

# MYRNA LOY CENTER

## For the PERFORMING and MEDIA ARTS

### Film Questionnaire

Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street or P.O. Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_

**Overall Interest in Film**

1. Please check the box that most closely describes your personal interest in watching movies:

- I love to watch movies as often as I can
- I enjoy watching movies from time to time
- I like watching movies once in a while
- I don't watch movies very much
- I rarely watch movies
- Other: \_\_\_\_\_

2. During the last several years, on average, how often do you think you have watched movies, including movies you watched on television, video rentals, cable t.v., etc.?

- Several times a week or more
- At least once a week
- Several times a month, but not weekly
- About once a month
- Once every several months or less

3. Thinking about movies you have watched over the last several years, please circle the percentages below that most clearly approximate the source of those movies:

**Television (including cable)**

less than 10%      10% - 24%      25% - 49%      50% - 74%      75% or more

**Video Rentals**

less than 10%      10% - 24%      25% - 49%      50% - 74%      75% or more

**Commercial Movie Houses**

less than 10%      10% - 24%      25% - 49%      50% - 74%      75% or more

**Myrna Loy**

less than 10%      10% - 24%      25% - 49%      50% - 74%      75% or more

**Other (please specify):**

less than 10%      10% - 24%      25% - 49%      50% - 74%      75% or more

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*(Please continue to the next page)*

**Interest in Film at the Myrna Loy**

4. As you may know, the Myrna Loy is considered an “arts” theater by movie distributors. Therefore it is not considered a “first run” theater outlet for major motion pictures. Realizing this constraint, please indicate your preferences for movies, using the scale that follows, to help guide the Myrna Loy’s future planning for film.

1 = no interest                      2 = very little interest                      3 = some interest  
 4 = fair amount of interest                      5 = a great deal of interest

Children’s Films	1	2	3	4	5
Classics	1	2	3	4	5
Comedy	1	2	3	4	5
Drama	1	2	3	4	5
Documentary	1	2	3	4	5
Foreign Films	1	2	3	4	5
Independently Produced Films	1	2	3	4	5
Love Stories/Romance	1	2	3	4	5
Musicals	1	2	3	4	5
Mystery/Suspense	1	2	3	4	5
Science Fiction	1	2	3	4	5
Westerns	1	2	3	4	5
Other: _____	1	2	3	4	5
Other: _____	1	2	3	4	5

5. Using the same scale in which 1 indicates “no interest,” please indicate what your level of interest would be in attending movies when the Myrna Loy begins showing them again.

1      2      3      4      5

6. Please check as many of the items listed below that you feel would have a positive impact on your attending movies at the Myrna Loy in the future:

- \_\_\_\_\_ Holding the line on ticket prices
- \_\_\_\_\_ The choice of movie
- \_\_\_\_\_ “Refrigerator calendar” – small calendars of upcoming movies to put on your refrigerator
- \_\_\_\_\_ Advertisements in the Independent Record
- \_\_\_\_\_ Radio advertising of movies at the Myrna
- \_\_\_\_\_ Movie promotions through the Myrna Loy’s website
- \_\_\_\_\_ E-Mail reminders regarding what’s playing at the Myrna Loy
- \_\_\_\_\_ Promotional flyers that are distributed at various outlets throughout the community
- \_\_\_\_\_ Automated phone machine messages about the week’s movie choices
- \_\_\_\_\_ An official Myrna Loy billboard in Helena that promotes film and performance events
- \_\_\_\_\_ A marquee at the Myrna Loy’s entrance that tells what’s playing that evening
- \_\_\_\_\_ “Two for One” tickets on “slow” nights
- \_\_\_\_\_ Discount prices for pre-paying for a block of tickets
- \_\_\_\_\_ An improved sound system
- \_\_\_\_\_ Providing a 5:30pm “early bird” option
- \_\_\_\_\_ Other: \_\_\_\_\_
- \_\_\_\_\_ Other: \_\_\_\_\_
- \_\_\_\_\_ Other: \_\_\_\_\_
- \_\_\_\_\_ Other: \_\_\_\_\_

*(Please continue to the next page)*



## Film and Education at the Myrna Loy

Part of the Myrna Loy’s mission is public education regarding the performing and media arts, and the organization wants to take a fresh look at how it can address this part of its mission in conjunction with showing films.

11. Using the scale that follows, please indicate your potential interest in the options listed below for providing educational information about films to be shown at the Myrna Loy.

1 = no interest                      2 = very little interest                      3 = some interest  
 4 = fair amount of interest                      5 = a great deal of interest

A short verbal presentation just before the film is shown	1	2	3	4	5
A “blurb”/write-up in the newspaper	1	2	3	4	5
A “program” type handout provided at the movie	1	2	3	4	5
A seminar once a month attuned to upcoming movies	1	2	3	4	5
An evening combining a lecture and a classic film	1	2	3	4	5
Educational information sent out by E-Mail	1	2	3	4	5
Film education for the entire family	1	2	3	4	5
Film information updated weekly on the Myrna Loy’s website	1	2	3	4	5
Classes on how to make film videos	1	2	3	4	5
Local video and film producers discussing & showing their work	1	2	3	4	5
Afternoon classes for school age children on film education	1	2	3	4	5
Afternoon classes for school age children on video making	1	2	3	4	5
Other: _____	1	2	3	4	5
Other: _____	1	2	3	4	5
Other: _____	1	2	3	4	5

12. Do you have any other advice or comments for us regarding the Myrna Loy’s film and media program?

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13. Would you like to volunteer in any capacity to help us advertise/promote, sell tickets for, and/or show films?                      Yes                      No

If yes, the best way to reach you to discuss volunteer opportunities is:

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14. Could you please tell us your age category? (Optional)

Under 10                      10-16                      17-21                      22-30                      31-40                      41-50                      Over 50

***Please return the questionnaire to the Myrna Loy Center by either dropping it off between the hours of 9:00 AM to Noon Weekdays or by mail to Myrna Loy Center, 15 North Ewing, Helena, MT 59601. Questionnaires are available for pickup and/or return at the Myrna Loy Center ticket outlets (Insty-Prints 2 locations, Montana Book Company, Music to Go, and Park Avenue Audio).***

***Thank you for taking the time to complete this questionnaire!***