ENGAGING AUDIENCES ONLINE

|  |  |  |
| --- | --- | --- |
| Timestamp | Username | Comment |
| 00:43:31 | Culture's Compass | Good morning everyone! Welcome to an exciting day 2 of Culture's Compass: How The Industry Keeps Beating! |
| 00:17:39 | Maria Duncan | Good morning! |
| 00:17:25 | Natalka Duncan | Excited for day 2!! |
| 00:11:55 | Kyla Ross | Good morning everyone! looking forward to the day's panels and performances! |
| 00:05:17 | Culture's Compass | Welcome everybody! We will be going live shortly! :blush: |
| 00:04:55 | Maria Morgunova | good morning |
| 00:04:34 | Taiya | good morning! Happy Friday everyone |
| 00:04:30 | Ulana Pidzamecky | Good morning! Building community in the digital space - such an important discussion! |
| 00:03:55 | Catriona | Good afternoon, from a rainy Scotland! |
| 00:02:32 | Jerry Smith | :thumbs up: |
| 00:04:01 | Diane Davy | Thanks Jennifer - hooray Yomi! |
| 00:04:37 | Julien Rutherford | Hi everyone,  This is a reminder that the official conference hashtag is #CulturesCompass2020 on Instagram, Facebook, Twitter, and LinkedIn.  We want to hear your thoughts and feedback. Let's keep the conversation going.  I hope you all enjoy day 2 of the conference! |
| 00:10:33 | Jennifer Gordon | YEs! |
| 00:10:40 | Jennifer Gordon | Yay! Welcome |
| 00:10:44 | Natalka Duncan | Not anymore! |
| 00:10:45 | Chris Coxson | yes |
| 00:10:52 | Natalka Duncan | The presentation isn't showing! |
| 00:10:52 | Menon Dwarka | yep |
| 00:10:54 | Liz Pead | not yet |
| 00:10:58 | Mila Dechef-Tweddle | Not yet... |
| 00:10:59 | Alannah | not the presentation |
| 00:11:02 | Charity Chan | no |
| 00:12:26 | Jennifer Gordon | YES! |
| 00:12:30 | Jennifer Gordon | WOnderful |
| 00:12:42 | Natalka Duncan | YES |
| 00:12:43 | Charity Chan | yes! |
| 00:12:44 | Menon Dwarka | yes |
| 00:12:45 | Liz Pead | yes! |
| 00:12:46 | Angela Songui | yep |
| 00:12:56 | Mila Dechef-Tweddle | Yes, perfect. Thank you! |
| 00:17:13 | Ariel | I clicked on the Friday presentation but I am seeing a presentation from yesterday? |
| 00:17:33 | Chris Coxson | Click on Session 7 |
| 00:17:54 | Ariel | Chris, I did. |
| 00:18:19 | Culture's Compass | Hi Ariel, you're in the right session! Gina is doing another land acknowledgment today before we get started :slightly\_smiling\_face: |
| 00:18:21 | Chris Coxson | Are you hearing and seeing Regina? |
| 00:18:27 | Ariel | Ah! |
| 00:18:38 | Chris Coxson | Yes, similar to yesterday |
| 00:30:14 | Mila Dechef-Tweddle | Thank you so much for sharing this, Regina. (Connecting from Toronto). |
| 00:30:26 | Michelle Buchholz | Sne Kal Yegh...on the territories of the Musqueam, Squamish, Tsleil Waututh Nations |
| 00:30:29 | Chris Coxson | Thank you! |
| 00:30:51 | Ulana Pidzamecky | Thank you, Regina, for reminding us to look within ourselves about what matters. |
| 00:33:17 | Kyla Ross | You are entitled to it Menon! you earned it |
| 00:33:18 | Charity Chan | Apologies, I can't seem to get my video on -- I'm online already. |
| 00:33:20 | Jennifer Gordon | Miigwech Gina:heart: I'm from outside Bobcaygeon, and grew up beside Curve Lake Whetung Anishinaabe. My history is half white Scottish settler descent, and half unknown |
| 00:33:39 | Culture's Compass | Trying again to invite you onscreen Charity |
| 00:33:43 | Culture's Compass | Yay! Welcome! |
| 00:34:05 | Jennifer Gordon | Awww thanks, Menon We are super fans of you & Charity! |
| 00:37:03 | Jennifer Gordon | I mainly discover new artists via my professional and personal friends |
| 00:38:04 | Tim Crouch | I'm not angry :slightly\_smiling\_face: Love you, boss! |
| 00:38:25 | Liz Pead | instagram... |
| 00:38:53 | Tim Crouch | Spotify has been huge for me to find new artists |
| 00:38:53 | Amy Dennis | Instagram |
| 00:39:15 | Evan Bowman | instagram! |
| 00:39:19 | Kendra Miller | Instagram and spotify! |
| 00:39:20 | Natalka Duncan | Instagram!! |
| 00:39:25 | Alex | spotify |
| 00:39:30 | Kyla Ross | instagram and tiktok |
| 00:39:32 | Tuhin | Instagram |
| 00:39:36 | Kathryn | instagram and spotify |
| 00:39:37 | Liz Pead | jwrightcheney and buffalobettytradingco in the last day or so |
| 00:39:45 | Chris Coxson | YouTube, WeAreOne Global Film Festival |
| 00:39:44 | Allan Sansom | Personal network -- other presenters, artists, agents |
| 00:39:49 | amanda | Youtube and Spotify for me! |
| 00:40:24 | Allan Sansom | I haven't explored Spotify. How can one find out about new artists there? |
| 00:40:32 | Jennifer Dick | I'd like to qualify my access by saying I have teenagers in my house...Tik Toc, Spotify, |
| 00:41:36 | Jennifer Gordon | Digital deserts are an issue |
| 00:41:39 | Julian Sleath | I use Bandcamp a lot. Spotify reluctantly as they pay little to the artists. |
| 00:42:29 | Kristen Turner | Allan for Spotify - there is a feature called "Radio" where if you play a song you enjoy, it will use that to play other songs that people who like that have also liked. Additionally, it makes playlists of "new releases" or "taste-breakers" - more stuff you might like that is recently released or stuff that is deliberately different from what it thinks you like |
| 00:43:28 | Allan Sansom | Thanks, @Kristen! Another platform for this dinosaur to get familiar with... |
| 00:44:17 | Ulana Pidzamecky | See also www.openculture.com |
| 00:44:34 | Jennifer Gordon | Great point, Menon |
| 00:44:37 | Julien Rutherford | I use Shazam to discover music that I hear in movies/TV shows/out in the world. When you Shazam a song, it automatically adds that song to a Shazam playlist on your Spotify. |
| 00:45:05 | Jennifer Gordon | Scale plays such a role |
| 00:45:08 | amanda | Shazam is so underrated! a great help when you're on the go and hear a song in the mall or at a restaurant |
| 00:45:57 | Hana Glaser | I agree Amanda I use that feature all the time to connect to my LinkedIn |
| 00:45:57 | Kathryn | Shazam is the best app! |
| 00:46:54 | Hana Glaser | I mean spotify |
| 00:48:56 | Michelle Yeung | There is an assumption that the public will all be able to access digital content and or technology but that is not the case. |
| 00:50:30 | Ulana Pidzamecky | Internationally, not just WhatsApp, but also Viber |
| 00:51:42 | Melissa Domingos | A fantastic point- Are digital statistics truly a measure of engagement from audiences. |
| 00:52:27 | Ulana Pidzamecky | Hybrid approaches are also part of the choice mix going forward. |
| 00:53:47 | Natalka Duncan | Yes, Menon!! :clap: |
| 00:53:57 | cynthia | That's interesting that the museum is using WhatsApp. I haven't heard of many arts institutions using it in Canada to talk to their audiences, however, it's huge in many counties Latin America. Not just to communicate but also to do business |
| 00:54:12 | Kristen Turner | Agreed Menon - I often saw a lot of words but not a lot of true reflection or actionable plans from companies |
| 00:54:46 | Melissa Domingos | Completely agree. A message of solidarity is not enough. |
| 00:55:20 | Mila Dechef-Tweddle | Yes! Many organizations fell short of indicating what actions they would take to ensure their organizations were more inclusive and/or to proactively support BIPOC communities. |
| 00:55:30 | Chris Coxson | I work for many cultural organizations on contract. TO Live, Harbourfront, TIFF, Redpath Waterfront Festival all issued memos on what they had always done, and what they need to work on going forward in regards to anti-racism hiring and work culture. Harbourfronts |
| 00:56:02 | Chris Coxson | mandate has been, and will be multiculturalism, diversity and inclusion |
| 00:56:19 | Ulana Pidzamecky | Yes, raw, but vital ways. |
| 00:56:34 | Hana Glaser | Couldn't agree more Menon many companies were quick to place a statement without taking ownership of their years of wrong doing |
| 00:57:25 | Chris Coxson | They actually do take action at Harbourfront & TIFF though They walk the walk, not just talk with no action |
| 00:57:46 | Jennifer Gordon | and build community |
| 00:58:02 | Jennifer Gordon | well said Charity |
| 00:58:37 | Kristen Turner | That's great to hear Chris. Those are such important conversations and it's good to know there's several examples of genuine engagement from places like Harbourfront and TIFF. I remember you saying yesterday as well that it's not a quick process and they've been working at it for several years. |
| 01:01:09 | Chris Coxson | Thanks Kirtsten! It's one o f the reasons I've worked for both of them. Work cultures, especially in the arts who really encourage and DO SOMETHING rather than give lip service to these ongoing injustices. |
| 01:03:31 | Hana Glaser | Love to hear it Chris ! Those are the best kind of places to work for :slightly\_smiling\_face: |
| 01:04:09 | Ulana Pidzamecky | Candy, L., & Ferguson, S. (Eds.). (2014). Interactive experience in the digital age: evaluating new art practice. Springer Science & Business Media.; Walmsley, B. (2016). From arts marketing to audience enrichment: How digital engagement can deepen and democratize artistic exchange with audiences. Poetics, 58, 66-78. |
| 01:05:30 | Allan Sansom | Lost the feed in Ottawa |
| 01:05:50 | Julien Rutherford | I'm in Ottawa as well. I refreshed the page and it worked again. |
| 01:06:14 | Allan Sansom | Thanks, @Julien. That worked |
| 01:06:18 | Jennifer Gordon | Our poets who are reading next are coming to you from New York |
| 01:06:39 | Ariel | Thanks Ulana |
| 01:07:21 | Ulana Pidzamecky | You are involved in creating intersecting learning communities |
| 01:07:49 | Ulana Pidzamecky | The digital space makes such communities uniquely possible |
| 01:09:43 | Ulana Pidzamecky | Very important point, Charity |
| 01:10:07 | Ulana Pidzamecky | ...audiences redefining the terms |
| 01:10:55 | Angela Songui | hahahaha |
| 01:14:33 | Jennifer Gordon | the learning curves have been steep and without time to reflect |
| 01:14:35 | Cheryl Stone | Charity, your insights about social platforms and accessibility are blowing my mind. |
| 01:14:50 | Liz Pead | I agree with you there Charity! |
| 01:15:02 | Liz Pead | (and Cheryl) |
| 01:15:04 | Ulana Pidzamecky | reimagining the art installation as the norm shifts the paradigm, opening possibilities |
| 01:15:43 | Jennifer Gordon | Ha! Yes, Menon. Full agreement |
| 01:16:00 | Tuhin | "Are you watching this on your own?"--great question |
| 01:16:31 | Ulana Pidzamecky | Important point about the individual as a distinct participant |
| 01:17:01 | Chris Coxson | One thing about creatives, though, is they often try new things, explore possibilities, troubeshoot how to create something through trial \* error, experimenting. This is a strength |
| 01:17:39 | Liz Pead | The digital is too 'clean' and devoid of many interstitial opportunities... |
| 01:17:44 | Jennifer Gordon | Smellovision; what happened to that? |
| 01:17:53 | Liz Pead | NO JENNIFER!!! |
| 01:18:13 | Ulana Pidzamecky | ...how to translate the 'textures' of live experience is the next frontier |
| 01:18:29 | Jennifer Gordon | :joy: |
| 01:19:14 | Jennifer Gordon | Excellent point, Charity. I've just now realized how much control is on the hands of the creators of virtual experience |
| 01:19:35 | Liz Pead | right? our agency is controlled. |
| 01:20:01 | Jennifer Gordon | Losing the choice around you how embody the experience |
| 01:20:46 | Kristen Turner | Absolutely |
| 01:21:01 | Julien Rutherford | During digital events such as this, I sometimes forget that digital connection and in-person, physical connection are fundamentally different experiences. I was inclined to answer the "are you watching this alone?" question with a yes. But I am watching this alone. |
| 01:21:23 | Julien Rutherford | \*with a no I mean |
| 01:21:23 | Liz Pead | it makes me feel like I'm part of Bladerunner, especially with the idea of the self-created Bubble that Charity just described. |
| 01:21:30 | Maria Duncan | "who do I go with" - I so miss the post-experience conversations! |
| 01:21:58 | Ulana Pidzamecky | ah yes, serendipity! |
| 01:22:31 | Kristen Turner | Maria - do you think those can ever be replicated digitally? E.g., I've been to "meetings" after virtual conferences but undecided on if they feel as helpful |
| 01:23:43 | Ulana Pidzamecky | asynchronous conversation after the fact can and does happen, but like with any relationship, requires ongoing cultivation |
| 01:23:58 | Kristen Turner | Yes!! Random people would come up and offer to help me find rare pokemon during that craze. It was so cool |
| 01:24:15 | Liz Pead | I still play pokemon go! IT is still fun!!! |
| 01:24:33 | Maria Duncan | Hm... I'd be interested in trying that! I find that conversations enhance my interpretations and diversifies the context of the topics |
| 01:24:35 | Jennifer Gordon | Let's do it! |
| 01:25:06 | Kyla Ross | There are several questions in the question box |
| 01:25:23 | Maria Duncan | Thank you both!! |
| 01:25:35 | Kyla Ross | yay! thanks Menon and Charity! |
| 01:25:36 | Ariel | Thank you for an excellent presentation! |
| 01:25:39 | Cheryl Stone | :clap: thank you!! |
| 01:25:41 | Liz Pead | Thank you both for sharing and pushing boundaries!!! |
| 01:25:43 | Ulana Pidzamecky | Excellent multilogue - clearly fun, enjoyment, stimulation can translate to the digital space! |
| 01:25:46 | Kristen Turner | Yes thank you both!! This was fantastic! |
| 01:25:47 | Tuhin | Thanks! |
| 01:25:47 | Melissa Domingos | Thank you! This was so insightful. |
| 01:25:51 | Culture's Compass | Stay tuned for some poetry by Nicole Sealey and John Murillo! |
| 01:26:12 | Mila Dechef-Tweddle | Thank you! |