

Questions for Print Readers
One-on-One, In-Person Interviews
Whiteville News Reporter
Conducted Fall 2009, by UNC Students

Thank you for setting aside time to help the News Reporter plan for the future. Les wants to make sure he understands the future needs of readers and takes them into account.

Let's start by talking about what you currently read?

Current Reading Habits

1. How long have you been reading the News Reporter? Do you remember when you first started reading it – and why? Do you read only the printed version – or do you also consult the web site?
2. If you use the web site, how often on a weekly basis do you visit? Are there any particular days you are more prone to visit than others? (If so, why?) Do you access it from home? Work? Cell phone or Smart Phone?
3. What do you consider the strengths and weaknesses of the print edition? Of the web site?
4. What other publications do you read regularly? How often and why?
5. What other sources do you rely on for local news and information? Television? Radio? (If so, which stations?) Web sites? (Which ones?) What other sources do you use for national and international news?
6. If the News Reporter was your only source for local news, would you be well-informed about your community?
7. Here is a copy of today's paper? Can you show me what you typically read first? Second? Third? Are there any features, columns or sections that you always make a point of reading? (Examples, sports, religious news, community calendar, etc.)
8. (For those accessing the web) Can you show me how you typically view the web site? What do you typically view first? Second? Third?
9. When do you typically read the News Reporter print edition? (*Looking for time of day and day of week.*) When do you typically access the web site? What are you typically looking for on the web site? (Sports scores? Breaking news? Community calendar?)
10. Are you reading the News Reporter more, or less, frequently than in the past? (If one or the other, why?)

Changing Media Consumption Habits:

11. I'm going to read a list of various media options available to you in Columbus County. Tell me whether you are spending more or less time with each than you were two years ago. Other publications (name ones they mentioned above)? Radio (*both land and satellite*)? Television? Internet, accessed by computer at either home or work? Cell phone?
12. How do you receive radio stations (Broadcast? Satellite? Computer?) How do you receive television stations? (Broadcast? Cable? Satellite?) How do you access the web? (Telephone – Dial-up or DSL? Cable? Wireless? Satellite? Radio Transmission?)

13. How has your personal use of the web changed over the last three years? How often do you use the web to buy something? To search for information? To search for an item or product that might be available locally? To visit with “friends” on a social network? (If belong to a social network, what is it?) *(Try to get an idea of how often they search, network, etc.)*
14. How has your usage of cell phones (or PDA) changed over the last three years? Do you use your phone for more than calling (i.e. texting, search, GPS)
15. As you think back over how your media usage has changed the last three to five years, what surprises you most? (Examples, increased use of cell phones for a variety of things, how much you use web for search, etc.)
16. How do you anticipate your media usage might change over the coming three years? (Examples: VOD, large screen home entertainment centers, purchase of iPhone or PDA)

New Opportunities:

Now I'd like to explore some new digital opportunities the News Reporter might consider offering, if there is sufficient interest from readers.

17. A geographic community such as Columbus County is always made up of people with very diverse interests and hobbies. Would you be interested in reading more about any of the following? Prep Sports? Area Education? Area shopping? Religion? Local Employment Opportunities? Weekend activities? Cars and Trucks? Local Health Care Options? Would you be interested in connecting with other readers also interested in that topic? *(See if you can solicit other interests that may not have been listed.)*
18. Would you be interested in receiving mobile alerts? About school closings and event postponements? Weather? Traffic and traffic accidents? *(Other?)*
19. What sort of advertising could the News offer on its website that would interest you as a reader? Examples: Local search? Discount coupons offered by local businesses? Mobile couponing (coupons available via cell phone). Video advertising (of a home that is for sale, for example)?

Conclusion:

1. Is there anything we have not discussed that you would like to discuss -- specifically how the News Reporter could better meet your needs?
2. If I have follow-up questions, I hope I can call you again?

Thank you again for your time.