

### **Criteria for selecting the sample of organizations and individuals to whom the questionnaire should be sent for the pilot phase .**

The objective is for each municipality to select broadly a representative sample of associations/organizations/individuals who work across different cultural domains and who are viewed as being part of the broad cultural sector of the municipality and/or its surrounding region. The lists should be drawn up by people in the municipality who know the cultural scene, in the broadest sense. The list might include names from outside the city or region, but where the municipality believes that such organizations/individuals make a contribution to local cultural life (for example a theatre company may be based outside a municipality, but perform regularly in the municipality). So, residence in the municipality need not be a criterion for this pilot phase.

Remember that this is not a comprehensive list of everything and everybody. The sample is to be used as a 'pilot' prior to the issuing of questionnaires later on to a much larger mailing list of cultural contacts. This will be done after the results of the pilot are evaluated.

Each of the municipalities should prepare a mailing list of 250-300 names (total sample size 500-600), selected on the following basis:

- use names, addresses, phone numbers and emails that you believe are up-to-date, and that you can follow-up if required. Each municipality will be sending emails to their own list, with a link to the questionnaire in Danish, Swedish or English. The emails should be signed by a senior official in each municipality.
- questionnaires to be sent to named persons. If the specific name is not known, this should be investigated, or do not include the organization in this pilot sample.
- for organizations/associations, if possible, questionnaires should be sent to the key executive officer; if all volunteers, then select the chairperson or president
- for individual artists, etc. obviously include only the name of the particular artist, musician, writer etc.
- sample should be spread across the domains (questionnaires to be sent to 30-40 recipients in each domain)
- sample should include both facilities (eg cultural centres, theatres) and non-building based organizations (eg. music ensembles, writers)
- ensure that sample includes both publicly funded not-for profit associations and organisations (local museums, artist studios etc) and private for profit (commercial) companies in each of the domains, including cultural industries (commercial theatre, rock bands, cinemas, publishers, fashion designers etc). The lists of commercial companies may not be held by cultural departments, but perhaps by economic or employment departments. Ensure that sample includes both organizations/individuals that are receiving subsidies and those that do not. This means that you should not just use lists of associations that receive grants from the municipality.
- ensure that the sample includes both professional (paid) and amateur (non-paid) organizations
- ensure that sample includes organizations and individuals whose activities encompass different roles in the production chain (eg. creators, producers, publishers, sales, training and education etc)

In the end, in looking over the list, we should feel it is balanced, and representative. Remember that this is only a 'sample'.

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