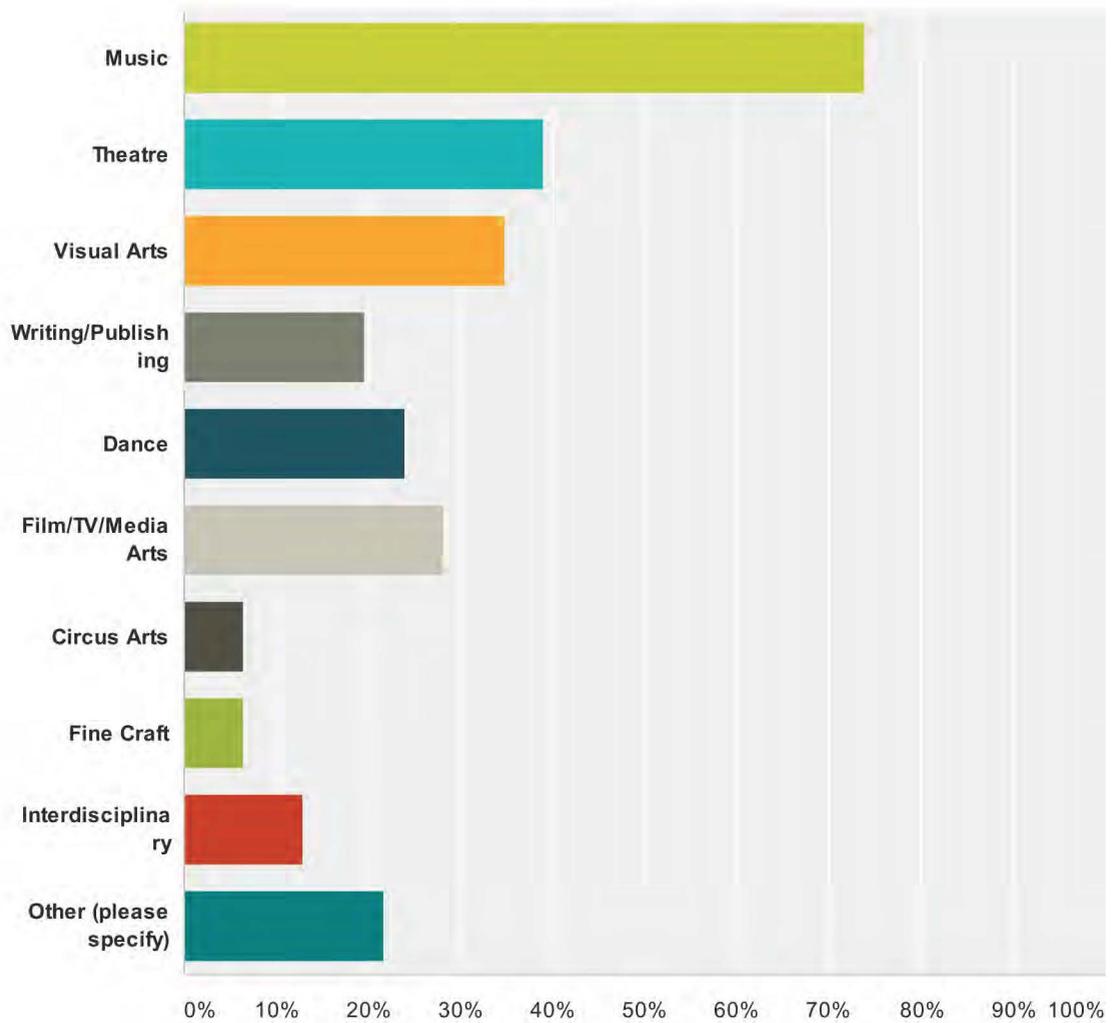


Q1 Artistic disciplines you promote (please select all that apply):

Answered: 46 Skipped: 0



Answer Choices	Responses	Count
Music	73.91%	34
Theatre	39.13%	18
Visual Arts	34.78%	16
Writing/Publishing	19.57%	9
Dance	23.91%	11
Film/TV/Media Arts	28.26%	13
Circus Arts	6.52%	3
Fine Craft	6.52%	3
Interdisciplinary	13.04%	6
Other (please specify)	21.74%	10

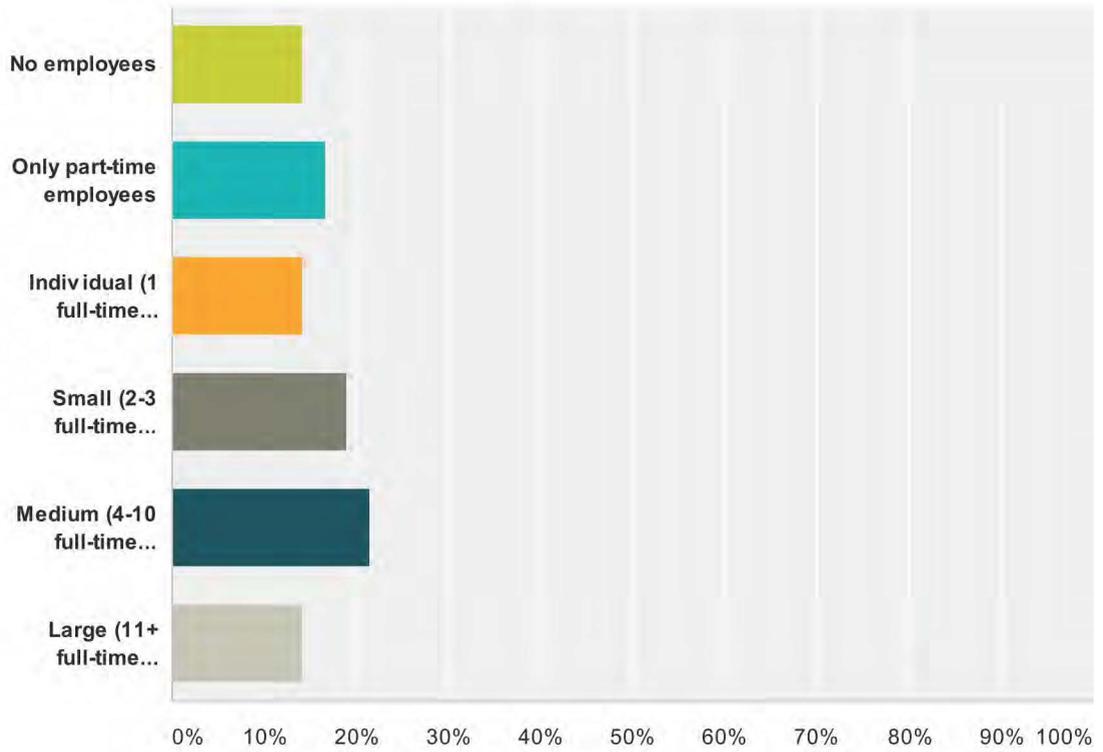
Digital Shift Survey: Publicists

Total Respondents: 46

#	Other (please specify)	Date
1	history and community exhibition	
2	I only do media relations for Festival	
3	gastronomy	
4	Fashion	
5	Social events	
6	Festivals	
7	comedy	
8	Non-profits	
9	comedy	
10	multimedia	

Q2 Size of your organization: (optional)

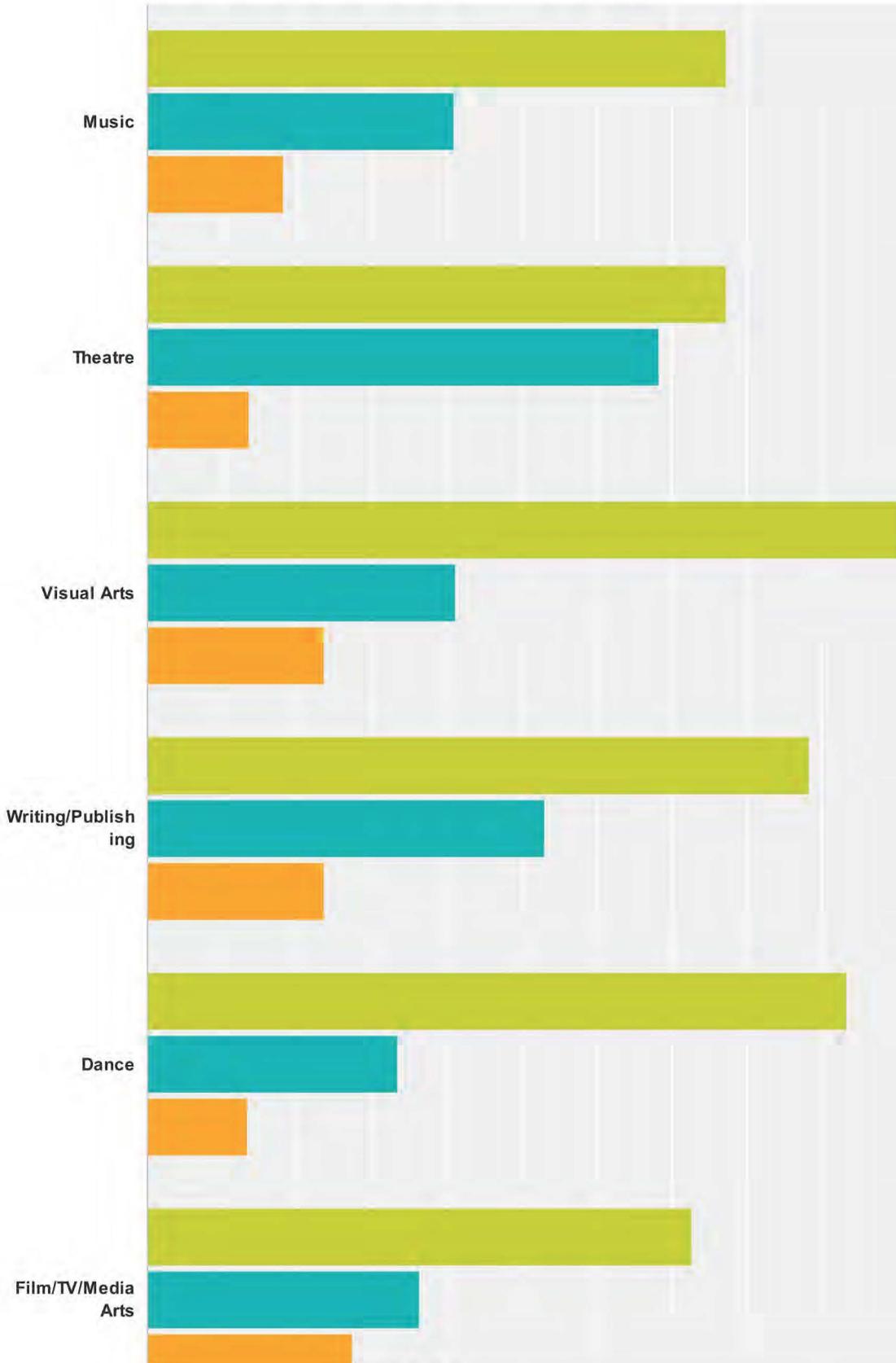
Answered: 42 Skipped: 4



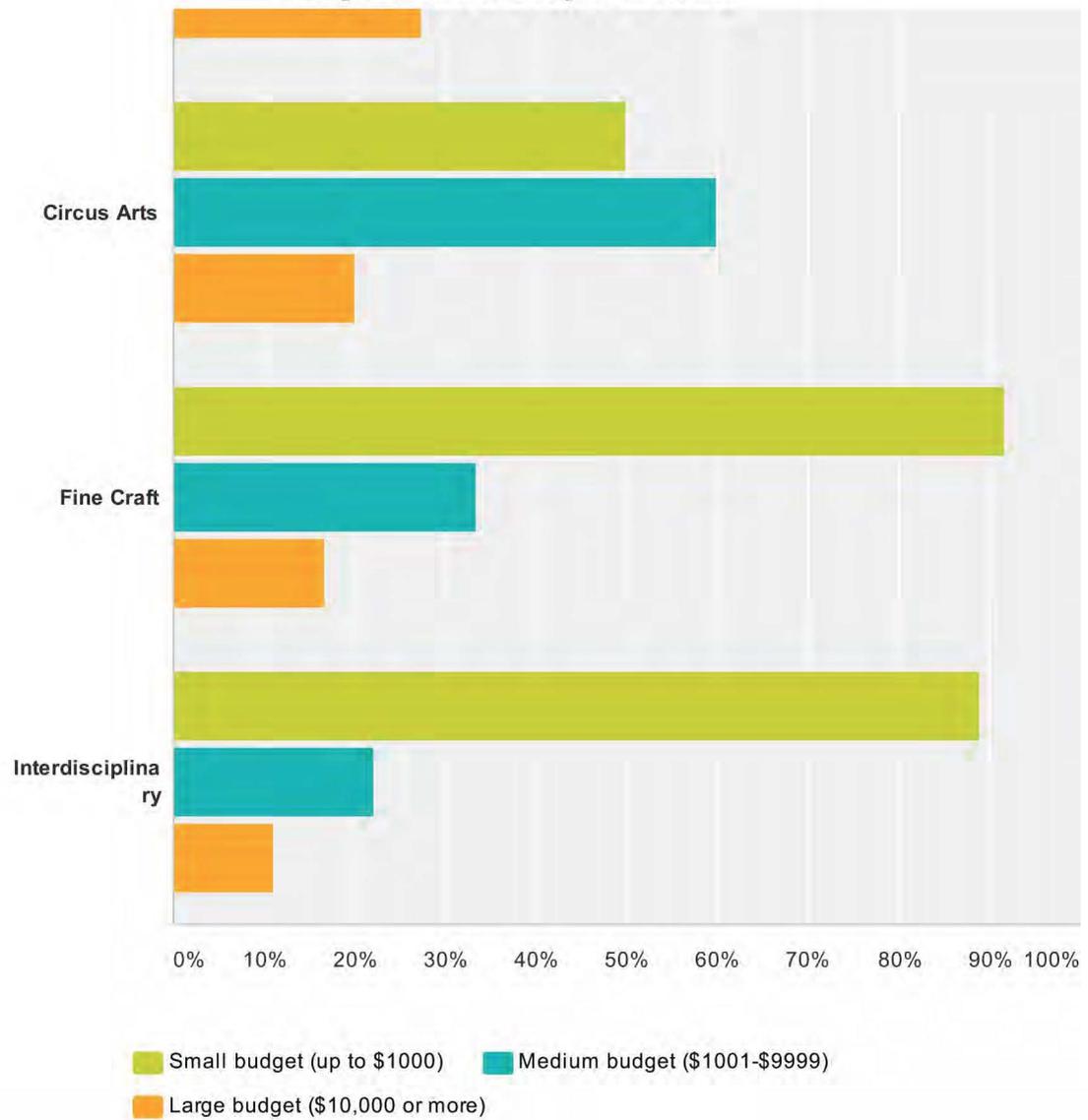
Answer Choices	Responses	
No employees	14.29%	6
Only part-time employees	16.67%	7
Individual (1 full-time employee)	14.29%	6
Small (2-3 full-time employees)	19.05%	8
Medium (4-10 full-time employees)	21.43%	9
Large (11+ full-time employees)	14.29%	6
Total		42

Q3 In your experience, what kinds of artists and arts companies have the most difficulty getting media coverage? (please select all that apply)

Answered: 34 Skipped: 12



Digital Shift Survey: Publicists



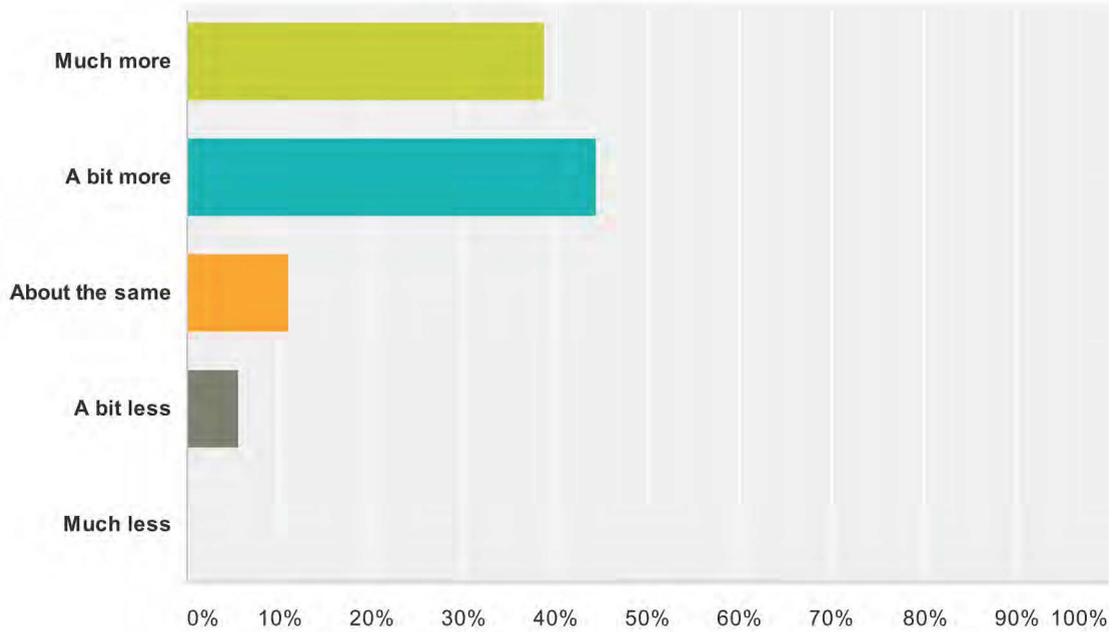
	Small budget (up to \$1000)	Medium budget (\$1001-\$9999)	Large budget (\$10,000 or more)	Total Respondents
Music	77.27% 17	40.91% 9	18.18% 4	22
Theatre	77.27% 17	68.18% 15	13.64% 3	22
Visual Arts	100.00% 17	41.18% 7	23.53% 4	17
Writing/Publishing	88.24% 15	52.94% 9	23.53% 4	17
Dance	93.33% 14	33.33% 5	13.33% 2	15
Film/TV/Media Arts	72.73% 8	36.36% 4	27.27% 3	11
Circus Arts	50.00% 5	60.00% 6	20.00% 2	10
Fine Craft	91.67% 11	33.33% 4	16.67% 2	12
Interdisciplinary	88.89% 8	22.22% 2	11.11% 1	9

Digital Shift Survey: Publicists

#	Comments	Date
1	Contemporay Music: most difficulty	
2	This question is difficult to answer since some arts cover a wide range of artists. For example, in music, a pop artist will have a much bigger budget than a small orchestra. Same thing if we compare Cirque du Soleil to smaller circus companies..	
3	I don't know, since I only work in the literary field.	
4	all the low budget stuff struggles. unless it's brilliant	
5	It's not about the budget but the content. An awesome low budget show can get more coverage than a mediocre high budget one.	
6	For Music, it depends if we speak of major labels, independant artists without a label attached to or small labels.	

Q4 Compared to five years ago, how much are you working to achieve the same level of media coverage for your clients?

Answered: 36 Skipped: 10

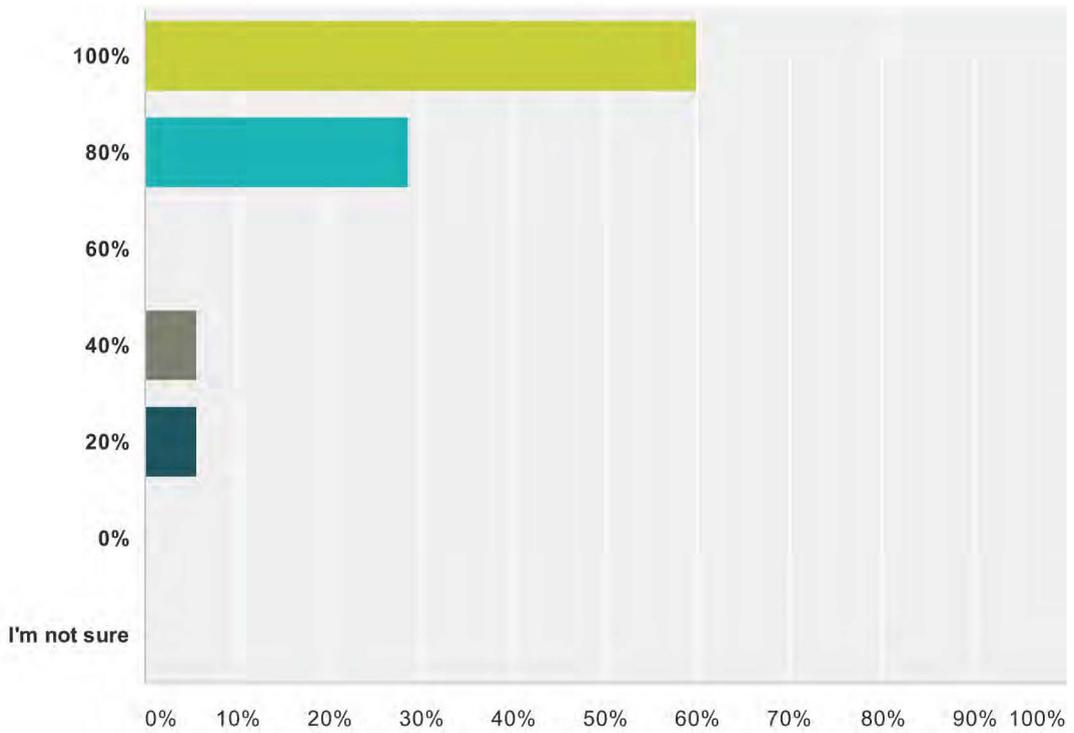


Answer Choices	Responses	
Much more	38.89%	14
A bit more	44.44%	16
About the same	11.11%	4
A bit less	5.56%	2
Much less	0.00%	0
Total		36

#	Comments	Date
1	In the three years I have been working with the Festival the media landscape has changed radically. We get much less coverage from traditional media) particularly print, i.e. The Gazette, and more from blogs	
2	It's not even comparable!	
3	Now with all the blogs and Websites we have to service so many more writers and followup with so many people	
4	More time now is concentrated on social media, instead of "old" media.	
5	Less and less options, you have sometimes to push harder.	

Q5 About what percentage of your clients have their own website?

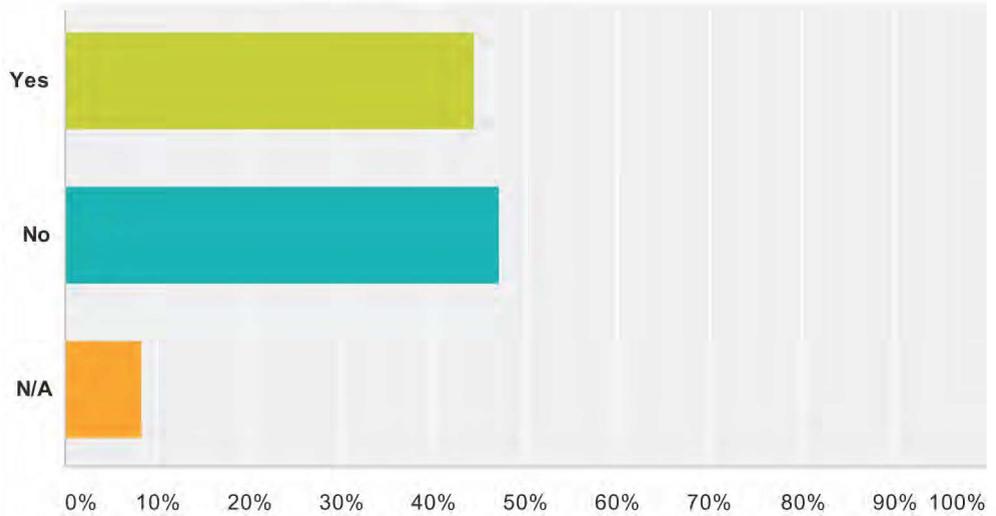
Answered: 35 Skipped: 11



Answer Choices	Responses	
100%	60.00%	21
80%	28.57%	10
60%	0.00%	0
40%	5.71%	2
20%	5.71%	2
0%	0.00%	0
I'm not sure	0.00%	0
Total		35

Q6 Do your clients regularly post the media stories that you generate for them on their websites?

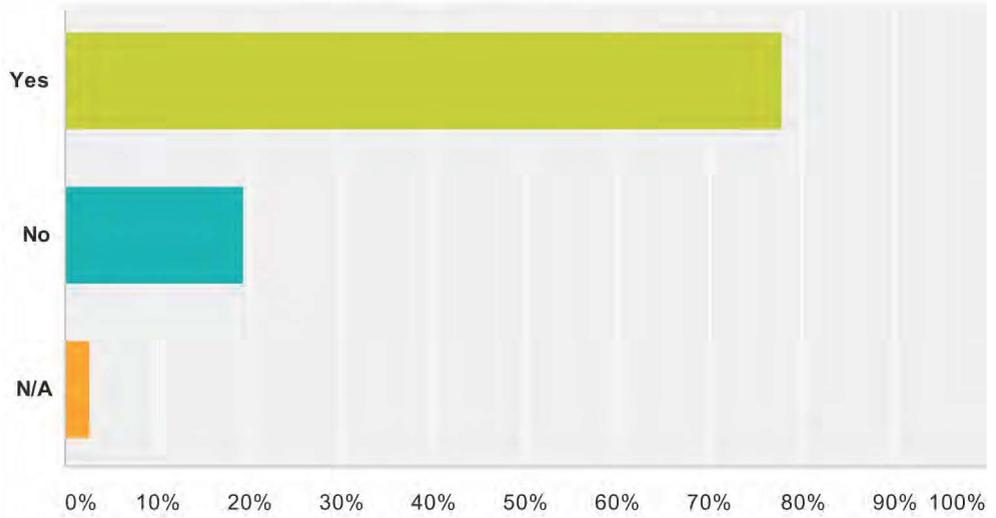
Answered: 36 Skipped: 10



Answer Choices	Responses
Yes	44.44% 16
No	47.22% 17
N/A	8.33% 3
Total	36

Q7 Do your clients regularly post the media stories you generate for them on their social media platforms?

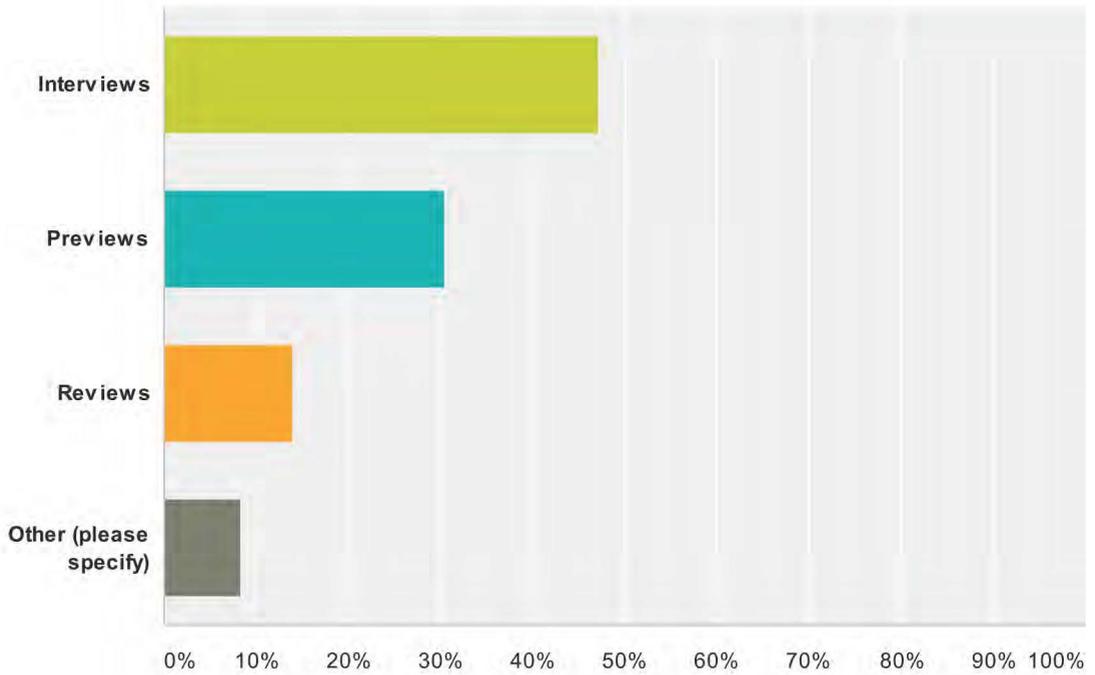
Answered: 36 Skipped: 10



Answer Choices	Responses	
Yes	77.78%	28
No	19.44%	7
N/A	2.78%	1
Total		36

Q8 What type of media coverage do your clients need most to promote their work?

Answered: 36 Skipped: 10

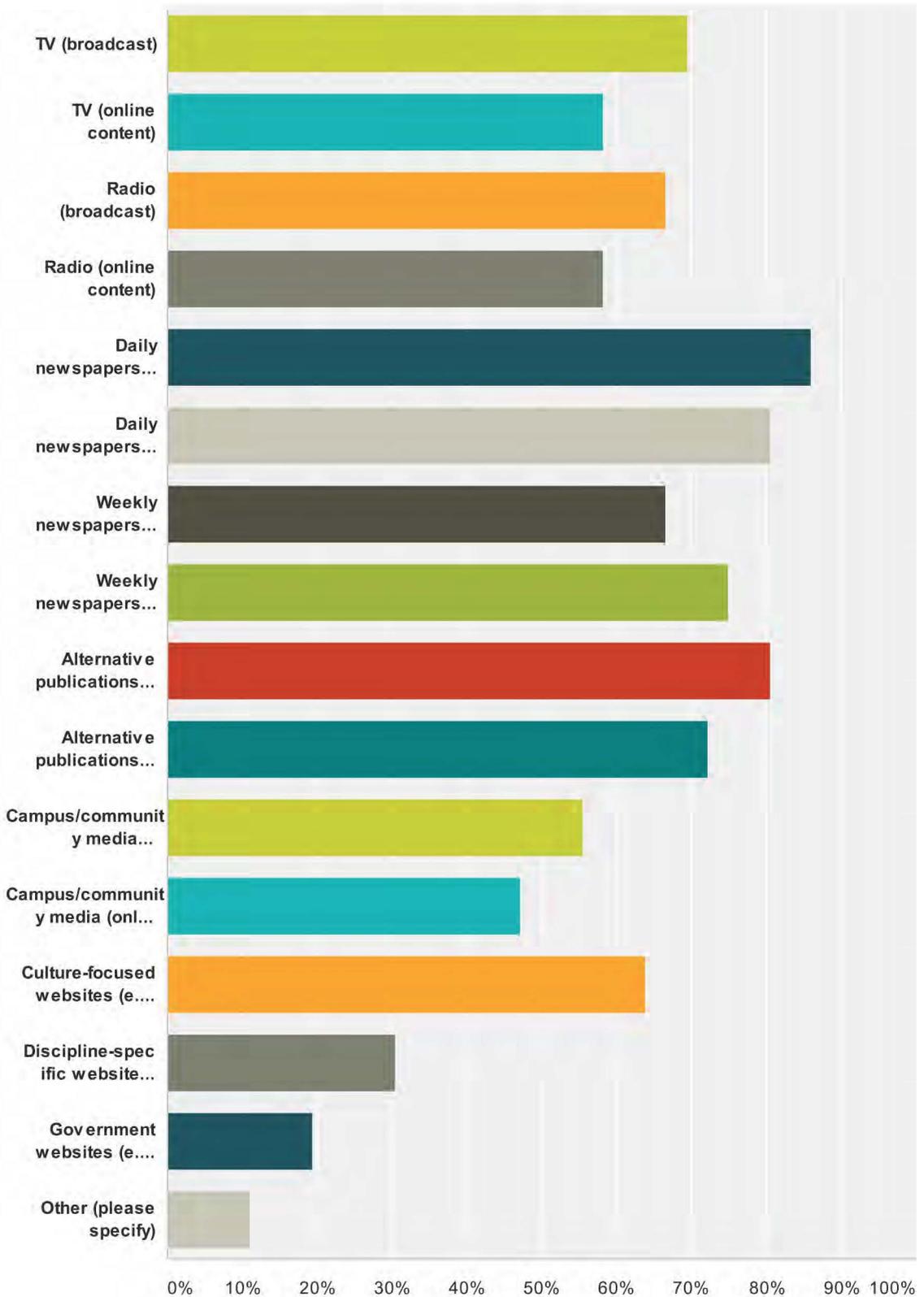


Answer Choices	Responses	
Interviews	47.22%	17
Previews	30.56%	11
Reviews	13.89%	5
Other (please specify)	8.33%	3
Total		36

#	Other (please specify)	Date
1	Preview and Review	
2	All of the above	
3	Musical performances	

Q9 Ideally, which types of media would publish this coverage? (please select all that apply)

Answered: 36 Skipped: 10



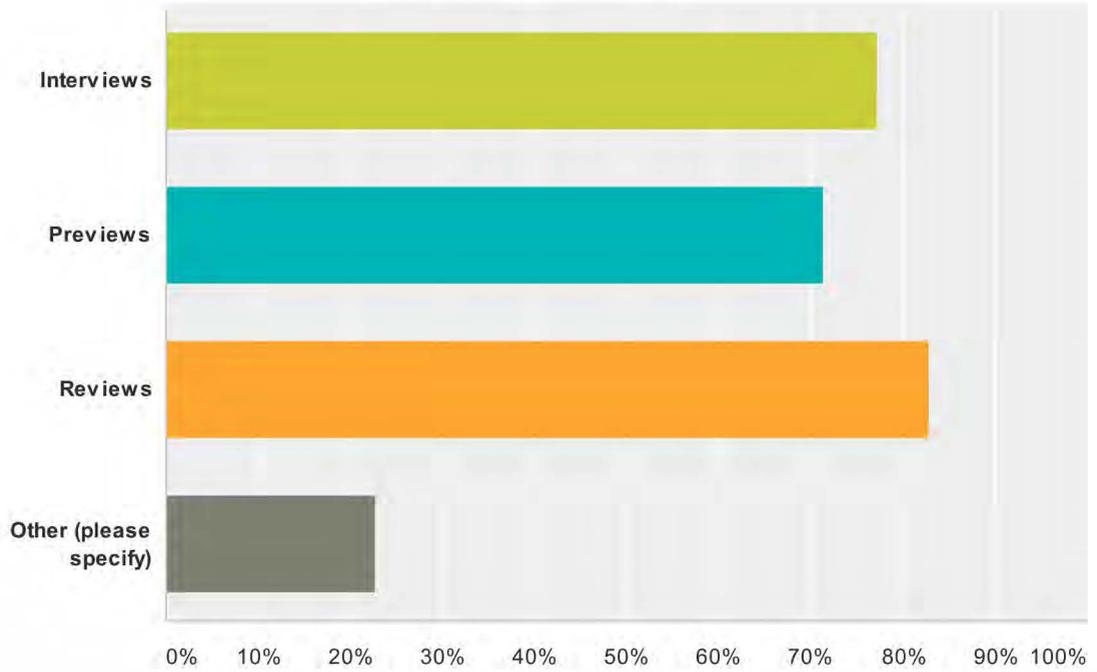
Digital Shift Survey: Publicists

Answer Choices	Responses
TV (broadcast)	69.44% 25
TV (online content)	58.33% 21
Radio (broadcast)	66.67% 24
Radio (online content)	58.33% 21
Daily newspapers (print; e.g. The Montreal Gazette)	86.11% 31
Daily newspapers (online content)	80.56% 29
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	66.67% 24
Weekly newspapers (online content)	75.00% 27
Alternative publications (print; e.g. Cult MTL, Voir)	80.56% 29
Alternative publications (online content)	72.22% 26
Campus/community media (broadcast or print)	55.56% 20
Campus/community media (online content)	47.22% 17
Culture-focused websites (e.g. L'Artère, the Rover)	63.89% 23
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	30.56% 11
Government websites (e.g. Tourisme Montréal)	19.44% 7
Other (please specify)	11.11% 4
Total Respondents: 36	

#	Other (please specify)	Date
1	Any blog that can cover a subject related to the work (fashion, culture, events, etc.)	
2	Traditional media is still most important because media analysts are not yet able to quantify in dollar terms the value of online media. So for our funding, traditional media is vital.	
3	journalist's blogs	
4	Curtains Up Website	

Q10 What kinds of media coverage are your clients currently receiving? (please select all that apply)

Answered: 35 Skipped: 11

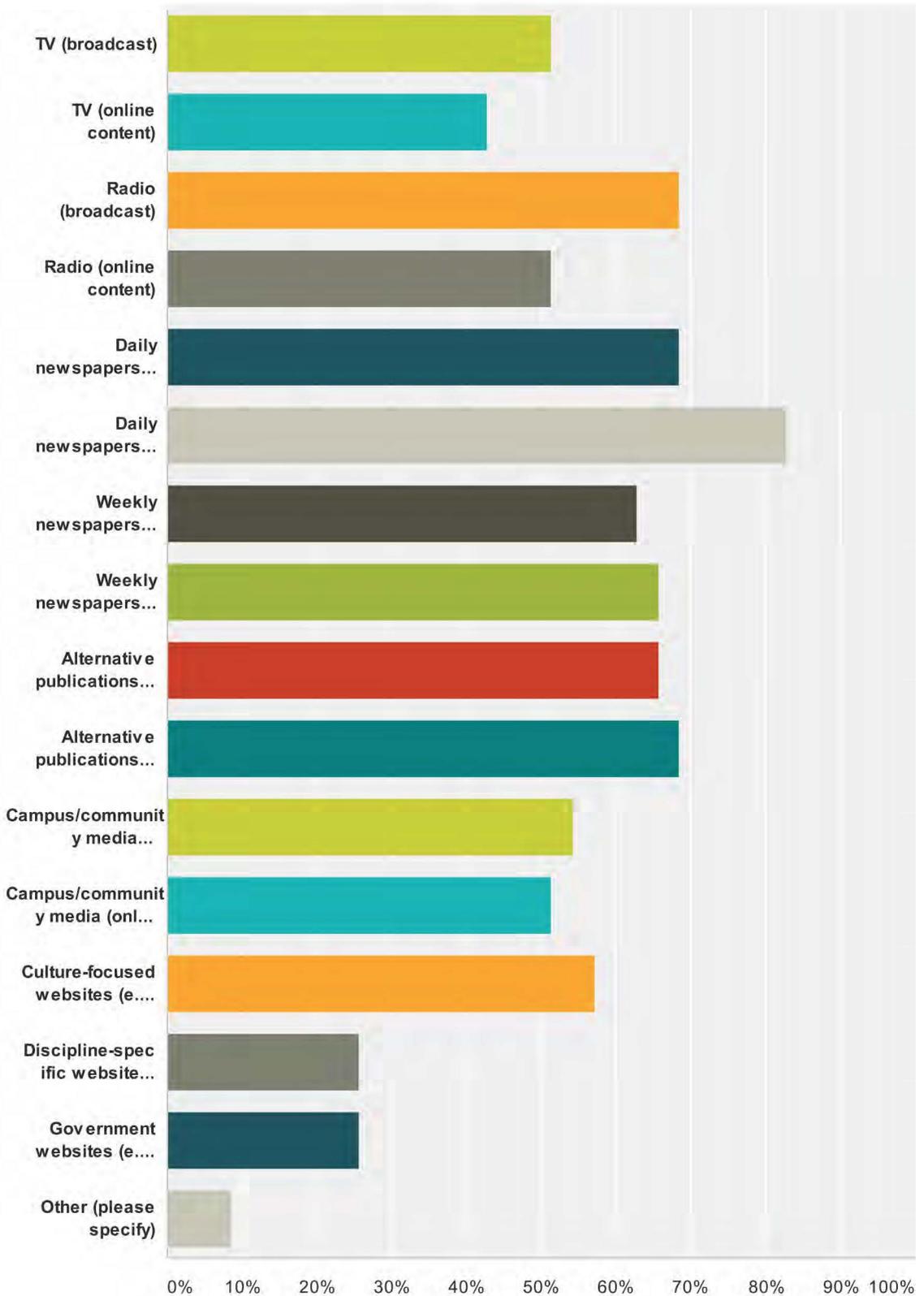


Answer Choices	Responses	
Interviews	77.14%	27
Previews	71.43%	25
Reviews	82.86%	29
Other (please specify)	22.86%	8
Total Respondents: 35		

#	Other (please specify)	Date
1	mentions	
2	All of the above	
3	doc style pieces	
4	Self-written articles	
5	contests	
6	Depends on clients. Circus gets much more than books, for example (When books get reviewed it's already a great thing, so a preview is almost a miracle).	
7	Live performances	
8	Musical performances	

Q11 Which types of media are giving your clients this current coverage? (please select all that apply)

Answered: 35 Skipped: 11



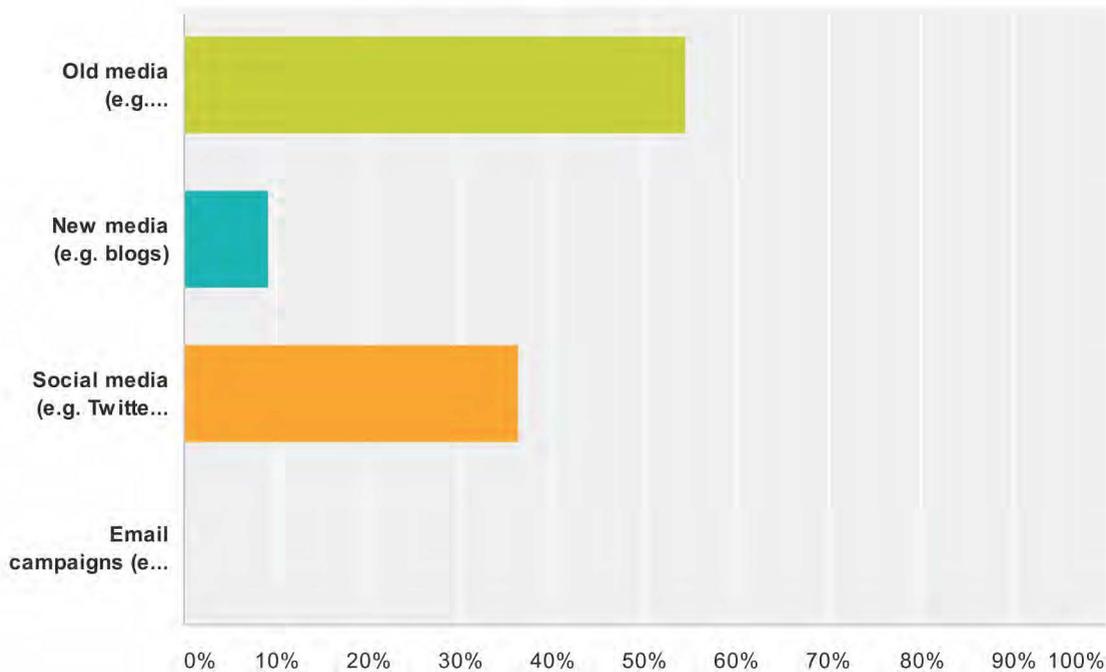
Digital Shift Survey: Publicists

Answer Choices	Responses
TV (broadcast)	51.43% 18
TV (online content)	42.86% 15
Radio (broadcast)	68.57% 24
Radio (online content)	51.43% 18
Daily newspapers (print; e.g. The Montreal Gazette)	68.57% 24
Daily newspapers (online content)	82.86% 29
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	62.86% 22
Weekly newspapers (online content)	65.71% 23
Alternative publications (print; e.g. Cult MTL, Voir)	65.71% 23
Alternative publications (online content)	68.57% 24
Campus/community media (broadcast or print)	54.29% 19
Campus/community media (online content)	51.43% 18
Culture-focused websites (e.g. L'Artère, the Rover)	57.14% 20
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	25.71% 9
Government websites (e.g. Tourisme Montréal)	25.71% 9
Other (please specify)	8.57% 3
Total Respondents: 35	

#	Other (please specify)	Date
1	Podcasts, such as Slate's Culture Gabfest	
2	journalist's blogs	
3	Curtains Up - website	

Q12 Which of the following methods is most effective in reaching your clients' target audience?

Answered: 33 Skipped: 13



Answer Choices	Responses
Old media (e.g. newspapers)	54.55% 18
New media (e.g. blogs)	9.09% 3
Social media (e.g. Twitter, Facebook)	36.36% 12
Email campaigns (e.g. monthly newsletters)	0.00% 0
Total	33

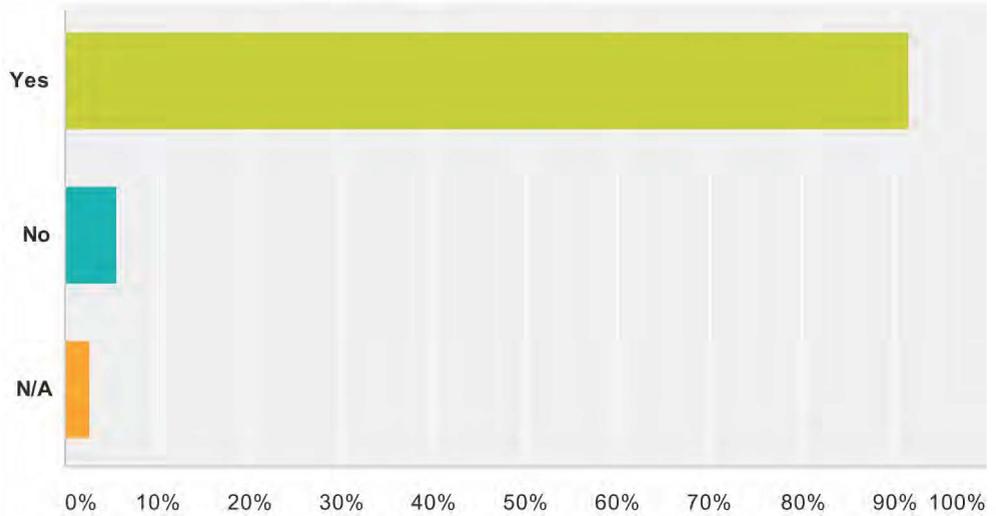
#	Comments	Date
1	Although the old media is still the first way to reach the target audience, new and social media are more and more necessary and very important to get.	
2	All of the above because we're trying to expand our audience, with the same proviso as mentioned earlier - we need traditional media coverage as well as blogs,etc.	
3	old and new media are very good. Social media is quick.	
4	Depends on the client. More traditional entertainment works better with 'old' media and more alternative events work well with new & social media. Newsletter are falling by the wayside as they tend to have too much info and no one reads anymore.	
5	It really varies from project to project. I clicked on old media, assuming that it includes TV & radio, too.	

Digital Shift Survey: Publicists

6	<p>Although old media is known to not be read as frequently, blog and social media coverage we have received has resulted in almost no difference in actual event attendance; a printed article, or an article on an old media website gives you something you can promote off of ON social media. A dirty secret of montreal's online alternative music publications is that, maybe unlike other cities, almost no-one reads them. I have never conversed with any music goer about these midnight poutine, indecent xposure, etc and found a regular or occaisional reader, but i have found many people churning free content to them to try and build freelance clips. This is born out in the lack of impact any coverage we've received from these sites has had on our attendance. Cult MTL's website would be the obvious exception, and in other domains (charlebois post for theatre etc.) websites might be more influential</p>
7	<p>I would sat both new media and social media plus email campaigns reaching more</p>
8	<p>Clients insist on newspaper coverage. To them, it is the most important coverage. No matter how much you get coverage elsewhere.</p>
9	<p>A combination of all four, actually</p>
10	<p>Target audiences vary with the particular show. Most of the time however, old media, new media and social media all have to be used together to be most effective.</p>
11	<p>It reaches more and has a better demographic than websites. Some websites have their precise readership with a profile, but not many of them.</p>

Q13 When old or new media publish a story about a client's work, do you also publish / promote the link on social media?

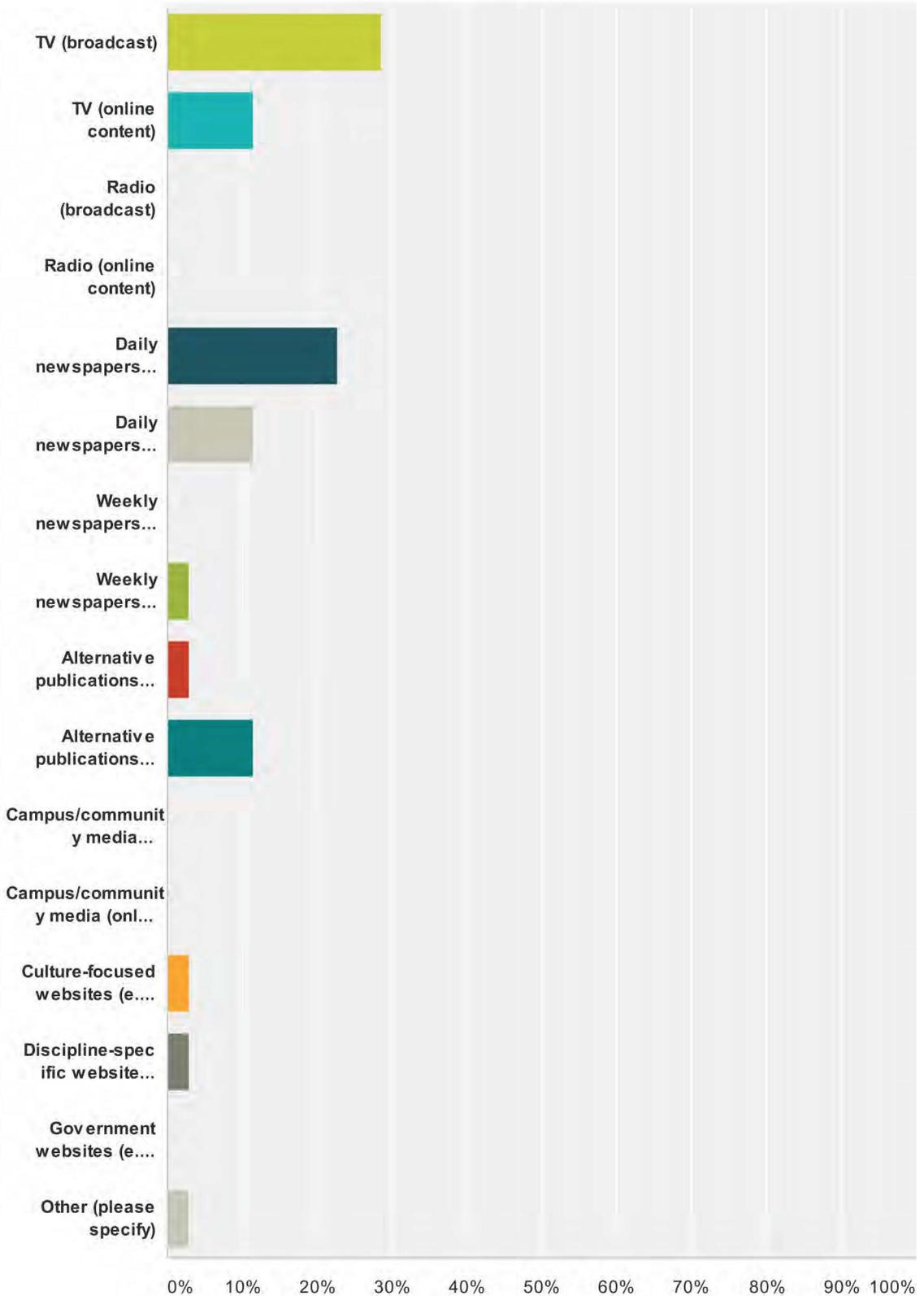
Answered: 36 Skipped: 10



Answer Choices	Responses	
Yes	91.67%	33
No	5.56%	2
N/A	2.78%	1
Total		36

Q14 In your experience, which type of media coverage gets the most response on social media?

Answered: 35 Skipped: 11



Digital Shift Survey: Publicists

Answer Choices	Responses
TV (broadcast)	28.57% 10
TV (online content)	11.43% 4
Radio (broadcast)	0.00% 0
Radio (online content)	0.00% 0
Daily newspapers (print; e.g. The Montreal Gazette)	22.86% 8
Daily newspapers (online content)	11.43% 4
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	0.00% 0
Weekly newspapers (online content)	2.86% 1
Alternative publications (print; e.g. Cult MTL, Voir)	2.86% 1
Alternative publications (online content)	11.43% 4
Campus/community media (broadcast or print)	0.00% 0
Campus/community media (online content)	0.00% 0
Culture-focused websites (e.g. L'Artère, the Rover)	2.86% 1
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	2.86% 1
Government websites (e.g. Tourisme Montréal)	0.00% 0
Other (please specify)	2.86% 1
Total	35

#	Other (please specify)	Date
1	old media gets more response on social media	

Q15 In your experience, what other factors lead to successful promotion on social media?

Answered: 30 Skipped: 16

#	Responses	Date
1	Having a client that is active on social media	
2	Publishing poignant images of the work you are promoting is necessary. Efficient pictures is what gets the most and best response.	
3	The appearance at the Festival of young <small>(participants)</small> with a Montreal connection	
4	taguing the media that did the story	
5	Consistency - People expect it on Social Media now -	
6	word to mouth promotion	
7	credibility, good message, visibility	
8	The artist being active on social media and reaching out to fans	
9	Having a good amount of fans or followers.	
10	Effective tagging, time of day news is posted	
11	Personal messaging from the client	
12	Companies have to factor in budget for HIGH quality visuals: photos and videos. Eye candy ALL the time.	
13	interactivity	
14	Something that is 'interesting' whether that means 'funny' or star-driven or current.	
15	active conversations with all artists, publicists, and venue accounts posting regularly about an event is far more effective than a stream of single-voice posts from a publicists own account	
16	Fan engagement, contests.	
17	Sharing among networks	
18	A good angle.	
19	Fidelity to the artist, branding	
20	Not over promoting on social media. Start two weeks before event.	
21	Timing and persistence	
22	Good comments and reviews from public	
23	Dialogue between fans and Artist	
24	quality of the product, good visuals	
25	Engaging your readers with articles etc. and not just asking them to see your show.	
26	all parties sharing posts	
27	posting an image instead of a link gets more views	
28	Well-developed profile/personality online; frequent posting; facebook advertising	
29	Controversial content	
30	Content.	

Q16 What are the top three social media platforms your clients use to promote stories about their work?

Answered: 34 Skipped: 12

Answer Choices	Responses	
1	100.00%	34
2	100.00%	34
3	85.29%	29

#	1	Date
1	facebook	
2	Facebook	
3	Facebook	
4	Facebook	
5	Facebook	
6	Facebook	
7	facebook	
8	facebook	
9	Facebook	
10	Facebook	
11	Facebook	
12	Twitter	
13	Facebook	
14	Facebook	
15	Twitter	
16	facebook	
17	Facebook	
18	Facebook	
19	Facebook	
20	Facebook	
21	Facebook	
22	Facebook	
23	facebook	
24	Facebook	
25	Facebook	
26	Facebook	
27	twitter	
28	Facebook	

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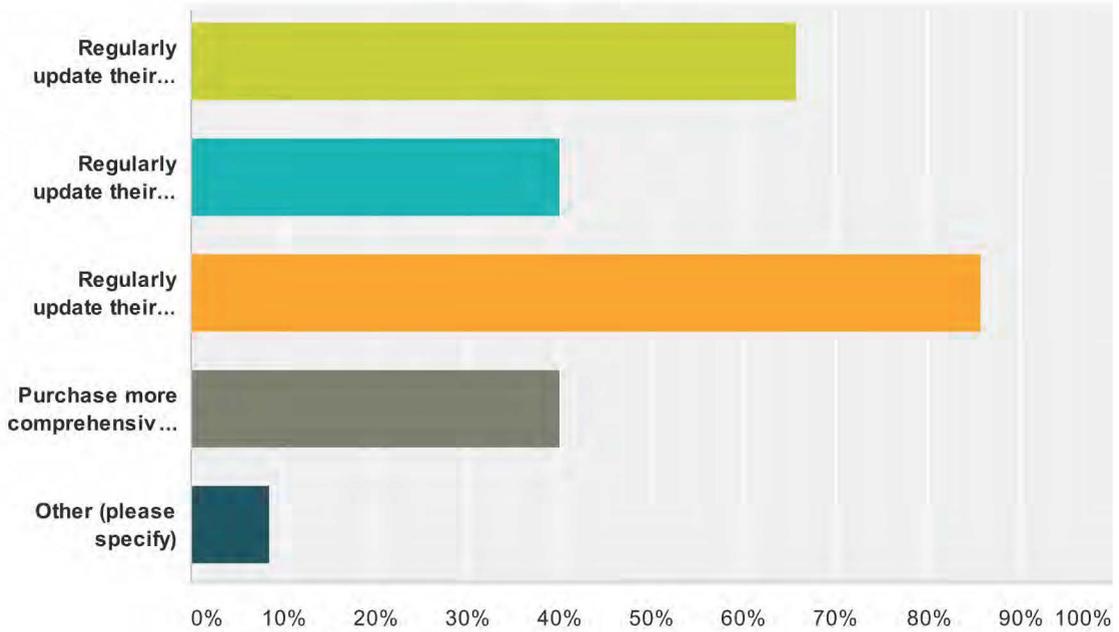
29	facebook	
30	Twitter	
31	twitter	
32	facebook	
33	Facebook	
34	Twitter	
#	2	Date
1	twitter	
2	Twitter	
3	Twitter	
4	Twitter	
5	twitter	
6	Twitter	
7	website	
8	twitter	
9	Twitter	
10	Twitter	
11	Twitter	
12	Facebook	
13	YouTube	
14	Twitter	
15	Instagram	
16	twitter (far less uptake in english montreal than the francophone community, it seems. Certainly far less than other cities in n. america, making twitter a secondary tool here rather than the industry standard social media tool it is elsewhere)	
17	Twitter	
18	twitter	
19	Twitter	
20	Twitter	
21	Twitter	
22	Twitter	
23	Twitter	
24	Twitter	
25	Linkdin	
26	Twitter	
27	facebook	
28	Twitter	
29	twiter	
30	Facebook	
31	facebook	
32	youtube	

Digital Shift Survey: Publicists

33	Twitter	
34	Facebook	
#	3	Date
1	google plus	
2	Instagram	
3	Instagram	
4	Instagram	
5	instagram	
6	Pintrest	
7	twitter	
8	instagram	
9	Instagram or YouTube	
10	YouTube	
11	Instagram	
12	Instagram	
13	Twitter	
14	Facebook	
15	agregate influence of content focused networks (instagram, soundcloud, i would like to find a way to make vine more effective in my strategic planning)	
16	Youtube	
17	instagram	
18	Instagram	
19	Instagram	
20	Where Are The Shows	
21	Instagram	
22	Instagram	
23	instagram	
24	instagram	
25	Instagram	
26	instagram	
27	twitter	
28	Instagram	
29	Instagram	

Q17 How could your clients increase their overall media coverage? (please select all that apply)

Answered: 35 Skipped: 11

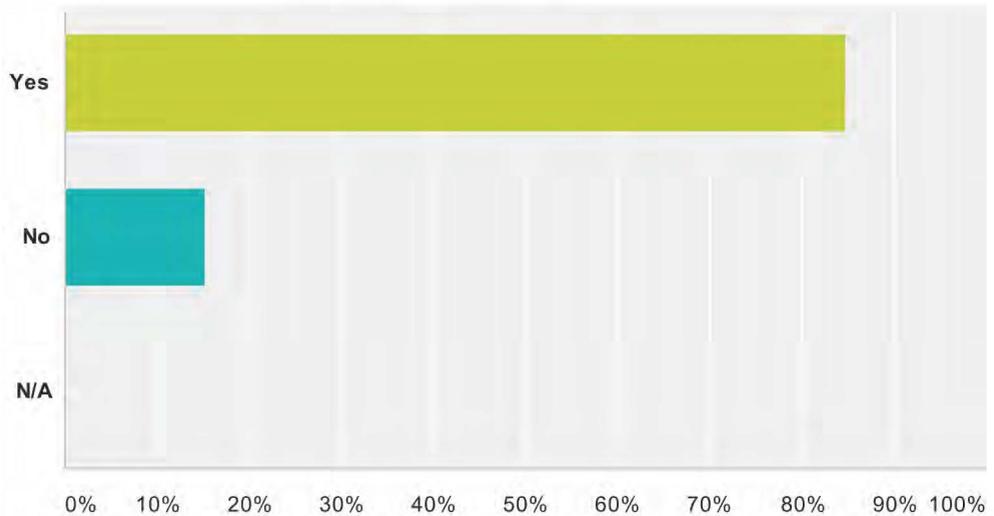


Answer Choices	Responses
Regularly update their own website	65.71% 23
Regularly update their own blog	40.00% 14
Regularly update their own social media	85.71% 30
Purchase more comprehensive PR package	40.00% 14
Other (please specify)	8.57% 3
Total Respondents: 35	

#	Other (please specify)	Date
1	If the Festival had more money to spend on PR, that wouldn't hurt!! For example, if (we) could afford to invite foreign journalists, that would help greatly with coverage abroad.	
2	MANY don't understand how to use social media w/backfiring results. Budget to hire professional PR people.	
3	Get out to events where the media are and get to know them	

Q18 Could your clients update their websites more regularly to more effectively promote their work?

Answered: 33 Skipped: 13

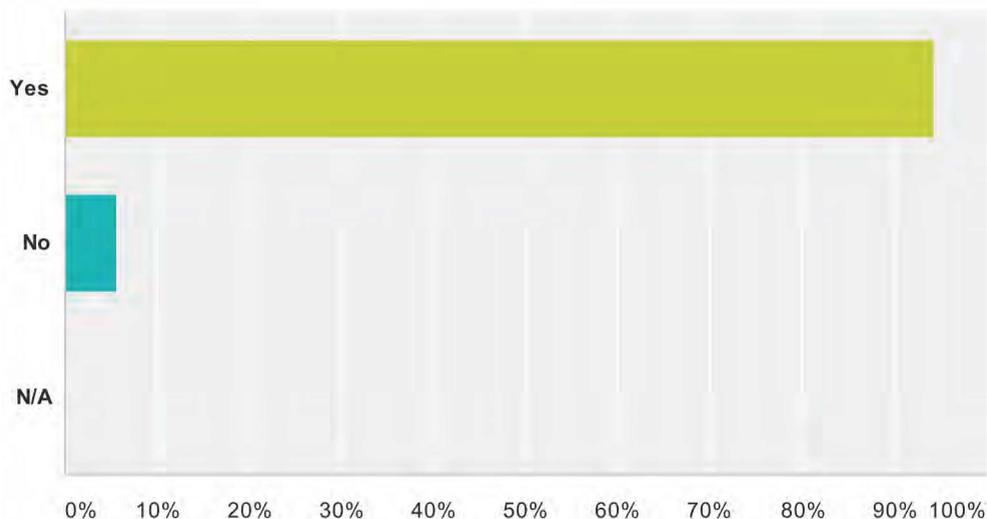


Answer Choices	Responses	
Yes	84.85%	28
No	15.15%	5
N/A	0.00%	0
Total		33

#	Comments	Date
1	They already do a good job.	
2	People need to keep updating and promoting - again --consistency!	
3	Most are managed by a web company which charge fees for every update. Clients tend to wait a little to have all updates made at same time.	
4	Some sites are not set up to accommodate recent info like recent press releases, TV interviews, reviews, etc. ALL communication streams need to interlock cohesively.	
5	It gives a publicist some material to send out to the press, which is very important.	
6	Increasingly the idea of having a landing-page on the web that people travel to to learn about you is obsolete, but a modern dynamic site that incorporates material from social media and content sharing feeds and stands as an aggregator of the current state of the artists work is a tremendous asset.	

Q19 Could your clients use social media more effectively to promote their work?

Answered: 35 Skipped: 11

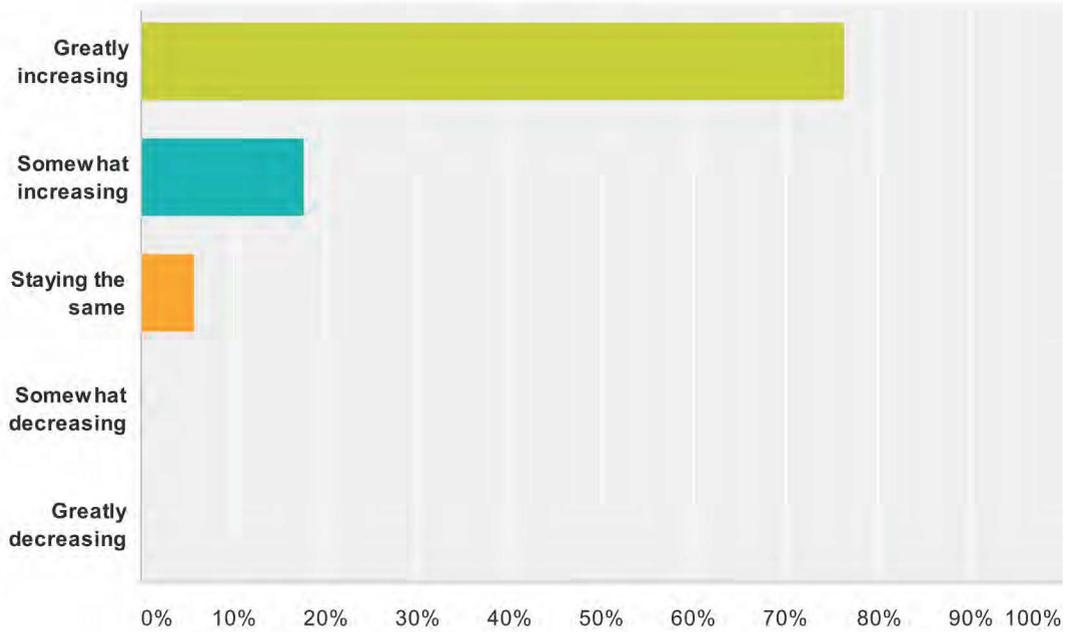


Answer Choices	Responses	
Yes	94.29%	33
No	5.71%	2
N/A	0.00%	0
Total		35

#	Comments	Date
1	Yes, concentrating on Twitter and Instagram to reach a younger target audience.	
2	It's SOCIAL ... there should be a natural give & take flow of info. It's NOT a channel to talk about yourself incessantly while you have an event and then go silent the rest of the time. If social media platforms are not active consistently, don't even go there.	
3	Artists are often unwilling or unable to promote their work effectively through regular social media engagement. The criticism artists have that they are disinterested and want a promoter to promote so that they can work is a fair one, but seems increasingly obsolete. The work of a contemporary publicist is much more that of a guide and advisor of best practices than a writer of content - personal posts written by a paid third party are evident and will alienate. There is also a financial barrier - artists outside of the pop star realm cannot afford to pay a full-time staff to write continuous social media updates - but the public expects a similar level of engagement, and given that artists can't buy it they need to do a significant amount of the social-media heavy-lifting themselves. I think this is a regrettable state of affairs in many ways - maintaining a constant social-media presence exhausts energies the artist could be spending on art creation, and it seems that those independent artists who have moral or emotional objections to constant communication may see upper limits on their career trajectories. But the public seems unwilling to support artists they cannot feel engaged with.	
4	Some of them are already doing great :)	
5	more targeted posts for each city they play in to promote upcoming shows	

Q20 How do you see your clients' interactive presence on social media changing in the next five years?

Answered: 34 Skipped: 12



Answer Choices	Responses	
Greatly increasing	76.47%	26
Somewhat increasing	17.65%	6
Staying the same	5.88%	2
Somewhat decreasing	0.00%	0
Greatly decreasing	0.00%	0
Total		34

#	Comments	Date
1	will also depend on new social media in the upcoming years.	
2	It's hard to say. Technology changes so fast, what we now see as "social media" might not be relevant or used very differently in the next 5 years.	
3	Could be 'greatly increased however if done properly, this takes a fair chunk of time and the smaller the outfit, the less time they have to invest in social media. This is at the core of making social media an integral part of communications. I find companies are also weak motivating company members as ambassadors on social media. So the amount of increase will depend on how what companies are integrating it into the routines and whether they are using it to advantage or disadvantage. It has the ability to be an amazing marketing tool IF used properly but that is the crux. witness any mode of communication beat out word of mouth.	
4	As they build their own communities of followers they become their own promoters.	

Q21 Which is the most user-friendly platform for listings? Why?

Answered: 20 Skipped: 26

#	Responses	Date
1	calendars and websites	
2	Blogs and online newspapers (i.e. Cult Mtl, etc)	
3	camuz, voir, nightlife	
4	Curtains Up and Cult - They do them consistently - CTV only covers listings on the weekend -	
5	Facebook events because you can reach your target market easily.	
6	they are all very similar	
7	Blogs. When someone is looking for something to do, they will google and find for example nightlife.ca list of things to do.	
8	Facebook, it's easy to post and share and very interactive.	
9	The kind That lists automatically after you send a press release	
10	I find most listings are too cumbersome because there's an overwhelming amount of things to do and a linear presentation of just seems to succeed in magnifying how overwhelming the amount of info is. Now that print listings have pretty much been eradicated, I rely even more on preview editorial (hard copy & online), TV, radio and social media buzz.	
11	La Vitrine	
12	I'm going to abstain from this question because none of them really come to mind.	
13	I've never found one that I really liked	
14	www.artistdata.com, sends out to over local publications along with an assorted amount of online concert listing sites	
15	Facebook	
16	Camuz, good interaction paper/ web	
17	WhereAreTheShows.com	
18	Facebook, if only for invites and Campaigns targeting specific demos	
19	Online	
20	Agendadisq 'cause you have all you have to know in music business in Quebec (Cd launches and shows for French and English local projects)	

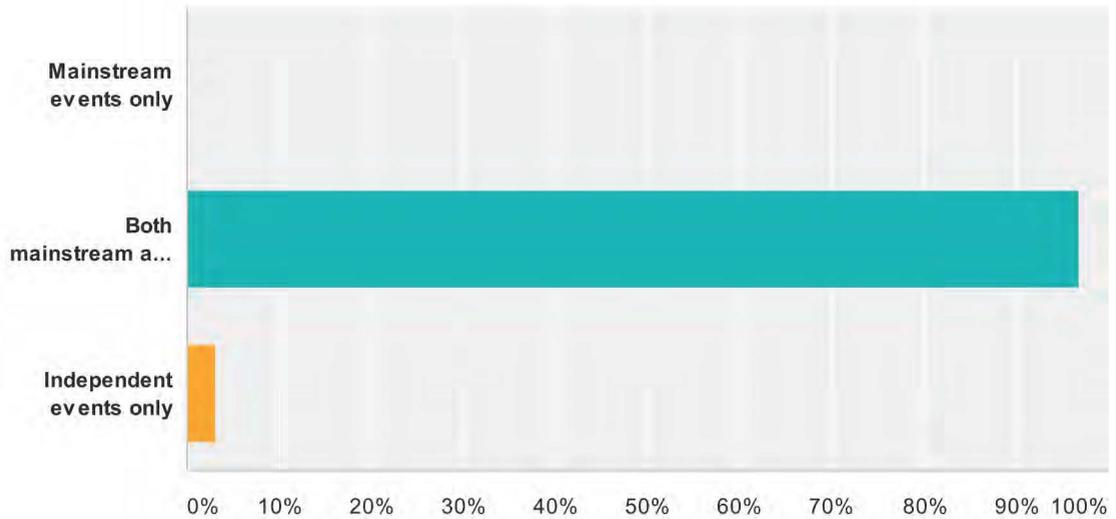
Q22 Which is the most cumbersome platform for listings? Why?

Answered: 13 Skipped: 33

#	Responses	Date
1	CTV's What's On with Christine Long. Very hard to get air time there.	
2	cbc	
3	Not sure	
4	Any site that needs you to email someone to post your event online. ie emailing Listings at CultMTL	
5	The kind that you have to do yourself	
6	See above	
7	ditto	
8	Most of them, unfortunately.	
9	Individual Online fill out forms with upload options.	
10	the do-it-yourself kinda platforms; no time!	
11	CultMtl. You have to send them an email to have an event listed and it is not guaranteed that it will appear, nor is there any response to the request.	
12	Old school calendars thrown online as is. No use and/or conscience whatsoever of the power of online targeting possibilities.	
13	N/A	

Q23 Which types of events would be included on your ideal listings platform?

Answered: 31 Skipped: 15

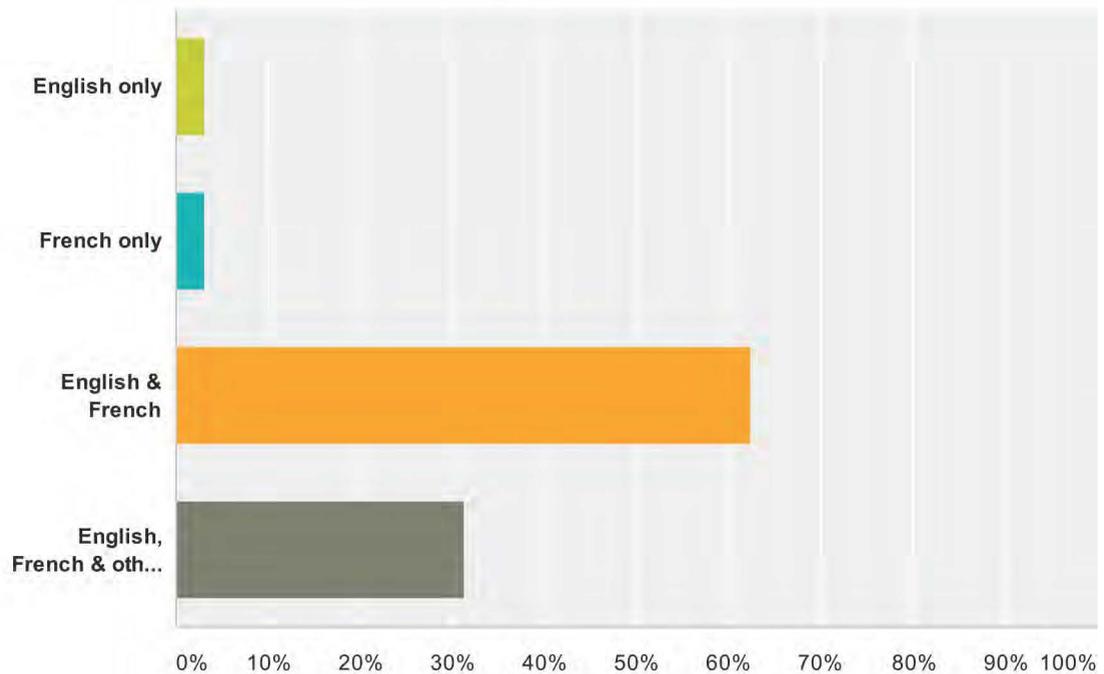


Answer Choices	Responses
Mainstream events only	0.00% 0
Both mainstream and independent events	96.77% 30
Independent events only	3.23% 1
Total	31

#	Comments	Date
1	Hard to say if you don't define mainstream.	
2	They're all too linear ... literally. I can't be bothered scrolling down endlessly. They're made for phone apps so they need to be formatted that way but I no patience for it. I guess to be able to search by genre is the best way to list events, and the genres can be sub-divided into indie and mainstream, but you run the risk of people not discovering something unexpected and great that they may not have ordinarily considered by listing like that so I'm very torn on this.	

Q24 Which languages of events would be included on your ideal listings platform?

Answered: 32 Skipped: 14

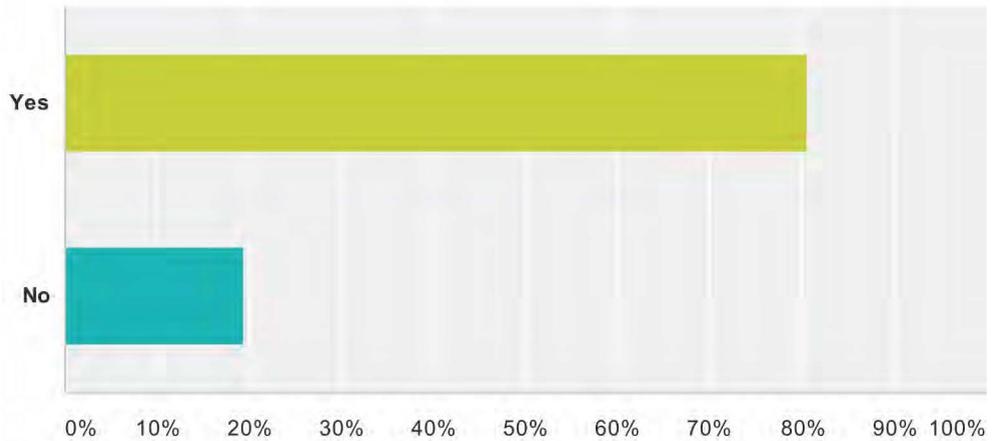


Answer Choices	Responses
English only	3.13% 1
French only	3.13% 1
English & French	62.50% 20
English, French & other languages	31.25% 10
Total	32

#	Comments	Date
1	But designate language of presentation where applicable for those who struggle with one or the other.	
2	But they should be easily separated to that people can find events that they feel are relevant to them, easily.	
3	The ability to present multi-lingual content in a multi-lingual city seems evidently preferable. to the extent that one can interest the francophone population in an english artist or event, the reachable audience instantly doubles or triples	

Q25 Would you be prepared to actively promote a comprehensive listings platform to your audience and network, to ensure widespread knowledge and use?

Answered: 31 Skipped: 15



Answer Choices	Responses	
Yes	80.65%	25
No	19.35%	6
Total		31

#	Comments	Date
1	We do -	
2	If it made sense for my audience, then yes.	
3	Not the way they appear currently in these endless lists where the info just gets lost ... I find calendars are not good either. Who clicks on a date to see "what's up" tonight especially if the results are a mix of different types of events? We are drowning in information so this is a much larger, in-person, think tank/focus group discussion.	
4	yes if it was well done	
5	Up to a point. I have some doubts whether a single listings platform would be viable, many pretenders have come and gone here and elsewhere, and the fact that any event must have a facebook event makes facebook events a de-facto competitor to any independent platform. At the same time, given that facebook is continually throttling the ability of small and even large promoters to reach users, were a viable third-party solution to emerge I would embrace it enthusiastically	