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Student awareness of the Daily News-Record

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Exploring Student Awareness of the *Daily News-Record*

An Honors Program Project Presented to

the Faculty of the Undergraduate

College of Arts and Letters

James Madison University

by Molly Margaret Jacob
May 2016

Accepted by the faculty of the School of Communication Studies, James Madison University, in partial fulfillment of the requirements for the Honors Program.

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Exploring Student Awareness of the *Daily News-Record*

A Senior Honors Project
by Molly Jacob
Advisor: Dr. Yeonsoo Kim

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Abstract

The *Daily News-Record* is a local daily newspaper located in Harrisonburg, Virginia, a city with a population of about 52,000. The *Daily News-Record's* print circulation is 26,000, while its digital circulation is 800. The paper also houses other local publications, such as the *Rocktown Weekly*, a free weekly publication that covers local news and the local music scene.

James Madison University is a mid-sized public university also located in Harrisonburg, Virginia. The researcher wanted to understand JMU student awareness of local news sources, student consumption of news sources, student intention to read the local paper and whether there was a relationship with student community involvement, and student perception of campus opinion leaders.

The survey research resulted in these major findings: 1) JMU students were mostly unaware of local news sources, but among local news sources, were most aware of the *Daily News-Record*; 2) students rely on online sources the most (Internet, Facebook, etc.) for gathering news; 3) students trust professors most as campus opinion leaders; 4) very few students had newspaper subscriptions, but when they did, their purpose of having one was to receive local news; 5) students were, by a very small margin, more likely to read and subscribe to the *Rocktown Weekly* compared to the *Daily News-Record*; 6) students more involved in the community were more aware of and more likely to read the *Daily News-Record* and *Rocktown Weekly*; 7) students more involved in the community had a higher intention to read and subscribe to the *Daily News-Record* and *Rocktown Weekly*; and 8) students who rely on print newspapers

and print newspaper websites had a higher intention to read and subscribe to the *Daily News-Record* and *Rocktown Weekly*.

Based on these primary research findings, goals, objectives, strategies, and tactics were created for a potential future campaign for *Daily News-Record* staff members to implement. A key public that would be targeted in this campaign was identified as a result of the research findings. This public has been named the Community Oriented Traditional Media Consumers (COTMC). This student public consumes more traditional forms of media, such as newspapers and newspaper websites, and is heavily involved in their community. Members of this public are more likely to read and subscribe to both publications, and students overall were more likely to subscribe to the *Rocktown Weekly*, so the COTMC public would be targeted in a campaign to increase their readership of the *Rocktown Weekly*. JMU students as a whole would also be targeted in this campaign, but because their intentions to read and subscribe to the publications were low, they would be targeted in a campaign to increase their overall awareness of both publications.

Background Report

Introduction

The *Daily News-Record (DN-R)* is a local daily newspaper located in Harrisonburg, Virginia, which is a mid-sized city in the Shenandoah Valley. It is the largest and most prominent news publication in Harrisonburg. The *DN-R* publishes a print newspaper every day, Monday through Saturday. The *DN-R* also manages multiple publications, such as *Rocktown Weekly* and the *Shenandoah Valley Business Journal*. The *DN-R*'s print circulation is 26,000, while its digital circulation is only 800. Its digital market, for all purposes, is still untapped. Besides print and digital editions of the newspaper, it also has an application that can be found through the Apple App Store.

The *DN-R*'s current situation is that it focuses on getting more subscribers from the community, but rarely reaches out to students at local universities and colleges because it views students as a transient market. Looking at James Madison University (JMU) specifically, *DN-R* general manager Peter Yates acknowledged in an interview that this institution has a huge economic, social, and political impact on the Harrisonburg community.

As of Fall 2015 21,227 undergraduate and graduate students were enrolled at JMU and that number will only continue to grow (James Madison University, 2015). The city of Harrisonburg's population is 52,478 as of 2014 (the most up-to-date data), which includes JMU students. (U.S. Census Bureau, 2014). The *DN-R* is not widely read or even known among JMU students. The researcher conducted several informal interviews and asked about 10 students if

they had ever read the *DN-R*. Not only had about eight never read or heard of the paper, but at least four did not know that there even was a local newspaper in Harrisonburg.

The *DN-R* has no online editor, public editor, communications officer, or anyone who could directly oversee an outreach campaign. Although general manager and editor Peter Yates handles community relations and overarching campaigns to gain more subscribers, his job encompasses so much more than this so communication and marketing issues may be neglected.

A survey will be needed to accurately measure JMU students' awareness and perception of the *DN-R*, as well as how most effectively to reach them with news. This information could be useful to other universities so they can understand how students consume news and to local papers in university towns so they can decide whether students would be a good public to target to gain new subscribers.

Background Report

Structure

The *DN-R* is a daily newspaper that publishes Monday through Saturday. The Evening News was the *DN-R*'s predecessor, with its first edition published in May 1899 (“About Us,” 2015). A 1913 merger brought together *Harrisonburg Daily News* and *Rockingham Daily Record* to create the *Daily News-Record* (“About Us,” 2015). Currently, the *DN-R* is distributed in Rockingham County, Page County, and Augusta County in Virginia. It is also distributed in Hardy County, Grant County, and Pendleton County in West Virginia.

Rockingham Co., Inc., is the publisher of the *DN-R* (“About Us,” 2015). Peter Yates is the general manager and editor of the paper, but acts as the informal publisher. R. Cort Kirkwood is the managing editor, Steve Turner is the advertising director, and Tommy Bridges is the circulation director (see Appendix A for complete list of editorial, advertising, and office staff.)

Daily News-Record

At the *DN-R*, the editorial staff and advertising staff rarely work together, but the advertising staff does communicate to the editors about how many advertisements will be in each issue.

Since 1923, Senator Harry Flood Byrd and his family have acted as publisher for the *DN-R*. *The North Fork Journal* and *Rocktown Weekly* are overseen by features editor Kyleen Kendall and are inserted into the *DN-R* every week. *The Shenandoah Valley Business Journal* is produced in-house on a monthly basis. *The Page News and Courier*, based in Luray, and *The Valley Banner* are sister publications with their own staff. *The Shenandoah Herald* and the *Warren Sentinel* work out of the *DN-R*'s office but are separate publications. All of these publications are easily accessible through the *DN-R*'s website.

The *DN-R* also runs the Harrisonburg area *Find&Save* website, which helps people find coupons for local stores such as Target.

Not only does the *DN-R* have both print and digital subscriptions, it also has an app that only subscribers can use and allows readers to access articles from their smartphone. Below is a table showing all of the subscription options for the *DN-R* taken from their website:

	1 month	3 months	6 months	12 months
Home Delivery <ul style="list-style-type: none">• The traditional print edition of The Daily News-Record delivered to you every morning• FREE access to Dnronline.com and the E-Edition Digital Replica• FREE 52-week Digital Premium Subscription to our partner, The	\$13	\$38	\$65	\$118

Daily News-Record

Washington Post. (Only for 12 month subscriptions)				
Local Mail <ul style="list-style-type: none"> •The traditional print edition of The Daily News-Record delivered to you every morning •FREE access to Dnronline.com and the E-Edition Digital Replica 	\$15	\$42	\$72	\$132
Mail Outside Virginia and West Virginia <ul style="list-style-type: none"> • The traditional print edition of The Daily News-Record delivered to you every morning • FREE access to Dnronline.com and the E-Edition Digital Replica 	\$32	\$70	\$102	\$158
E-Edition Digital Replica <ul style="list-style-type: none"> • Digital replica of The Daily News-Record print edition delivered to your e-mail every morning. • Keyword search • E-mail or print stories • FREE access to Dnronline.com 	\$6	x	x	\$65
Web Only <ul style="list-style-type: none"> • Access to all the articles, 	\$10	x	x	\$30

Daily News-Record

photos, multimedia, columns, and back issues available on the web site				
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Figure 1: *DN-R* subscription options

Performance

The *DN-R* is part of the print news media, which, on a national level, are decreasing in sales and circulation (Weissmann, 2014). As mentioned previously, the *DN-R* has a circulation of 26,000 print copies and 800 digital subscribers a year. Print copies of the *DN-R* are sold in places such as grocery stores and coffee shops, for 75 cents per copy but it is less expensive to subscribe to the paper. The *DN-R* estimates its readership to be around 70,000 people a day ("About Us," 2015). Additionally, the *DN-R* sells advertising space both in print and on its website. Pricing depends on location and size of the ad (see Appendix B for complete breakdown of advertising rates).

Both the general manager and the sales manager would not provide specific financial information about *DN-R*'s monetary performance because they said the market is too competitive to freely release their financial figures. They did mention that the *DN-R* has not been immune from the national trend of decreasing newspaper subscriptions and sales.

Dr. Lars Kristiansen, a JMU professor in the School of Communication Studies, has subscribed to the *DN-R* since October 2015. He says he likes the *DN-R*'s local angle and reads the paper primarily to find out about local events. He describes the paper's content as "fairly conservative" because the editorials and election coverage are "framed in a certain way."

"I like the paper," Kristiansen said. "But could it be better? Absolutely."

Dr. Nan Zheng, a JMU professor in the School of Media Arts & Design, has regularly read the *DN-R* every weekday for about four years.

"I don't sense an ideological or political slant in the news section," said Zheng. "As far as bias, I don't see a slant, but I don't read the editorials." She believes the publication does a good job covering local news, but she would like to see more in-depth stories on issues in the county. She thinks that this paper, like other local papers of a similar size, simply doesn't have the resources to cover single issues in depth.

The *DN-R* publishes letters to the editor in every issue written by residents. These residents often comment on a *DN-R* article or just a general issue, such as the presidential election or abortion. In a letter published in the March 25, 2016 issue of the *DN-R*, entitled "DN-R Headline Shows Anti-Obama Bias," Harrisonburg resident Todd Hedinger says that the wording of a recent headline shows that the *DN-R* editorial staff members are biased against Democratic president, Barack Obama, and criticize him constantly (Hedinger, 2016). In a February 26, 2016 letter to the editor entitled "DN-R Editors Are Behind The Times," Harrisonburg resident Charles Strickler comments on how the newspaper editors often criticizes actions taken by the Environmental Protection Agency and how they need to be more accepting of an environmentally friendly economy, not ignoring or minimizing global climate change (Strickler, 2016).

Whether subscribers perceive a conservative slant or not, it is important to keep in mind that college students are generally more liberal (Eagan, Stolzenberg, Bates, Aragon, Suchard & Rios-Aguilar, 2016) and people living in rural areas, such as the Shenandoah Valley, tend to be more conservative (Bump, 2014). A potential conservative slant could be a positive for conservative subscribers, but a negative for liberal subscribers.

Performance of comparable publications. Charlottesville, Virginia, is a city of comparable size and demographics to Harrisonburg. Its local newspaper is the *Daily Progress*

with a circulation, according to information from 2013, of 21,849 (daily average) and 23,567 (Sunday average) (Audit Bureau of Circulation, 2013). Yelp user Terri B., in her August 4, 2013 Yelp review, gives the *Daily Progress* a one-star and comments on how the delivery times to rural areas are two hours later in the day than originally promised by the paper. Charles K., in his September 30, 2015 Yelp review, talks about how he also has issues with delivery of the *Daily Progress*. He writes, "Do not subscribe! The paper has barely any interesting information in it."

Blacksburg, Virginia, is also a comparable city. The *Roanoke Times* serves as the closest local newspaper and has a circulation, according to information from 2013, of 67,000 (daily average) and 85,000 (Sunday average) (Berrier, 2013). The *Roanoke Times* has a review of 2.3 out of 5 stars on Glassdoor, a website where employees can anonymously review their companies. This rating comments on its internal structure, not on any external perception of it. No Yelp! ratings exist for this publication.

Internal Impediments

There is no one on staff at the *DN-R* whose role is to interact with the community or any of its publics. Most of the community outreach falls onto general manager Peter Yates, who has plenty of other job duties. Additionally, there is no one person who operates the *DN-R*'s website, social media accounts, or any of its communication channels. Each editor is responsible for Tweeting or posting links to his/her section's articles on Twitter and Facebook, as well as updating his/her section of the website. The *DN-R* used to have an online media editor on staff, but no one currently holds that position.

Niche

The *DN-R* covers news that is localized, focusing on local crimes and news concerning the Harrisonburg Police Department; agriculture; local businesses; events at James Madison University, Eastern Mennonite University, and Bridgewater College, especially sports games; local cultural festivals and events; economic or political changes in the Shenandoah Valley; information about local schools; and local and state politics.

Ethical Base

In terms of community involvement, the *DN-R* is often invited to local schools and universities to speak at seminars and forums. Additionally, the *DN-R* has hosted a "Newspapers in Education" program for the past 20 years. This is a partnership with local high schools in which the *DN-R* provides them with free newspapers, and teachers use them as teaching tools with their students.

In 2004-2005, the *DN-R* had a partnership with Bridgewater College in which the college bought thousands of *DN-R* subscriptions and place them in newsstands for free to students. Peter Yates said this program was very successful. According to him, the papers would be all gone from the newsstands by lunchtime. He said he has reached out to JMU and asked if they would also like to participate in this program, but they have never agreed to participate.

News editor Jerry Blair said in an interview that the *DN-R* tends to stay away from aligning or associating itself with any community groups or programs, but it does seek to promote community events. The rationale for this goes along with the *DN-R*'s desire to fulfill an objective—watchdog function of the community. Blair said in this interview that the *DN-R* believes it can best report on the community if it does not have close ties with any group or institution; otherwise, it may appear to be biased.

Communications Channels Audit

The major communication channels are the *DN-R*'s print newspaper, website, Facebook, and Twitter accounts.

Through its website (dnronline.com), subscribers can access content online. Nonsubscribers can view breaking news, some full articles, and headlines, but most articles require a subscriber's login. There are also links to its social media sites and a "Contact Us" webpage with the email addresses of everyone who works at the *DN-R*. The website receives about 200,000 unique visitors per month and 80,000 page views per month. The website is not responsive, but does have a mobile version. There is a section of the website devoted to the *Rocktown Weekly*, but content from this publication is infrequently put up on the site and this section is often empty.

According to *The Principles of Beautiful Web Design*, a concept of good web design is having whitespace because "empty space on a page is every bit as important as having content" (Beaird, 2010, p. 27). The *DN-R*'s website has little whitespace – at least 85% of the homepage is filled with content. This book also says that the current best practice for all websites is having responsive design, which the *DN-R*'s website does not have (Beaird, 2010).

The *DN-R* Facebook page, with 10,465 likes as of April 10, 2016, has new posts multiple times a day, which include both links to online articles and screenshots of front page. In the past several months, there have been more frequent postings on the Facebook page, but those who manage the page are not interactive and do not respond to negative comments.

The *DN-R* twitter account Twitter (@DNRnews) has 3,057 followers as of April 10, 2016. The account has 10,800 tweets and follows 416 people as of April 10, 2016 The Tweets

are daily, regular postings of links to online articles. Similar to its Facebook account, the DN-R's Twitter account is also not interactive with other accounts and does not use hashtags or retweet other accounts.

As was mentioned before, editors are responsible for updating all of these channels. This may explain the lack of interactivity or regular posts – the editors may be simply too busy to keep up with these postings.

External Factors

Competitors. The *DN-R* has direct and indirect competitors. Because it covers sports and major news concerning local colleges and universities, its coverage competes with publications at these schools. *The Breeze* is JMU's bi-weekly, student newspaper; *BC Voice* is Bridgewater College's student publication; and *The Weather Vane* is EMU's student publication.

The local television station, WHSV-TV3, covers the same news and geographical areas as the *DN-R* and also has a website where people can access local news, both in the form of articles and videos, for free. This may be most appealing to local residents who are just looking for easily accessible information on local news and events.

The local NPR station, WMRA, also covers local news. The station's coverage area is the Shenandoah Valley, and its frequency is 90.7 FM. The station broadcasts NPR pieces, such as "All Things Considered," but also generates original stories. WMRA's website, www.wmra.org, includes both written stories and recordings of stories on air – all for free.

Although the *DN-R* is the only daily newspaper in Harrisonburg, its coverage area does overlap with other nearby dailies such as *The News Leader* in Staunton, Virginia; *The Daily Progress* in Charlottesville, Virginia; and *The News Virginian* in Waynesboro, Virginia. These would be indirect competitors in that it is unlikely that a Harrisonburg resident would subscribe

to a local newspaper as many as 30-70 miles away from their community, but the papers do cover similar news. However, *The News Leader* does sell in gas stations and grocery stores in Harrisonburg and has a Sunday edition, which the *DN-R* does not.

An interesting note is that *DN-R*'s publishing company, Rockingham Co., Inc., also prints papers for *The Breeze* and *The News-Leader*.

Opponents. Two local residents were dissatisfied with how the *DN-R* covered local news and establishments, so they created a news blog called Old South High (www.oldsouthhigh.com). One of the blog's founders, Jeremiah Jenkins, writes in a post that the reason the blog was started was because they believed "Harrisonburg was under-served by existing media," a subtle jab at the *DN-R*. The blog has been in hibernation when its founder moved to Brazil in May 2015.

Supporters. General manager Peter Yates says he does not know of any specific supporters in the community.

Some JMU professors are indirect supporters of the *DN-R*. A few professors from the School of Media Arts & Design and School of Communication Studies encourage or even require students to read the *DN-R*, not because they necessarily want to support this publication specifically, but because they want their students to be knowledgeable about local news.

External Impediments:

As mentioned previously, the researcher conducted 10 informal interviews among students and has concluded from this informal research that students are probably not be aware of the publication. Primary research is needed to support this assumption.

Yates says that one of the paper's biggest challenges is keeping its loyal customers who prefer the traditional, print version of the paper happy while the *DN-R* attempts to expand to new markets, such as promoting its app or digital subscriptions.

Public Environment:

Through casual observation, the *DN-R* is a publicly known institution in Harrisonburg. Copies are easily available throughout Harrisonburg community in highly visible and popular places.

On the *DN-R's* Yelp page, there are four reviews from August 2009 to October 2012 that are all negative or mediocre at best (and are "not currently recommended" by Yelp). One reviewer from 2011 says the paper "sometimes misses the things that are important to local people around my age." Another reviewer from 2009 says that the *DN-R* does a fair job reporting on the news but can't "describe the *DN-R* editorial page as anything other than embarrassing" due to its right-wing slant. The *DN-R* has 4.2 out of 5 stars on Google Reviews; these five reviews are more recent, with the most recent being from four weeks ago. Four out of these five reviews give five stars, with one review giving one star and commenting, "They don't always publish the entire truth."

On Facebook, 177 reviewers have given the *DN-R* an average of 4.1 out of 5 stars. The comments on these reviews vary, from positive comments such as from Kathy Dempsey from May 26, 2015, "Its one of the best news papers around i like reading one everyday" [sic], to negative comments, such as Adam Royer's review from October 15, 2015, where he expresses how he didn't like how the paper covered a local trial.

For the most part, these reviews are too outdated to be considered a reliable measure of public opinion of the *DN-R*, so this further shows the need for primary research to be conducted.

As for public outreach, the *DN-R* has executed campaigns to increase its subscriptions. The *DN-R* has sent out email blasts encouraging people to subscribe, advertised special offers, created radio and TV ads, and held kiosk sales several times a year. One of its most successful programs is a retention program around the holidays in which it offers a few months' of papers free. It targets a mass audience in these campaigns.

Publics

Customers. The *DN-R's* customers are those who subscribe to the paper regularly or purchase it occasionally. The *DN-R* believes members of an older, more educated demographic are the customers of its print media and members from a younger generation are consumers of its online media. The general manager believes that younger people are more inclined to read the *Rocktown Weekly*, a free newspaper that covers local cultural events and arts.

Potential Customers. JMU students are, for the most part, an untapped potential customer base. Out of over 20,000 students, 73 percent of the student body is from Virginia (James Madison University, 2015). This means they could potentially care about local news and politics. Young adults can be more civically engaged during election seasons (Smith, 2013), and since America is currently entering an election season, this may boost students' interest in reading the news.

Producers. The *DN-R's* producers are those who create the newspaper: the editors, managers, reporters, and advertising staff (see Appendix A for full editorial, advertising, and office staff list.) Rockingham Co., Inc., publishes the paper daily, and an independent contractor makes deliveries every morning, Monday through Saturday,

Enablers. The *DN-R* is a privately owned business so it relies on advertising and sales revenue to keep the paper going. The money from these sources funds the paper itself.

Limiters. The *DN-R* faces the same bleak fact that print newspapers all over the country are facing: the print newspaper industry is declining. In 2014, the Newspaper Association of American found that print ad revenues are the lowest they've been since 1950 (Weissmann, 2014). More and more people are turning to social media and blogs for news, which limits the success of print daily newspapers. Negative reviews online (such as the ones found on Yelp!, mentioned above) also can interfere with the *DN-R* gaining or keeping subscribers.

Opinion Leaders. Harrisonburg's official and formal opinion leaders include City Mayor Christopher Jones and the Harrisonburg City Council. The *DN-R* itself is an opinion leader because it selects to cover and report on certain stories, which become part of the community's awareness and common knowledge. Other opinion leaders might include WHSV-TV3 news anchors and reporters, WMRA broadcasters, local business owners, and leaders of local organizations and institutions, such as the president of JMU or EMU.

On the JMU campus, potential opinion leaders could include professors, professional staff members, administrators, and peers. Student campus leaders (such as the president of a sorority) might also act as opinion leaders. The levels of trust JMU students have for these potential opinion leaders can be obtained through primary research.

SWOT Analysis

Strengths

- The *DN-R* is the biggest and most prominent newspaper in Harrisonburg
- Multimedia sources: it has online editions, a mobile version, and an app
- The *DN-R* operates multiple publications (such as *Rocktown Weekly* and the *Shenandoah Valley Business Journal*) that can appeal to a wide variety of audiences
- The publication has a huge presence in the community
- The publication covers localized news
- Conservative community residents could view its possibly conservative slant as a strength

Opportunities

- Local unreached markets that could be reached
- Upcoming election season might result in residents and students becoming more interested in political news and civic engagement
- Could modernize the interface of the *DN-R* website and update *Rocktown Weekly* section more frequently

Weaknesses

- No online editor or someone who controls social media accounts
- No person whose only job is to interact with the public
- *DN-R* staff does not realize potential of JMU, EMU, and other college students as customers and there is a lack of resources to tap this potential market
- *Rocktown Weekly* section of the *DN-R* website is often empty
- Possibly has a conservative slant, which could alienate liberal college students
- Website has an outdated look and feel

Threats

- Declining print news industry (a national trend)
- The *DN-R*'s low awareness among many JMU students (but need primary research to prove or disprove this assumption)
- The publication has so few digital subscriptions so there is a low awareness or interest in their digital presence

Key Publics

Targeting JMU students as a whole is too broad of a public. The specific characteristics about the students that could be reached as a potential new customer base are as followed: sophomores and juniors, because research shows these students are more likely than freshmen to read newspapers (Alloy Media Marketing, 2008); Virginia residents, because these students are more likely to have more interest in local or regional news and comprise 73 percent of the student body (James Madison University, 2015); and students with majors in the College of Arts and Letters, as students in programs such as journalism, communication, and political science are often required to keep up with local news.

The secondary public is divided up into two demographics: Harrisonburg residents under 30 and over 30. Pew Research has shown that 71 percent of news consumers under 30 read their news in a digital form, so campaigns directed toward them would encourage digital subscriptions (Zickuhr, 2012). Pew Research also found that 62 percent of those over 30 read print newspapers, so a campaign targeted them would encourage print subscriptions (Zickuhr, 2012).

Suggested Research

A survey is needed to explore and quantify how JMU students perceive the *DN-R* and also how connected they feel to the Harrisonburg community. A survey could measure students' awareness of the *DN-R* and could determine if the students do care about becoming more involved in their community or want to read community news. Using demographics such as academic year and major, this researcher can find more information about the type of student that would be most interested in reading the *DN-R* and use this information to create a targeted campaign.

Primary Research Report

Introduction

There are some gaps in the secondary research report about how JMU students consume local news and their awareness of local news sources such as the *Daily-News Record*, so primary research is needed. No research specifically looking at JMU students in this field of inquiry can be found by the secondary research conducted. Survey research will be more effective than focus group research at reaching more JMU students and gathering a diverse amount of data. The findings of this survey will help create a campaign to increase student awareness and readership of local news sources. The direction this campaign will follow, whether to motivate JMU students to buy a subscription to local news sources or to just make them aware of these news sources, will be determined as a result of this research. Primary research should help convince the client that such a campaign should take place.

Research Questions and Hypotheses

Research Questions

Awareness Level of the Daily News-Record and the Rocktown Weekly

Pew Research from 2010 shows that the 18-24 age group reads print newspapers the least, with only about 6 percent of this college-aged group regularly reading a print daily (Pew Research, 2012). Additionally, 29 percent of people under 25 do not get news every day from any source (Pew Research, 2012). Although this data looks at the national trend of how young adults consume news, the researcher needs to understand how specifically JMU students

consume news and whether they consume local news, or whether they are even aware of local news sources.

RQ1A: What is the current awareness of the *Daily News-Record* among JMU students?

RQ1B: How aware are students that the *Daily News-Record* publishes other publications, such as the *Rocktown Weekly*?

Awareness Level of the Daily News-Record and the Rocktown Weekly, and Academic Level

A study by Alloy Media + Marketing's College Newspaper Audience about college newspapers and student readership found that 81 percent of seniors have read their college newspaper in the past month, compared to 79 percent of juniors, 79 percent of sophomores, and 72 percent of freshmen (Alloy Media Marketing, 2008). The researcher needs to see if this holds true among JMU students so the appropriate academic year can be targeted for a successful campaign to increase student readership. Knowing which students are more aware of the *Daily News-Record* can help create a more targeted campaign.

RQ2A: At JMU, are juniors and seniors more aware of the *Daily News-Record* than freshmen and sophomores?

RQ2B: At JMU, are juniors and seniors more aware of the *Rocktown Weekly* than freshmen and sophomores?

How Students Value Factors of Publications and Effects on Students' Intention To Read and Subscribe to the Daily-News-Record and Rocktown Weekly

College students love saving money – when surveyed, 73 percent of students say they like purchasing items that are on sale (Alloy Media + Marketing, 2008). 90 percent of students say they most enjoy reading about campus news in newspapers (Alloy Media + Marketing, 2008). Students also like reading about music, local news, and entertainment, and they like to see

color photos (Hartman 2003). Colleges, such as Pennsylvania State University, that provide copies of local and national newspapers directly to students on campus saw a huge increase in student readership (Hartman, 2003). The researcher wants to discover what factors would encourage JMU students to read and purchase the *Daily News-Record* so these factors can be emphasized in the campaign.

RQ3A: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to read the *Daily News-Record*?

RQ3B: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to purchase the *Daily News-Record*?

RQ3C: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to read the *Rocktown Weekly*?

RQ3D: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to subscribe to the *Rocktown Weekly*?

Consumption of News Sources

College students are frequent users of social media, with 89 percent of Internet users in the age group of 18-29 using social networking sites, and this age group uses these sites more than any other age group (Duggan, Ellison, Lampe, Lenhart & Madden, 2014). Facebook is the most popular networking site across all age groups (Duggan et al., 2014). 71 percent of news

consumers under the age of 30 read their news in a digital form (Zickuhr, 2012). It is imperative that the researcher knows how JMU students consume news sources to better understand young adult news consumption. Additionally, if it is discovered that students prefer to read online news sources, the campaign can be focused on reaching students with information about the *DN-R*'s digital subscription as opposed to the print subscription.

RQ4: What news sources do JMU students consume the most?

Students' Level of Trust for Campus Opinion Leaders

According to the results from the 2015 Edelman Trust Barometer, Millennials are the most trusting age group of digital media (Edelman, 2015). Additionally, people from all age groups trust the opinions of their families and friends over what businesses and journalists have to say (Edelman, 2015). Because it is a national trend that people do not trust advertising or public relations as much as they trust people around them, it is important to know what JMU campus opinion leaders can be utilized to achieve the potential goals of this campaign to increase student readership.

RQ5: What opinion leaders do JMU students trust on campus when making decisions about how to consume news?

Students with Daily News-Record Subscriptions

There is not enough current research on the *Daily News-Record* so it will be useful to further understand how engaged and invested JMU students are with this publication. For the purposes of implementing a successful public relations campaign, the researcher must understand whether any JMU students are already subscribers and their reasons for subscribing. The *Daily News-Record* does not keep demographic information about subscribers, so it must be determined through primary research.

RQ6A: How many JMU students have subscriptions?

RQ6B: Why would a JMU student have a subscription?

Students' Intention To Read and Purchase the Daily-News-Record and Rocktown Weekly

A compilation of studies done to understand how young adults consume media reported back that "young adults read alternative weeklies because they are free and easy to obtain around town" and disregard traditional daily newspapers (Hartman, 2003, p. 15). *Rocktown Weekly* fits under the category of an alternative weekly, and, according to *Daily News-Record* general manager Peter Yates, it was originally created to appeal to college students and young adult readers. The researcher wants to explore Yates' belief that young adult readers would prefer the *Rocktown Weekly*.

RQ7A: Do students have a higher intention to read the *Daily News-Record* or *Rocktown Weekly*?

RQ7B: Do students have a higher intention to subscribe to the *Daily News-Record* or *Rocktown Weekly*?

Hypotheses

Students' Level of Community Involvement and effects on Awareness Level, Intentions to Read, and Intentions to Purchase the Daily News-Record and Rocktown Weekly

A Pew Research study found that people rate print newspaper as their favorite source for community events, crimes, taxes, local government, arts and culture, social services, and zoning and development (Rosenstiel, Mitchell, Purcell, & Rainie (2011). Those who have an interest in these community events and issues will rely on their local newspapers for this news (Rosenstiel

et al., 2011). The researcher needs to evaluate how involved JMU students are in the community, which according to this research from Pew, will motivate them to want to learn about local news.

H1A: Students who have a higher involvement in the Harrisonburg community will have a higher level of awareness of the *Daily News-Record*.

H1B: Students who have a higher involvement in the Harrisonburg community will have a higher level of awareness of the *Rocktown Weekly*.

H2A: Students who have a higher involvement in the Harrisonburg community will have a higher intention to read the *Daily News-Record*.

H2B: Students who have a higher involvement in the Harrisonburg community will have a higher intention to purchase the *Daily News-Record*.

H2C: Students who have a higher involvement in the Harrisonburg community will have a higher intention to read the *Rocktown Weekly*.

H2D: Students who have a higher involvement in the Harrisonburg community will have a higher intention to subscribe to the *Rocktown Weekly*.

Consumption of News Sources and effects on Students' Intention To Read and Subscribe to the Daily-News-Record and Rocktown Weekly

As mentioned previously, 71 percent of news consumers under the age of 30 read their news in a digital form (Zickuhr, 2012). Looking at local news specifically, 10 percent of residents say social networking sites are the most important source for their local news, with residents in the age group 18-34 being most likely to say this (Pew Research, 2015). A survey can determine whether JMU students follow these national trends in terms of news consumption. While only a minority of young adults may receive news from more traditional news sources,

this population (if it exists on the JMU campus) would be the best public to reach in a campaign to obtain more student subscribers.

H3A: JMU students who prefer to receive news from print newspaper and newspaper sites have a higher intention to read the *Daily News-Record*.

H3B: JMU students who prefer to receive news from print newspaper and newspaper sites have a higher intention to purchase the *Daily News-Record*.

H3C: JMU students who prefer to receive news from print newspaper and newspaper sites have a higher intention to read the *Rocktown Weekly*.

H3D: JMU students who prefer to receive news from print newspaper and newspaper sites have a higher intention to subscribe to the *Rocktown Weekly*.

Student Perception of Quality of the Daily News-Record and Rocktown Weekly

Although data regarding the relationship between perceived quality of a newspaper and intention of someone to subscribe to it are inconclusive in the field of journalism research, one study found that newspapers with more Pulitzer prizes (thus, more quality pieces of work) had higher circulation (Logan & Sutter, 2004). Before creating a campaign to convince students to subscribe to the *Daily News-Record*, it is important to understand how students perceive the paper, whether a negative or positive reputation exists, and how this impacts possible intentions to read or subscribe to the paper.

H4A: As JMU students' perception of the quality of the *Daily News-Record* increases, their intention to read the *Daily News-Record* increases.

H4B: As JMU students' perception of the quality of the *Daily News-Record* increases, their intention to purchase the *Daily News-Record* increases.

H4C: As JMU students' perception of the quality of the *Rocktown Weekly* increases, their intention to read the *Rocktown Weekly* increases.

H4D: As JMU students' perception of the quality of the *Rocktown Weekly* increases, their intention to subscribe to the *Rocktown Weekly* increases.

Methods

Sampling Method

Participants were recruited through James Madison University (JMU). The *Daily News-Record* office is situated in the city of Harrisonburg, Virginia, where JMU is also located. To understand how the *Daily News-Record* can reach local young adults, JMU students must be surveyed directly.

Data Collection and Procedures

An online self-administered survey through Qualtrics was employed from December 9, 2015 to February 3, 2016 to collect the data. The survey was posted through the SONA system where students in general communications courses took the survey to earn 1 hour of lab credit for their classes. After data were collected for about three weeks, the researcher observed that a too high percentage of the respondents were freshmen (about 95 percent) and would skew the results. The survey was then distributed through a bulk email sent out on January 28, 2016 with permission of the Office of the Registrar to 16,877 JMU students. Freshmen were excluded from the bulk email, the rationale being that too many respondents originally recruited through SONA were freshmen. Responses retrieved from both the SONA system and the bulk email were used in the data analysis below. Excluding freshmen from the bulk email allowed for a more equal distribution of academic levels among the respondents. 599 surveys were started, but there was a 10 percent dropout rate. Incomplete surveys will not be counted in data analysis. The survey took

about 5-20 minutes, depending on how the respondents answered the questions, as many filtering questions were employed in the survey. (See Appendix C for complete questionnaire).

Measurements

Awareness Level of the Daily News-Record; Awareness Level of the Rocktown Weekly

Participants were asked, "How aware are you of the following news publications?" This concept was measured with a 5-point Likert scale anchored where 1="not aware at all" and 5="very aware." Along the awareness level of the Daily News-Record, awareness levels of the *Daily News-Record's* sister publications the *Rocktown Weekly*, the *Shenandoah Valley Business Journal*, and the *Valley Banner* were also measured in the same Likert scale.

Quality of the Daily News-Record

Participants were asked, "Please give your impression of the *Daily News-Record* on the below descriptions of the newspaper." This concept was measured with a 5-point Likert scale anchored where 1="I do not agree and 5="I really agree." Participants were given four characteristics (professional, well-written, worth purchasing, covers important topics) to place along this Likert scale. These variables were in part based on a few standards of high quality journalism: vivid writing, breadth of coverage, authority, and variety of content (Bogart, 2004).

Quality of the Rocktown Weekly

Participants were asked, "Please give your impression of the *Rocktown Weekly* on the below descriptions of the newspaper." This concept was measured with a 5-point Likert scale anchored where 1="I do not agree and 5="I really agree." Participants were given four characteristics (professional, well-written, worth purchasing, covers important topics) to place along this Likert scale.

Students with Daily News-Record Subscriptions

Participants were asked, "Do you have a subscription to *the Daily News-Record*?" This concept was measured with a closed-ended question where the only two options were "Yes" or "No" in terms of whether the student had a *Daily News-Record* subscription.

Reasons To Have a Daily News-Record Subscription

For this concept, participants who answered "Yes" to the question, "Do you have a subscription to the *Daily News-Record*?" were then asked, "Out of the following options, which best describes why you have a subscription to the *Daily News-Record*?" This was measured with a closed-ended question that had 5 options: "To save money instead of buying single copies," "To get local news," "To get state and national news," "The convenience of home delivery," or "For reading pleasure." Participants could choose "Other" if none of those options best described why they had a subscription and could give an open-ended response if they chose "Other."

How Students Value Factors of Publications

Participants were asked, "How important are the below topics when you are choosing a new source to consume?" This concept was measured with a 5-point Likert scale anchored where 1="least important" and 5="most important." Participants were given four statements to place along the Likert scale: "If the news source offered a student discount," "If the news source covered JMU events and campus news," "If the news source covered music and entertainment," and "If the news source was easily to purchase or find."

Students' Level of Community Involvement

Participants were asked, "Please rank the below statements about your involvement in the community." This concept was measured with a 5-point Likert scale anchored where 1="I do not agree" and 5="I really agree." Participants were given four statements to place along the

Likert scale: "I am involved in the Harrisonburg community," "I frequently attend community events (for example, local plays, sport games, or art exhibits)," "I frequently perform community service (for example, tutoring children or volunteering at a charity)," and "I am an active citizen in the Harrisonburg community."

Consumption of News Sources

Participants were asked, "How much do you rely on the below sources for news and current events?" This concept was measured with a 5-point Likert scale anchored where 1="I do not rely on this source" and 5="I heavily rely on this source." This Likert-scale contained 11 news sources (Print newspaper, print newspaper websites, broadcast television, magazines, Internet, cable news, radio, Twitter, Facebook, other social media, word of mouth) and participants had to place each source against the 5-point scale.

Students' Level of Trust for Opinion Leaders

Participants were asked, " Whose opinion do you trust on campus when making decisions about where to find news?" This concept was measured with a 5-point Likert scale anchored where 1="I do not trust their opinion" and 5="I trust their opinion." This Likert-scale contained five possible opinion leaders (friends, roommates, professors, administrators, staff members) and participants had to place each possible opinion leader against the 5-point scale.

Students' Intention To Read the Daily-News-Record; Students' Intention To Purchase the Daily-News-Record; Students' Intention To Read the Rocktown Weekly

Participants were asked, "Please rank from 1-5 how likely you are to do the following actions." This concept was measured with a 5-point Likert scale anchored where 1="least likely" and 5="most likely." Participants were given four questions to place along the Likert scale:

"How likely are you to consistently read the *Daily News-Record*?" " How likely are you to subscribe to the *Daily News-Record* (which is \$15 for a year-long digital subscription)?" " How likely are you to consistently read the *Rocktown Weekly*?" and "How likely are you to subscribe to the *Rocktown Weekly* (which is a free subscription)?"

Results

Excluding those who did not complete the survey, there were 538 survey respondents. The survey's demographic findings reported that out of the 538 participants who had taken the online survey, most (36.1%) were 18 years old, with a mean age of 19.5 (SD=2.41) and 50% (N=267) of the respondents were freshmen, 15% (N=79) were sophomores, 18% were juniors (N=98), 17% were seniors (N=92), and less than 1% (N=2) were graduate students. There were more female participants (N= 367, 68.2%) than male (N=167, 31%). In terms of ethnicity and race, most of the participants self-identified as Non-Hispanic White or Euro-American (N= 444, 82.5%). East Asian or Asian American participants followed with (N=28, 5.2%); Black, Afro-Caribbean, or African American (N=27, 5%); Latino or Hispanic American (N=25, 4.6%); Middle Eastern or Arab American (N=9, 1.7%); South Asian or Indian American (N=3, 0.6%); Native American or Alaskan Native (N=2, 0.4%).

This sample is somewhat representative of the JMU population. The demographics for the JMU student body: 60% female, 0.18% American Indian/Alaska Native, 4.35% Asian, 4.43% Black or African American, 5.75% Hispanic, 0.13% Hawaiian/Pacific Islander, and 77.78% White (James Madison University, 2015). The biggest limitation of the sample size is that 50% of respondents were freshmen, when only 20.5% of JMU students are freshmen (James Madison University, 2015).

Tests of Research Questions and Hypotheses

(See Appendix D for SPSS data tables and charts)

RQ1A: What is the current awareness of the *Daily News-Record* among JMU students?

A descriptive analysis was conducted to find how aware respondents were of the *Daily News-Record*. The survey found that, when 1=not aware at all and 5=very aware, respondents gave a mean response of 1.87 (SD=1.34).

RQ1B: How aware are students the *Daily News-Record* publishes other publications, such as the *Rocktown Weekly*?

A descriptive analysis was conducted to find out how aware respondents were of the *Daily News-Record's* sister publications. The mean (M) awareness of the *Daily News-Record's* sister publications are as follow: *Rocktown Weekly* (M=1.50, SD=1.077), *Shenandoah Valley Business Journal* (M=1.23, 0.663), and *The Valley Banner* (M=1.23, SD=0.742).

RQ2A: At JMU, are juniors and seniors more aware of the *Daily News-Record* than freshmen and sophomores?

An ANOVA test was performed. Significant main effects of academic year on awareness on the *Daily News-Record* were found ($F(4, 537) = 7.34, p < .00$). Figure 2 below shows that juniors, seniors, and graduate students are more aware of the *Daily News-Record* than freshmen and sophomores.

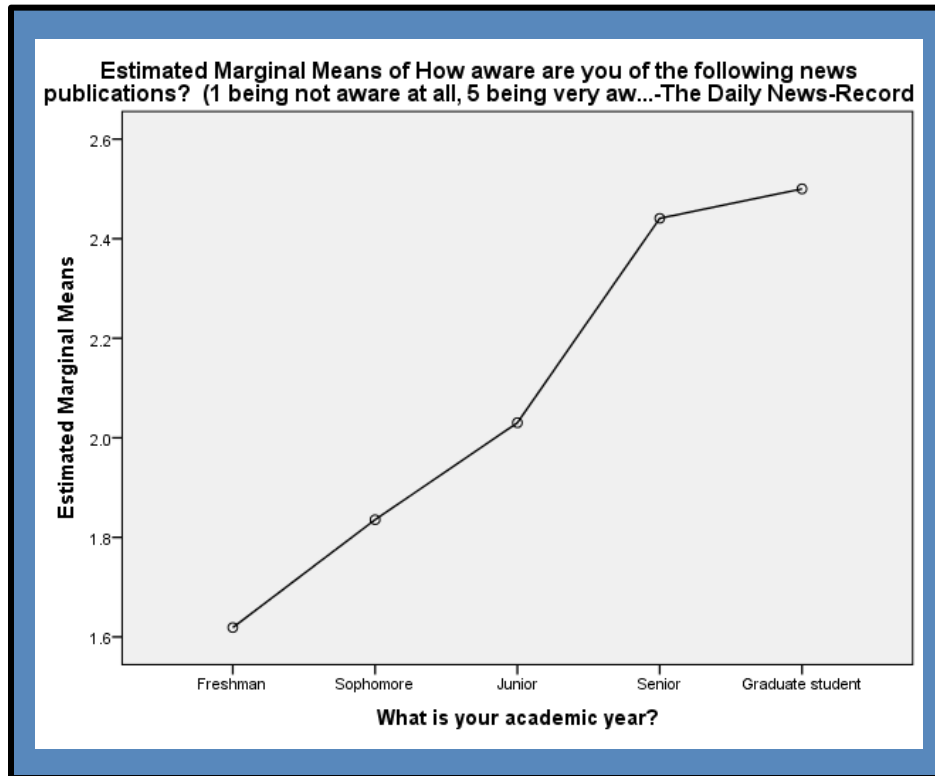


Figure 2: Data graph showing relationship between academic year and awareness of the *DN-R*

RQ2B: At JMU, are juniors and seniors more aware of the *Rocktown Weekly* than freshmen and sophomores?

An ANOVA test was performed. Significant main effects of academic year on awareness of the *Rocktown Weekly* were found ($F(4, 537) = 12.09, p = .00$). Figure 3 below shows that juniors, seniors, and graduate students are more aware of the *Rocktown Weekly* than freshmen and sophomores.

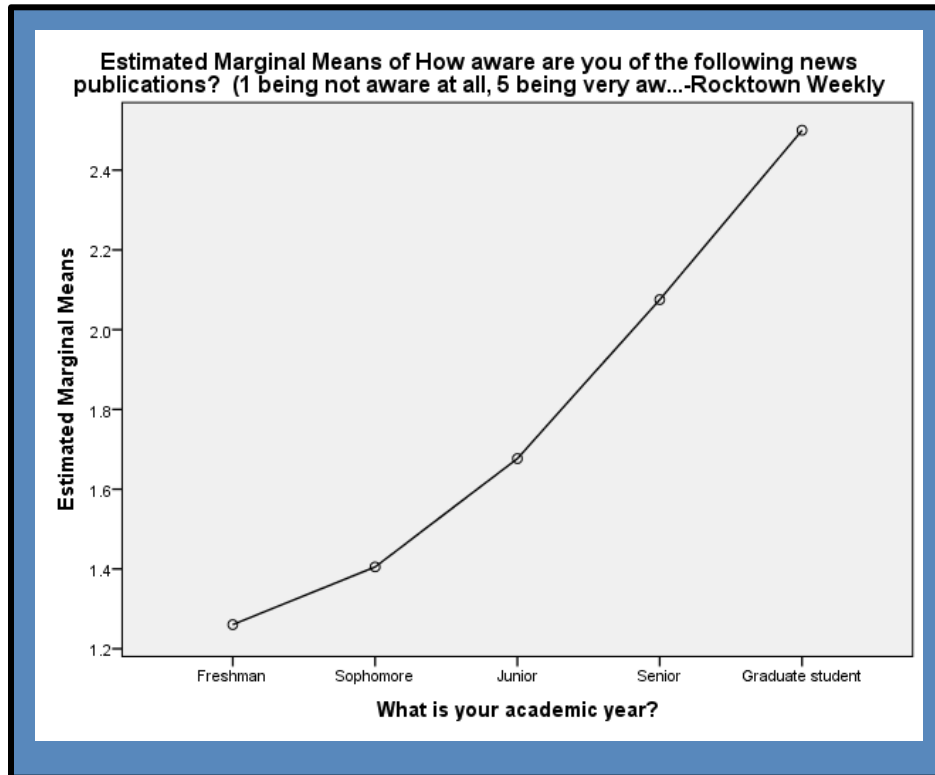


Figure 3: Data graph showing relationship between academic year and awareness of the *Rocktown Weekly*

RQ3A: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to read the *Daily News-Record*?

A regression test was conducted to assess the relationship between *Students' Intention To Read the Daily-News-Record* and *How Students Value Factors of Publications*. The results of this test are as follows: *If the news source offered a student discount* showed a positive relationship and was statistically significant ($\beta = .12, p < .01$), *if the news source covered JMU events and campus news* showed a positive relationship but was not statistically significant ($\beta = .04, p < .31$), *if the news source covered music and entertainment* showed a positive relationship and was barely statistically significant ($\beta = .09, p < .05$), *if the news source was easy to purchase and find* showed a positive relationship and was statistically significant ($\beta = .10, p < .05$).

RQ3B: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to purchase the *Daily News-Record*?

A regression test was conducted to assess the relationship between *Students' Intention To Purchase the Daily-News-Record* and *How Students Value Factors of Publications*. The results of this test are as follows: *If the news source offered a student discount* showed a positive relationship and was barely statistically significant ($\beta = .11, p < .05$), *if the news source covered JMU events and campus news* showed a negative relationship but was not statistically significant ($\beta = -.01, p < .74$), *if the news source covered music and entertainment* showed a positive relationship but was not statistically significant ($\beta = .07, p < .12$), *if the news source was easy to purchase and find* showed a positive relationship but was not statistically significant ($\beta = .05, p < .27$).

RQ3C: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to read the *Rocktown Weekly*?

A regression test was conducted to assess the relationship between *Students' Intention To Read the Rocktown Weekly* and *How Students Value Factors of Publications*. The results of this test are as follows: *If the news source offered a student discount* showed a positive relationship and was barely statistically significant ($\beta = .08, p < .05$), *if the news source covered JMU events and campus news* showed a positive relationship but was not statistically significant ($\beta = .03, p < .48$), *if the news source covered music and entertainment* showed a positive relationship and was statistically significant ($\beta = .11, p < .05$), *if the news source was easy to purchase and find* showed a positive relationship but was not statistically significant ($\beta = .01, n.s.$).

RQ3D: What factors (more campus news, music, and entertainment coverage; student discount and easier accessibility) would motivate JMU students to subscribe to the *Rocktown Weekly*?

A regression test was conducted to assess the relationship between *Students' Intention To Subscribe to the Rocktown Weekly* and *How Students Value Factors of Publications* (factors: *if the news source offered a student discount, if the news source covered JMU events and campus news, if the news source covered music and entertainment, if the news source was easy to purchase and find.*) The results of this test are as follows: *If the news source offered a student discount* showed a positive relationship and was statistically significant ($\beta = .13, p < .01$), *if the news source covered JMU events and campus news* showed a positive relationship but was not statistically significant ($\beta = .06, p < .19$), *if the news source covered music and entertainment* showed a positive relationship and was barely statistically significant ($\beta = .08, p < .05$), *if the news source was easy to purchase and find* showed a positive relationship and was statistically significant ($\beta = .09, p < .05$).

RQ4: What news sources do JMU students rely on the most?

A frequency analysis was conducted to determine what news sources students rely on the most. For news sources that students said they “heavily rely on,” Internet (364, 67.7%) was most popular, followed by Facebook (N=161, 29.9%), word of mouth (N=138, 25.7%), other social media (N=136, 25.3%), Twitter (N=128, 23.8%), broadcast television (N=71, 13.2%), cable news (N=64, 11.9%), radio (N=52, 9.7%), print newspaper websites (N=47, 8.7%), magazines (N=27, 5%), print newspapers (N=6, 1.1%).

RQ5: What opinion leaders do JMU students trust on campus when making decisions about how to consume news?

A descriptive analysis was conducted to determine what levels of trust students have for opinion leaders when making decisions about where to find news. The survey found that when

1=I do not trust their opinion and 5=I trust their opinion, professors were most trusted with a mean response of 4.19 (SD=.93), followed by administrators (M=31.9, SD=1.02), staff members (M=3.77, SD=1.00), friends (M=3.64, SD=1.00), and roommates (M=3.37, SD=1.15).

RQ6A: How many JMU students have subscriptions?

A frequency analysis was conducted to determine what percentage of respondents have subscriptions to the *Daily News-Record*. It was found that 2% of respondents (N=11) have a subscription.

RQ6B: Why would a JMU student have a subscription?

A frequency analysis was conducted using responses from the 11 respondents with subscriptions to determine the reasons they have a subscription. The survey found that respondents indicated the following reasons for a subscription: to get local news (n=7, 63.6%), to save money instead of buying single copies (n=1, 9.1%), to get state and national news (n=1, 9.1%), the convenience of home delivery (n=1, 9.1%), and other (n=1, 9.1%). Figure 3 shows this data in a bar graph.

RQ7A: Do students have a higher intention to read the *Daily News-Record* or *Rocktown Weekly*?

A descriptive analysis was conducted to determine whether a student would have a higher intention to read the *Daily News-Record* or *Rocktown Weekly*. The survey found that when 1=least likely and 5=most likely, respondents gave a mean response of 1.62 (SD= 0.91) when asked about their intentions to consistently read the *Daily News-Record*. The survey found that when 1=least likely and 5=most likely, respondents gave a mean response of 1.48 (SD= 0.89) when asked about their intentions to consistently read the *Rocktown Weekly*.

RQ7B: Do students have a higher intention to subscribe to the *Daily News-Record* or *Rocktown Weekly*?

A descriptive analysis was conducted to determine whether a student would have a higher intention to subscribe to the *Daily News-Record* or *Rocktown Weekly*. The survey found that when 1=least likely and 5=most likely, respondents gave a mean response of 1.38 (SD= 0.79) when asked about their intentions to subscribe to the *Daily News-Record*. The survey found that when 1=least likely and 5=most likely, respondents gave a mean response of 1.65 (SD= 1.07) when asked about their intentions to subscribe to the *Rocktown Weekly*.

H1A: Students who have a higher involvement in the Harrisonburg community will have a higher level of awareness of the *Daily News-Record*.

A regression test was conducted to determine if there was a relationship between *Students' Level of Community Involvement* and *Awareness Level of the Daily News-Record*. The relationship was found to be positive and statistically significant ($\beta = .34, p < .01$). Thus, H1A is supported.

H1B: Students who have a higher involvement in the Harrisonburg community will have a higher level of awareness of the *Rocktown Weekly*.

A regression test was conducted to determine if there was a relationship between *Students' Level of Community Involvement* and *Awareness Level of the Rocktown Weekly*. The relationship was found to be positive and statistically significant ($\beta = .32, p < .01$). Thus, H1B is supported.

H2A: Students who have a higher involvement in the Harrisonburg community will have a higher intention to read the *Daily News-Record*.

A regression test was conducted to determine if there was a relationship between *Students' Level of Community Involvement* and *Student's Intent to Read the Daily News-Record*.

The relationship was found to be positive and statistically significant ($\beta = .27, p < .01$). Thus, H2A is supported.

H2B: Students who have a higher involvement in the Harrisonburg community will have a higher intention to purchase the *Daily News-Record*.

A regression test was conducted to determine if there was a relationship between *Students' Level of Community Involvement* and *Student's Intent to Purchase the Daily News-Record*. The relationship was found to be positive and statistically significant ($\beta = .26, p < .01$). Thus, H2B is supported.

H2C: Students who have a higher involvement in the Harrisonburg community will have a higher intention to read the *Rocktown Weekly*.

A regression test was conducted to determine if there was a relationship between *Students' Level of Community Involvement* and *Student's Intent to Read the Rocktown Weekly*. The relationship was found to be positive and statistically significant ($\beta = .20, p < .01$). Thus, H2C is supported.

H2D: Students who have a higher involvement in the Harrisonburg community will have a higher intention to subscribe to the *Rocktown Weekly*.

A regression test was conducted to determine if there was a relationship between *Students' Level of Community Involvement* and *Student's Intent to Subscribe to the Rocktown Weekly*. The relationship was found to be positive and statistically significant ($\beta = .14, p < .01$). Thus, H2D is supported.

H3A: JMU students who prefer to receive news from print newspaper and newspaper websites have a higher intention to read the *Daily News-Record*.

A regression test was conducted to determine if there was a relationship between *Student's Intent to Read the Daily News-Record* and *Consumption of News Sources*. The following news sources were run in a regression test to determine the relationship between intent to read the *Daily News-Record* and student consumption of news sources: *print newspaper*, *newspaper websites*, *radio*, and *Internet*. For *print newspapers*, the relationship was found to be positive and statistically significant ($\beta = .47, p < .01$). For *print newspaper websites*, the relationship was found to be positive and statistically significant ($\beta = .22, p < .01$). Thus, H3A is supported. For *radio*, the relationship was found to be positive and statistically significant ($\beta = .21, p < .01$). For *Internet*, the relationship was found to be negative and statistically significant ($\beta = -.16, p < .01$).

H3B: JMU students who prefer to receive news from print newspaper and newspaper websites have a higher intention to purchase the *Daily News-Record*.

A regression test was conducted to determine if there was a relationship between *Student's Intent to Purchase the Daily News-Record* and *Consumption of News Sources*. The following news sources were run in a regression test to determine the relationship between intent to purchase the *Daily News-Record* and student consumption of news sources: *print newspaper*, *newspaper websites*, *radio*, and *Internet*. For *print newspapers*, the relationship was found to be positive and statistically significant ($\beta = .43, p < .01$). For *print newspaper websites*, the relationship was found to be positive and statistically significant ($\beta = .21, p < .01$). Thus, H3B is supported. For *radio*, the relationship was found to be positive and statistically significant ($\beta = .18, p < .01$). For *Internet*, the relationship was found to be negative and statistically significant ($\beta = -.19, p < .01$).

H3C: JMU students who prefer to receive news from print newspaper and newspaper sites have a higher intention to read the *Rocktown Weekly*.

A regression test was conducted to determine if there was a relationship between *Student's Intent to Read Rocktown Weekly* and *Consumption of News Sources*. The following news sources were run in a regression test to determine the relationship between intent to read the *Rocktown Weekly* and student consumption of news sources: *print newspaper*, *newspaper websites*, *radio*, and *Internet*. For *print newspapers*, the relationship was found to be positive and statistically significant ($\beta = .37, p < .01$). For *print newspaper websites*, the relationship was found to be positive and statistically significant ($\beta = .18, p < .01$). Thus, H3C is supported. For *radio*, the relationship was found to be positive and statistically significant ($\beta = .18, p < .01$). For *Internet*, the relationship was found to be negative and statistically significant ($\beta = -.19, p < .01$).

H3D: JMU students who prefer to receive news from print newspaper and newspaper sites have a higher intention to subscribe to the *Rocktown Weekly*.

A regression test was conducted to determine if there was a relationship between *Student's Intent to Subscribe to the Rocktown Weekly* and *Consumption of News Sources*. The following news sources were run in a regression test to determine the relationship between intent to subscribe to the *Rocktown Weekly* and student consumption of news sources: *print newspaper*, *newspaper websites*, *radio*, and *Internet*. For *print newspapers*, the relationship was found to be positive and statistically significant ($\beta = .27, p < .01$). For *print newspaper websites*, the relationship was found to be positive and statistically significant ($\beta = .15, p < .01$). Thus, H3D is supported. For *radio*, the relationship was found to be positive and statistically significant ($\beta = .17, p < .01$). For *Internet*, the relationship was found to be negative and statistically significant ($\beta = -.10, p < .05$).

H4A: As JMU students' perception of the quality of the *Daily News-Record* increases, their intention to read the *Daily News-Record* increases.

A regression test was conducted to determine if there was a relationship between *Quality of the Daily News-Record* and *Student's Intent to Read the Daily News-Record*. The relationship was found to be positive and statistically significant ($\beta = .29$, $p < .05$). Thus, H4A is supported.

H4B: As JMU students' perception of the quality of the *Daily News-Record* increases, their intention to purchase the *Daily News-Record* increases.

A regression test was conducted to determine if there was a relationship between *Quality of the Daily News-Record* and *Student's Intent to Purchase the Daily News-Record*. The relationship was found to be positive but not statistically significant ($\beta = .17$, n.s.). Thus, H4B is not supported.

H4C: As JMU students' perception of the quality of the *Rocktown Weekly* increases, their intention to read the *Rocktown Weekly* increases.

A regression test was conducted to determine if there was a relationship between *Quality of the Rocktown Weekly* and *Student's Intent to Read the Rocktown Weekly*. The relationship was found to be positive and statistically significant ($\beta = .37$, $p < .01$). Thus, H4C is supported.

H4D: As JMU students' perception of the quality of the *Rocktown Weekly* increases, their intention to subscribe to the *Rocktown Weekly* increases.

A regression test was conducted to determine if there was a relationship between *Quality of Rocktown Weekly* and *Student's Intent to Subscribe to the Rocktown Weekly*. The relationship was found to be positive and statistically significant ($\beta = .44$, $p < .01$). Thus, H4D is supported.

Conclusion

Summary

In conclusion, the main purposes of this study were to understand how aware JMU students were of local news sources, how likely they are to read or subscribe to these publications, how involved they are in the community surrounding JMU, how they consume news sources, and who they trust on campus when making decisions about consuming news. Because the *Daily News-Record* and its sister publications such as *Rocktown Weekly* do not keep demographics on their subscribers, they had no way of collecting data or knowing about their presence on the JMU campus. These findings will be extremely valuable to leadership at the *Daily News-Record* and will better inform a campaign to raise awareness on campus about local news sources.

There were 538 survey respondents. The survey's demographic findings reported that out of the 538 participants who had taken the online survey, most (36.1%) were 18 years old, with a mean age of 19.5 (SD=2.41). 50% (N=267) of the respondents were freshmen, 15% (N=79) were sophomores, 18% were juniors (N=98), 17% were seniors (N=92), and less than 1% (N=2) were graduate students. There were more female participants (N= 367, 68.2%) than male (N=167, 31%). In terms of ethnicity and race, most of the participants self-identified as Non-Hispanic White or Euro-American (N= 444, 82.5%). As mentioned previously, these respondents are somewhat representative of the JMU student body, the exception being that the percentage of freshmen respondents (50%) was more than twice as much as the percentage of JMU students that are freshmen (20.5%).

From the primary research findings, the researcher can report the following statements about JMU students:

- 1) JMU students were mostly not aware of local news sources, but of local news sources, were most aware of the *Daily News-Record*
- 2) Juniors, seniors, and graduate students were more aware of local news sources than freshmen and sophomores.
- 3) When deciding to consume a local news source, students cared most about the source having a student discount.
- 4) Students rely on online sources the most (Internet, Facebook, etc.) for gathering news.
- 5) When looking at campus opinion leaders, students trust professors most when deciding which news sources to consume.
- 6) Very few students had subscriptions, but when they did, their purpose of having one was to receive local news.
- 7) Students were, by a very small margin, more likely to read and subscribe to the *Rocktown Weekly* compared to the *Daily News-Record*.
- 8) Students more involved in the community were more aware of the *Daily News-Record* and *Rocktown Weekly*.
- 9) Students more involved in the community had a higher intention to read and subscribe to the *Daily News-Record* and *Rocktown Weekly*.
- 10) Students who rely on print newspapers and print newspaper sites had a higher intention to read and subscribe to the *Daily News-Record* and *Rocktown Weekly*, but students who rely on Internet sources had a lower intention to read and subscribe to the *Daily News-Record* and *Rocktown Weekly*.

11) Students who perceived the quality of the *Daily News-Record* to be higher had a higher intention to read but not subscribe to the paper, and students who perceived the quality of the *Rocktown Weekly* had a higher intention to read and subscribe to the publication.

For the most part, JMU students are heavy consumers of online news sources and very unaware of the *Rocktown Weekly* and the *Daily News-Record*. This may explain why they are not very interested in reading and subscribing to the *Daily News-Record* and the *Rocktown Weekly*.

These findings are based on JMU students, but they could potentially be generalized to students at neighboring universities and colleges, (Eastern Mennonite University, Blue Ridge Community College, and Bridgewater College,) and how aware they are of the *Daily News-Record* and the *Rocktown Weekly*. The communities surrounding these three universities and colleges, like JMU, fall under the *DN-R*'s coverage area. Some of the measurements, such as how college students consume news and their involvement in the community surrounding their university or college, can provide valuable information to people who wish to understand these aspects of students at other universities or colleges.

Implications

Theoretical implications. The findings of this study led to many insights about JMU students, some expected and some unexpected. It was expected that students would, for the most part, be unaware of these local publications. According to the findings, students, for the most part, were "not aware at all" of local publications mentioned in the survey but were most aware of the *DN-R*. This makes sense because the *DN-R* houses the other publications mentioned in the survey and is the biggest publication out of all local print news sources. Looking at demographics, a large number of respondents were freshmen. This population of students were

also least likely to be aware of the *DN-R* and *Rocktown Weekly*. This most likely skewed the results of questions measuring levels of awareness.

Students, for the most part, had low intentions of reading or subscribing to the *DN-R* or the *Rocktown Weekly*. Students who consume traditional forms of news, such as print newspapers and print newspaper websites, had higher intentions to read and subscribe to both publications, while students who consume Internet news sources had lower intentions to do so.

The survey had a number of filtering questions so that only students who had actually read a copy of the *DN-R* or *Rocktown Weekly* could offer insights on the publications, such as how they perceived the quality of the publications. But every respondent, even those completely unaware of either publication, was asked about their intentions to read and subscribe to these publications. Because many of them had never heard of these publications before, it is logical that their intention to read or subscribe to them would be low.

Although the difference was statistically small, students said they were more likely to subscribe to the *Rocktown Weekly* than the *DN-R*, most likely because the *Rocktown Weekly* is free. This also confirms *DN-R* general manager Peter Yates' reasoning behind creating the *Rocktown Weekly* – that this publication would appeal to a younger audience. Interestingly enough, students were more likely to subscribe than consistently read *Rocktown Weekly*. Students might prefer just to receive it in the mail and leave it out around their dorms or apartments than to consistently and faithfully read it every week.

Lastly, the findings show that more involved and community-minded students are more aware of and likely to read and subscribe to local news sources. These students may rely on local

news sources to find out about community events or seek out local news more than a less community-minded student because they have a higher investment in the local community.

Practical implications. The findings from this survey will be used to inform leadership at the *DN-R* about possible actions they can take to improve their relationship with JMU and its students:

- 1) Students were very unaware of the *DN-R* and the *Rocktown Weekly*, so the *DN-R* should consider increasing its presence on campus. Even a small presence, such as co-sponsoring a campus event or handing out free items such as stickers with its logo on it, could go a long way in raising awareness on campus.
- 2) Although JMU students were mostly interested in receiving news from the Internet and social media as opposed to newspapers and newspaper websites, there was still a small group of students who could be targeted in a campaign to increase student readership. A few characteristics of these students: they are juniors and seniors, they prefer to consume traditional sources of news such as newspapers and radio, and they are involved in the Harrisonburg community.
- 3) JMU students rely on the Internet, Facebook, and word of mouth primarily to obtain news. The *DN-R* should either emphasize (in a campaign to increase student readership) its digital subscription or put more content from the *Rocktown Weekly* on its website (as of now, there is minimal content under the "Rocktown Weekly" section on their site). Additionally, the *DN-R* can emphasize its Twitter and Facebook accounts, encouraging students to follow them so they can easily receive local news headlines.
- 4) The fact that students said they would rather subscribe to the *Rocktown Weekly*, which has a free subscription, than the *DN-R*, which has a \$15 annual digital subscription, shows

that students want to save money. Students also said that a student discount is important to them when determining what news sources to purchase, so the *DN-R* should consider creating a student discount for its digital subscription.

5) Even so, students did say that they would prefer to subscribe to the *Rocktown Weekly*, so a campaign to encourage them to subscribe to this weekly periodical might be more successful than a campaign to encourage them to subscribe to the *DN-R*.

6) Professors are highly regarded on campus by students. If professors would be willing to establish a relationship with the *DN-R* and promote it to their students, this relationship could be lucrative for the publication.

Key Publics

Key public #1

Through primary research findings, a major key public was established. Students who considered themselves more involved in the local community and who consumed traditional sources of media, such as print newspapers and print newspaper websites, were more likely to be aware of, consistently read, and subscribe to the *Daily News-Record* and the *Rocktown Weekly*. Because these students are more likely to do these actions that are important to the organization's mission, they will be an important public for the *Daily News-Record* to target. For the sake of convenience, the key public will be named Community-Oriented Traditional Media Consumers (COTMC).

This public also includes upperclassmen because juniors, seniors, and graduate students were more likely to be aware of and read the *Daily News-Record* and *Rocktown Weekly* (see Figures 1 and 2). Surprisingly, no academic major was significantly more likely to be aware of, read, or subscribe to either publication.

How to Find this Key Public

Students in campus groups and organizations that serve the community are likely to also be involved and care about the community, so they are likely to be members of the COTMC public and can be targeted through their organizations. Examples of these community-oriented campus organizations include Big Brothers Big Sisters of JMU, Agape Christian Fellowship, College Republicans, College Democrats, and Give Volunteers.

Students who consume traditional sources of media such as print newspapers can be targeted by understanding their media consumption habits. They most likely read the JMU

campus paper, *The Breeze*, so a campaign that utilizes this paper by either advertising in the paper or near the paper's newsstands would be a way to reach them.

Older JMU students and graduate students are more likely to live off campus than on campus. Southview, The Harrison, Squire Hill, Foxhill, Copper Beech, Campus View, Stonegate, Sunchase, and 865 East are common apartment complexes and townhomes where JMU upperclassmen reside. Placing publicity material in these locations, such as putting up fliers on apartment complex bulletin boards, would be a way to reach these students.

Key public #2

Primary research has shown that many JMU students consume less traditional forms of media, such as Facebook, to receive news. For the most part, they are not likely to consistently read or subscribe to the *Daily News-Record* and the *Rocktown Weekly*. But the research also shows that they are very unaware of these two publications, so logically, they would not subscribe to or read a publication they know little about. JMU students will be targeted as a whole to increase general awareness of the *Daily News-Record* and the *Rocktown Weekly*.

How to Find this Key Public

JMU students can be reached through campus-focused tactics, such co-sponsoring a campus event.

Goals, Objectives, Strategies and Tactics

Primary Message 1

The *Daily News-Record* is the predominant local daily newspaper and is an important part of the community.

Secondary Messages for Primary Message 1

- The *Daily News-Record* has been providing news to the community for over 100 years.
- On the *Daily News-Record's* website, there is a "Breaking News" section where anyone can see important events and developments happening in the local area.
- The website also has links to local community websites and local university/college websites.

Primary Message 3

Not only is the *Daily News-Record* an important part of the community, but the staff members also give back to the community frequently.

Secondary Messages for Primary Message 3

- The *Daily News-Record* has relationships with universities and colleges in the area. Several journalism students who graduate from these universities work for the *Daily News-Record* staff, and one former staff member is now the general manager of the JMU college newspaper, *The Breeze*.
- From 2004-2005, Bridgewater College bought subscriptions for students and gave them out for free.
- The *Daily News-Record* plans to provide educational programs to JMU students.

- The *Daily News-Record* also plans to include student content on their website through a new student contributor program.

Primary Message 3

The *Daily News-Record* is more than just a print daily newspaper and has kept up with modern media trends.

Secondary Messages for Primary Message 3

- The *Daily News-Record* feature editor is the editor of the *Rocktown Weekly*, which is an alternative weekly publication created for young adults that focuses on the local music and entertainment scene.
- The *Daily News-Record* has an inexpensive digital subscription for people who want to save money or who don't like reading print newspapers.
- The *Daily News-Record* has a Facebook page and a Twitter account that is updated daily.
- The *Daily News-Record* has an app where subscribers can easily access articles on their smartphones.

Primary Message 4

The *Rocktown Weekly* is a fun, entertaining, high quality publication that covers local news, music, and entertainment.

Secondary Messages for Primary Message 4

- The *Rocktown Weekly* staff is comprised of several staff members from the *Daily News-Record*, a publication that is well-established in the local community

- There is a special section reserved on every front page for readers to find out about play auditions, local movie screenings, and music performances. All of this information is compiled in one location for the convenience of the reader so they can know what events to attend or watch.
- There are often profiles on local musicians and artists in the publication.

Goal #1 for Key Publics 1 and 2

To raise student awareness of the *Daily News-Record* and *Rocktown Weekly*.

Rationale

JMU students' awareness level of these publications was extremely low. Only 16% of students considered themselves "very aware" and "aware" of the *Daily News-Record*, and only 8% of students considered themselves "very aware" and "aware" of the *Rocktown Weekly*.

Objectives

By the end of a campaign spanning 6 months, there will be an increase in awareness of the *Daily News-Record* from 16% to 26% in key publics 1 and 2.

By the end of a campaign spanning 6 months, there will be an increase in awareness of the *Rocktown Weekly* from 8% to 18% in key publics 1 and 2.

Action Strategy (Alliance)

Increase awareness of both publications among students and create a strong presence on the JMU campus by allying with JMU groups.

Idea details. Establish a relationship with influential JMU groups, such as the University Program Board. Give out stickers, T-shirts, and pens decorated in the *DN-R* logo and free samples of the newspaper at well-attended JMU events, such as the Homecoming football game

in fall 2016 and the University Program Board's well-attended event that is held multiple times a semester, Late Night Breakfast.

Rationale. College students love receiving discounts (according to the primary research), so they will take free items whenever they can. Not only will the student receiving the promotional item (such as a sticker) become more aware of the publications, but if the student places the sticker on his or her laptop case (which many do) or wears the T-shirt, every student that sees that sticker or that T-shirt will also become more aware of the publications.

Action Strategy (Social Media)

Increase awareness of both publications among students by developing a relationship on social media.

Idea details. While handing out free promotional items to students on campus, give them a slip of paper that tells them about the social media contest. The contest rules are as follows: if they take a photo wearing or holding a promotional item and post it on Facebook, Twitter, or Instagram and use the hashtag #DN-R, they will be entered in a raffle to win one of 5 \$20 gift cards to Chipotle.

Rationale. According to the primary research, college students use social media very frequently, so interacting with them through social media could be effective. Additionally, this only increases awareness of the publications because not only will the student become more aware, so will the student's social media followers. Social media is also a great tool to measure how effective a tactic is – the more people who participate in the contest, the bigger reach for the promotional items.

Action Strategy (Audience Participation)

Increase awareness of both publications among students by hosting an open house.

Idea details. When students first come to JMU, they are introduced to both the school and the local community through the 1787 August Orientation. One event during this week is Block Party in the 'Burg, where first years are taken by their First Year Orientation Guides to downtown Harrisonburg and shown around. The *Daily News-Record*, located in downtown Harrisonburg, could host an open house for students, offering free food and other free promotional materials (like the ones mentioned above: stickers, T-shirts, and pens).

Rationale. The groups, places, and institutions that first years are introduced to during 1787 August Orientation are what students remember for the rest of their four years at JMU. They can be made aware of the *Daily News-Record* early in their college career.

Action Strategy (Audience Participation)

Strengthen the relationship between JMU and the publications, as well as raise awareness, by creating a student contributor program.

Idea details. The *Daily News-Record* will hire JMU students as temporary interns or allow them to contribute content to their website through a special "Student Contributor" section. Students can create news videos or short blog-style posts about campus life, adding a student perspective to local news.

Rationale. Many journalism students at JMU are looking for valuable newsroom experience, so many would be willing to work for free or little pay to be published in a daily newspaper. After working on the paper as a student reporter, they will most likely have favorable attitudes towards the publication. Other students will also become more aware of the publication as the student contributors tell their friends or post on their social media sites about the work they've been doing with the publication.

Goal #2 for COTMC Public

To enhance COTMC public members' perception of the quality of the *Rocktown Weekly*.

Rationale

The primary research found that the higher students perceived the quality of the *Rocktown Weekly* to be, the more likely they were to read and subscribe to the *Rocktown Weekly*. The same relationship was not found with the *Daily News-Record*. Students were more likely to read the *Daily News-Record* if they perceived the quality of the paper to be higher, but were not more likely to subscribe to the paper. This is why the *Rocktown Weekly* will be focused on for this goal. About 43% of students agreed that the paper was professional, about 43% agreed that the paper was well-written, about 35% agreed that the paper was worth reading, and about 29% agreed that the paper covers important topics.

Objectives:

By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* is professional will increase from 43% to 53%.

By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* is well-written will increase from 43% to 53%.

By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* is worth reading will increase from 35% to 45%.

By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* covers important topics will increase from 29% to 39%.

Action Strategy (Organizational Performance)

Increase the quality of the publication by helping staff members professionally develop.

Idea details. Send key editors and writers on the *Daily News-Record/Rocktown Weekly* staff to professional development opportunities, such as the Fall 2016 Conference held by the Society of Professional Journalists.

Rationale. If staff members have the chance to professionally develop, the quality of their publications will most likely increase. It would be easiest to convince the public that the quality of the publication is high if it has improved.

Action Strategy (Publicity/Social Media Communication)

Highlight the *Rocktown Weekly* "story of the month" to public members through social media channels.

Idea details. Once a month, highlight the "story of the month," which could be the story that receives the most positive feedback from readers or the most webpage views and social media shares. Spotlight this story on the *DN-R* social media pages.

Rationale. By highlighting the story of the month, the *Rocktown Weekly* is promoting its best writing and reporting. Public members will be able to focus in on its most high quality work.

Action Strategy (Strategic Philanthropy)

Show public members that the *Rocktown Weekly* has talented and skilled staff members who create a high quality publication.

Idea details. Editors, writers, and photographers from the *Rocktown Weekly* donate their time and expertise by hosting information sessions and educational presentations for JMU

students, especially those in the School of Media Arts & Design (SMAD) and Writing, Rhetoric and Technical Communication (WRTC) departments. Additionally, the *Daily News-Record* could post photos of staff members interacting with JMU students at these programs on their website.

Rationale. This increases the publication's campus presence, strengthens its relationship with JMU, and allows *Rocktown Weekly* staff members to show off their expertise and get more students interested in reading their publication. SMAD and WRTC students, because of their personal interests and the careers they are pursuing, would probably be the most interested in learning about journalism compared to other majors.

Goal #3 for COTMC Public:

To inform and convince COTMC public members that *Rocktown Weekly* covers topics they care about.

Rationale

The most important factor for students when deciding whether to consume a news source was if the publication had a student discount. The *Daily News-Record* currently does not have a student discount, but the *Rocktown Weekly* is free. This is why a campaign to encourage members of this public to consume the *Rocktown Weekly* will be more effective than a campaign to encourage them to purchase the *Daily News-Record*.

The second most important factor for students in deciding a news source to consume was if the publication covered music and entertainment. That is why these content areas of the *Rocktown Weekly* will be highlighted for this public.

Additionally, the fact that *Rocktown Weekly* covers local news will be emphasized in this campaign. COTMC public members consider themselves involved in their community, so they are more likely to care about community news and events. Among the 2% of students who have a *Daily News-Record* subscription, the most important reason they had one was to receive local news.

Unfortunately, the primary research does not inform the researcher whether public members know that the *Rocktown Weekly* covers these areas of news, so no baseline data can be used in measuring the success of these objectives.

Objectives

By the end of a campaign spanning 6 months, 20% of COTMC public members will be informed that the *Rocktown Weekly* covers music and entertainment.

By the end of a campaign spanning 6 months, 10% of COTMC public members will be convinced to read the *Rocktown Weekly* because it covers music and entertainment.

By the end of a campaign spanning 6 months, 20% of COTMC public members will be informed that the *Rocktown Weekly* covers local news.

By the end of a campaign spanning 6 months, 10% of COTMC public members will be convinced to read the *Rocktown Weekly* because it covers local news.

Communication Strategy (Publicity/Social Media Communication)

Inform public members that the *Rocktown Weekly* covers local news through fliers on campus and targeted social media.

Idea details. Create boldly designed fliers with the tagline, "Be in the know. Local news found here." and put them up at strategic places on campus, such as right above a *Rocktown Weekly* campus newsstand. Purchase sponsored advertising on Facebook with social media posts designed similarly as fliers to create a consistent and recognizable look.

Rationale. Social media, according to survey results, is one of the best ways to reach this public. Similarly, the tagline represents something that appeals to this public – they want to be involved in their local community and be in the know. A bold and unique flier would appeal to younger generations, as opposed to a traditional design.

Action Strategy (Special Event)

Inform public members that the *Rocktown Weekly* covers music and entertainment by hosting a battle of the bands competition.

Idea details. Contact JMU student bands and ask them to participate in a battle of the bands competition held at a local music venue, such as Clementine Cafe or the Golden Pony. Place the *Rocktown Weekly* name and logo on concert promotional materials. Have a table set up at the event with a *Rocktown Weekly* sign clearly visible and give away copies of the publication.

Rationale. The music scene is popular among young adults in Harrisonburg, so band concerts are frequent and well-attended. If they come and see that the *Rocktown Weekly* is hosting this event, they will associate the publication with the music and entertainment scene, which the publication does cover well and often.

An Overview of Goals, Objectives, Strategies, and Tactics for Key Publics 1 and 2: JMU Students and Community Oriented Traditional Media Consumers

Goal #1: To raise student awareness of the *Daily News-Record* and *Rocktown Weekly*.

Objectives:

1. By the end of a campaign spanning 6 months, there will be an increase in awareness of the *Daily News-Record* from 16% to 26% in key publics 1 and 2.
2. By the end of a campaign spanning 6 months, there will be an increase in awareness of the *Rocktown Weekly* from 8% to 18% in key publics 1 and 2.

Strategies and Tactics:

1. Action Strategy (Alliance): Increase awareness of both publications among students and create a strong presence on the JMU campus by allying with JMU groups.

Tactics: Establish a relationship with influential JMU groups, like University Program Board. Give out stickers, T-shirts, and pens decorated in the *DN-R* logo and a free sample newspaper copy at events such as the Homecoming football game in fall 2016 and the University Program Board's well-attended event that is held multiple times a semester, Late Night Breakfast.

2. Action Strategy (Social media): Increase awareness of both publications among students by developing a relationship on social media.

Tactics: While handing out free promotional items, give them a slip of paper that tells them about the social media contest: if they take a photo wearing or holding a promotional item and post it on Facebook, Twitter, or Instagram and use the hashtag #DN-R, they will be entered in a raffle to win one of 5 \$20 gift cards to Chipotle.

3. Action Strategy (Audience participation): Increase awareness of both publications among students by hosting an open house.

Tactics: The *DN-R* could host an open house during the 1787 Orientation event, Block Party in the 'Burg for students to attend, offering free food and other free promotional materials.

4. Action Strategy (Audience participation): Strengthen the relationship between JMU and the publications, as well as raise awareness, by creating a student contributor program.

The *DN-R* will hire JMU students as temporary interns or allow them to contribute content to their website through a special "Student Contributor" section.

An Overview of Goals, Objectives, Strategies, and Tactics for Key Public 2: Community Oriented Traditional Media Consumers

Goal #2: To enhance COTMC public members' perception of the quality of the *Rocktown Weekly*.

Objectives:

1. By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* is professional will increase from 43% to 53%.
2. By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* is well-written will increase from 43% to 53%.
3. By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* is worth reading will increase from 35% to 45%.
4. By the end of a campaign spanning 6 months, the percentage of COTMC public members that agree that the *Rocktown Weekly* covers important topics will increase from 29% to 39%.

Strategies and Tactics:

1. Action Strategy (Organizational performance): Increase the quality of the publication by helping staff members professionally develop.

Tactics: Send key editors/writers to professional development opportunities, such as industry conferences.

2. Action Strategy (Publicity/Social media communication): Highlight the *Rocktown Weekly* "story of the month" to public members through social media channels.

Tactics: Once a month, highlight the "story of the month," which could be the story that receives the most positive feedback from readers or the most webpage views and social media shares. Spotlight this story on the *DN-R* social media pages.

3. Action Strategy (Strategic philanthropy): Show public members that the *Rocktown Weekly* has talented and skilled staff members who create a high quality publication

Tactics: Editors/writers/photographers hold sessions and programs on the JMU campus for interested students to show off their expertise. Post photos of these interactions with students on their website.

An Overview of Goals, Objectives, Strategies, and Tactics for Key Public 2: Community Oriented Traditional Media Consumers (contd.)

Goal #3: To inform and convince COTMC public members that the *Rocktown Weekly* covers topics they care about.

Objectives:

1. By the end of a campaign spanning 6 months, 20% of COTMC public members will be informed that the *Rocktown Weekly* covers music and entertainment.
2. By the end of a campaign spanning 6 months, 10% of COTMC public members will be convinced to read the *Rocktown Weekly* because it covers music and entertainment.
3. By the end of a campaign spanning 6 months, 20% of COTMC public members will be informed that the *Rocktown Weekly* covers local news.
4. By the end of a campaign spanning 6 months, 10% of COTMC public members will be convinced to read the *Rocktown Weekly* because it covers local news.

Strategies and Tactics:

1. Communication Strategy (Publicity/Social media communication): Inform public members that the *Rocktown Weekly* covers local news through fliers posted on campus and targeted social media.

Tactics: Create fliers with the tagline "Be in the know. Local news found here" and place in strategic places on campus. Purchase sponsored advertising on Facebook with social media posts designed in the same format as the fliers.

2. Action Strategy (Special Event): Inform public members that the *Rocktown Weekly* covers music and entertainment by hosting a battle of the bands competition.

Tactics: Hold this competition with JMU student bands at a local music venue. Place the *Rocktown Weekly* logo all over the promotional items. At the event, have a table set up and give out free copies of the *Rocktown Weekly* so people associate the *Rocktown Weekly* with the local music and entertainment scene.

Conclusion

Limitations

While plenty of insightful information has been obtained as a result of this project, there are a few limitations. Comparing the demographics of the respondents to the demographics of the JMU student body, one can see that the responses were somewhat representative of the student body. But, there were a large amount of respondents who were freshmen, most likely skewing the data. Also, only 11 respondents had subscriptions to the *DN-R*, so their responses to the question about why they had a subscription may not be representative of the total population of *DN-R* subscribers. Another limitation is that there is a possibility that people were able to take the survey twice. Most of the participants in the SONA system (where the survey was posted) are freshmen and the bulk email with the survey link was sent out to all students except for freshmen. But there is a potential overlap of the small percentage of those not who are not freshmen in the SONA system and who did receive the bulk email with the survey link, so they may have been able to take the survey twice, skewing the results. Lastly, any survey will have a number of limitations due to the nature of survey research. Not all members of a population can be reached with a survey, so generalizations must be made with survey results from a sample of the population. While the survey was tested for validity and reliability, certain survey questions could have confused or been misinterpreted by the respondents. Additionally, a survey can only measure public opinion or views at any one point in time.

Suggestions for Future Research

As for future research, this researcher suggests a future study exploring JMU faculty and staff awareness of and attitudes toward the *DN-R*. They are less of a transient population than JMU students, so they could become a large subscriber base for the *DN-R*. Also, if professors are more aware of and have favorable attitudes toward the publication, they could have a huge influence on their students by bringing copies of the publication into the classroom or by encouraging their students to read the publication. A professor contributor program might also help strengthen a relationship between professors and the *DN-R*.

Final Notes

Traditionally in public relations campaigns, the public relations practitioner will include a budget, a calendar, and measurements of the tactics in the campaign proposal. But while this project is proposal for a future campaign, it lacks these items. Even so, the senior honors project has been completed. The purpose of this senior honors project was to fully understand the *DN-R* as an organization through the secondary research, to gain insights about JMU student media consumption through the primary research, and to focus on proposing strategies and tactics utilizing this research. As the student researcher prepares for a career in journalism or public relations, she can take the knowledge she has gained about both of these industries with her. Additionally, she will send this potential campaign to those she has a relationship with at the *DN-R*, with hopes that they at least give JMU students a chance as a potential subscriber base or at least realize benefits of establishing a stronger relationship with the university.

Appendix A

The *Daily News-Record* Staff

(Information and photos taken from dnronline.com "Contact Us" section)

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Features Reporters



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JMU basketball
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Daily News-Record

Appendix B

Daily News-Record 2016 Advertising Rates

Daily News-Record

*Published Monday - Saturday each week
by Rockingham Publishing Company
231 South Liberty Street
Harrisonburg, Virginia 22801
or
P.O. Box 193
Harrisonburg, Virginia 22803
8 a.m. - 5 p.m. Monday thru Friday
Closed on Saturdays and Holidays.
Main Number: (540) 574-6200
Advertising Fax: (540) 433-5503*

IMPORTANT PHONE NUMBERS

*General Manager, Peter S. Yates..... 574-6297
Advertising Director, Steven N. Turner..... 574-6229
Sales Manager, Roland Windmiller..... 574-6282
Classified Sales Manager, Cathy Harpine..... 574-6203
Business Manager, Pam Smith..... 574-6300
Digital Sales Manager, Peter Lynch..... 574-6226*

DEPARTMENT PHONE NUMBERS

*Retail Advertising..... 574-6220
Classified Advertising..... 574-6210
Accounting Dept..... 574-6250*

Visit us on the World Wide Web: www.dnronline.com

IMPORTANT E-MAIL ADDRESSES

*Editor and General Manager, Peter Yates..... pyates@dnronline.com
Advertising Director, Steven Turner..... sturner@dnronline.com
Sales Manager, Roland Windmiller..... rolandw@dnronline.com
Classified Sales Manager, Cathy Harpine..... cathyre@dnronline.com
Business Manager, Pam Smith..... pamsmit@dnronline.com
Digital Sales Manager, Peter Lynch..... plynch@dnronline.com*

Retail Advertising Rates: Effective January 1, 2016

ADVERTISING RATES, COLOR PREMIUMS and PROMOTIONS subject to change upon 30 days notice (one calendar month).

Retail Volume Rates (Eamed Monthly)

Open	\$27.50
50 inches per month.....	\$20.95
100 inches per month.....	\$19.10
200 inches per month.....	\$18.55
300 inches per month.....	\$17.85
500 inches per month.....	\$17.55
1,000 inches per month.....	\$17.15
1,200 inches per month.....	\$16.75
Back page	\$27.50
Back Page with color.....	\$45.00
Church and civic club rates (net)....	\$19.10

Color Premium

ONE color and black: add \$310 to cost of ad
TWO colors and black:..... add \$410 to cost of ad
THREE colors and black:..... add \$495 to cost of ad
Frequency discounts available.

Contact Advertising Manager for frequency discounts.

50% Discount Repeat Advertising Rate - For each ad purchased at retail volume rates a **50% DISCOUNT** will be given on all advertisement of quarter page size or larger (32.25 inches for Retail or 50 inches for Classified) when repeated within 6 calendar days with **NO COPY CHANGES**. The discount does not apply to color charges.

All ads of 6 inches or larger will be given a 50% discount on the second and third publishing dates when scheduled for 3 runs within 6 calendar days with no copy changes. The discount does not apply to color charges

Pre-printed Tabloid Inserts

Rate per thousand copies

Preprint Size	Cpm									
	Rate	12X	24X	36X	48X	60X	72X	90X	105X	130X
4 std. 8 tab. 16 in.	\$63.00	\$60.00	\$55.00	\$51.50	\$49.00	\$43.00	\$41.50	\$39.50	\$38.50	\$37.00
6 std. 12 tab. 24 in.	\$68.50	\$65.50	\$60.00	\$56.90	\$54.00	\$49.00	\$48.50	\$41.50	\$40.50	\$39.00
8 std. 16 tab. 32 in.	\$74.00	\$71.00	\$65.50	\$61.50	\$59.00	\$54.00	\$49.00	\$47.00	\$46.00	\$43.00
10 std. 20 tab. 40 in.	\$79.00	\$76.50	\$71.00	\$67.50	\$65.00	\$60.00	\$54.00	\$52.00	\$51.00	\$48.00
12 std. 24 tab. 48 in.	\$84.00	\$81.50	\$76.00	\$72.50	\$70.00	\$65.00	\$59.00	\$57.00	\$56.00	\$53.00
14 std. 28 tab. 56 in.	\$89.00	\$86.50	\$81.00	\$77.50	\$75.00	\$70.00	\$64.00	\$62.00	\$61.00	\$58.00
16 std. 32 tab. 64 in.	\$95.00	\$91.00	\$85.50	\$81.00	\$77.50	\$72.50	\$67.50	\$65.50	\$64.50	\$61.00
20 std. 40 tab. 80 in.	\$100.00	\$93.50	\$88.00	\$82.50	\$80.00	\$75.00	\$70.00	\$68.00	\$67.00	\$63.00
24 std. 48 tab. 96 in.	\$105.00	\$97.00	\$90.00	\$85.00	\$82.50	\$77.50	\$72.50	\$70.50	\$69.50	\$64.00

Over 48 Pages Add \$2.50 Cpm Per 4 Page Increment

Preprint Information

1 Page, Lightweight and Odd Sizes may result in inaccurate inserting. All inserts measuring more than 11 .5 inches long or more than 11 inches wide from folded edge must be quarter-folded. Prices based on full circulation. Frequency discounts available: Additional c.p.m. charge for partial or zoned preprints.

Advertisers with signed Preprint Contracts will be extended the same rates for TMC zones.

TMC Retail Open Rate	\$27.50
TMC Retail Pick-up Rate	\$10.75
TMC Classified In-Column Rate	\$10.75
TMC Classified Display Pick-up Rate.....	\$10.75

LIMITED PREPRINT ACCEPTANCE

The Publisher reserves the right to limit the number of preprints accepted for delivery on any particular day. In this event, the publisher will include the Advertising Preprints on a "first arrive" basis. This may be necessary to assure timely and safe delivery of preprints in that day's edition. To assure requested Delivery Date of your preprint advertisement, make your insertion reservation early. Contact Advertising Representative for prices.

Political Ads

All political advertising must be paid for in full at the time of ordering the ad space. Each political advertisement will be marked - "PAID POLITICAL ADVERTISEMENT" at the top of the advertisement; and, clear authorization authority (including an individual who can be contacted and the official name of the authorizing authority, committee, etc.) must conspicuously appear at the bottom of each political advertisement inserted in the Daily News-Record. The same authorization is required of all advertising using a name of a group that is speaking for any cause.

SAME RATES APPLY as Retail Volume Rates or National Retail Rates. No Discounts.

Classified Advertising Rates

In-Column Line Ads

30 or more consecutive days..... \$1.25 per line
 12 to 29 consecutive days..... \$1.45 per line
 10 or 11 consecutive days..... \$1.60 per line
 7 to 9 consecutive days..... \$1.70 per line
 3 to 6 consecutive days..... \$2.35 per line
 1 day or 2 consecutive days..... \$2.60 per line
 (average 4 words per line)

3-line minimum, \$15.00 minimum cost per ad.

Employment In-Column Line Ads

30 or more consecutive days..... \$1.40 per line
 12 to 20 consecutive days..... \$1.60 per line
 10 to 11 consecutive days..... \$1.80 per line
 7 to 9 consecutive days..... \$1.90 per line
 3 to 6 consecutive days..... \$2.60 per line
 1 to 2 consecutive days..... \$3.00 per line
 (average of 4 words per line)

3-line minimum, \$15.00 minimum cost per ad.

In-Column Additional Charges

In-column classified ads up to 24-point type. One column width only. Contract Rates available for 1 line of Reverse type

(8 pt. , 9 pt. and 12 pt.).

See Classified Manager for details and prices.

In Memoriams and Cards of Thanks

Approximately 4 words per line; \$2.50 per line.

Cash with order required.

Front Page Readers

Light Face Lower Case Type.....\$15.00 per word

Bold Face or All Caps.....\$20.00 per word

(Set in 8-pt. type, minimum 5 words per ad.)

Classified Display

Volume Rates

(Earned Monthly)

1-49 inches per month..... \$16.75 per inch
 50-99 inches per month..... \$15.80 per inch
 100-299 inches per month..... \$14.50 per inch
 300-499 inches per month..... \$13.60 per inch
 500-999 inches per month..... \$13.20 per inch
 1,000 inches per month..... \$12.75 per inch
 2,000 inches per month..... \$ 9.45 per inch

Employment Display

(Earned Monthly)

1-49 inches per month..... \$20.85 per inch
 50-99 inches per month..... \$19.95 per inch
 100-299 inches per month..... \$18.85 per inch
 300-499 inches per month..... \$17.95 per inch
 500-999 inches per month..... \$17.45 per inch
 1,000 inches per month..... \$16.95 per inch

All print employment advertising will be bundled with our website and appear at www.dnronline.com

Frequency Rates

One column inch minimum per ad

Ad to appear with no change in copy

Number of Days: 2 3 or more

2-7 inches.....\$15.60.....\$14.45

8-14 inches.....\$14.95.....\$13.95

15 inches or more....\$14.55.....\$13.45

Price per inch

5% discount will be given for payment prior to insertion if there is no past-due balance.

Legal Ads

Will be billed at classified display rates. Certain legal classifications are payable in advance.

Box Use Charges

\$8.00 service charge; \$20.00 charge if replies are mailed.

Skip Ads

Advertisements going alternate days will be computed and charged by the one-time rate per day.

<p>■ Why Advertise?</p>	<p>Because newspapers offer the most affordable, proven means of reaching the right customers at the right time.</p>	<p>Because consumer awareness and brand preference increase with advertising.</p>	<p>Because virtually everyone of your customers reads and relies on advertising and most would prefer to buy from you again.</p>	<p>Because consumers look to advertising to provide the information they need to finalize their buying decision.</p>
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Daily News-Record

NATIONAL RATES

Commission and Cash Discount

15% to agencies: 2% 10th following month

Inch Rate

\$33.50 (30-day notice given on Rate Revision)

Color

Black plus 1 color Extra\$360.00
 Black plus 2 colors.....\$460.00
 Black plus 3 colors.....\$570.00

Available daily. Two-day leeway required on all color.

Closing date: 10 days in advance of publication for black plus 2 colors or 3 colors.

Pre-Prints

Tabloid Inserts - Available daily. Date and size must be confirmed by advertising representative. 27,000 copies. 8 pages and under: \$75.00 cpm (*Agency commissionable*). *Contact ad manager for additional prices and requirements. All inserts measuring more than 11.5 inches long or more than 11 inches wide from folded edge must be quarter-folded.*

Position: None guaranteed.

Minimum Depth R.O.P.

1.5 inches

Classified Display

\$27.25 inch-9 columns per page.

Classified In Column Line Ads

\$5.00 per line

Contract and Copy Regulations

Contracts must be completed within one year from date. Publishers reserve the right to reject or edit all copy. Advertising of doubtful or misleading nature not accepted. Copy exceeding 18 inches deep must run full column or pay for full column.

Closing Time

36 hours in advance of publication.

Circulation Information

Circulation verified by Alliance for Audited Media
 Average Daily Paid Circulation:
 Monday-Friday - 25,150* Saturday - 26,419*
 (*Audited Figures for 12 months ending 3/31/2014)

Miscellaneous

Paper varies from 20 to 40 pages.

Do not publish Jan. 1, Memorial Day, July 4th, Thanksgiving, and Christmas.

Premium Position Retail Rates

Front Page Banner

Advertising will be accepted on the Front Page of the Daily News-Record in three sizes. Ads measuring 6 columns (10.125 inches) x 3 inches deep will cost \$795 per day (including color). Ads measuring 6 columns (10.125 inches) x 2 inches deep will cost \$595 per day (including color). Ads measuring 6 columns x 1 inches deep will cost \$400 per day (including color).

Sky Box Advertising

A premium position, full color ad is placed at the top of section fronts, other than Main News. The ad measures 3.0" x 1.5" at a rate of \$150 per day or \$130 per day for six consecutive days.

Weather Page Banner

A 6 col. x 1 inch deep banner can be placed at the bottom of the weather map. Rate is \$300 per insertion (includes color when available).

Stand-By Advertising

Advertisements that can be run "as needed" with a 2-week window for publication are accepted. Position and date cannot be specified. Net, No Discounts.

Rates per inch:

Retail	Classified
Up to 33 inches: \$19.10	Up to 50 inches: \$14.50
33-65 inches: \$17.85	50-100 inches: \$13.60
Over 65 inches: \$17.55	Over 100 inches: \$13.20

Online Display Advertising at DNRonline.com

	Local (CPM) ROS
Leaderboard (728x90)	\$ 8.50
Large Rectangle (300x250)	\$ 7.00
Sky Scraper (160x600)	\$ 7.00

Daily News-Record print partners receive a 10% discount for online advertising.

Annual contracts for online advertising receive a 15% discount.

DNRonline is now averaging over 70,000 unique visits and 735,000 page views per month.

Appendix C

Questionnaire

Identification of Investigators & Purpose of Study

You are being asked to participate in a research study conducted by Molly Jacob. The purpose of this study is to understand how JMU students consume news media, especially Harrisonburg's local newspaper, and how involved they are in the Harrisonburg community. This study will contribute to the student researcher's senior honors project within the School of Communication Studies.

Research Procedures

This study consists of an online survey that will be administered to individual participants through Qualtrics (an online survey tool). You will be asked to provide answers to a series of questions related to media use and community involvement.

Timeframe

Participation in this study will require 10-20 minutes of your time.

Risks

The investigator does not perceive more than minimal risks from your involvement in this study (that is, no risks beyond the risks associated with everyday life).

Benefits

There are no benefits for participants for their participation in this study. The only perceived benefits are to the field of research as a whole, which include helping researchers understand how college students consume local and national media, and how involved they are in the community surrounding their college.

Confidentiality

The researcher reserves the option to present the results at the JMU honors program research conference in spring 2016. While individual responses are anonymously obtained and recorded online through the Qualtrics software, data is kept in the strictest confidence. No identifiable information will be collected from the participant and no identifiable responses will be presented in the final form of this study. All data will be stored in a secure location only accessible to the researcher. The researcher retains the right to use and publish non-identifiable data. At the end of the study, all records will be destroyed. Final aggregate results will be made available to participants upon request by email.

Participation & Withdrawal

Your participation is entirely voluntary. You are free to choose not to participate. Should you choose to participate, you can withdraw at any time without consequences of any kind. However, once your responses have been submitted and anonymously recorded you will not be able to withdraw from the study.

Questions about the Study

If you have questions or concerns during the time of your participation in this study, or after its completion or you would like to receive a copy of the final aggregate results of this study, please contact:

Molly Jacob

School of Communications

James Madison University

jacobmm@dukes.jmu.edu

Dr. Yeonsoo Kim

School of Communication Studies

James Madison University

kim28yx@jmu.edu

Questions about Your Rights as a Research Subject

Dr. David Cockley

Chair, Institutional Review Board

James Madison University

(540) 568-2834

cocklede@jmu.edu

Giving of Consent

I have been given the opportunity to ask questions about this study. I have read this consent and I understand what is being requested of me as a participant in this study. I certify that I am at least 18 years of age. By clicking the "next" arrow below, and completing and submitting this anonymous survey, I am consenting to participate in this research.

This study has been approved by the IRB, protocol #16-0313.

1. How aware are you of the following news publications?

(1 being not aware at all, 5 being very aware)

Rocktown Weekly

Not aware at all 1 – 2 – 3 – 4 – 5 Very aware

The Daily News-Record

Not aware at all 1 – 2 – 3 – 4 – 5 Very aware

Shenandoah Valley Business Journal

Not aware at all 1 – 2 – 3 – 4 – 5 Very aware

The Valley Banner

Not aware at all 1 – 2 – 3 – 4 – 5 Very aware

(The response of 1 for Daily News-Record and Rocktown Weekly filters to Q10)

(Response of 2, 3, 4, or 5 for Daily News-Record filters to Q2)

2. Have you ever read a copy of the *Daily News-Record*?

- a) Yes, I read a print copy
- b) Yes, I read a digital/online copy
- c) Yes, I have read both print and digital/online copies
- d) No (filter to Q10)

3. Have you ever purchased a copy of the *Daily News-Record*?

- a) Yes
- b) No (filter to Q5)

4. How many times have you purchased a copy of the *Daily News-Record* in the past 3 months?

(Please enter a single numerical value)

_____ times

5. Please give your impression of the *Daily News-Record* on the below descriptions.

(1 being you do not agree with the description, 5 being you really agree with the description)

professional	I do not agree	1	2	3	4	5	I really agree
well-written	I do not agree	1	2	3	4	5	I really agree
worth purchasing	I do not agree	1	2	3	4	5	I really agree
covers important topics	I do not agree	1	2	3	4	5	I really agree

6. Have you ever read a copy of the *Rocktown Weekly*?

- a) Yes
- b) No (filter to Q10)

7. Please give your impressions of the *Rocktown Weekly* on the below topics.

(1 being you do not agree with the description, 5 being you really agree with the description)

professional	I do not agree	1	2	3	4	5	I really agree
well-written	I do not agree	1	2	3	4	5	I really agree
worth reading	I do not agree	1	2	3	4	5	I really agree
covers important topics	I do not agree	1	2	3	4	5	I really agree

8. Do you have a subscription to the *Daily News-Record*?

- a) Yes
- b) No (filter to Q10)

9. Out of the following options, which best describes why you have a subscription to the *Daily News-Record*?

- a) To save money instead of buying single copies
- b) To get local news
- c) To get state and national news
- d) The convenience of home delivery
- e) For reading pleasure
- f) Other [text response]

10. How important are the below topics when you are choosing a new source to consume?
(1 being least important, 5 being most important)

If the news source offered a student discount	Least important	1 – 2 – 3 – 4 – 5	Most important
If the news source covered JMU events and campus news	Least important	1 – 2 – 3 – 4 – 5	Most important
If the news source covered music and entertainment	Least important	1 – 2 – 3 – 4 – 5	Most important
If the news source was easily to purchase or find	Least important	1 – 2 – 3 – 4 – 5	Most important

11. Please rank the below statements about your involvement in the community.
(1 being you do not agree with the statement, 5 being you really agree with the statement)

I am involved in the Harrisonburg community.	I do not agree	1 – 2 – 3 – 4 – 5	I really agree
I frequently attend community events (for example, local plays, sport games, or art exhibits.)	I do not agree	1 – 2 – 3 – 4 – 5	I really agree
I frequently perform community service (for example, tutoring children or volunteering at a charity.)	I do not agree	1 – 2 – 3 – 4 – 5	I really agree
I am an active citizen in the Harrisonburg community.	I do not agree	1 – 2 – 3 – 4 – 5	I really agree

12. How much do you rely on the below sources for news and current events?
(1 being you do not rely on the source, 5 being you heavily rely on the source)

Print newspaper	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Print newspaper websites	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Broadcast television	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Magazines	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Internet	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Cable news	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Radio	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Twitter	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Facebook	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Other social media	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source
Word of mouth	I do not rely on this source	1 – 2 – 3 – 4 – 5	I heavily rely on this source

13. Whose opinion do you trust on campus when making decisions about where to find news?
(1 being you do not trust their opinion, 5 being you really trust their opinion)

Friends	I do not trust their opinion	1 – 2 – 3 – 4 – 5	I trust their opinion
Roommates	I do not trust their opinion	1 – 2 – 3 – 4 – 5	I trust their opinion
Professors	I do not trust their opinion	1 – 2 – 3 – 4 – 5	I trust their opinion
Administrators	I do not trust their opinion	1 – 2 – 3 – 4 – 5	I trust their opinion
Staff members	I do not trust their opinion	1 – 2 – 3 – 4 – 5	I trust their opinion

14. Please rank from 1-5 how likely you are to do the following actions.
(1 being least likely, 5 being most likely)

How likely are you to consistently read the <i>Daily News-Record</i> ?	Least likely	1 – 2 – 3 – 4 – 5	Most likely
How likely are you to subscribe to the <i>Daily News-Record</i> (which is \$3 for a monthly digital subscription)?	Least likely	1 – 2 – 3 – 4 – 5	Most likely
How likely are you to consistently read the <i>Rocktown Weekly</i> ?	Least likely	1 – 2 – 3 – 4 – 5	Most likely
How likely are you to subscribe to the <i>Rocktown Weekly</i> (which is a free subscription)?	Least likely	1 – 2 – 3 – 4 – 5	Most likely

15. What is your academic year?

- a) Freshman
- b) Sophomore
- c) Junior
- d) Senior
- e) Graduate student

16. How old are you? (Please enter a single numerical value)

_____ (text response)

17. What is your major? (Please select one from the dropdown menu)

- | | |
|-----------------------|-----------------------------------|
| Accounting | Industrial Design |
| Anthropology | Integrated Science & Technology |
| Architectural Design | Intelligence Analysis |
| Art | Interdisciplinary Liberal Studies |
| Art History | International Affairs |
| Athletic Training | International Business |
| Biology | Justice Studies |
| Biophysical Chemistry | Kinesiology |

Biotechnology	Management
Chemistry	Marketing
Communication Sciences & Disorders	Mathematics
Communication Studies	Media Arts & Design
Computer Information Systems	Modern Foreign Languages
Computer Science	Music
Dance	Musical Theatre
Dietetics	Nursing
Earth Science	Philosophy & Religion
Economics	Physics
Engineering	Political Science
English	Psychology
Finance	Public Policy & Administration
Geographic Science	Quantitative Finance
Geology	Social Work
Graphic Design	Sociology
Health Sciences	Sport & Recreation Management
Health Services Administration	Statistics
History	Theatre
Hospitality Management	Writing, Rhetoric & Technical Communication
Independent Scholars	

18. What is your gender?

- a) Male
- b) Female
- c) Other
- d) I choose not to answer

19. Please select one that best classifies your ethnicity:

- a) Non-Hispanic White or Euro-American
- b) Black, Afro-Caribbean, or African American
- c) Latino or Hispanic American
- d) East Asian or Asian American
- e) South Asian or Indian American
- f) Middle Eastern or Arab American
- g) Native American or Alaskan Native

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