

## Program Description – Quantum Theatre

Quantum Theatre’s mission is to “produc[e] intimate and sophisticated theatrical experiences in uncommon settings, exploring universal themes of truth, beauty, and human relationships in unexpected ways.”<sup>1</sup> As a company dedicated to celebrating Pittsburgh through theatre artistry—spotlighting Pittsburgh artists and producing plays in uniquely Pittsburgh settings<sup>1</sup>—it only makes sense for Quantum to establish new programs that are geared toward increasing their connection to the community and the accessibility of their work to Pittsburghers.

This is not just a hypothetical challenge for Quantum to take on, but one that is prevalent throughout Pittsburgh’s arts scene. According to GPAC’s *Culture Counts 2020* report, only 50% of Black organizations see Pittsburgh as a “great” arts region, with only 25% viewing it as “supportive” or “collaborative.”<sup>2</sup> Additionally, 57% of Black artists feel funding access is inequitable in Pittsburgh. In terms of just attendance, “rates are somewhat lower among Black and African American populations.”<sup>2</sup> One population primarily made up of BIPOC individuals is the Pittsburgh Public School system, where 67% of students are non-white.<sup>3</sup> As such, it stands to reason that PPS students are more likely to not engage with the arts than their white peers, and less likely to find equitable and easy access to the arts in general.

In an attempt to both promote access to the arts in Pittsburgh, increase equality of said access, and attract a younger and more diverse audience, Quantum Theatre will introduce a program subsidizing tickets to students at PPS high schools (grades 9-12). Quantum will create a part-time position liaising with PPS, to help establish the company’s presence in the school system and accelerate marketing efforts to let students know of the program. PPS students will be able to claim one free ticket to select performances of all Quantum productions in the 2021-2022 season, as well as the opportunity to purchase one additional ticket at a discounted price. They will receive free Quantum-branded gifts when they attend their performance and have access to PPS specific outreach and educational materials.

This program is intended to not only increase attendance by young people and BIPOC Pittsburghers at Quantum productions, but to increase the connection between Pittsburgh artistic organizations and Pittsburghers from historically marginalized groups. The effectiveness of this program will be measured through both qualitative and quantitative measures: studying the percentage of BIPOC and young audience members who attend performances (utilizing self-identifying survey data) as well as the changes in satisfaction in upcoming GPAC surveys, as well as offering program participants the ability to provide feedback to Quantum on their perception of the program’s efficacy.

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<sup>1</sup> “What We Are.” Quantum Theatre. Accessed 2 April 2021.

<https://www.quantumtheatre.com/about/what-we-are/>.

<sup>2</sup> “2020 Greater Pittsburgh Culture Counts.” Greater Pittsburgh Arts Council. 2020. Accessed 26 March 2021.

<https://www.pittsburghartscouncil.org/storage/documents/Research/culturecounts2020.pdf>.

<sup>3</sup> “Facts at a Glance.” Pittsburgh Public Schools. Accessed 26 March 2021.

<https://www.pghschools.org/domain/17>.