

2009 EAST TENNESSEAN STUDENT READERSHIP SURVEY

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BACKGROUND OF THE STUDENT READERSHIP SURVEY

The 2009 Readership Survey represents the third measurement of the attitudes and opinions of East Tennessee State University (ETSU) students toward the campus newspaper (*East Tennessean*). Previous surveys were conducted in 2004 and 2005. While the questions have remained relatively consistent since the 2004 survey, several new questions were included in this survey (questions 7, 8, 9, 11, 17, & 18) to capture additional areas of interest. In addition, this survey also oversampled the ETSU minority population to gain more feedback from minority groups. All students self-reported their racial/ethnic identity, meaning they were asked “How would you describe your racial/ethnic group,” and the interviewer selected the answer provided. This is a stronger measure of racial/ethnic identification, as it reflects the respondent’s own identification rather than a pre-assignment of group membership.

From March 16th through March 27th, a total of 404 ETSU students were interviewed using a telephone survey, using Sociology undergraduate students as interviewers. The sample was randomly selected from a list of all current ETSU students. To ensure representativeness, the sample was first stratified by race/ethnicity, gender, and classification, which resulted in 12 files of information: minority females; minority males; white female freshmen; white male freshmen; white female sophomores; white male sophomores; white female juniors; white male juniors; white female seniors; and white male seniors. Graduate students, medical students, and those who signed a FERPA (Family Educational Rights and Privacy Act) agreement were excluded. Other steps taken to ensure the quality of this poll include: (1) modifying questions based on results from initial administration; (2) training sessions for all interviewers; (3) continual monitoring of interviewers by supervisors; (4) making up to five call-backs for each phone number; and (5) daily reviewing the data collected to ensure that representative numbers of each classification and gender were interviewed. Because of these measures, these 404 respondents should accurately reflect ETSU’s undergraduate student body. The sample comprising this poll is 25% freshmen, 20% sophomores, 27% juniors, and 28% seniors. The sample was evenly distributed by gender, with 52% male and 48% female. In addition, as mentioned above, minority students were oversampled to gain feedback from this group of students. Twenty-six percent, or 99 of the 404 respondents, indicated they belonged to a

minority group. When appropriate, their responses to certain questions are reflected in a chart in the body of the report.

In the detailed analysis following the Executive Summary, the presentation is formatted to represent the actual questionnaire. The results are presented in the same order as the questions were asked. The charts represent results over time as well as selected demographic crosstabulations. In some charts, comparisons are depicted that are not statistically significant in order to illustrate specific areas of interest; in these cases, the statistically significant items are denoted by an *.

EXECUTIVE SUMMARY

- ❖ Four hundred four students were interviewed through the telephone survey. Of those respondents, 278 reported reading the *East Tennessean* at least occasionally.
- ❖ The demographic breakdown of the 404 respondents is as follows:
 - Male students, 52%; Female students, 48%
 - Freshmen, 25%; Sophomores, 19.8%; Juniors, 26.9%; and Seniors, 27.7%
 - White respondents, 74.2%; Minority respondents, 25.8%
- ❖ When asked why they never read the paper, many students reported they were too busy with school or other activities. Other students said they were not on campus very often, or that they did not know where to find a copy.
- ❖ Of those who read the paper, 63% reported obtaining their copy from newsstands in their class building. Approximately 28% get their copy from the Culp Center.
- ❖ Sixty percent of student respondents skim the paper front to back. African American students are more likely than other minority students to read the Sports section first, while Asian students are more likely to read the News first.
- ❖ Respondents most prefer to read Feature stories (28.6%) and News stories (27.5%).
- ❖ When asked to rate the paper's quality, respondents rated "News reporting" the highest, with 23% rating it as "very good" and 57.6% rating it as "good" (80.6% total). Advertisements, although rated lower than other elements, showed improvement from 2005 to 2009.
- ❖ Over time, the rating of the Front Page's design has remained consistently high (over 80% rating of "very good" and "good").
- ❖ In this survey, several differences among students, based on classification, emerged. Freshmen respondents consistently rated the paper's elements more favorably, while the majority of Senior respondents rated the paper less favorably. The largest difference occurred in the rating of the Quality of the News Reporting – there is a 28% difference between the Freshman and Senior ratings.
- ❖ Student respondents were also asked to rate the paper's accuracy in reporting and readability.
 - When rating the "Accuracy in reporting," 94% of freshmen rated the paper as "very good" or "good."
 - Differences in "Readability" were found when comparing minority students and white students. White students (45%) were more likely to rate the "Readability" as very good, compared to only 29% of minority students.

- ❖ Approximately half of all respondents have consistently reported that reading the *East Tennessean* has led them to show an article to a friend or family member two or more times.
- ❖ The percentage of respondents reporting that reading the paper has led them to do further reading on a subject has increased over time, from 28% in 2004 to 41% in 2009.
- ❖ Approximately 54% of respondents believe the *East Tennessean* provides credible coverage of the news. Eighteen percent believe that coverage is “very credible.”
- ❖ Almost half (49.4%) of respondents said that the editorials, columns, editorial cartoons, and letters to the editor “sometimes” reflect issues that are of interest to them.
 - Minority students were less likely than white students to feel that the paper reflects issues of interest to them.
- ❖ Students cited “lack of time” as the main reason they don’t read an issue of the paper.
- ❖ Approximately 37% of respondents felt that the paper’s presentation of the student body was “fair,” while 27% felt it was “positively based.” Approximately 30% felt it was “neutral.”
 - A higher percentage of minority students (43%) feels the paper’s presentation of the student body was “fair,” but only 17% felt it was “positively based.” White students were more likely to report that the presentation was “positively based” (32%).
- ❖ Approximately 40% of respondents felt that the paper’s presentation of the faculty and staff was “fair.”
- ❖ Thirty-five percent of respondents felt that the paper’s presentation of the administration was “neutral,” and 20.8% felt it was “positively based.”
- ❖ Approximately 58% of all respondents rated the paper, overall, as “good.” Eighteen percent rated the paper, overall, as “excellent.”
- ❖ Fifty-eight percent of students reported that “mass emails from ETSU” was their main source of information about ETSU news and events.
 - Eighteen percent of students said the *East Tennessean* was their main source of information; of this 18%, male students, juniors, and white students were more likely to report using the paper as a main source of information.

2009 EAST TENNESSEAN STUDENT READERSHIP SURVEY REPORT

1. How often do you usually read the *East Tennessean*?

	Frequency	Percent
Twice a week	49	12.2%
Once a week	84	20.8%
Occasionally	145	36.0%
Never	125	31.0%

1a. Why do you never read the *East Tennessean*?

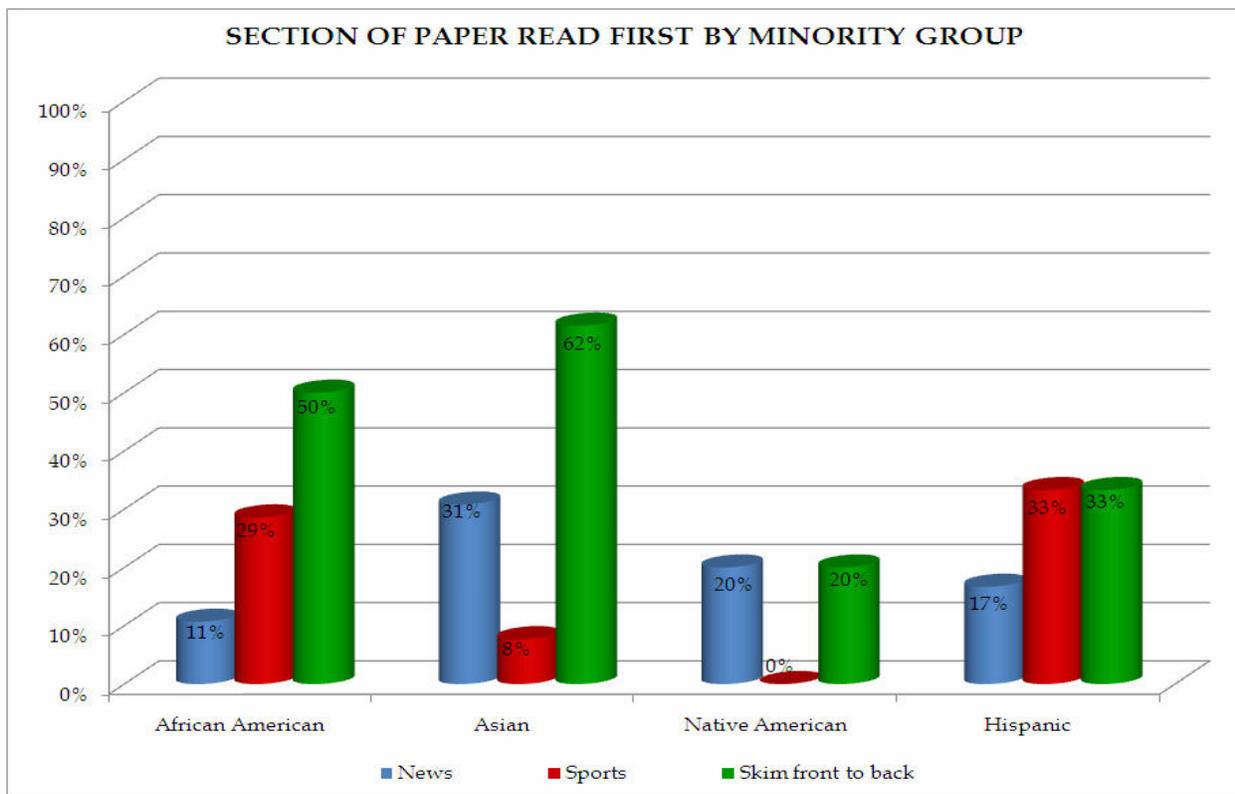
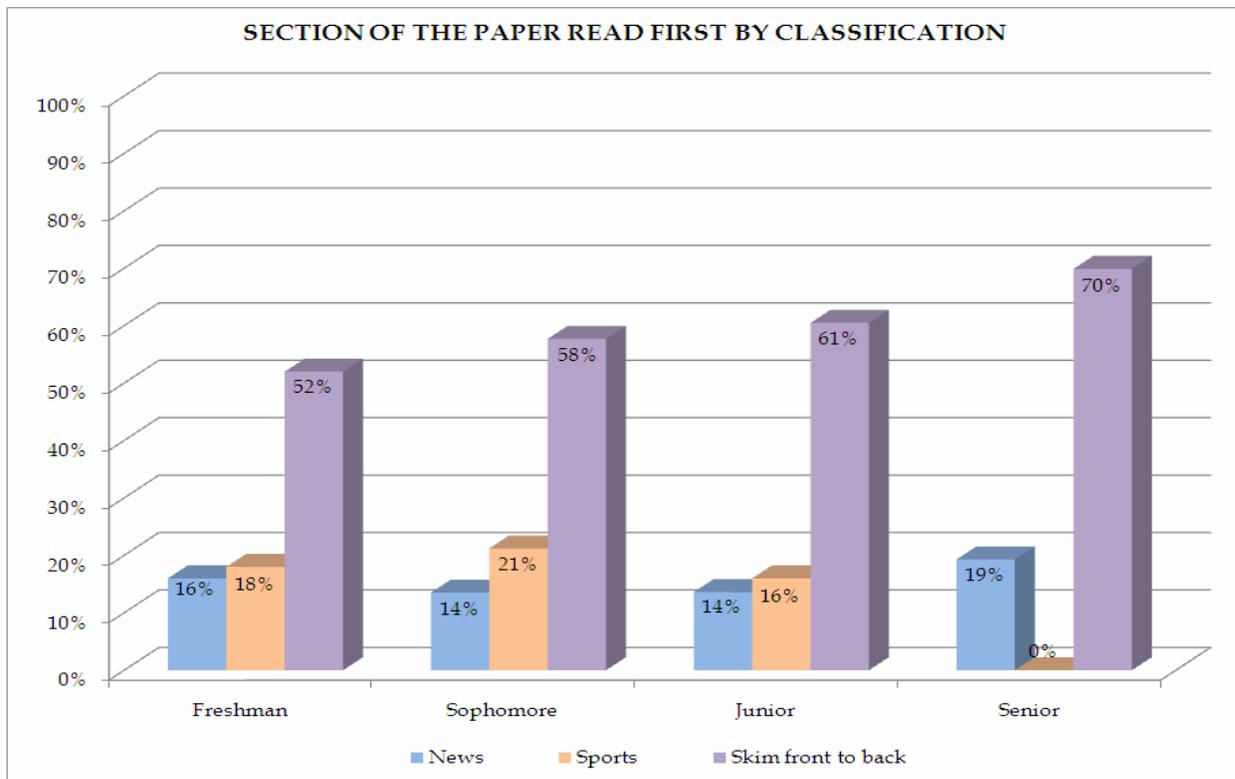
Many students reported that they just do not have time to read the paper, because they are busy with school or other activities. Other students also said they do not read it because they are not on campus very often. Finally, several students mentioned that they either did not know the East Tennessean existed, or where to find a copy.

2. From where do you usually obtain your copy of the *East Tennessean*?

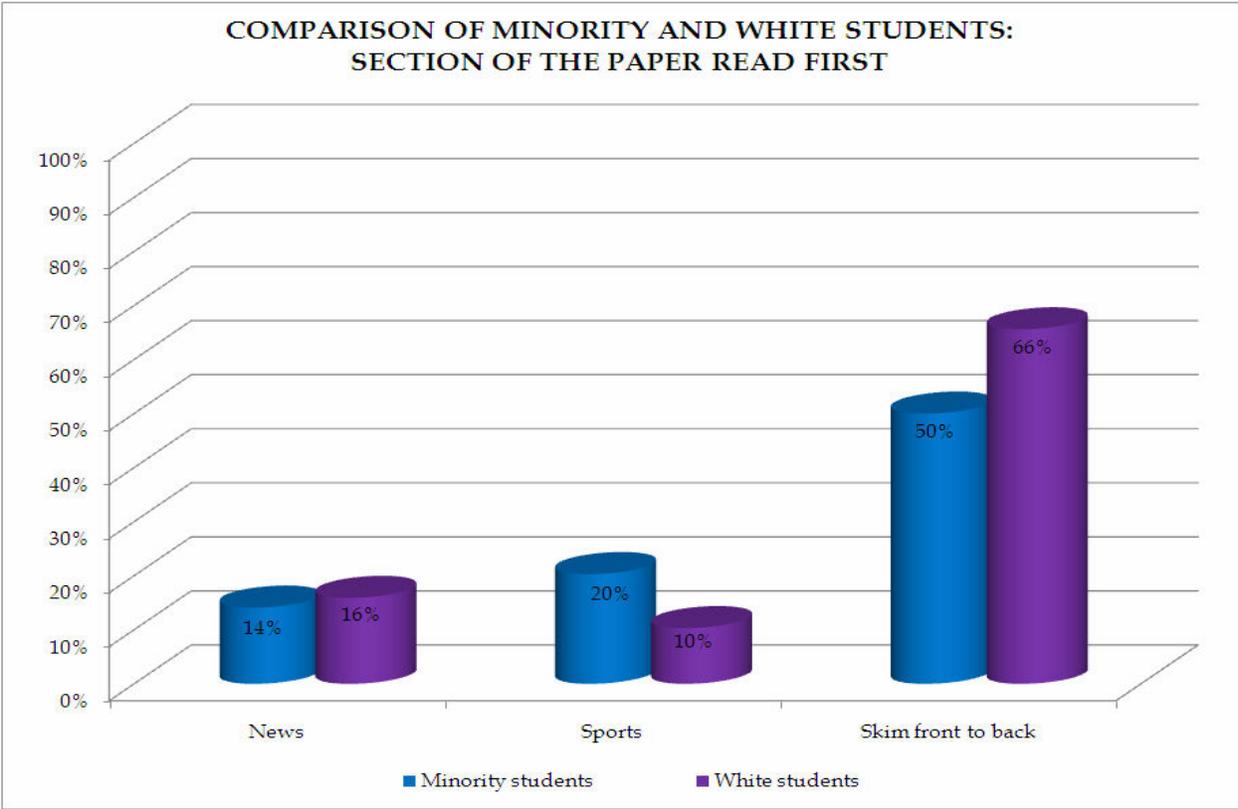
	Frequency	Percent
Newsstands in your class building	170	63.0%
Culp Center	75	27.8%
Online	11	4.1%
Library	4	1.5%
Multiple places	3	1.1%
Laying around	2	0.7%
Dorm	1	0.4%
Gym	1	0.4%
Classroom	1	0.4%

3. Which section of the paper do you usually read first?

	Frequency	Percent
News	43	15.5%
Sports	35	12.6%
Viewpoint	16	5.8%
Lifestyles	2	0.4%
Skim front to back	168	60.4%
Skim back to front	11	1.1%



African American students are significantly more likely than other minority students to read the Sports section first, while Asian students are more likely to read the News first.



When comparing minority and white students, minority students are significantly more likely to read the Sports section first. While the majority of both groups are most likely to skim the paper front to back, white students are significantly more likely to do so.

4. Which of the following article formats do you most prefer to read?

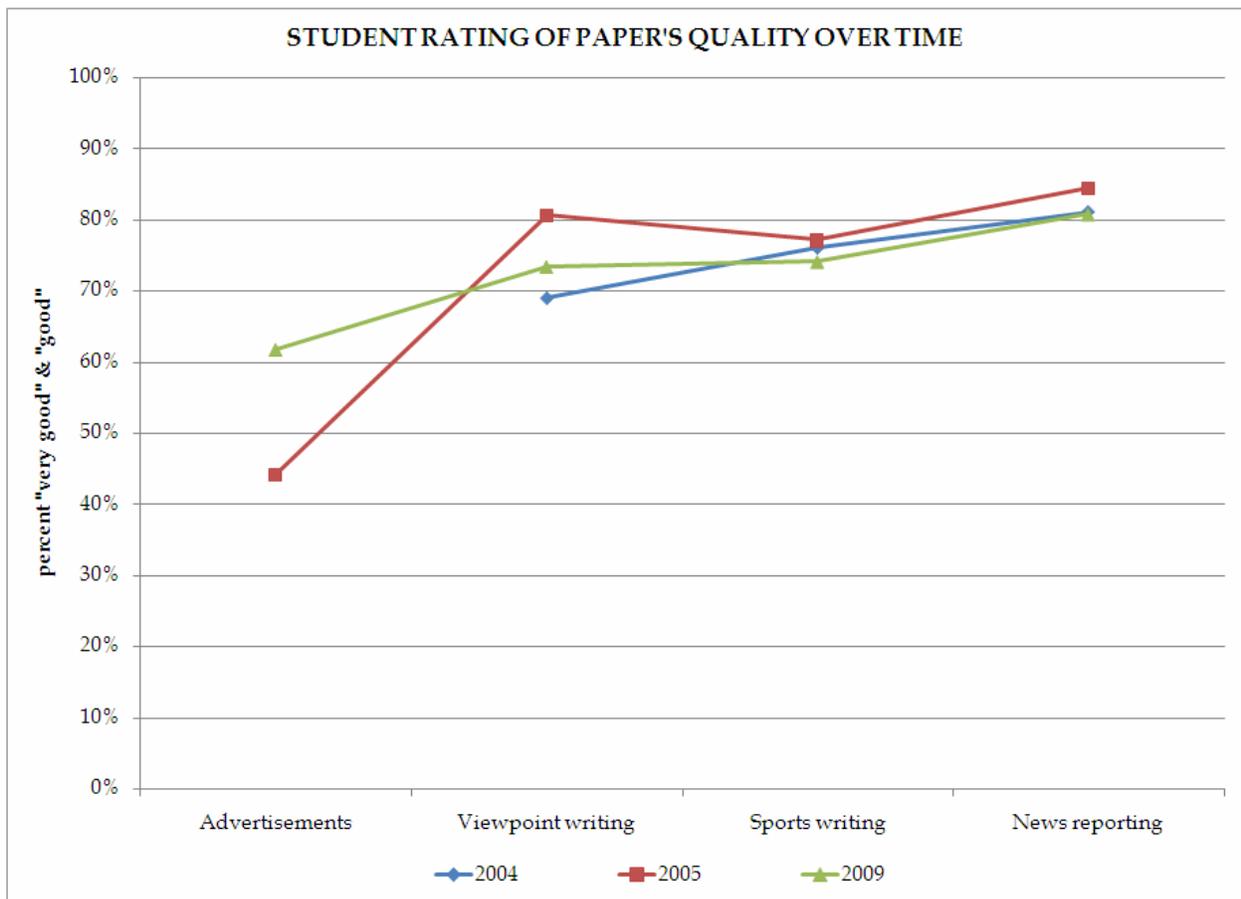
	Frequency	Percent
Briefs	28	10.3%
News stories	75	27.5%
Feature stories	78	28.6%
Series	3	1.1%
Opinion	52	19.0%
Point/counterpoint	15	5.5%
Personal profiles	22	8.1%

4a. Which profiles do you prefer?

	Frequency	Percent
Current students	16	4.0%
Faculty	4	1.0%
Alumni	4	1.0%
Community members	5	1.2%

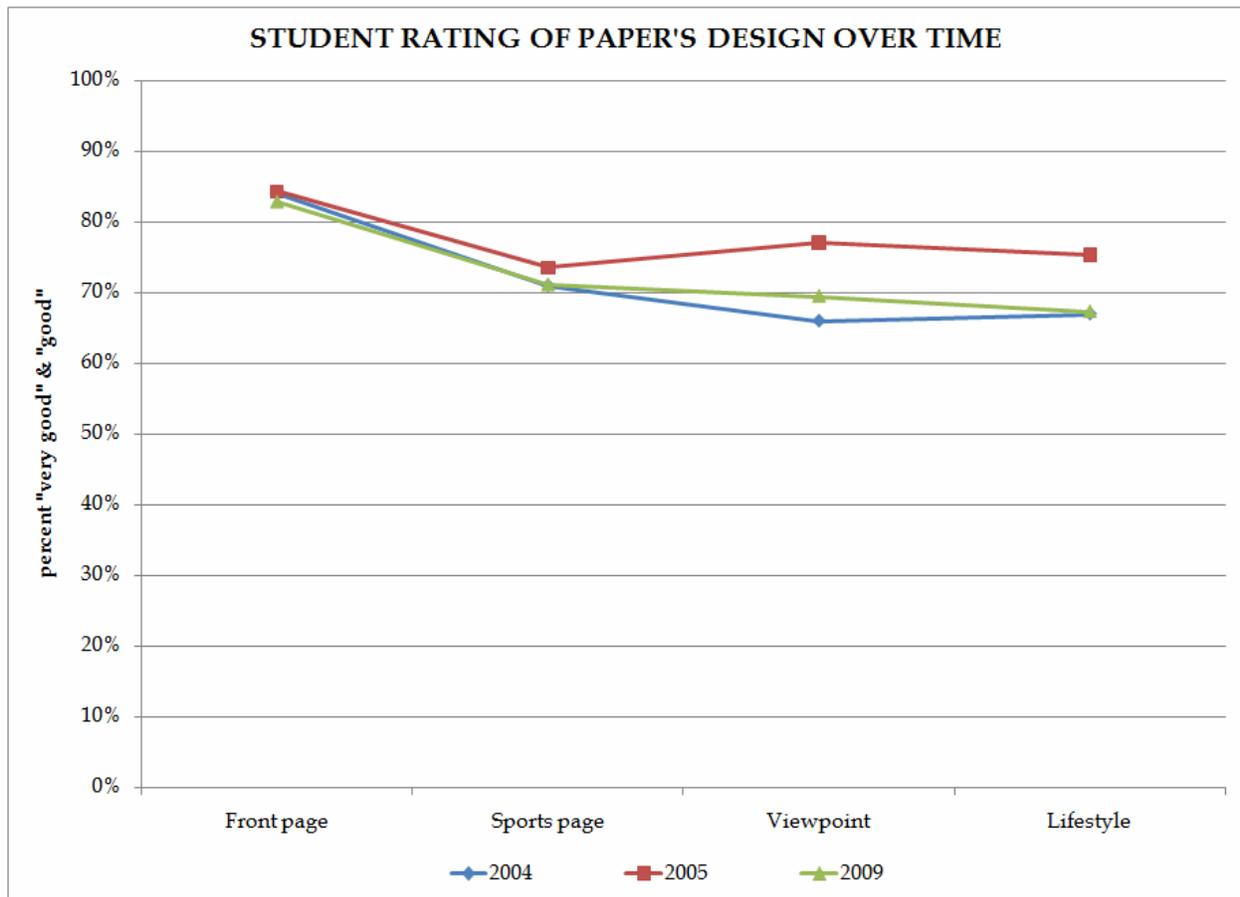
5. The following questions asked the students to rate the *Quality, Design, and Overall Accuracy in Reporting and Readability* of the paper. Responses are grouped and graphed by each of these three elements.

QUALITY	Very Good	Good	Average	Poor	Very Poor
Advertisements	11.5%	50.2%	32.6%	5.0%	0.8%
News reporting	23.2%	57.6%	16.6%	2.6%	0.0%
Sports writing	19.5%	54.5%	23.2%	1.8%	0.9%
Viewpoint writing	23.2%	50.2%	21.3%	4.9%	0.4%

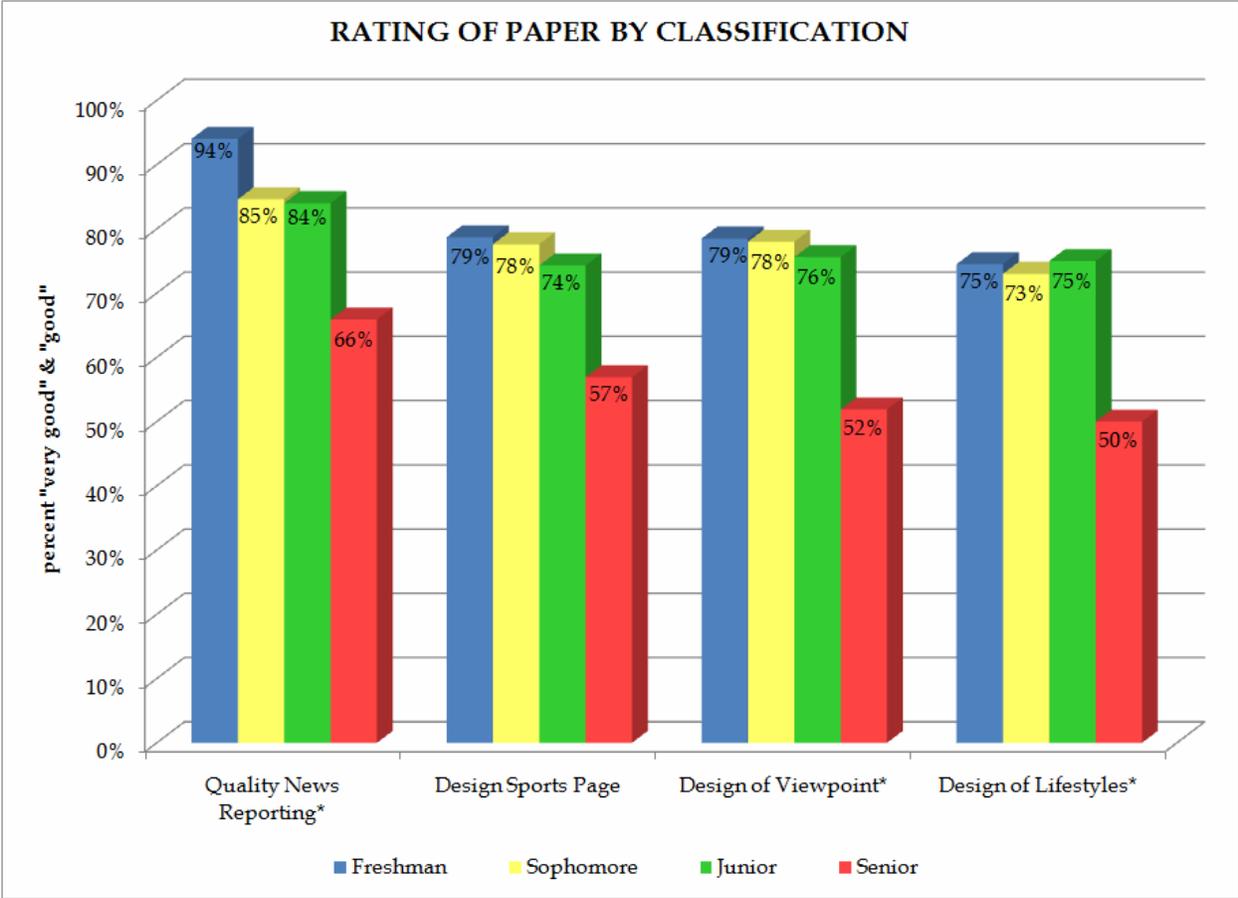


When looking at the paper's quality over time, Advertisements showed improvement from 2005 to 2009 (Advertisements were not included in the 2004 survey). The remaining elements – Viewpoint writing, Sports writing, and News reporting remained fairly constant, with just a slight decrease from 2005 to 2009.

DESIGN	Very Good	Good	Average	Poor	Very Poor
Front page	38.2%	44.7%	15.6%	1.5%	0.0%
Sports page	23.4%	47.7%	26.8%	1.7%	0.4%
Viewpoint	18.8%	50.8%	27.1%	3.4%	0.0%
Lifestyles	17.5%	49.8%	29.2%	3.5%	0.0%

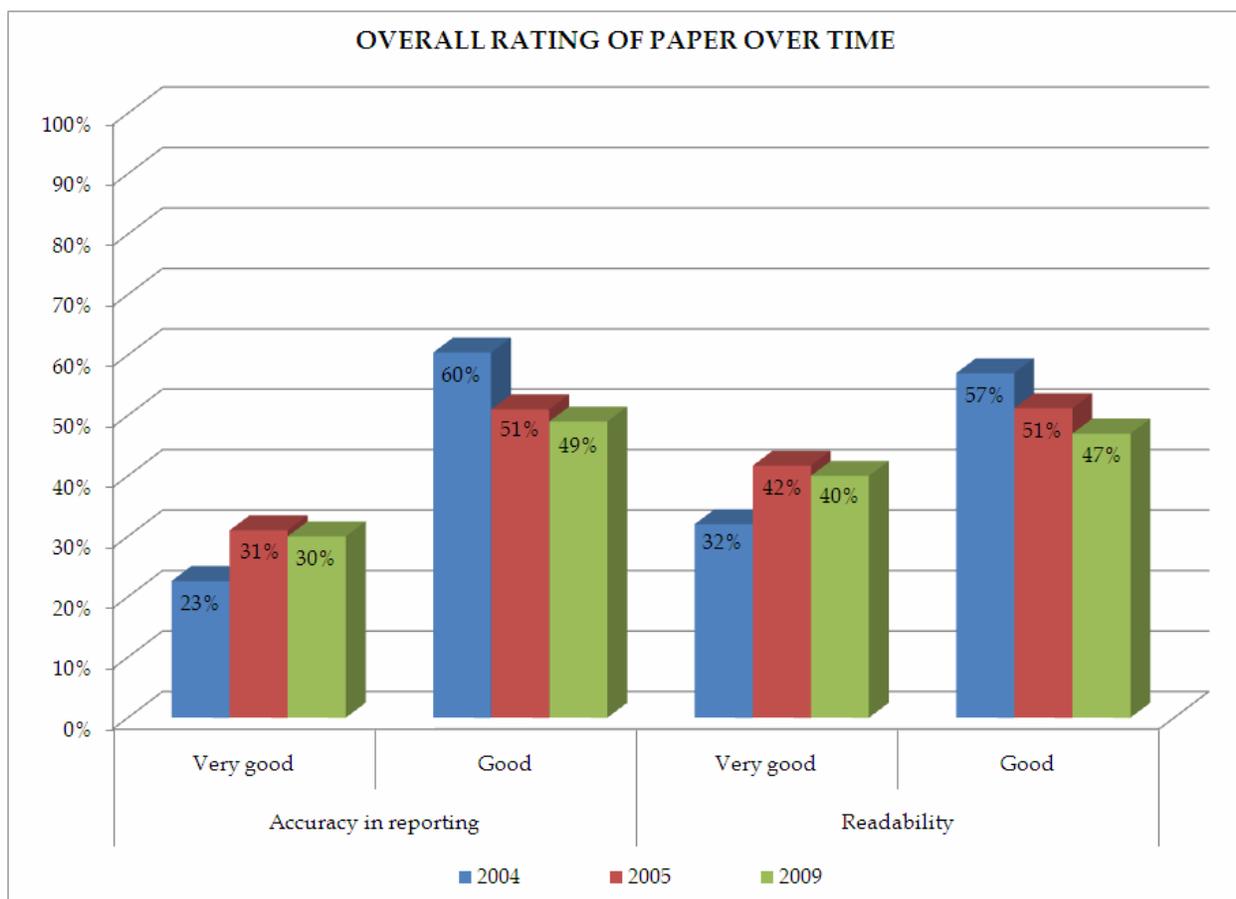


Over time, the rating of the Front Page's design has remained consistently high. Viewpoint and Lifestyle dropped slightly from 2005, while the rating of the Sports Page has stayed constant at around 70% "very good & good."



*In this survey, several differences among students in different years of college emerged. Freshmen consistently rated the paper's elements more favorably, while the majority of Senior respondents rated the paper less favorably. The largest difference observed occurred in the rating of the Quality of the News Reporting – there is a 28% difference between the Freshman rating and the Senior rating. These differences were statistically significant (denoted by an *) in three of the four elements.*

OVERALL	Very Good	Good	Average	Poor	Very Poor
Accuracy in reporting	29.9%	48.9%	18.3%	2.2%	0.7%
Readability	40.4%	47.1%	10.7%	1.5%	0.4%

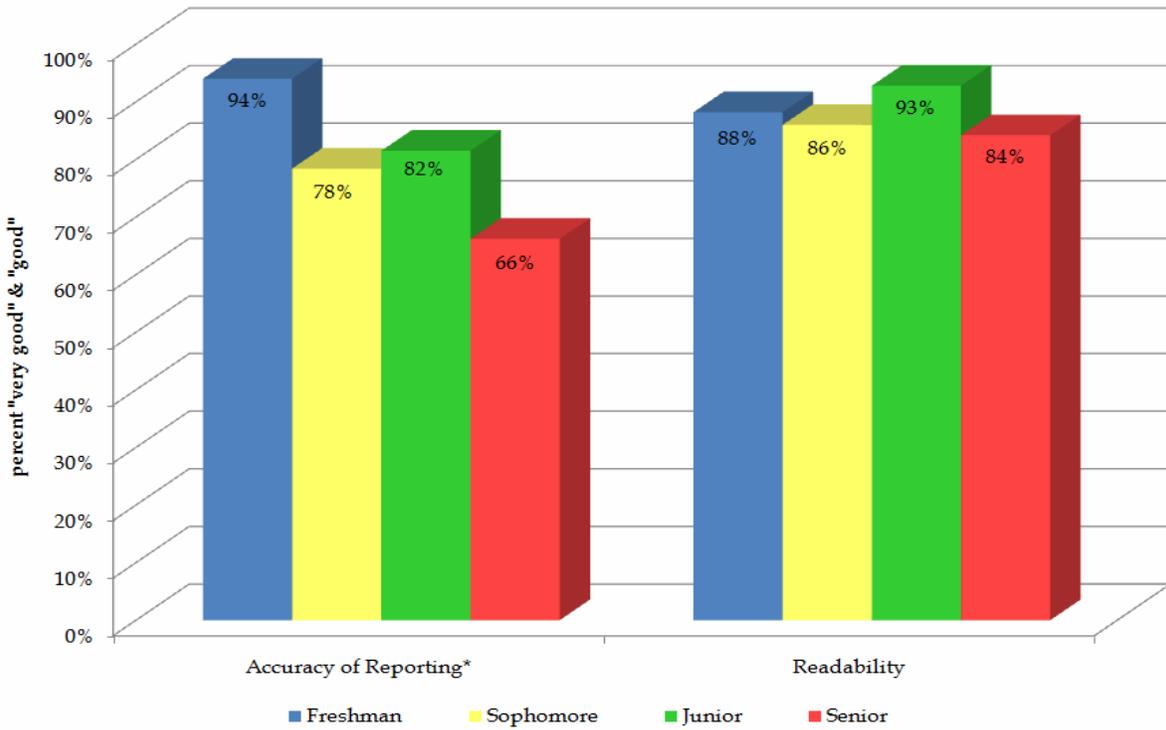


From 2004 to 2005, the “very good” rating of both the paper’s Accuracy in reporting and Readability improved by 9-10%. As indicated by the green (2009) bars, this improvement has been sustained.

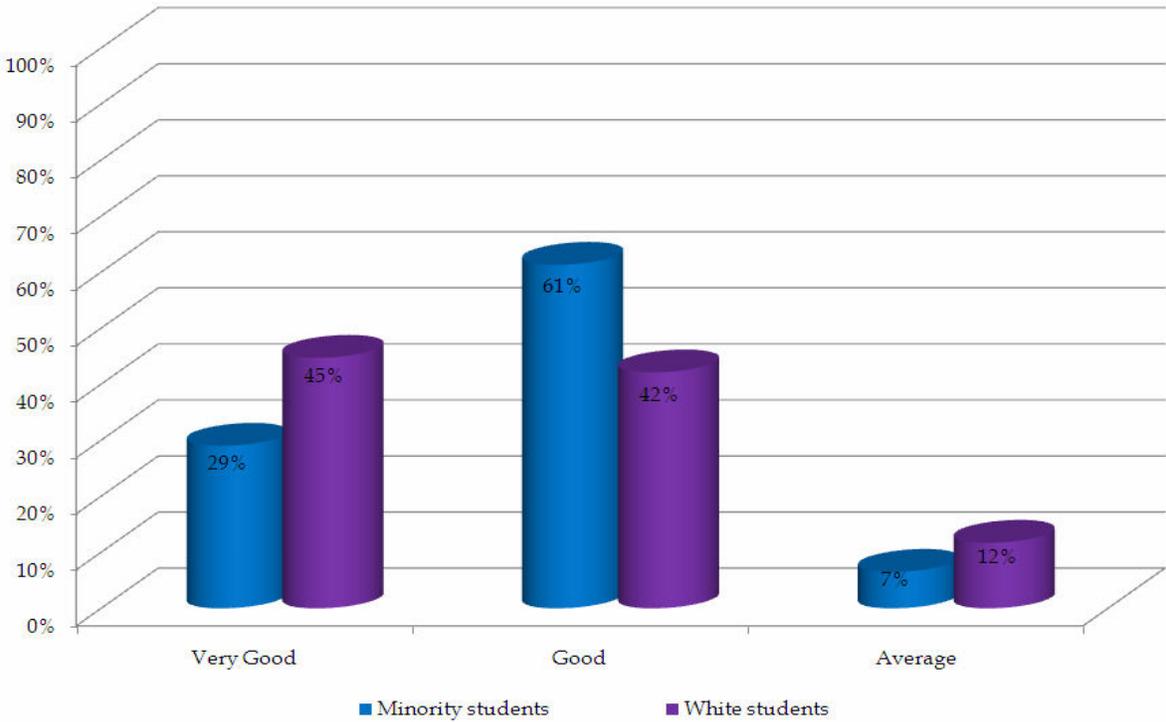
This is an overall rating, based on responses from the entire student sample surveyed. Charts on the next page illustrate differences found between groups of students, such as classification and race/ethnicity. When rating “Accuracy in reporting,” 94% of Freshmen rated the paper as “very good” or “good,” compared to only 66% of Seniors ($p < .05$). This difference, however, was not observed when examining the paper’s “Readability;” all groups rated this element favorably.

Differences in “Readability” were found when comparing minority students and white students. White students (45%) were significantly more likely to rate the “Readability” as very good, compared to only 29% of minority students.

OVERALL RATING OF PAPER BY CLASSIFICATION

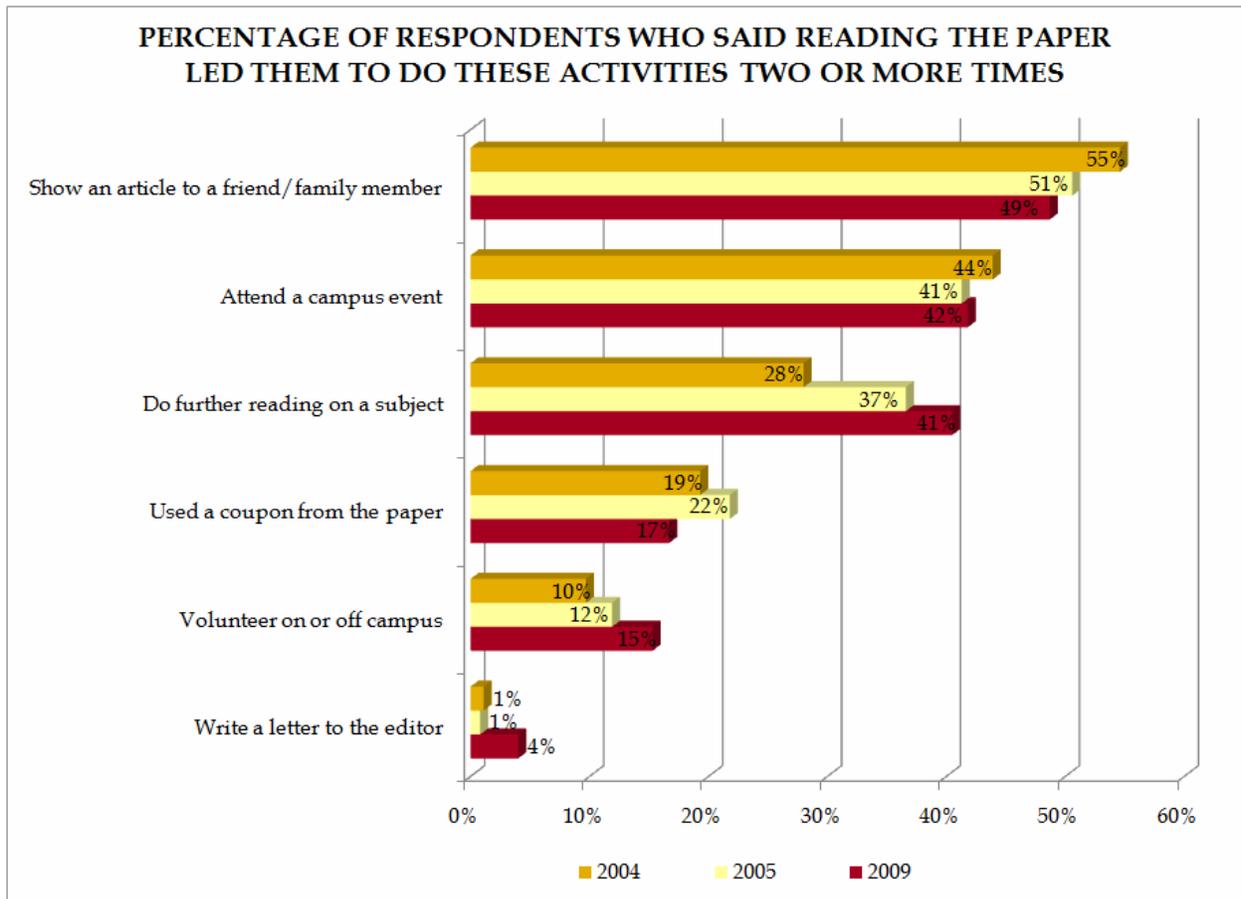


**COMPARISON OF MINORITY AND WHITE STUDENTS:
OVERALL READABILITY OF THE PAPER**



6. How often has reading the *East Tennessean* led you to do the following:

	Never	One Time	Two or More Times
Write a letter to the editor	89.1%	6.9%	4.0%
Attend a campus event	18.9%	39.3%	41.8%
Volunteer on or off campus	69.5%	15.3%	15.3%
Do further reading on a subject	32.5%	27.0%	40.5%
Show an article to a friend/ family member	22.5%	28.7%	48.7%
Used a coupon from the paper	73.1%	10.2%	16.7%



Approximately half of all respondents have consistently reported that reading the paper has led them to show an article to a friend or family member two or more times. A high percentage of respondents have also attended a campus event as a result of reading the paper. In addition, the percentage of respondents reporting that reading the paper has led them to do further reading on a subject has increased over time, from 28% in 2004 to 41% in 2009.

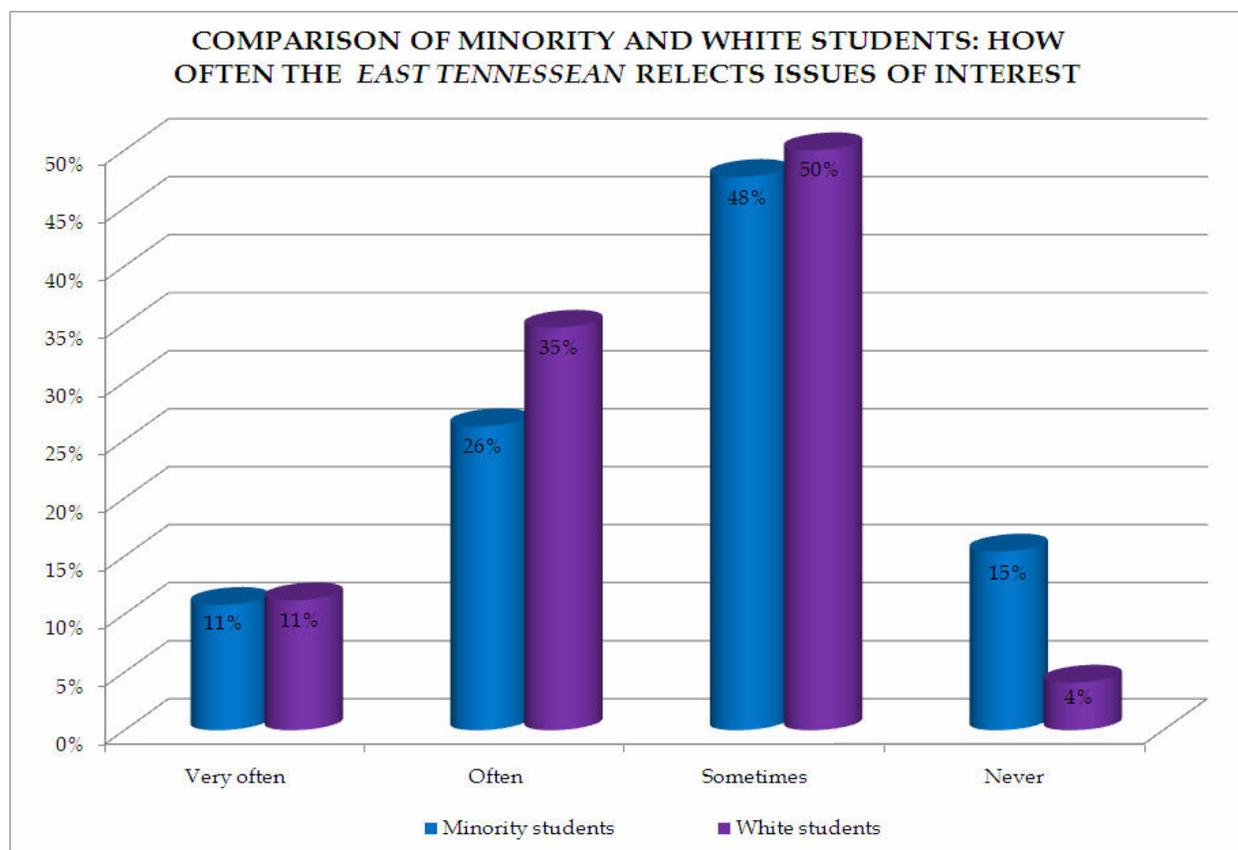
Note: in 2005, the question wording for volunteering changed from "Volunteer at ETSU" to "Volunteer on or off campus."

7. When you think about the way the *East Tennessean* covers the news, in your opinion, which of the following terms best describes that coverage:

	Frequency	Percent
Very credible	50	18.5%
Credible	146	53.9%
Fairly credible	61	22.5%
Not very credible	12	4.4%
Not at all credible	2	0.7%

8. The *East Tennessean* editorial page includes editorials, columns, editorial cartoons and letters to the editor. How often do these reflect issues that are of interest to you?

	Frequency	Percent
Very often	30	11.1%
Often	89	32.8%
Sometimes	134	49.4%
Never	18	6.6%



Minority student respondents were significantly less likely than white students to feel that the paper reflects issues of interest to them.

9. The ETSU student body is made up of many different kinds of students, with differing backgrounds, cultures and lifestyles. How well does the *East Tennessean* cover the variety of students on campus?

	Frequency	Percent
Very good	59	22.0%
Good	113	42.2%
Neither good nor bad	69	25.7%
Poor	21	7.8%
Very poor	6	2.2%

10. What type of subjects would you like to see more coverage of in the *East Tennessean*? Respondents mentioned sports (both local and national), articles about aspects of campus life, and events occurring in the local community. Below is a complete listing of students' comments, categorized by theme.

Campus News and Events (45)

Campus events (9)

Campus life (5)

Adult students, older freshman

Coverage of ETSU student organizations

Current issues, Financial, Economic issues. Campus statistics

How the faculty feels about issues...how the students feel about more issues.

How to make life less stressful for alternative students, older students, help with time management.

I don't know. What has recently happened at the school. For example, the winter cruise.

Things that are going on around campus more.

I like opinionated columns and more news about local events like concerts.

I would like to see more of the unbiased coverage of the Greek community.

Know more about what is going on campus and write about it ahead of time.

Local, stuff regarding campus

Mainly local news on campus.

More articles for student involvement; not just entertainment

More campus events BEFORE they happen

More campus life interests and viewpoints

More coverage of less liberal viewpoints, more coverage of adult commuter students, things that interest those kind of students, not just for the younger generation.

More current events

More ETSU business, things that go on with tuition things that are important to students

More input from students on opinions of what is going on campus

More letters to the editor-more student opinions on the issues around campus. What are the students thinking?

More stuff about current students, what is going on campus and upcoming activities.

More stuff concerning students and not the author's opinions about life and "shit"

More stuff that applies to college students

More things by the SGA

Campus News and Events (continued)

Non-traditional students

Recently it has been very political, probably less political and more about what's happening around campus.

See more coverage of actual campus events

Stories about campus events that have already occurred

Student reactions to campus initiatives

Students

The new tuition cap removal.

When campus organizations are holding events and Greek life.

Sports (22)

More sports (14)

ETSU basketball

Maybe cover more sports...especially track and field.

More sports because it seems like all the sports coverage is all about Courtney Piagram

More sports and specific teams

Probably just like sports, not just sports local but sports in general

Sports section

Sports should cover more college comparison.

Wish the sports section would be bigger

Activities (21)

Campus activities that are easily accessible to students.

Classifieds and activities and such listed for students to do...

Cooking

Community engagements

Community service

Events off campus, reflection of national events

Events students could join

Free lectures given out by ETSU

Local music events

More about campus volunteer and opinions

More entertainment

More events or social events

More local coverage about what is going on within the Tri-cities. Maybe more entertainment coverage so that students could know more of what they could do during weekends

More Music and Student activities

Music on campus

Music and entertainment

Probably more community activities

Recreation

They cover school related events. Maybe volunteer opportunities within the school.

Volunteering in the city

What the student population can do to help around town or let students know how to get more help

National/World Events (14)

More international news (3)

Current issues

Environmental, global, local as pertaining to students and events

Global news

I don't know. More coverage of stuff that's going on in the world. Real world stuff because its only campus stuff.

I would like for them to really look at the current economic situation because I don't think the university or the young adults really understand how the economic situation will impact them. I think the *East Tennessean* can relate to them.

More, um probably more of the economy/ business view

More information for students on current issues

More issues that deal with situation about government to give better view of nation and not just local, and possibly issues dealing with other countries.

More what's going on in the world.

National news

World news (not just war). World affairs.

Diversity-related Coverage (12)

Diversity

Diversity with different cultures and races

Gender bias in the work place

I don't know what I would like to see more of, but I would like to see less of the black news thing. It seems to be blown way out of proportion.

More coverage on diversity

More events that relate to the campus students, more events related to multicultures.

More on various cultures

More arts and cultural events

Multicultural events

Multicultural

Other cultures and ethnic groups

Social equality

Department News (11)

More about what departments are doing (2)

Anthropology

Biology

Digital media

I think it'd be interesting to see what individual departments are doing or individual students are doing. More specifics

More of the medical subjects, I am in the x-ray program

Research on Department Demolishment, teachers about to lose jobs, and financing reasons for these

Social work

The sociology dept

What student organizations can do to get around budget cuts and just the organization and the financial aid office

Political Coverage (10)

More politics (5)

I guess just political current events.

Political and social issues

Politics views from both standpoints. More promotion for higher levels of education.

There should be more political goings on the country right now.

Valid fair based politics

Local and Regional News (10)

Environmental, global, local as pertaining to students and events

Environmental/green in Johnson City

I am not really sure. More local news

I don't know I don't really read it. The only article I read was about sex in the dorms and that was really good. I would want to see more articles, stories, and reporting off campus. The respondent was unsure whether or not they report off campus. If they report what happens on the weekends downtown, hotspots, and so forth.

I'd like there to be more local news.

More of the cultures of students at ETSU, more events in the community

More of the surrounding areas--tri-cities.

More wide range coverage, state wide coverage, all of East Tennessee.

Regional material, regional interest...example bluegrass, projects locally, students views on nation/world news.

The stuff that is going on in surrounding areas and Johnson City.

Art-related Topics (6)

The arts (2)

More art stuff

More art

Music and arts events. Artist interviews.

Theatre information

Budget Issues (5)

Budget subjects

Budget things

Health issues and more about the budget crisis

I guess I would like to see more coverage of on campus stuff with like the budget and stuff like that.

No Underwood budget

Health-related Issues (3)

Health care issues

Health issues and more about the budget crisis

Health related

General Comments (25)

More opinions (2)

Book and movie reviews

Comic Reader...Movies...Word Jumbles and Games like Sudoku and such. More relevance to students and more student opinions.

Crossword puzzles

Do a better job on the existing information

Environment

Ethic programs

I'm in the radiology program. Students have a very hard time. Clinicals are not understanding.

We are paying for our education. I don't think that the instructors are understanding. Too much pressure

I feel at times that maybe there is restriction from the administration and negative outcomes. I feel like it is always positive and pro ETSU and I just want the cold hard Truth.

I guess more editorials

Less on people's personal opinions. They seem to be able to choose whatever topic they want to write about.

Lifestyles

More about the safety--what steps are being taken to increase safety and school events

More cartoons

More controversial, thought provoking types of stuff

More controversial topics. Something that could get students talking

More editorials

More scientific material, more technology

Safety things related to things.

Sciences and actual intelligent articles

The military

Too opinionated...Make it more neutral as opposed to biased

Went into more analysis of each week's SGA meetings

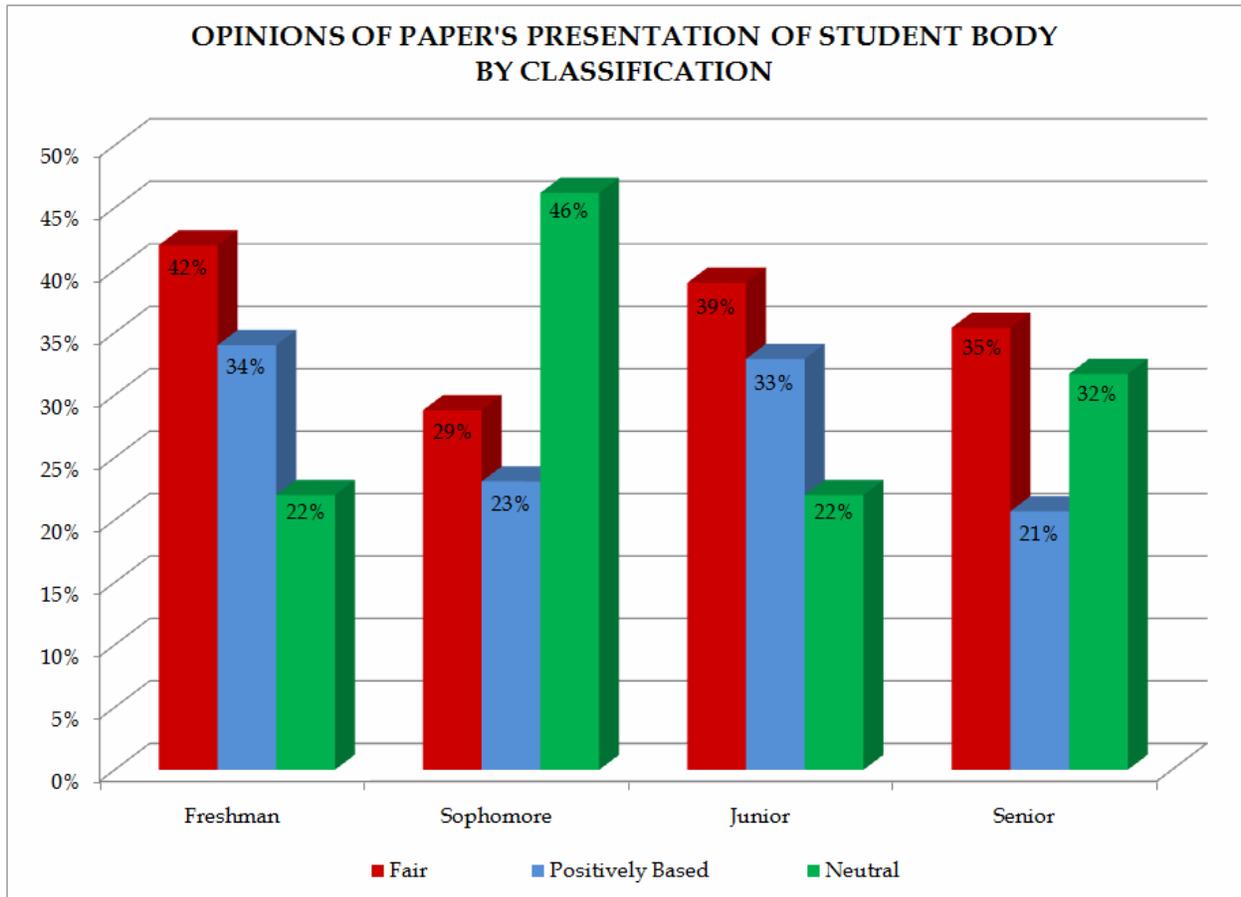
Would like to see more general news instead of so many opinion articles

11. When you don't read an issue of the *East Tennessean*, what is the reason?

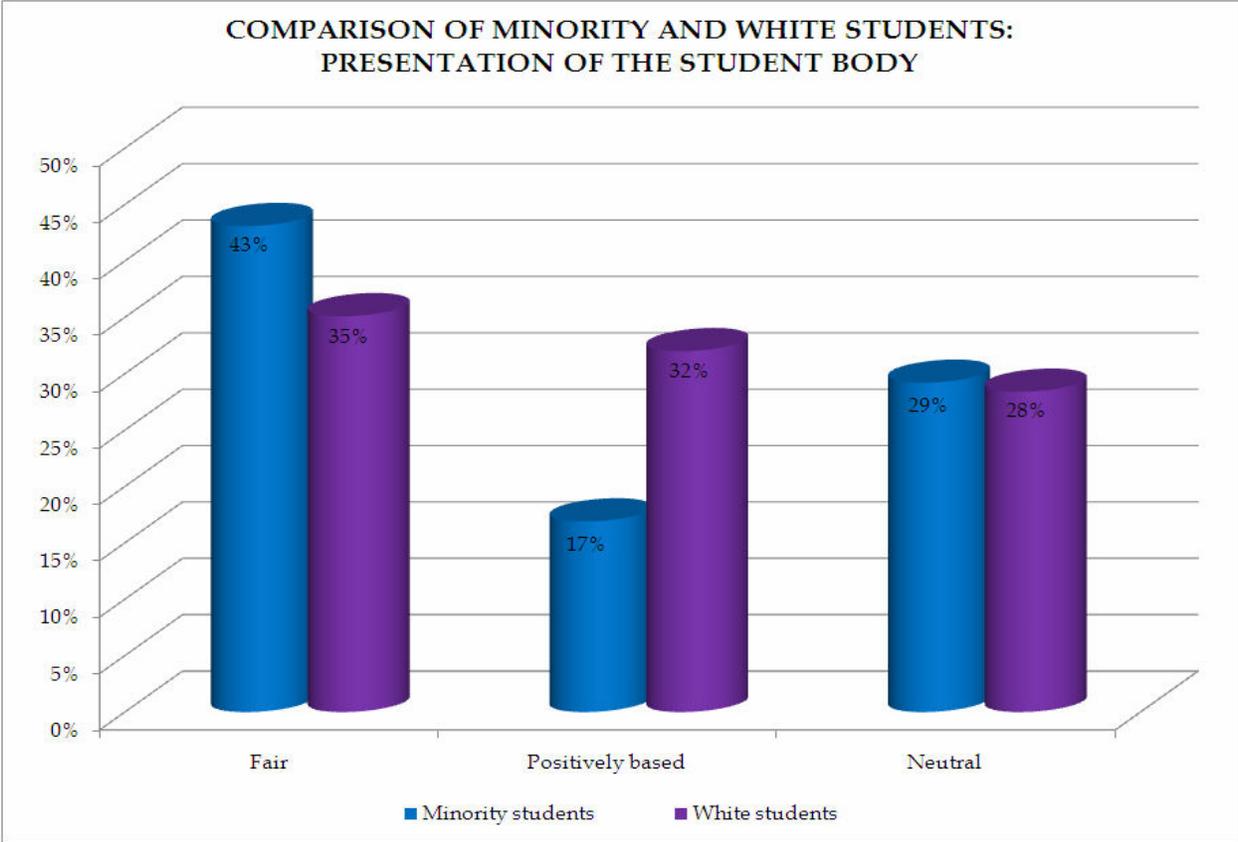
	Frequency	Percent
Gone before you get to campus	28	6.9%
Not available at convenient place	37	9.2%
Don't like <i>East Tennessean</i>	9	2.2%
Don't read newspapers	16	4.0%
No time to read the <i>East Tennessean</i>	125	30.9%
Always read it	26	6.4%

12. How would you describe the *East Tennessean's* presentation of the student body? Would you say it is:

	Frequency	Percent
Fair	99	36.9%
Positively based	73	27.2%
Neutral	79	29.5%
Negatively based	9	3.4%
Unfair	8	3.0%



Freshman respondents again view the paper more favorably than other students; 42% reported the paper's presentation of the student body is "fair" and 34% reported the presentation is "positively based." Only 21% of Seniors felt the presentation was "positively based." Almost half of Sophomore respondents (46%) felt the presentation of the student body was "neutral."



A higher percentage of minority students (43%) felt the paper’s presentation of the student body was “fair,” but only 17% felt it was “positively based.” White students were significantly more likely to report that the presentation was “positively based.”

13. What about the faculty and staff? Would you say the presentation is:

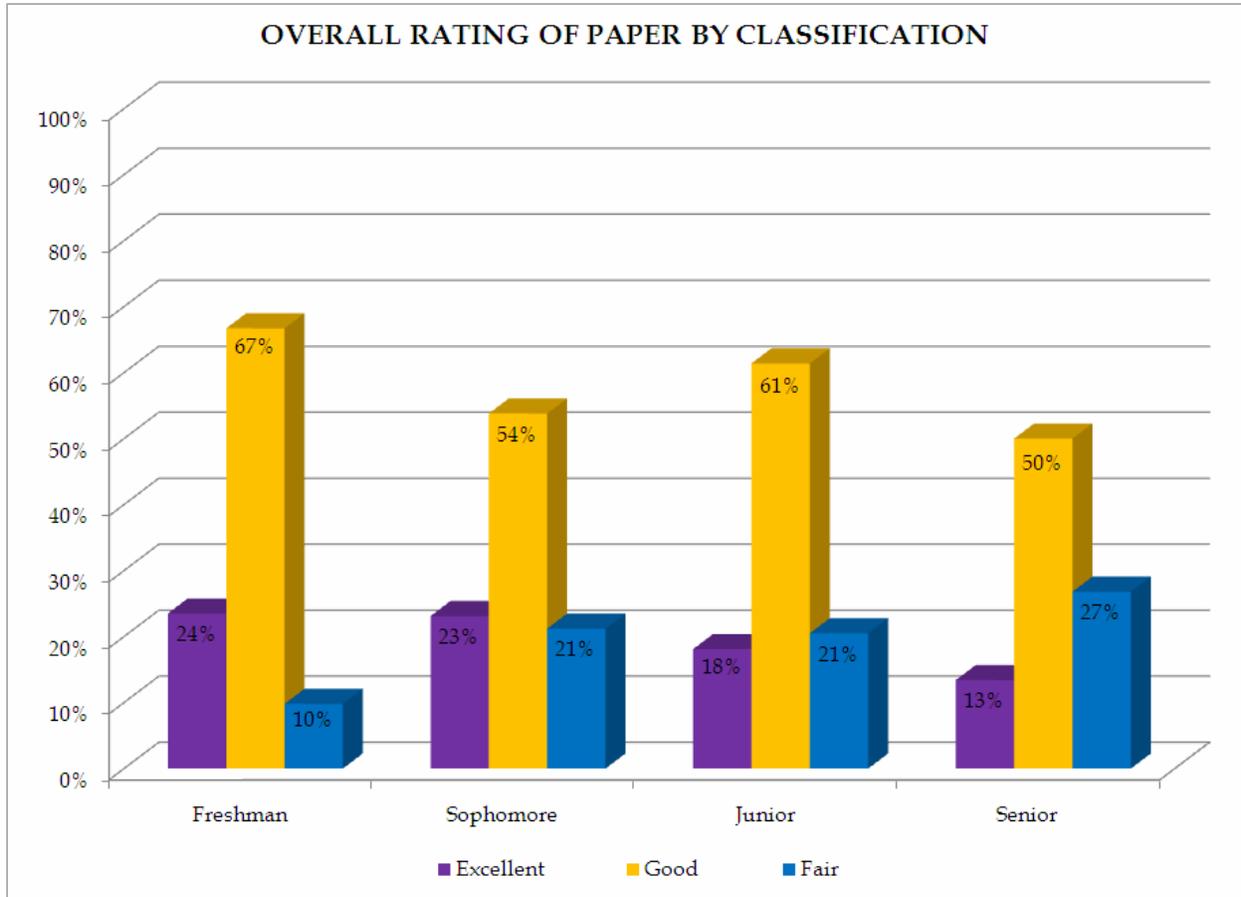
	Frequency	Percent
Fair	102	39.2%
Positively based	75	28.8%
Neutral	77	29.6%
Negatively based	4	1.5%
Unfair	2	0.8%

14. What about the administration? Would you say the presentation is:

	Frequency	Percent
Fair	96	36.9%
Positively based	54	20.8%
Neutral	92	35.4%
Negatively based	12	4.6%
Unfair	6	2.3%

15. Overall, how would you rate the *East Tennessean*?

	Frequency	Percent
Excellent	50	18.5%
Good	156	57.8%
Fair	55	20.4%
Poor	8	3.0%
Very Poor	1	0.4%



The majority of all classes believe that the paper, overall, is good. Differences do emerge when examining this rating by classification; as noted in other comparisons, freshman respondents rate the paper more favorably compared to upperclassmen, especially seniors. For example, a higher percentage of freshmen (24%) rated the paper as “excellent,” compared to only 18% of juniors, and 13% of seniors.

16. Please list any ways that you feel the *East Tennessean* could improve as a newspaper.

Add to Paper (33)

Discuss more sports (2)

More comics (2)

Bigger

Could do more crosswords and Sudoku's

Horoscopes, game sections

I don't really know any. Probably just add more to sports section I guess.

I think it could be a little longer. It is really set up well and enjoy reading it.

Increase amount of info

Including more science related articles...

Including more of the Arts...

Interview with people involved at events, artists interviews. More content to the paper.

It could be a little longer. More lengthy.

Larger, more content

List more student activities

Make the paper itself bigger

Maybe more political cartoons. Needs more variety.

Maybe variety of stories

More articles dealing with politics

More articles in a paper

More entertainment

More multicultural events and science

More pages, it's a small paper.

More about college careers

More stories, less advertising

More viewpoints, more variety

Offer topics that grasp students' attention

Um, I would like to see more in it. The last couple of times I read it, it was only three or four little pages. There hasn't been a whole lot to it, like it normally was.

Talk about issues that are actually important that will get their attention and grab more readers.

They were doing the thing that they were posting crime reports--is this every week? I liked this a lot. Continuing crime reporting

Thicker with more variety

Wider range of coverage.

Improve the Paper's Quality (25)

And to lay off of the editorials so much

Articles more open, eliminate bias

Be a little more balanced in information

Better editing skills

Doesn't appeal to everyone, mostly to average student out of HS. Seems vague, needs to be more specific with students as pertains to what students should do, economically, environmentally.

Explore different views and ideas

Get more interviews from more people

Get information from more credible sources

I feel that sometimes it has ridiculous and adverse bias. I feel some of the questions asked to the administration are fake. Someone should scan it for facts.

Leaned toward candidates in an election.

Less bias within articles. That should be saved for the letters to editors. Maybe some more variety in topics pertaining to campus life and student life in the tri-cities.

More articles where it is independent of the ETSU media and not be so biased.

More balanced reading.

More facts less opinionated

More interesting writers, more lively.

More topics included that concerned students.

More writers

Much more informative. Much more interesting and involving the students. It has a lot of potential but they are slacking in a lot of departments. Maybe place the newspapers where students congregate more...even off campus too. More substance and a lot longer with articles that apply to what students want to hear about. Rumors also need to be expunged and something needs to be done about the parking...it's ridiculous!

Start putting others point of view and not just take one side. Do not focus on one particular side.

The paper is biased and needs to have more of a student based opinion not just opinions from "cliques " on campus

The sports section has needed some improvement for a while. The viewpoint was a good addition.

They need to have a more open mind toward issues. Seems like there's a lot of tendency to write with a very liberal mind aspect.

Too much bashing of particular political views

Typing errors

Writers have been misleading. Felt biased against marksmanship club.

Increase Coverage of Campus News (24)

Be more informative about things going on around campus before they happen

Cover more adult students with families, more events happening campus, more human interest stories.

Cover more stories about injustices on campus and more affirmative action. Do not print stories that could be heard tomorrow or am uninterested about.

Doing a better job of representing the entire student body

Don't try to be like the JC press, focus more on college students, music arts, more focus on ETSU activities

Good to know what's going on campus, like plays.

I think it needs to focus more on events that are campus wide. There are times when events aren't mentioned in the paper.

I think it would be nice if there was an emphasis with the nursing programs and the strength of the material and how it's presented

Just on the things it covers (adult commuter students), things that don't just interest a specific type of viewpoint and have a more comprehensive viewpoint, more articles that more people could be interested in.

Listing more things available to ETSU students they otherwise wouldn't know about

Market it more; in the paper put classifieds in get some really hard stories and what's going on with the administration.

More about what's going on campus. Really nothing about student life. Mix what they have now and student life together.

More campus events and letting people know what's going on, getting in touch with campus organizations and find out what's going to happen and what has already happened.

More coverage dept news

More diversity of different cultures and races, more focus on different lifestyles, incorporate alternative/adult students more.

More information on what is going on campus/scholarships/budget/job opportunities

More things that are student oriented. More coverage of events before they happen so students can know what's going on.

More campus news

More musical stuff, concert events. Musicians on campus

More student involvement activities. More programs and more student opportunities in the paper.

Perhaps focus less on the events taking place on campus, but more on issues that affect the student body.

They could just improve on their stories, get some good stories about some science projects around campus, that would be pretty cool

They could look more at the adults that are going to school there. need to watch their headlines. Front cover story important

They have too much about sports. Need more news about clubs and other campus activities.

Paper Doing a Good Job (12)

Can't do anything else to improve

Fairly do a good job

I think they are doing a good job. Can't think of anything.

I think it could be a little longer. It is really set up well and enjoy reading it.

I think it's pretty good, nothing to improve

It's good that they cover more the regional stuff; throwing in more popular stuff helps too.

Keep it going how it's going pretty good as is

No way, whoever takes the time to go to school and write for the paper is doing pretty good

Nope, it's great

Overall a good job. I do not know.

They are already doing a good job

Thinks they're doing a good job

Improve Paper's Appearance (11)

Have more pictures

Honestly, I think the overall look could be more catchy and more eye-catching. Too much print, needs more pictures

I think I like more headlines that appeals to the eye.

I've always liked when you have one story on one page instead of flipping.

Make it more attractive, it's so bland sometimes there's nothing that catches you.

More catchy cover

More eye catchy

More headlines

Presentation, attract readers with interesting topics

The aesthetic design

Work on the ability to catch someone's eye when they first glance at the paper

Information About Outside Events/News (11)

Get more local people from local tri-cities area so that the views reflect more to those of the tri-cities

Just more coverage of the sports section and not just school sports but professional

Let students know more about events in Johnson City

More clearly addressing issues other than SGA or campus stuff

More events current

More political science views/government, keep people more informed.

More political coverage and social coverage. Like to see more arguments being thrown back and forth. Something that could engage debate.

More sports coverage, statistics of professional/college teams intramural coverage to keep up with other teams

Section about world news would be good

World affairs, animal rights, or shelters, food drives for shelters.

Well like I said, going back to news and local events and publish them more up to date. I would like to read what is happening that day.

Improve Availability/Location (7)

More availability (2)

It could come out more than twice a week. Sometimes I see the same one 3-4 days in a row.

More locations as to where can obtain a copy of the East Tennessean

Newspaper stands

Put in more locations, more convenient

Should be at more places, Starbucks, and other places around the town so community is more active at ETSU

Improve Advertisement for the Paper (4)

Advertise a little bit more for the newspaper itself.

Better advertisement for the paper around the community

More public exposure of itself; more advertisements

More self advertisement throughout campus

Other Responses (6)

Connect more to students

Don't read enough to know what would make it better

Honestly don't know, don't read it often to know what they are doing good or bad

I think they should strive to produce less paper copies because the school has the green policy but there are wasted newspapers everywhere.

Just listening more to suggestions of the students of what they like to see.

More students interested

17. How likely are you to read an online newspaper?

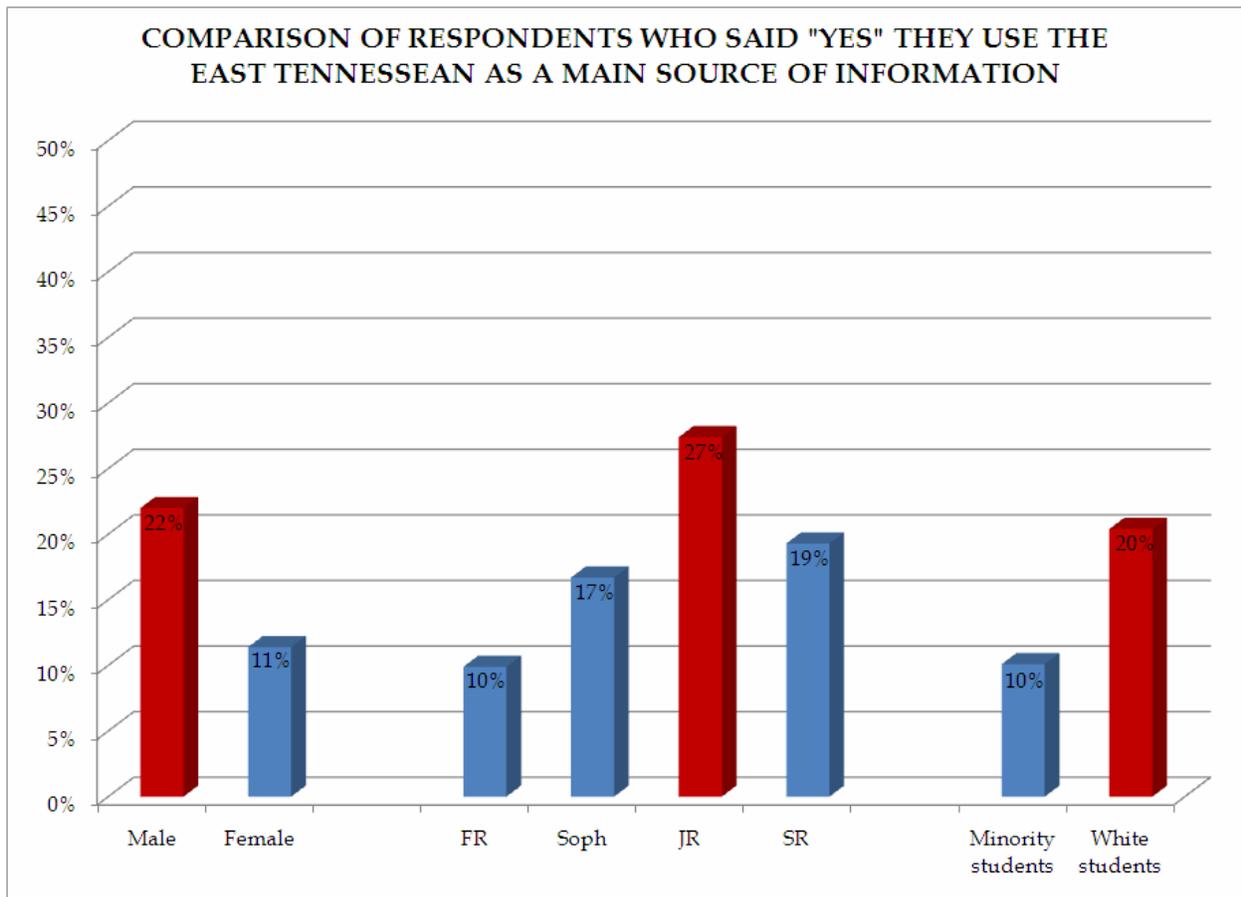
	Frequency	Percent
Extremely likely	55	14.0%
Likely	139	35.4%
Unlikely	110	28.0%
Extremely unlikely	89	22.6%

18. How likely are you to read a printed newspaper from a newsstand?

	Frequency	Percent
Extremely likely	85	21.6%
Likely	185	47.0%
Unlikely	77	19.5%
Extremely unlikely	47	11.9%

19. Which of the following is your main source of information about ETSU news and events? (Respondents could select more than one answer to this question; as a result, percentages will equal more than 100%)

	Frequency	Percent
<i>East Tennessean</i>	73	18.1%
Campus radio station	10	2.5%
Campus television station	6	1.5%
Posters/flyers around campus	130	32.2%
Mass emails from ETSU	236	58.4%
<i>The Loafer</i>	12	3.0%



Of the 18% of students who said they use the East Tennessean as a main source of information, differences between students were observed. Male students, Juniors, and white students were more likely to report using the paper as a main source of information.

Finally, please answer the following questions. These questions are asked to everyone to help us make sure that all groups of students have been given a chance to provide feedback.

20. What is your gender?

	Frequency	Percent
Male	191	52.2%
Female	175	47.8%

21. Which classification best describes you?

	Frequency	Percent
Freshman	101	25.0%
Sophomore	78	19.8%
Junior	106	26.9%
Senior	109	27.7%

22. Are you a full-time or part-time student?

	Frequency	Percent
Full time	386	98.0%
Part time	8	2.0%

23. How would you describe your racial/ethnic group?

	Frequency	Percent
African American	45	11.7%
Asian American	17	4.4%
Native American	7	1.8%
Caucasian/White	285	74.2%
Hispanic	16	4.2%
Other	14	3.6%