

## **Student Media Survey**

### **Brief description of program / project:**

The survey was designed to gauge student interaction with and engagement with various student media entities, including the Chronicle, K-UTE radio and Absolute Communication. Our hope was to receive responses that could help guide our decision making and long-term planning and give us insights into what students would like to see from their student media.

### **Who was asked to complete the survey:**

A random sample of 5000 undergraduate students.

**Response Rate:** 6.14 % (307 of 5000)

**Administration Type:** email sent through Campus Labs

### **Summary of Key Findings:**

39.09% of respondents have read the Chronicle within the last year, with the most read content being Local Stories (85.32% of respondents). 62.98% of respondents said they would read the Chronicle on a mobile device. Of respondents who haven't read the Chronicle, most said if the distribution points were more noticeable they would be more likely to pick up a copy of the Chronicle (55.06%) while 52.25% of those respondents said the content would need to be more applicable to them.

A vast majority of respondents (86.16%) have never listened to K-UTE Radio in the last year. 83.3% would tune in for music and 61.73% would tune in for campus news. 44.86% of respondents said they would listen via a mobile app, and 58.85% said they would listen if the content was applicable or more appealing.

### **Actions Taken:**

Results have been shared with student leaders of student media entities as well as the Student Media Council. Contact has been attempted with the students interested in participating in Absolute Communication.

### **Which Student Affairs goals does this program / project align with?**

1.c, 1.d, 5, 6,