

# Witness

PERFORMANCE.DISCUSSION.COMMUNITY

## Analysis of 2019 coverage

### Contributors

This year we employed 21 contributors in varying capacities, including the co-editors. Continuing our proactive policy of own voices coverage and representation of marginalised writers, 14 (66%) identify as women, four (20%) were First Nations writers, five, including co-editor Robert Reid, were disabled (23%) and four (20%) identify as queer. One (Gully Thompson) is 14 years old and covers children's theatre for Witness.

We have continued to work hard on building trust in relationships with our contributors and feel particularly encouraged that First Nations and disabled writers are now pitching to us of their own accord, which means we are extending the pool of contributors further, within the limits of our budget. We continued to pay contributors \$200 per article, on par with The Monthly's online contributor payments.

We have continued to lead the way in developing and encouraging new voices, and have been delighted to see writers we mentored develop their careers. and to see other publications, such as the Sydney Review, The Monthly and ArtsHub, picking up on ideas such as First Nations mentorships that we pioneered in 2018.

In a first, we are sending Monique Grbec, a First Nations critic who has written for us since 2018, to cover the all-Indigenous opening week of the 2020 Perth Festival as a representative of Witness.

Robert Reid and Alison Croggon did the the bulk of reviewing, because we don't have to pay ourselves. Breakdown with number of individual articles below, out of a total of 153 for the year.

Carissa Lee	FN/LGBTQI/woman	6
Monique Grbec	FN/women	8
Jacob Boehme	FN/ LGBTQI	6
Angelina Hurley	FN/woman	1
Jessica Walton	LGBTQI /disabled/woman	2
Tom Middleditch	Disabled/man	2
Jess Flint	Disabled/woman	1
Olivia Muscat	Disabled/woman	2
Gully Thompson	Youth/man	6
Philipa Rothfield	Woman	4
Emilie Collyer	Woman	2
Kirsten Krauth	Woman	2
Sumudu Samarawickrama	Woman/CALD	1
Vanessa Giron	Woman/CALD	1
Georgia Mill	Woman	1
Jane Howard	Woman	4

Ben Brooker	Man	5
Dan Spielman	Man	1
Ben Keene	LGBTQI /man	8
Andrew Fuhrmann	Man	9
Robert Reid	Disabled/Man	38
Alison Croggon	Woman	43

## Coverage

### What we reviewed

Total: 130 reviews

Artform breakdown (some shows exist in more than one category)

Theatre	93
Dance	44
Music theatre	9
Experimental performance	37
Children's theatre	9
Opera	4

Number of shows reviewed in Witness that were by, for, featuring the work of or thematically reflecting women, PoC, LGBTQI+ and First Nations peoples (some shows exist in more than one category):

Women	112
People of Colour	27
LGBTIQ+	38
First Nations	13

## Reach

Total page views for the year were slightly down on 2019, as we didn't have the resources to advertise as we did last year and so were dependent on social media to spread the word and our own energies, which were limited. The monthly total engagements varied wildly, with heaviest monthly usage according with our heaviest coverage – for instance, the March figure of 15,285 unique pageviews reflects our saturation coverage of Dance Massive, for which we covered every show and December was a low month with coverage of shows.

It also shows the potential for increasing our readership, if we have the resources to do proper coverage and to market ourselves.

Our top ten articles were skewed heavily to the features, with the top performing article being Dan Spielman's article on the implications of #MeToo in the theatre coming in with 7927 views.

TOTAL PAGE VIEWS: 77,770

January	4,864
February	8,383
March	15,285
April	6,072
May	10,167
June	3,998
July	7,138
August	5,161
September	4,220

October 5,662

November 3,998

December 2,822