

## Theater Quality Evaluation Program

Sponsored by the Intersociety Committee for the Enhancement of Theatrical Presentation,  
Post Office Box 23943, Rochester, NY 14692  
(This Evaluation Form may be reproduced as needed)

The **Theater Quality Evaluation Program** is a voluntary program designed to help motion-picture theaters improve presentation quality. Members of the Society of Motion Picture and Television Engineers (SMPTE) and other allied technical groups are being encouraged to fill out this evaluation form each time they attend a theater. These subjective evaluations are done in the course of normal theater operations, without test films or equipment. The technical opinions and expertise of the evaluator are shared freely with the theater management on a personal **confidential** basis.

The completed evaluation form will be given to the theater manager on duty or mailed to the theater, unless the theater posts a sign designating another person and address (e.g., chief engineer of the theater circuit). The opinions expressed on this voluntary evaluation carry no authority other than the personal, professional opinion of the person filling out the evaluation sheet.

The theater is under no obligation or liability to act on the comments. However, the theater is encouraged to consider the comments, and have the courtesy to respond to the evaluator (as any customer) by mail or telephone. Theaters may wish to consider rewarding especially useful evaluations by reimbursing admission.

The Theater Quality Evaluation Program is sponsored by the **Intersociety Committee for the Enhancement of Theatrical Presentation**. Participating organizations include the Society of Motion Picture and Television Engineers (SMPTE), the Motion Picture Association of America (MPAA), the Association of Cinema and Video Laboratories (ACVL), the Theater Equipment Association (TEA), and the National Association of Theater Owners (NATO).

Additional evaluation forms (for making copies) are available from the Intersociety Committee. Your comments and suggestions on the Theater Quality Evaluation Program are welcome.

Name of Theater \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Mail Code \_\_\_\_\_  
 Name of Movie \_\_\_\_\_ Date Evaluated \_\_\_\_\_ Time Evaluated \_\_\_\_\_  
 Evaluated by: Name \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Mail Code \_\_\_\_\_  
 Telephone: Days ( ) \_\_\_\_\_ Evenings ( ) \_\_\_\_\_ Expertise: \_\_\_\_\_

(The theater should respond to the evaluator at the address or phone numbers given above.)

**EVALUATION SCALE:**    **A** — Superior    **B** — Above Average    **C** — Average    **D** — Below Average    **F** — Poor

	<b>EVALUATION</b>
1. VIEWING CONDITIONS (brightness, uniformity of illumination, flicker, condition of screen) Comments: _____	_____
2. AMBIENT LIGHT (stray light on screen, distracting light sources, auditorium lighting) Comments: _____	_____
3. IMAGE QUALITY (sharpness, flatness of focus, flare, unsteadiness, travel ghost) Comments: _____	_____
4. IMAGE GEOMETRY (Incorrect aperture, objectionable cropping, geometric distortion) Comments: _____	_____
5. SOUND QUALITY (volume, frequency response, noise, hum, distortion, flutter, stereo effect) Comments: _____ _____	_____
6. AUDITORIUM ACOUSTICS (reverberation, ambient noise, sound from lobby or adjacent theater) Comments: _____	_____
7. PRINT CONDITION (film breaks, lost continuity, distracting spllices, dirt, scratches) Comments: _____ _____	_____
8. SHOWMANSHIP (projection errors, framing, use of music, lights, curtains, trailers, etc.) Comments: _____	_____
9. PRESENTATION ENVIRONMENT (theater facilities, seating, temperature, etc.) Comments: _____	_____
10. OVERALL EVALUATION (What is the overall evaluation of the quality of presentation?) Comments: _____	_____

Comments are encouraged. **Please write additional comments on back of evaluation sheet.** Any problems noted should be described in detail (e.g., "tear in lower right corner of screen"; "60-cycle hum in pre-show music"; "emulsion-side longitudinal scratch at beginning of reel 2"). Please attach ticket stubs.