



MUSTANG NEWS

2017

OUTREACH SURVEY EXECUTIVE REPORT

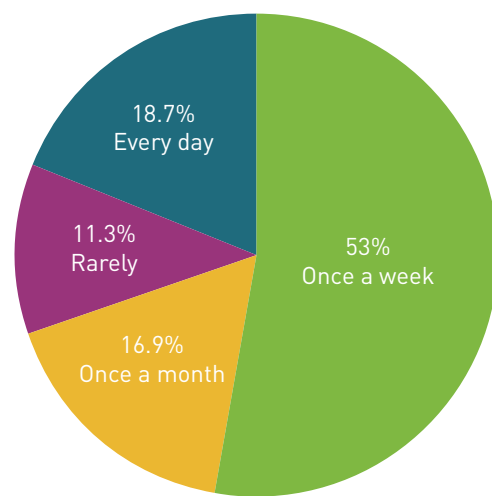
THE FINDINGS

The following data represents what was found after surveying nearly 400 respondents with a 27 question survey encompassing brand awareness, brand engagement and general campus climate. The results shape the projected marketing and public relations plan for both Mustang News and Mustang Media Group beginning winter quarter.

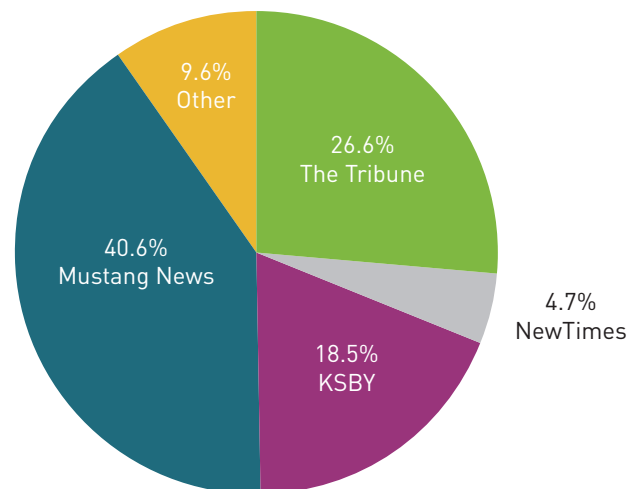
Readership Data

We found that 71.7 percent of respondents read Mustang News content on a frequent basis (53 percent read daily and 17.7 percent said weekly). We also found that the respondents average trust in Mustang News was a 7.11 out of 10. This goes to show that Mustang News IS the No. 1 news source for the Cal Poly campus and that they are continuously turning to us for information.

In fact, 40.1 percent said that they get their local news from Mustang News in comparison to New Times, KSBY and The Tribune. In terms of where they are engaging with our content, we found that just over 75 percent of respondents follow us on Facebook and the other 25 percent was split between Twitter, Instagram and Snapchat with the second most-used being Twitter. It was also reported that 45.1 percent of respondents generally get their news from social media and 42 percent from online publications. Respondents also reported that the most read section was news at 79.2 percent, followed by sports at 7.9 percent, opinion at 5.9 percent and arts at 5.8 percent.



Most respondents read mustang news on a frequent basis.



Most respondents consider Mustang News to be their primary source of local news.

THE FINDINGS

In terms of campus climate and brand awareness, we found that 25.7 percent of respondents felt that a Mustang News article was reported inaccurately. 84.4 percent of respondents had been interviewed for a story by Mustang News and when asked how their experience was, the majority of the responses were positive.

Standout criticisms include:

“I was a bit frazzled, and sometimes I feel like I've been misquoted, but I understand it's hard to get the full meaning of a interview in one short quote.

“Sometimes I feel that stories aren't completely followed through. I.e. the mental health fee article in regards to ASI student government had quotes that were completely out of context, portions that seemed like opinions (speaking for the board instead of using a quote as evidence), and people's opinions changed because more information was given later. Also organizations like PIKE are given a platform, but there isn't any fact checking on what they are saying nor is the other side given a platform.

“Interviewers were respectful of sensitive topic but did not uphold their end of communicating if/when story would be actually published. Would have liked to review it first. Not sure if we ever confirmed that I would be named, not anonymous. Happened to not be a huge deal in this case but more communication still would have been nice.

“It was a post performance interview and felt very chunky and was uncomfortable and I wish it was more of a conversation instead of interrogation.

“The interview process was fairly professional, but the story never ran.

We found that 53 percent of respondents do not know what Mustang Media Group is.

THE FINDINGS

84%

Do NOT know how to pitch a story to Mustang News

It was also reported that only 13.7 percent of respondents have watched at 15-minute update and 84 percent reported that they do NOT know how to pitch a story to Mustang News.

56.7%

Have never attended a Mustang News/Mustang Media Group event.

Finally, we found that 56.7 percent of respondents have never attended a Mustang News/Mustang Media Group event but that 46 percent would attend job fairs, 27 percent said they would attend business fairs and 20 percent said they would like to attend events that give them an opportunity to connect with reporters and editors.

CONCLUSION

This exemplifies the need to increase marketing efforts to create awareness of what Mustang Media Group is made of, what our capabilities are and how to interact with each group.