Arts & Culture Community Listening Project Guidelines

Colorado Media Project is inviting arts and culture organizations, local media, and community members to join us in exploring the following question:

How do Coloradans want to know about and engage with arts and culture in our state and how can media outlets and art organizations best serve those needs?

With support from the Bonfils-Stanton Foundation, Colorado Media Project is exploring what we can do to strengthen information-sharing around arts and culture ==based on community feedback==.

Before we can design solutions for how to improve information-sharing around arts and culture in Colorado, we first need to **listen** to the community members we are seeking to serve. The solution will not be successful if we don't base it on real lived experiences or **work *with* members of the public** to collaboratively design solutions that they feel a sense of ownership of.

Our project timeline is as follows:
- **Phase I (June through August 2019):** Launch collaborative community listening sessions to better understand the successes and challenges around accessing and understanding arts and culture in Colorado.
  - **Secondary goal:** Practice 1:1 relationship-building with community members so they feel a sense of ownership around this project and are enthusiastic about participating in design-thinking workshops to co-create solutions to identified challenges.
- **Phase II (July 2019):** Launch quantitative survey to understand awareness of, and access to, arts and culture in Colorado and various issues regarding general news preferences and consumption.
- **Phase III (September 2019):** Analyze community listening project and quantitative survey to identify information gaps and other challenges being voiced by the public.
- **Phase IV (October to November 2019):** Host series of community events in collaboration with media organizations and arts and culture organizations to use design-thinking frameworks to:
  - Understand the problem based on community feedback from listening sessions and survey.

- ○ Explore a range of potential solutions to address the problem.
- ○ Refine a smaller group of concepts based on group consensus.
- ○ Prototype a testable MVP that can be implemented.
- ○ Plan experiments based on audience feedback.
- **Phase V (End of 2019):** Launch co-designed solutions based on community feedback and testing.

Phase I: Collaborative Community Listening Sessions

Goal: Conduct 100 community listening sessions by July 31. (50 interviews with individuals who identify as members of marginalized or underrepresented communities)
- **Stretch Goal:** Conduct 150 community listening sessions by July 31. (75 interviews with individuals who identify as members of marginalized or underrepresented communities)

Why: The more individuals that we have conducting community listening sessions, the greater the **diversity of lived experiences** we can collectively understand and the more holistic view we'll have of the information gaps that exist.

If every individual who attended our kick-off collaboration meeting on June 25 commits to interviewing **THREE PEOPLE** over the course of five weeks we will easily reach our stretch goal by July 31.

Time commitment: Each community listening session should take between 25 to 45 minutes. Notes and data entry should take an additional 15 minutes. (1 hour total MAX per listening session)

IMPORTANT: These interviews are not to be shared publicly beyond this collaborative project as they include personal information.

Please follow this step-by-step guide to complete and track progress on conducting community listening sessions. If you have any questions or concerns, please reach out to Stephanie Snyder at stephanie.snyder@wearehearken.com.

Step 1: Participant outreach
- Get in touch with about 3x the number of people you're hoping to interview and explain why you're hoping to interview them (feel free to copy language at the top of this doc).
  - ○ Participants should expect this conversation to last 30-45 minutes. Ideally, it will happen in-person or over a video call so you can pick up on visual cues, but a phone call will also work.

- You should be intentional about who you contact to ensure you're interviewing people with a diversity of lived experiences to reach our goal of 50% of listening sessions being with people from marginalized or underrepresented communities. (50% of those you interview should answer 'yes' to that question.)

Step 2: Interview prep
- Make a copy of the [Arts and Culture Community Listening Session Template](#) and title the new doc "[First and last name of interviewee]: Arts & Culture Audience Listening Session and add it to our shared [Google Drive folder](#).
- Create an account using Otter.ai (free recording and transcription service) to record the interview. (Note: This service isn't perfect! It's still crucial to take notes.)
- Review listening session questions. It is not crucial that you ask every single question (other than the mandatory post-interview questions)! This is meant to be a conversation guideline to help you understand and **document their overall motivators and blockers**.

Step 3: Conduct community listening sessions
- Complete the top of your copied Arts and Culture Community Listening Session doc for that individual.
- Remember to record (after receiving permission)!
- Follow the introduction template on page one.
- Use the listening session questions to guide your conversation.
- Listen for emotional peaks and valleys during the conversation to identify motivators/successes and blockers/challenges.
- Ask mandatory post-interview questions (on page four)
    - City of residence:
    - Zip code:
    - How long have you lived in your current city?
    - How long have you lived in Colorado?
    - Are you currently employed? By whom?
    - What is your current role?
    - Age:
    - Do you identify as a member of an underrepresented or marginalized community?
    - If yes, could you share which one(s)?
    - Can I get your contact information to follow up when we have our first community event? (email address (preferred):
    - What time / days of the week typically work best for you to participate in a 2- to 3-hour event?
    - Would you need childcare assistance?

Step 4: Post-listening session
- Note peaks and valleys of the conversation (page four).
- Note the motivators/successes of the conversation (page four).
- Note the blockers/challenges of the conversation (page four).
- Create a [new row in this spreadsheet and complete columns A through S](#).