Audience Outlook Monitor – Qualitative Research
Interviews with Patrons re: Online Programming
Interview Protocol

<u>Introduction</u>

- Introduce yourself, thank them for participating
- Offer basic context:
    - *Our conversation today is part of a larger research project to understand how audiences feel about online programming and the role it will play in their lives when venues reopen to full capacity.*
- Ask for permission to record the session (Activate Recording); explain that the recording will not be shared and is for internal documentation.
- Acknowledge the 30-minute window and that you'll honor that (unless both parties agree in advance that its possible to go over by 5 or 10 minutes)
- Explain honorarium delivery:

<u>Define Online Programming</u>

My questions today relate to your feelings about online programming offered by arts organization. This includes live streamed concerts, theatrical productions or gallery tours; on-demand videos of live programs, and educational programming offered online such as artist talks or masterclasses. Do you have any questions about our definition of "online programming?"

<u>Set-Up</u>

Since we only have a short time together, I have just three questions – a question about what online programs you watched before the COVID-19 pandemic; a question about your use of online programs during the pandemic; and a forward-looking question about the future role of online programming in your cultural diet once live programs resume.

<u>Landscape of Digital Consumption Before Covid-19</u>

1. *Think about your cultural life before the pandemic. What role did online programming play before the pandemic?*

    Probe: *Before the pandemic, did you visit arts organizations' websites to watch video content of any kind?*

Probe: *Did you ever attend filmed performances by the Metropolitan Opera or the National Theatre of Great Britain in a movie theatre or other venue?*

Probe: *Before the pandemic, were you in the habit of watching any television dramas that you feel rise to a high level of artistry? If so, which ones?*

2. *Since the pandemic started last year, has your consumption of online programming increased, decreased, or stayed the same? And if its increased, to what extent?*

3. *Tell me the story of your experience with online arts programming since the pandemic started last year.*

Probe: *What kinds of programs did you watch? Which organizations? [Probe for mix of dance, music, theatre]*

Probe: *What are your feelings about live streamed programs by our organization?*

Probe: *Can you think of an online program of any kind that was really superb? What made it so good?*

Probe: *Can you think of an online program that was not so great? In what ways was it lacking? What would have made it better?*

Probe: *Overall, have your feelings about online programming changed in any way? How so? Can you describe any benefits or value you've experienced with online arts programs that you cannot get from a live performance?*

4. *What do you foresee will happen to your experience with online programming once it's possible to attend live programs again?*

Probe: *What kinds of online programs will be most interesting to you, after you are able to start attending live programs once more?*

Probe: *Would you go to a theatre to watch a digitally recording program of a live performance happening somewhere else?*

Close and thank.