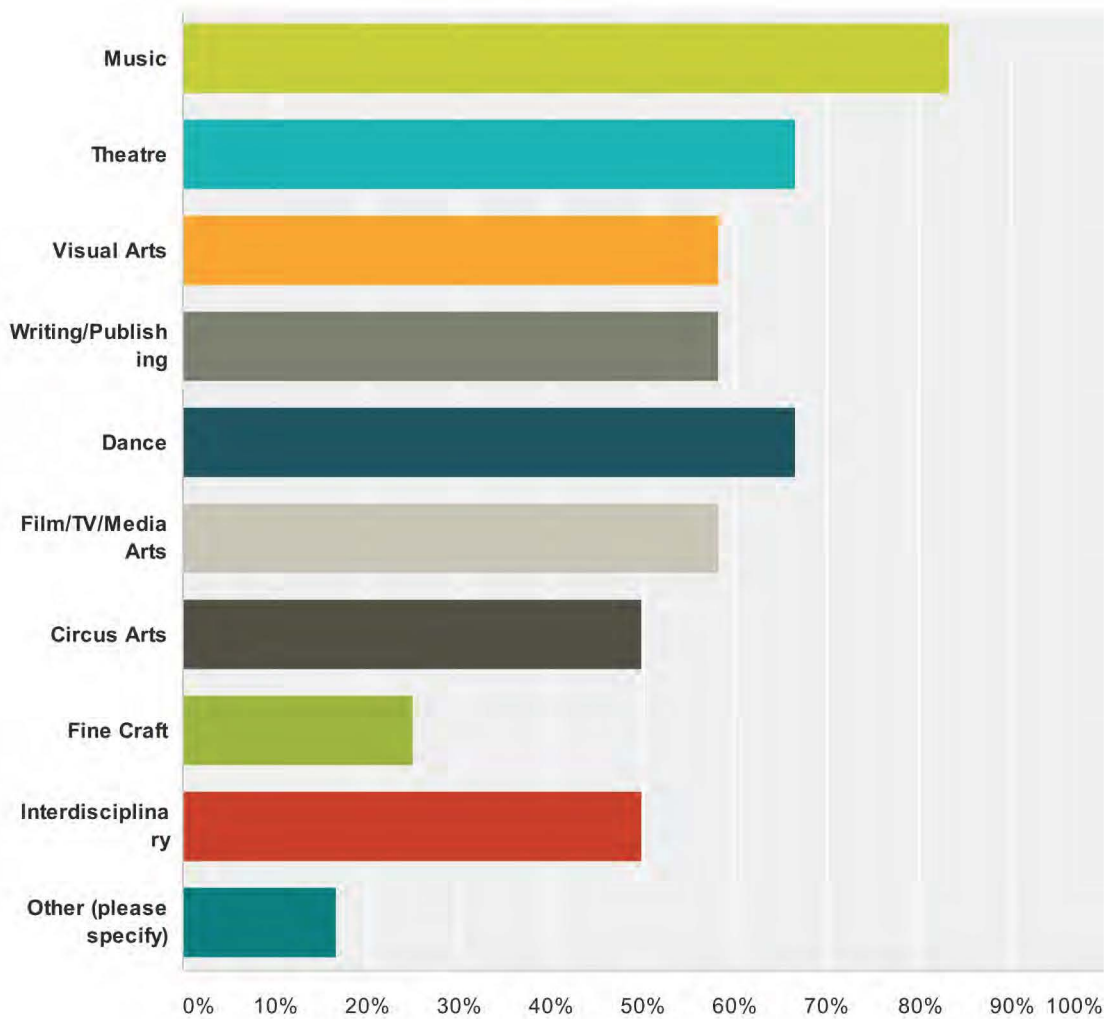


Q1 Artistic disciplines you cover (please select all that apply):

Answered: 12 Skipped: 0



Answer Choices	Responses
Music	83.33% 10
Theatre	66.67% 8
Visual Arts	58.33% 7
Writing/Publishing	58.33% 7
Dance	66.67% 8
Film/TV/Media Arts	58.33% 7
Circus Arts	50.00% 6
Fine Craft	25.00% 3
Interdisciplinary	50.00% 6
Other (please specify)	16.67% 2

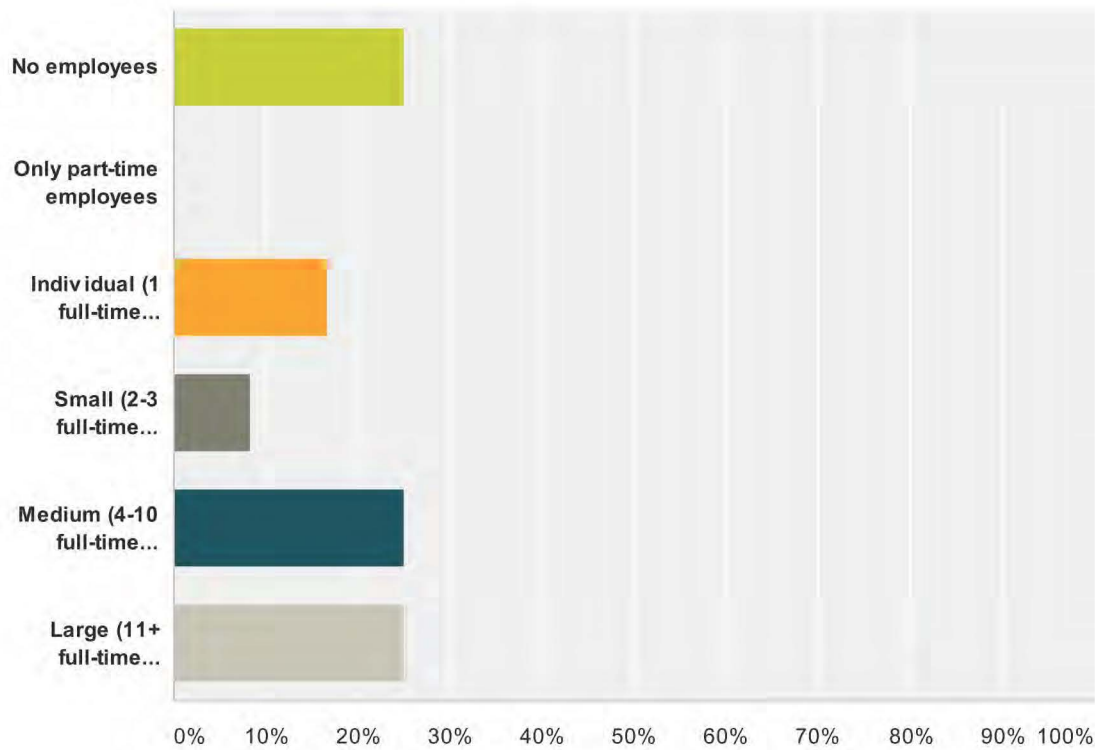
Digital Shift Survey: Media

Total Respondents: 12

#	Other (please specify)	Date
1	Community group supporting various sectors including the arts	
2	comedy	

Q2 Size of organization:

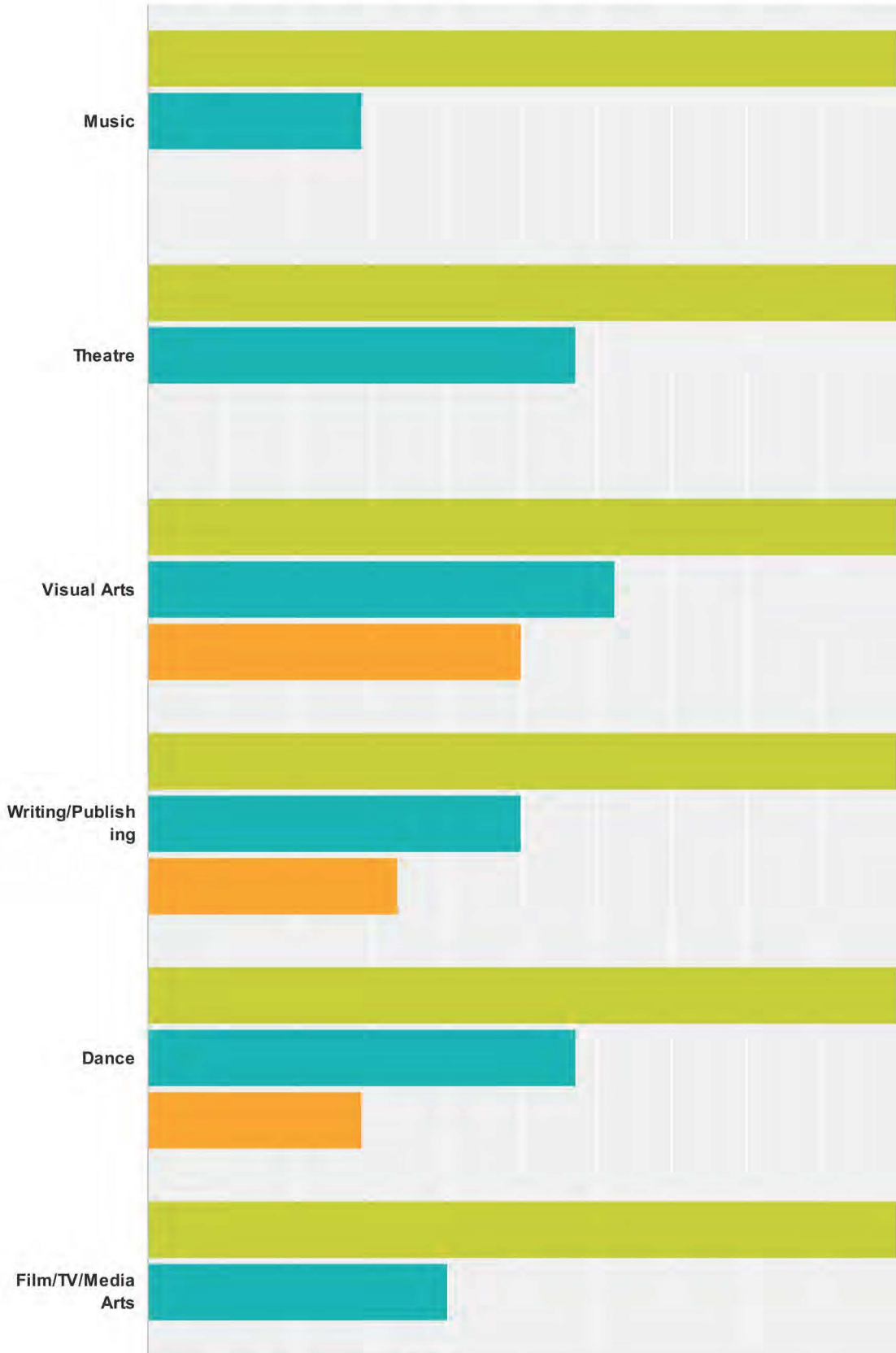
Answered: 12 Skipped: 0



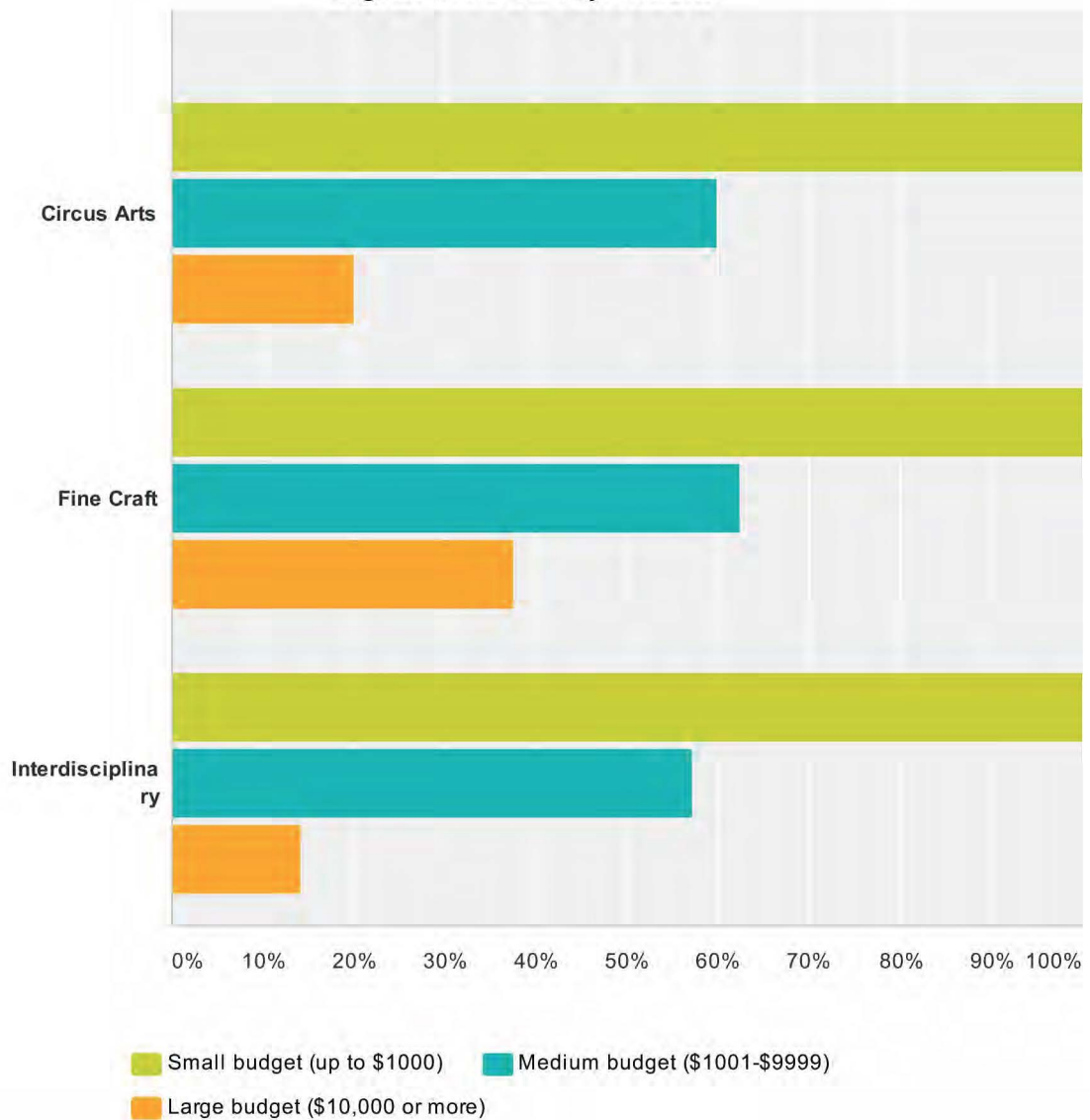
Answer Choices	Responses
No employees	25.00% 3
Only part-time employees	0.00% 0
Individual (1 full-time employee)	16.67% 2
Small (2-3 full-time employees)	8.33% 1
Medium (4-10 full-time employees)	25.00% 3
Large (11+ full-time employees)	25.00% 3
Total	12

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

Answered: 10 Skipped: 2



Digital Shift Survey: Media



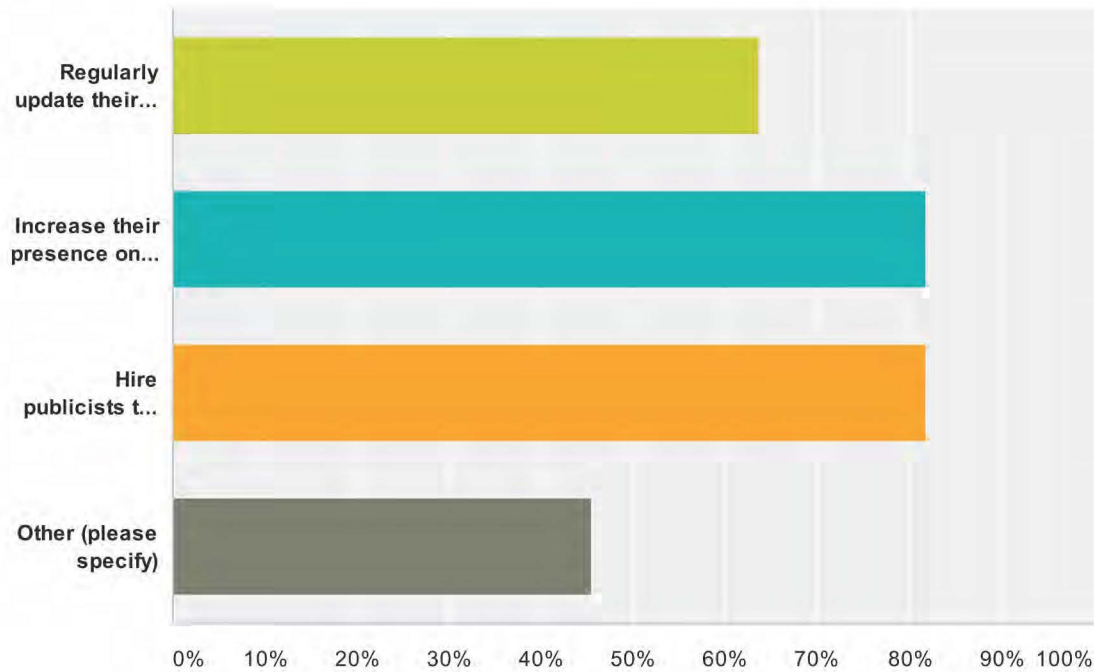
	Small budget (up to \$1000)	Medium budget (\$1001-\$9999)	Large budget (\$10,000 or more)	Total Respondents
Music	100.00% 7	28.57% 2	0.00% 0	7
Theatre	100.00% 7	57.14% 4	0.00% 0	7
Visual Arts	100.00% 8	62.50% 5	50.00% 4	8
Writing/Publishing	100.00% 6	50.00% 3	33.33% 2	6
Dance	100.00% 7	57.14% 4	28.57% 2	7
Film/TV/Media Arts	100.00% 5	40.00% 2	0.00% 0	5
Circus Arts	100.00% 5	60.00% 3	20.00% 1	5
Fine Craft	100.00% 8	62.50% 5	37.50% 3	8
Interdisciplinary	100.00% 7	57.14% 4	14.29% 1	7

Digital Shift Survey: Media

#	Comments	Date
1	I believe its not question of budget, but rather of notoriety that affects coverage. Of course more fame often come with more money.	
2	Artists with a smaller budget often don't have the media/communication expertise to know a) what media to contact and how, and b) how to craft a press release or simply an introductory email that best describes what they do and its relevance to the community they work within.	

Q4 In Quebec's English-language media market, what can artists and arts companies do better to get media coverage? (please select all that apply)

Answered: 11 Skipped: 1

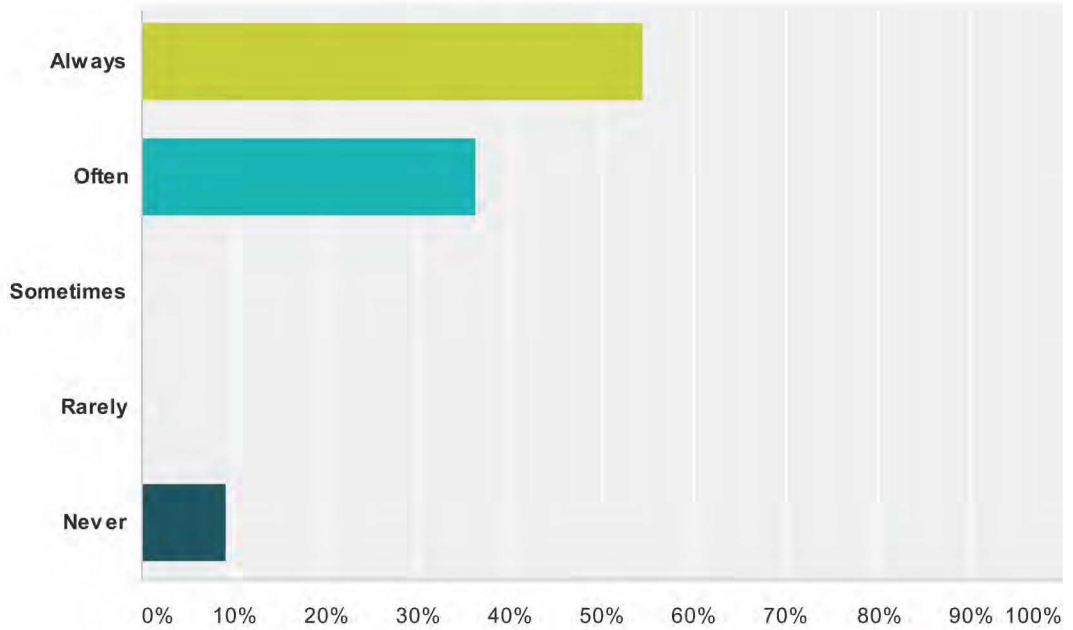


Answer Choices	Responses
Regularly update their websites	63.64% 7
Increase their presence on social media	81.82% 9
Hire publicists to promote their event(s)	81.82% 9
Other (please specify)	45.45% 5
Total Respondents: 11	

#	Other (please specify)	Date
1	Take part in as many festivals as possible. Especially the festival poutine.	
2	All of the above. And when they don't cover you, artist should trumpet themselves on social media.	
3	Ask media/communication professionals to help them craft press releases, update biographies, have media-worthy images available online	
4	Establish personal contacts with reporters, editors	
5	Break down the "elite" wall, in the case of visual arts	

Q5 How often do you post links for your stories, interviews, podcasts, etc. on social media?

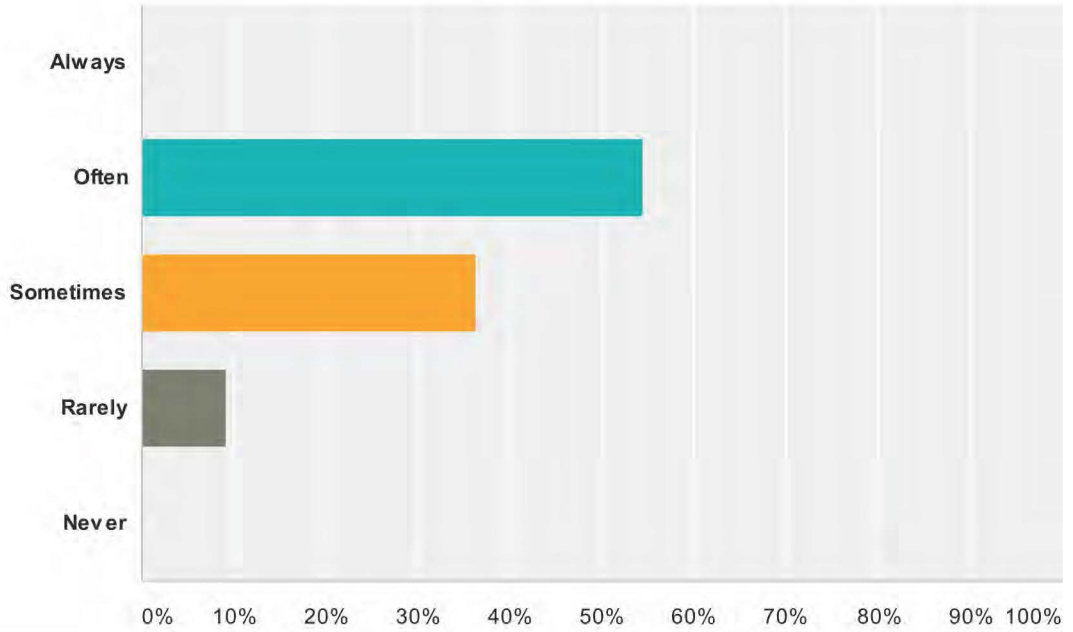
Answered: 11 Skipped: 1



Answer Choices	Responses	Count
Always	54.55%	6
Often	36.36%	4
Sometimes	0.00%	0
Rarely	0.00%	0
Never	9.09%	1
Total		11

Q6 How often do artists and arts companies that you cover post links for your stories, interviews, podcasts, etc on social media?

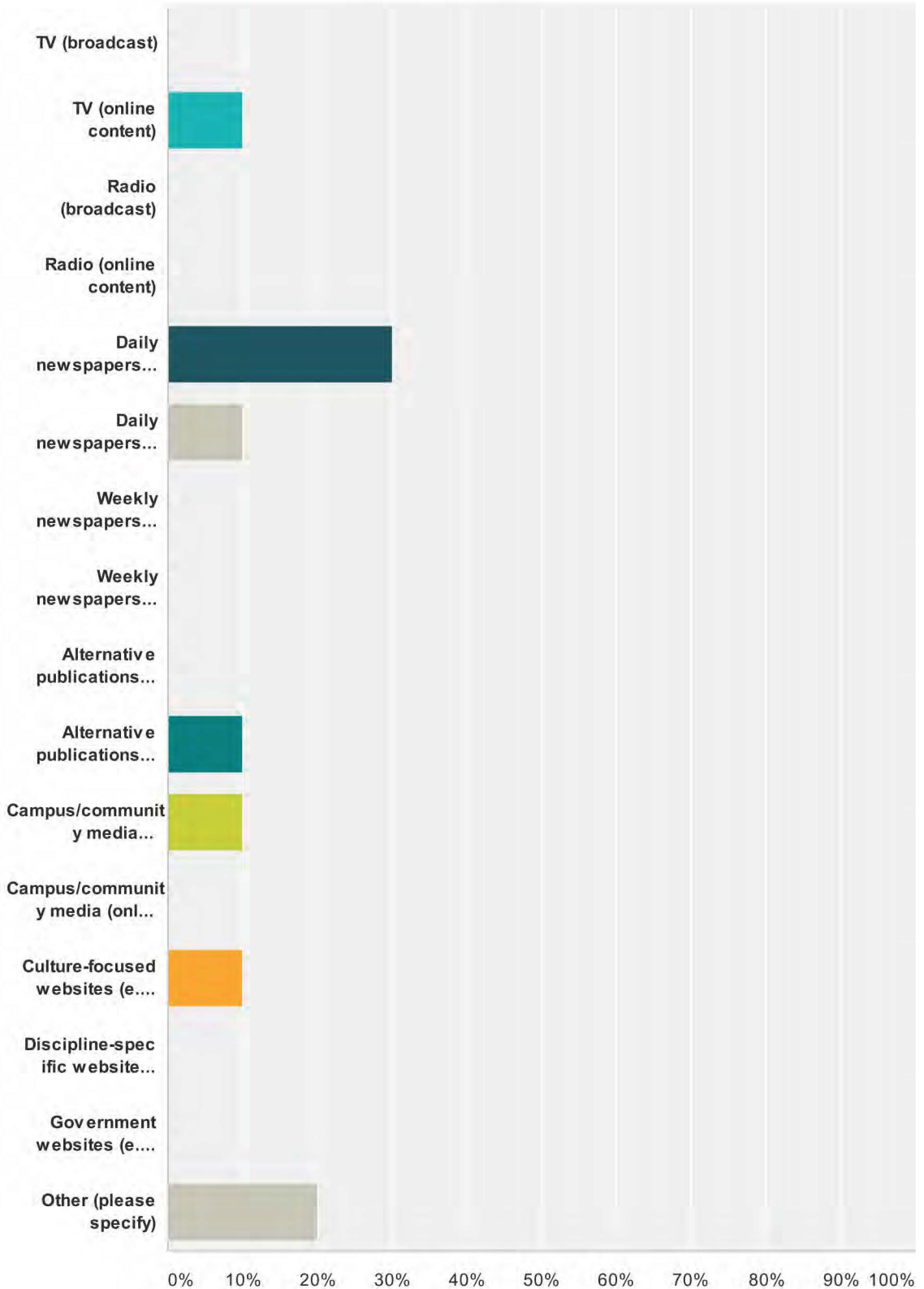
Answered: 11 Skipped: 1



Answer Choices	Responses	Count
Always	0.00%	0
Often	54.55%	6
Sometimes	36.36%	4
Rarely	9.09%	1
Never	0.00%	0
Total		11

Q7 In your experience, which type of media coverage gets the most response on social media?

Answered: 10 Skipped: 2



Digital Shift Survey: Media

Answer Choices	Responses
TV (broadcast)	0.00% 0
TV (online content)	10.00% 1
Radio (broadcast)	0.00% 0
Radio (online content)	0.00% 0
Daily newspapers (print; e.g. The Montreal Gazette)	30.00% 3
Daily newspapers (online content)	10.00% 1
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	0.00% 0
Weekly newspapers (online content)	0.00% 0
Alternative publications (print; e.g. Cult MTL, Voir)	0.00% 0
Alternative publications (online content)	10.00% 1
Campus/community media (broadcast or print)	10.00% 1
Campus/community media (online content)	0.00% 0
Culture-focused websites (e.g. L'Artère, the Rover)	10.00% 1
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	0.00% 0
Government websites (e.g. Tourisme Montréal)	0.00% 0
Other (please specify)	20.00% 2
Total	10

#	Other (please specify)	Date
1	I would say all traditional media- TV, Radio and Newspaper (mostly dailies)	
2	?	

Q8 What are the top three social media platforms you use to promote your stories?

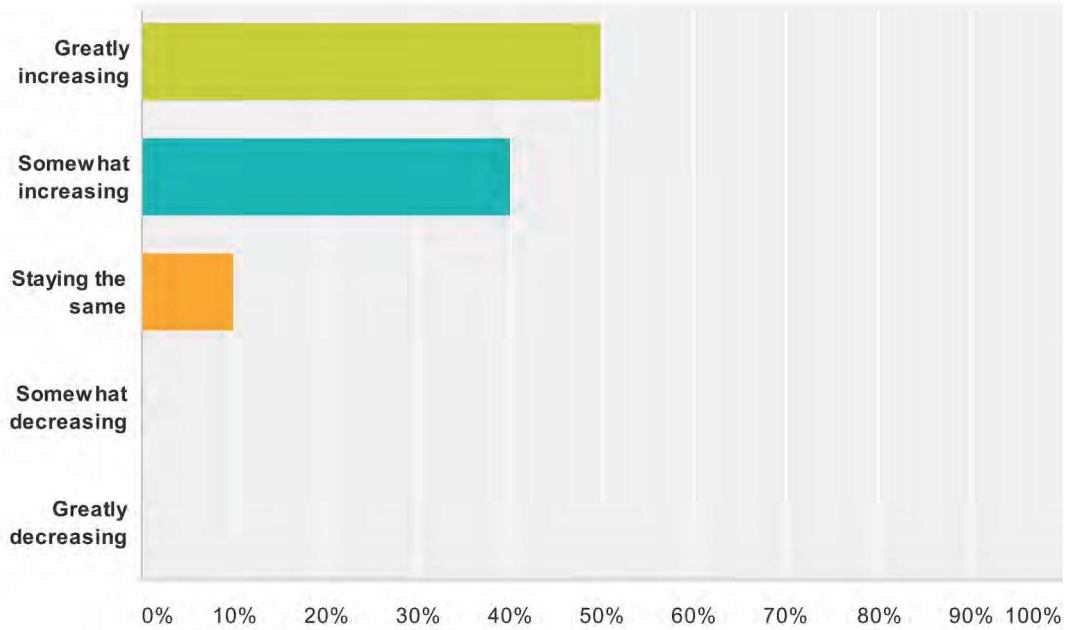
Answered: 10 Skipped: 2

Answer Choices	Responses	
1	100.00%	10
2	90.00%	9
3	30.00%	3

#	1	Date
1	Facebook	
2	Facebook	
3	facebook	
4	facebook	
5	Facebook	
6	Facebook	
7	Facebook	
8	Facebook	
9	Twitter	
10	Facebook	
#	2	Date
1	Twitter	
2	Twitter	
3	twitter	
4	Twitter	
5	Twitter	
6	Twitter	
7	Twitter	
8	Facebook	
9	Twitter	
#	3	Date
1	um, that's it	
2	LinkedIn	
3	YouTube	

Q9 How do you see your interactive presence on social media changing in the next five years?

Answered: 10 Skipped: 2



Answer Choices	Responses	Count
Greatly increasing	50.00%	5
Somewhat increasing	40.00%	4
Staying the same	10.00%	1
Somewhat decreasing	0.00%	0
Greatly decreasing	0.00%	0
Total		10

#	Comments	Date
1	Youth do not read newspapers. Newspaper readers are also on social media. Social media is cheap and easy. What's to lose?	
2	Though I have a presence on a few SoMe platforms for professional reasons, I find it a sad state of affairs how addicted we all are to small screens, so I try to stay away from my phone and laptop outside of work hours. Since my writing is a part-time, freelance gig now, and that my main job is in another field, I don't feel the need to promote my stories in addition to the media's own self-promotion of them. And in my personal time I spend less and less time online.	

Q10 Which is the most user-friendly platform for listings? Why?

Answered: 9 Skipped: 3

#	Responses	Date
1	Facebook	
2	not sure	
3	facebook. it's popular.	
4	The weeklies (Mirror, Hour) were – and now they're gone.	
5	Local media websites (if they have someone to manage listings well), Facebook (for individual events), print (though this has decreased drastically as a comprehensive listings platform), websites of individual venues.	
6	Print	
7	Facebook	
8	Twitter. No interference yet, from the company (as Facebook now charges for exposure).	
9	Websites like Nightlife, the Tourisme Montreal blog and Cult Montreal, and in terms of SoMe, Facebook, because of the clear and easy calendar.	

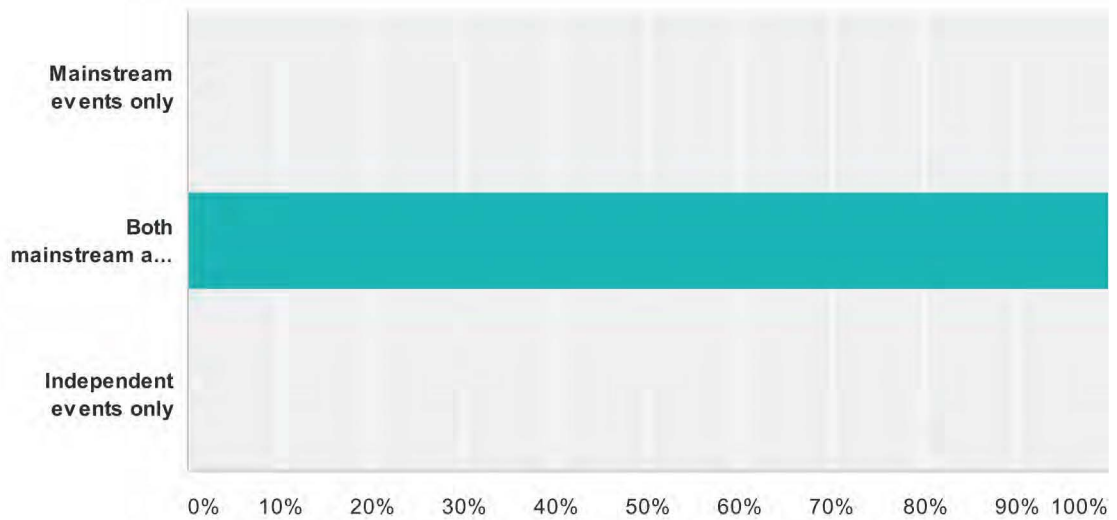
Q11 Which is the most cumbersome platform for listings? Why?

Answered: 7 Skipped: 5

#	Responses	Date
1	Not sure what you mean by cumbersome. Daily print media is difficult to access, so that makes it cumbersome for me.	
2	not sure	
3	newspaper...can't find one! websites too cumbersome for listings!	
4	Twitter, simply because it's not meant for listings.	
5	Web	
6	?	
7	About.com is really hard to read, and traditional media cover such a small percentage of what's going on that they're very limiting.	

Q12 Which types of events would be included on your ideal listings platform?

Answered: 10 Skipped: 2

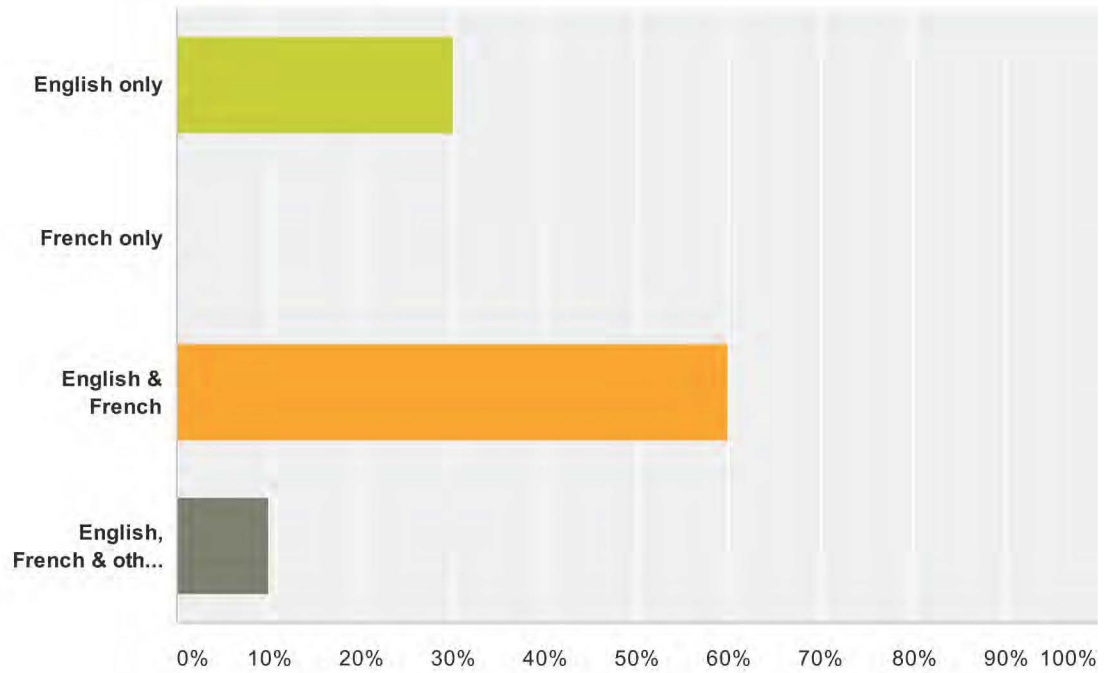


Answer Choices	Responses
Mainstream events only	0.00% 0
Both mainstream and independent events	100.00% 10
Independent events only	0.00% 0
Total	10

#	Comments	Date
1	Seems a full menu of possibilities for everyone is the best way to go.	

Q13 Which languages of events would be included on your ideal listings platform?

Answered: 10 Skipped: 2

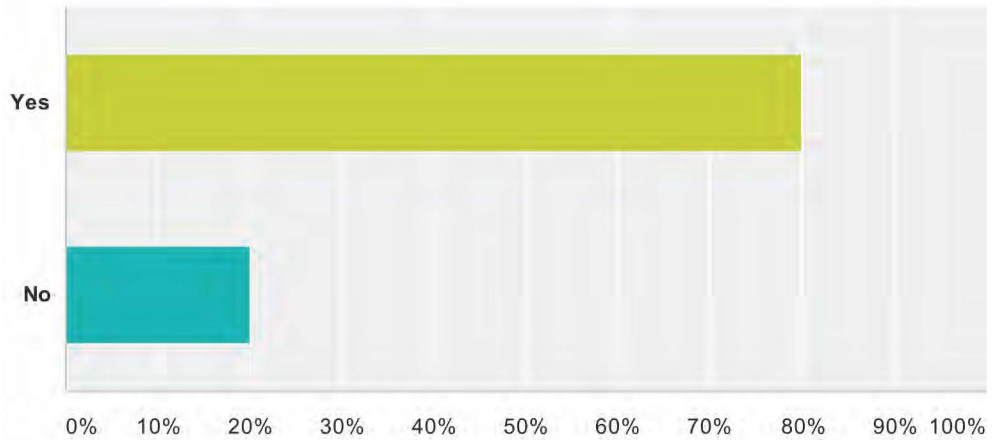


Answer Choices	Responses
English only	30.00% 3
French only	0.00% 0
English & French	60.00% 6
English, French & other languages	10.00% 1
Total	10

#	Comments	Date
	There are no responses.	

Q14 Would you be prepared to actively promote a comprehensive listings platform to your audience and network, to ensure widespread knowledge and use?

Answered: 10 Skipped: 2



Answer Choices	Responses
Yes	80.00% 8
No	20.00% 2
Total	10

#	Comments	Date
1	We always wanted to start one but lacked the resources. It is needed.	
2	probably not, we promote our own website and social media contacts...but I would look at it!	
3	As a freelance writer and just personally, I'd like to see a comprehensive event listing for Montreal, and I would like to promote such a thing via social media as an individual, yet some of the outlets I write for have their own listings, in one way or another, so there's a possible conflict of interest/competition issue there.	