



LA County Department of Arts and County Audience Outlook Monitor In-Depth Interviews

Final Interview Protocol– December 1, 2020

Before Starting

- Introduce yourself
- Take whatever time is necessary to make sure the technical set-up is working (e.g., that participants are able to use a webcam (or smartphone camera) during the discussion, which is a requirement that should be communicated in advance)
- Introduce any other members of your team and explain that they'll be taking notes, but won't participate in the discussion
- Go around the virtual meeting space and let participants introduce themselves if there are multiple family members participating in the interview. If it is a small group, call on each person in order to keep momentum going. Consider a simple ice-breaker question related to your organization (e.g., "How long have you been attending our programs?")

Introduction

Before we start, I'd like to give you just a little background on why we're here today.

[Participating Organization] is interested in connecting with people like you to better understand how you and your family members are making it through the COVID-19 pandemic and what creative activities you're doing at home or would like to do outside of your house after the pandemic is over.

Your responses are confidential, and we'll not associate your name with any of your responses. With that assurance, please be as honest as possible with your responses. Don't worry, there are no right or wrong answers to my questions.

I promise to let you go in 60 minutes. [Only if you have incentive to offer] Afterwards, we have a [describe incentive (e.g., a voucher for an online class we are producing)] for you, as a token of our appreciation for your time today.

Let's begin...

Context and Creative Activities

First, I'd like to ask some questions about how things are going for you and your family in general.

1. *There is no doubt that 2020 has been a difficult and rocky year for all of us. There is COVID-19, the racial justice movement, and the election. How have you and your family been doing this year?*

Optional Probe: *How has the pandemic affected your life? In other words, what has changed about your life since the pandemic hit?*

Next, I'd like to talk about some of the creative activities that you and your family have been engaged in recently and in before the pandemic.

2. *Did you engage with any creative activities as part of or in response to these issues or events? [Examples if needed: make masks, create posters for protests, or any creative activities with your children]*
3. *What other creative activities have you been doing in the past year since COVID-19? [Note: If necessary, encourage your respondent to think about creative activities that might not be obvious, like journaling, crafts, gardening, preparing food, or even home decorating, so the conversation is not just about artistic activities]*

Probe: *Who have you been doing them with?*

4. *Before COVID-19, what kinds of creative activities did you and your family usually do outside of the ones we talked about just now? [Note: If necessary, encourage your respondent to think about creative activities that might not be obvious, like journaling, crafts, gardening, preparing food, or even home decorating, so the conversation is not just about artistic activities]*

Probe: *What do you enjoy about [activity]? How does it make you feel?*

5. *In general, how has the COVID-19 pandemic affected your family's creative activities? For example, you have been doing more creative activities, fewer activities, or different activities?*

Probe: *Is there any creative activity that you've had to stop doing that you really miss? What is it? What do you miss about it?*

Online Activities

6. *Have you or a family member watched or participated in any online arts or cultural programs in the past few months that you really enjoyed? This might be an online class or a live event broadcast on the Internet. [Note: this does not include television or movies you might have watched online before COVID]*

Probe: [If Yes] *What was memorable about that program? What made it enjoyable?*

Probe: [If No] *Are you interested in watching online programs or taking creative classes online? Is there something you need, either information or equipment, that would help you to enjoy online programs more often than you do now?*



Live Events

7. *What are some of the places you used to go for cultural programs, before the COVID-19 pandemic hit? Try to think of as many places as possible where you've been for cultural programs in the past few years. [If necessary: This might include community centers, art galleries, theaters, museums, or outdoor facilities.]*

Probe: *Which of these places do you miss the most? What do you miss about it?*

8. *When places like theatres and cultural centers are allowed to re-open, how will you feel about going out again?*

Probe: *Will you be ready to go out again as soon as its allowed, or will you wait? How will you know it's safe for you and your family to go out again to cultural programs?*

Probe: [for orgs with own facility] *What kinds of information and actions to ensure public health safety would encourage you to attend programs at our facility(ies)?*

Capstone Question re: Aspirations for Creative Life

Now I'd like to turn our conversation towards what we can do to support you and considering the future.

9. *Thinking about all the activities and places we've talked about today, what are your hopes and dreams for your family's creative life after the pandemic?*

10. *What can arts and cultural organizations like mine do to support your family's creative life over the next six months, while we wait for the COVID crisis to end? [Probe for any specific types of online or in-person programs]*

11. *Finally, is there anything else you'd like to share with us today before we close the conversation?*

Wrap-Up

- Thanks so much for your time today. Your input is so valuable to us as we consider where to go from today in services our community.
- Deliver incentive [if there is one]

Final report on findings from the Audience Outlook Monitor interviews can be found at <https://www.lacountyarts.org/article/aom-thematic-findings>

