



SCREENING ORGANIZER EVALUATION

Thank you for helping us to celebrate short films that inspire people to speak out and take action. Please take a minute to fill out this form. Feel free to add additional comments on the back.

Date of event: \_\_\_\_\_ Location of event: \_\_\_\_\_

Your name: \_\_\_\_\_ Organization: \_\_\_\_\_

Purpose / Reason for event: \_\_\_\_\_ How many people attended your event? \_\_\_\_\_

What was the average age of the audience members?

Under 21 22-30 31-40 41-50 over 50

What was the gender ratio of the audience members? (%)

Male \_\_\_\_\_ Female \_\_\_\_\_ Transgender \_\_\_\_\_

What was the ethnicity ratio of the audience members? (%) Please feel free to expand on categories.

Black \_\_\_\_\_ Asian \_\_\_\_\_ Latino/a \_\_\_\_\_ Native American \_\_\_\_\_ White \_\_\_\_\_ Mixed Race \_\_\_\_\_ Pacific Islander \_\_\_\_\_
South Asian \_\_\_\_\_ Community or identity not covered by other categories \_\_\_\_\_

What type of venue did you use for your event?

Theatre School Community Center Media Center Private Home Office Other (please specify) \_\_\_\_\_

How did you promote your event? (Please attach URLs / print materials for our records)

Flyers and/or Postcards Online Word of Mouth Other (please specify) \_\_\_\_\_

Was your event covered in the local press? (Please attach URLs / print materials for our records)

Online Local Newspaper National Newspaper Local Magazine National Magazine Other (please specify) \_\_\_\_\_

How would you identify the majority of people that attended the screening? (Select all that apply)

Activists Nonprofits Youth (under 21) Educators Filmmakers Other (please specify) \_\_\_\_\_

What Arts Engine materials did you distribute to audience members during the event?

Discussion Guide Festival Programs Take Action Guides Evaluation Forms Postcards Other (please specify) \_\_\_\_\_

Please rate the following aspects of your event:

Table with 6 columns: Aspect, Excellent, Good, Average, Fair, Poor. Rows: Overall Success, Audience Discussion.

Have you presented a Media That Matters / MediaRights.org event before? If so, when? Where?

No Yes (please specify) \_\_\_\_\_

Do you plan to present a Media That Matters / MediaRights.org event again?

No Yes (please specify) \_\_\_\_\_

How did you hear about the opportunity to host a screening?

MediaRights Newsletter Festival Website Conference Colleague Other (please specify) \_\_\_\_\_

What else could we do to assist in the planning / presentation of events?

Three horizontal lines for additional input.

Additional comments? Please feel free to continue on back:

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