audience is clustered 10-15 rows back and spread out in rows spanning 25-30 seats.]**

**One solution is to ask patrons to relocate – moving down closer to facilitators. Sometimes this works, but frequently we've found that the audience is comfortable and does not want to get up and move. Another solution is to leave the theatre entirely and retire to another nearby room or space, but this is not currently possible at the Freedom Center.**

**Please send along your specific suggestions to improve the quality of our post film discussions]**

**more ... see next page**

## VENUE COMMENTS MAY 6 & 7

### KUDOS (5)

Great Seats!  
Great visibility no matter where you sit.  
Perfect!  
First time in theatre, not bad!  
Nice size theatre.

### INSIDE THE THEATRE

#### SEATING (4)

Seats are too tight.  
No knee room in seats, not comfortable.  
Nice and clean, but seats are tight.  
Uncomfortable seats, not enough leg room.

**[Check out the seats in the very top row – they have more leg room and may be a smidge wider. Americans, especially those in my age bracket, are turning into wide-bodied creatures. Theatre, auditorium and airline seating has not kept up with the change in form-factor. When it does, I suspect there will be a price tag attached – premium seating for an extra charge.]**

#### SOUND (20)

Comfortable, but sound was at times not clear.  
Disappointing acoustics - so much reverberation - kills dialog.  
Fix the sound problems.  
Had trouble hearing and I have no hearing problems.  
HVAC noise.  
Poor sound.  
Problems with microphones.  
Several trips to the Freedom Center, but first time in theatre. What is wrong with the acoustics? The film dialog was muffled.  
Sound bounces off of the hardwood stage floor, very muddy.  
Sound is so distorted - hollow - washed out and just not crisp. Hard to get all of the dialog.  
Sound not good.  
Sound problems.  
Sound quality very poor, but venue looks nice.  
One of our group's (six people) criticisms is the fact that the sound system did not seem to be working very well. Someone did complain and it did seem to improve during the second half. The Freedom Center has a beautiful theater area, and except for the sound system, is terrific. Keep up the good work.  
Sound was frequently difficult to hear.  
Sound was muffled.  
The acoustics are too ambient and with Indie films in particular, this makes dialog hard to hear.  
The sound was not clear, but I don't know if it was the venue or the films.  
Tons of feedback from the microphones - pay attention to audio levels.  
Turn off the AC fans - very distracting.

**[There are a substantial number of comments about sound problems – they definitely merit attention.**

**Getting a mat or several rugs down on the stage floor should alleviate the bounce off of the hardwood. Turning off the microphones on stage during the films should eliminate feedback. Both of these solutions should clean up the "muddy," unclear film dialog we encountered at various points. Sound levels varied from film to film, a condition that can be handled by experienced AV personnel.**

**Turning off the air-conditioning is another option. It is definitely easier to hear film dialog without the fans running. The flip-side is that the theatre will start to heat up and patrons will nod off or become uncomfortable.**

**Thanks to all of you for your observations. This is a new venue for CWC and we'll work out the kinks as quickly as possible. I will present the above comments to venue management and pursue solutions.]**

#### VISUALS (4)

The theater is beautiful and has OK sound, but the way the picture is smushed is distracting. Makes everyone look short and fat.  
Theater is good, but the films were distorted, seemed squished.  
Yellow lights at the sides of the screen - flashing, flashing, flashing.  
Turn off the light over the stage.

**[I personally did not see this distortion problem occur in the Tubman Theatre. However, it sounds like a 4:3 image was projected at 16:9. Perplexing, because I previewed the films in widescreen (16:9), checking the aspect ratio for each film and everything looked great.]**

**The small yellow flashing lights at the top left and right of the screen are motion detectors. Will see about having them turned off during film presentations. The down light over the stage was in "pre-set" mode and it took the AV operator a while to figure out the required manual override. This should not happen again.]**

### **MISCELLANEOUS - INTERIOR (3)**

Love the way the theatre is set up, but is a little smallish.

Make the room colder as the evening progresses.

Great place to watch films and a wonderful setting, but a difficult space for discussion.

### **OUTSIDE THE THEATRE**

#### **RESTROOMS (2)**

Bathrooms too far away.

Restrooms are downstairs.

**[Yes the restrooms are on the lower level. Clean and spacious, too! If you need to visit the restroom frequently, suggest sitting near the top of the theatre, on an aisle, close to the exit doors and the elevator/stairway.]**

#### **FOOD & BEVERAGE (7)**

Concessions?

How about water, coffee and cookies?

Need refreshments.

Need snacks.

No concessions.

Popcorn !!!

Where are the coffee and cookies?

**[Aha, we've spoiled you with soft chocolate chip cookies and gourmet coffee from Lookout Joe's !! As this was our first event at the Freedom Center, we tried to keep it simple. Next time we will have bottled water, coffee and cookies, for consumption in the lobby. The current house rule is no food or drink in the theatre.]**

#### **DIRECTIONS / PARKING (8)**

Finding the Freedom Center was the hardest part.

Parking is a bear. No attendant. After I put \$4 in box and got back in the car to proceed, the bar closed. I had to put another \$4 in the auto box and almost wrecked the car to move fast.

Parking too difficult to find !!

Thank God for the web map, garage is hard to find.

Where is the parking located?

Need parking directional signs.

The only issue is paying for parking.

Parking is expensive!

Parking too expensive.

**[Next time go to Venue Info page at [www.cincyworldcinema.org](http://www.cincyworldcinema.org), and then click on the Freedom Center directions link. And tell any newbies to go there also. Very clear and precise directions to the parking garage below the theatre and for drop-off as well. We've also heard about a parking lot near Third & Vine where it seems you can park for free in the evening ... we'll check it out and post info on the website. Compared to free parking, \$4 is indeed a change of pace. But compared to regular downtown and River Front special events rates, it is a bargain. And remember, the Freedom Center does not get your parking dollars – that revenue goes to Hamilton County.]**

#### **MISCELLANEOUS - OTHER (1)**

Why didn't the Freedom Center tell me about this?

**[The Freedom Center sent out email a few days before the event, with Lunafest info appended to an announcement of the McCullough lecture. Large Lunafest posters were placed at various Freedom Center entry points and we put Lunafest flyers at the information desk. For the next event we hope to have an announcement on the NURFC website. Be patient with the Freedom Center, CWC film presentations are new for them, and it will take a while to smooth things out. Contact Freedom Center marketing and membership personnel to share your concerns and suggestions – the squeaky wheel gets the grease!]**