

Name of Theatre Company: \_\_\_\_\_

Interviewer(s): \_\_\_\_\_

Production Attended (Name of Production /Date of Performance): \_\_\_\_\_

Respondent's Name: \_\_\_\_\_ Date: \_\_\_\_\_

## POST-PERFORMANCE IMPACT ASSESSMENT INTERVIEW PROTOCOL

### Instructions

- [Notes to the Interviewers are bracketed.]
- *Italicized text may be read verbatim or paraphrased by the interviewer.*
- Do not read section titles to the respondent. They are for your reference only.
- While the survey protocol provides a structure for the conversation, you may adapt and customize the protocol based on the unique situation, especially with respect to the extent of probing.

### Before You Start

- Meet the interviewee at the specified location and lead him/her to a quiet, private room where the interview may be conducted
- Make sure your Respondent is comfortable, and has a beverage
- Give introductions
- Explain roles: 1) the Interviewer will lead the discussion, and 2) the Recorder will take notes in order to capture the conversation

### Introduction by the Interviewer

*Thanks so much for taking the time to speak with us. I know you're eager to get home, so I promise to let you go in about 30 minutes.*

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

*Our conversation today is part of a national study of how live theatre performances affect people. We are one of eighteen theatres participating in the study, which was underwritten by the Doris Duke Charitable Foundation and the National Endowment for the Arts.*

*Our goal in speaking with you is to understand as much as possible about your experience at [Name of Production] - not just what you thought of it, but how it affected you in some way.*

*Please be as candid as possible with your responses. If I ever ask a question that you'd rather not answer for any reason, just tell me you'd prefer to skip that question, OK?*

*As a token of our appreciation, we will provide you with... [Describe the incentive - \$50? Free tickets?]*

*Do you have any questions before we begin?*

Respondent Introduction [5 minutes - to break the ice]

***To begin, please tell me a little about your family and your work, if you have a job. Where do you live? Have you always lived in this area? How do you express yourself creatively?***

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Motivations & Decision Process [5 minutes]

***Did you make a conscious decision to attend this program, or did you come out for a different reason? Help me by tracing your decision process as far back as possible.***

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**Probe: *Specifically, what led you to attend this particular production?***

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***In general, why do you attend our programs? What benefits are you looking for?***

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Program Satisfaction - “Top of Mind” [10 minutes]

**What is your overall assessment of the performance of [Name of Production]?**  
[Without any prompting, capture top-of-mind feedback.]

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Probe: *What did you like the most about it? The least? What could be improved?*

Most: \_\_\_\_\_

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Least: \_\_\_\_\_

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*Now I’m going to ask you about some specific things that you may or may not have experienced during the program. Please be as candid as possible, and do not feel obligated to answer “Yes” to anything, just because I am asking you about it.*

Captivation [2-3 minutes]

*Were you fully absorbed in the performance, or did your mind wander? How would you describe your level of focus on the performance, compared to other programs you’ve seen lately?*

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Optional Probes (include at your discretion): Do you have any feedback on the skill and artistry of the performers? How involved did you feel as an audience member?

Intellectual Stimulation [2-3 minutes]

***Did the performance cause you to think about anything, or ask yourself any questions? What did you think about?***

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***Did you leave the performance/exhibition with questions that you would have liked to ask the [performer/director/playwright]? What were some of your questions?***

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Optional Probes (include at your discretion): Were you provoked or challenged by anything? Did anything about the performance offend you, or make you uncomfortable? Did you think about the structure of the play, or the life of the playwright?

Emotional Resonance [2-3 minutes]

***How strong or weak was your emotional reaction to the performance?***

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***What emotions did you feel?***

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[Probe] ***Did you feel a particular bond with any of the characters and actors in the play? Why?***

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Optional Probes (include at your discretion): Did the performance leave you feeling refreshed or renewed? As a result of seeing the production, do you plan to take any action or make any changes to your life?

Aesthetic Growth [2-3 minutes]

***Did the performance stretch you artistically in any way? Were you exposed to anything new or different than what you'd seen in the past?***

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Optional Probes (include at your discretion): Do you feel any better able to appreciate [contemporary theatre/musical theatre]? Are you any more or less likely to follow the work of the [playwright/lyricist/composer]?

Social Bonding [2-3 minutes]

***Did you feel a sense of connectedness with the rest of the audience? Can you describe it?***

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Optional Probes (include at your discretion): Did the performance help you feel connected to your own cultural heritage, or a part of your identity? Did the performance help you to appreciate a culture outside of your own life experience? How so?

Wrap-Up [2-3 minutes]

***When you look back on this performance a year from now, how much of an impression will be left? What will you remember most?***

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***Again, thank you so much for your time and your openness to talk to us.  
[Distribute incentive].***