



WICHITA WURLITZER

Safety Last, October 2, 2018, Audience Survey

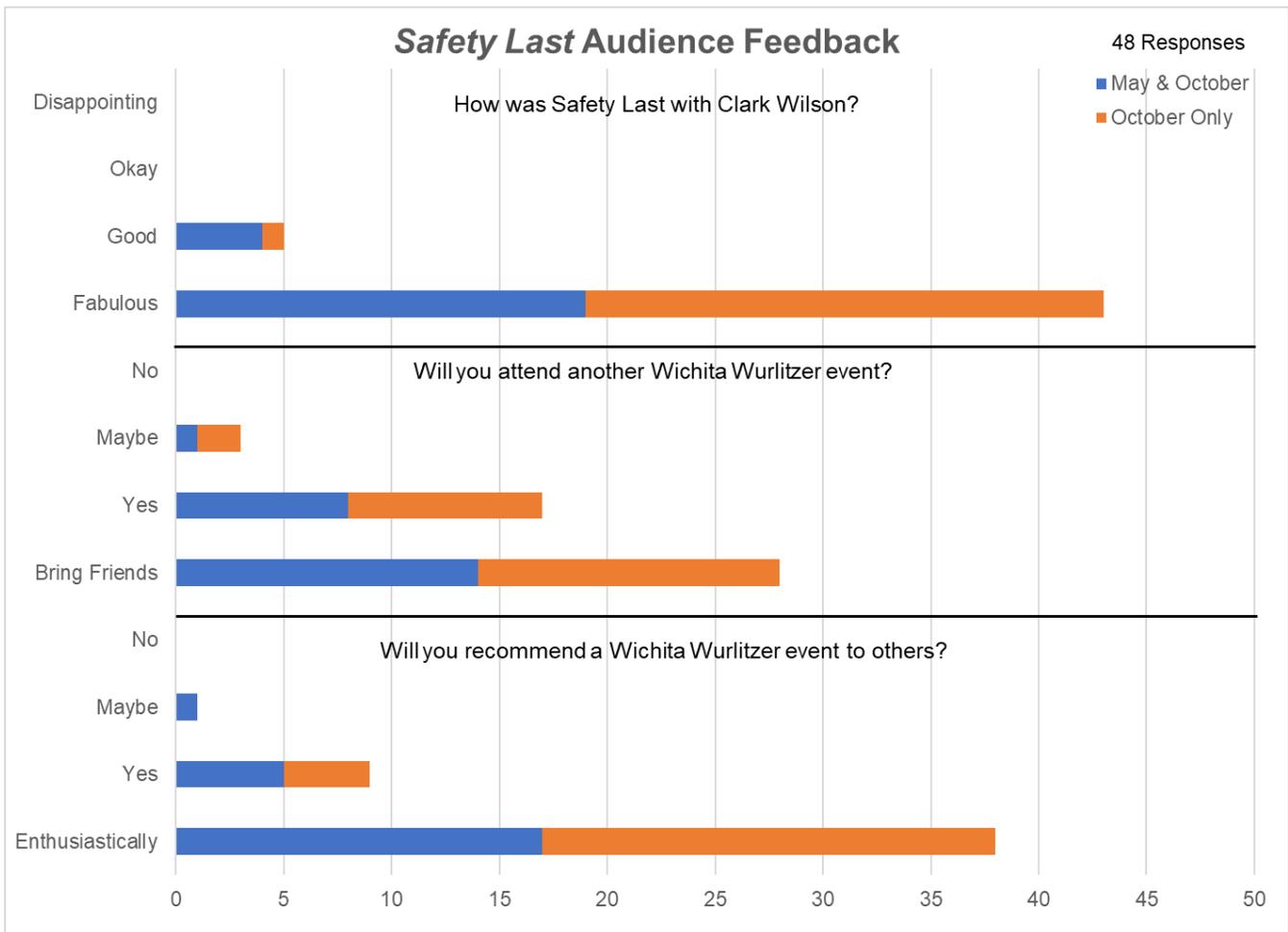
People attending Brett Valliant's May show and Clark Wilson's October show received an audience survey. The survey results include people attending both shows plus those only attending Clark's show.

Below are common themes from the survey:

- Show Days
 - Audience Comments - Multiple comments requesting weekend shows
 - More Information - Wichita Wurlitzer requests Saturdays as first choice with Fridays as second choice. There are 13 dates held through May 2021 with several of these dates on Tuesdays as a last choice. Whenever possible, the dates are on Saturdays and Fridays. Saturday is the best date for the audience, artists, and our staff.
- Silent movies
 - Audience Comments
 - "Silent movies are the best. Can you show something we haven't seen before?"
 - "Not a big fan of Silent movies."
 - "The movies are king! Bring back the original Phantom."
 - More Information - Some future shows will feature silent movies. The vocalists in the May show were popular and pleasantly surprised many attendees. The Wichita Wurlitzer is capable of a variety of shows.
- Publicity
 - Audience Comment
 - "IT NEED[S] TO BE PUBLICIZED!!" –
 - More Information
 - The Wichita Wurlitzer needs to be publicized and your testimonials are the best publicity. Work continues to improve the Wurlitzer visibility using Public Service Announcements, appearances on local media, etc. Added paid advertising will significantly increase ticket prices and will cost more than the artist(s) fees.
 - The best advertising is YOU! Your advocacy is priceless! Personal recommendations are the best approach to more people attending. That has been consistent since the premiere in 1972. A person is more likely to engage when a friend or associate starts the discussion. Talk to family, friends, people anywhere and share your experience. A person sharing is far better than an ad in the paper or on a billboard.
 - Wichita Wurlitzer now has a website (www.wichitawurlitzer.org), Facebook page (www.facebook.com/wichitawurlitzer), and a YouTube channel (Wichita Wurlitzer). Use one or more sites for the latest news and upcoming show schedule.
- Young people
 - Audience Comment
 - Multiple requests and suggestions about young people



- More Information
 - Work is underway to add shows for students potentially during weekday afternoons the day of an evening show, however, many details remain.
 - There have been tour requests but the chamber accessibility (which is where most of the interesting things are) is challenging. A video tour using Clark Wilson’s “Tour of the Organ” audio is in planning. Another work in progress.



How was Safety Last with Clark Wilson? – Comments

- Made me feel alive and excited. Beautiful performance with a wonderful movie
- Every aspect was TERRIFIC!!
- Yes! It was a great evening. I took my nine year old son and we both really enjoyed the film and the music.
- OMG what an incredible experience!
- I wished I had known how good it was before, I would have brought my grandson.
- Enjoyed every minute.



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- Great organist
- Not only was Mr. Wilson's performance excellent, his presentation and demonstration of the Wurlitzer was educational. I learned a few things!
- I really got lost in it and forgot they were two separate things!
- There is so much talent demonstrated by the organists that play the WW! To me, they are far more talented than many modern popular musicians you hear on the radio. I don't see why folks aren't breaking down the door to attend the WW concerts?!?!
- Music was spectacular and definitely heightened the enjoyment of this silent film. Yes, Clark disappeared into the background.
- Great movie and wonderful organ playing.
- It was a great show. I especially liked that Clark demonstrated the organ and its various voices, and how the Unit Orchestra fit in to the silent film era. I was especially happy that there were many newcomers there, and hopefully they will be attending in
- the future and talking it up with their friends.
- We REALLY appreciated the history Clark shared before the presentation.
- My first silent movie
- His tour of the organ sounds was most appreciated. We brought a guest that had never heard the organ before, so she particularly appreciated learning of the organ's capabilities.
- I had never seen the movie other than the pictures of [Harold Lloyd] hanging by the clock hands. The movie is a true classic.
- Very entertaining. Wilson's playing blended nicely with the moods of the film. Have him back with another movie.
- Too much talking before the show. People come to see a show, not get a history lesson.
- I wish there had been a second showing so I could have brought people to it. I had never been before. It was AMAZING!

How interested are you in the following events? – Comments

- Silent movie accompaniment was spectacular! We need more of these
- I really enjoyed the presentation/music and hope to go again plus will encourage my friends to join the experience
- I think silent movies would top the list for me.
- I really enjoyed the show and had brought four friends with me. We want to do it again.
- You play it, I'll be there!
- My favorite is the organist playing all kinds of music in a concert. I don't need an orchestra.
- Great evening. Needed popcorn with the movie Do it again!!!
- Any venue that will show off the ability of the organ in different settings and with varied groups... maybe even a sing a long night, both sacred and secular.



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- Great show. More enjoyable than I imagined
- The movies are king! Bring back the original Phantom.
- I attended the Wurlitzer Concerts in the 1970's after the Wurlitzer came to Wichita. I did not realize that the concerts were still occurring.
- We have attended several events previously, but for the past couple of years, since we live in Winfield, we failed to see any information on an event until after the performance's date. Again need better publicity.
- Could a performance be scheduled over a two day period; possibly on a weekend rather than during the week. How about a 7 pm start time? This would possibly help in getting more out of town attendees.
- Silent movies are the best. Can you show something we haven't seen before?
- No popcorn for movie!!!!
- The Emcee kept saying, "We need 500 people at \$20 a head to break even." I almost didn't attend because it was \$20. I don't even pay half that to sit in a comfortable chair to watch a new movie.
- Clark Wilson was very informative and entertaining plus a superb organist!

Other suggestions for improving Wichita Wurlitzer events. – Comments

- Grew up here but never heard about the Wurlitzer until I was walking down the hallway of the music building at Wichita State and saw a poster. Wish I would have known about it before!
- Is it possible to schedule events during the day? I think this would be a great event for school aged kids. I have a fifteen member scout troop and their families that I think would enjoy the history and the sounds of the Wurlitzer.
- We really appreciated the "tour" of the Wurlitzer. It truly helped us to understand better, the magnificence of the instrument.
- I heard several comments about the stories that were told by Clark W. Perhaps some other interesting stories about the WW or artists? Maybe a video showing how the organ works rather than just explaining it?
- I've been to several Wichita Wurlitzer events and am never disappointed.
- Keep it local, and not cost prohibitive.
- Tuesdays can be a problem, but if it brings in more people, then so be it.
- I really liked the cameras and projection screens at the earlier concert this year. (Of course they'd have been a distraction for the silent movie.) I hope you continue to use the extra cameras and screens in addition to the lights behind the shutters above the stage. It's nice to have something to look at other than the organist's back!
- Announce concessions stand prior to start of event.
- Move tables closer to screen.
- Explanation of the unit orchestra was great. But time from first speaker to beginning of actual show was a half hour, which seemed lengthy.



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- Get rid of the tables. Have row seating with plenty of room for 4 wheel walkers to get through so more people get a great view. For the seating have multiple aisles so people can get to their seats.
- Smaller events with local organists or "open console" nights? I believe more frequent events will start to draw in a larger sampling of locals to help spread the word. My friend was born and raised in Wichita and had no idea about the Wurlitzer until I mentioned the upcoming events.
- Suggestions: Concerts Friday or Saturday evenings, and Sunday afternoon. Price is very reasonable.
- In Phoenix, AZ, there is a restaurant, "Organ Stop Pizza", that looks like a pizza restaurant built around the Wurlitzer organ. The pipes are all visible. Their concert consists of showing off all the "tricks" of the organ followed by a concert.
- With the present technology would it be possible to broadcast live the organ at other events in Century 2 to stimulate interest and get more publicity? IT NEED TO BE PUBLICIZED!!
- Have events on the weekends instead of weekdays. It's too hard to go on a weeknight.