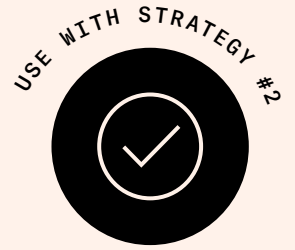


INFORMATION NEEDS ASSESSMENT SURVEY



This survey template contains recommended questions for you to ask your community so that you can better understand their information needs and where they access information. Play around with it. Adapt and edit the survey to address your local needs and constraints.

TIPS FOR ROLLING OUT THE SURVEY

- **Partner with community leaders and organizations:** Get the community involved, ask the local leaders you met with if they would be interested in helping distribute your survey. Maybe they know of other engaged community members who could help you out. See if people can bring surveys home to pass out to their family and friends.
- **Journalism students:** Is there a local university or high school with a journalism program? See if you could partner with them to help distribute surveys and analyze results. This could be a good learning opportunity for them and could lead to deeper partnerships down the road.
- **Local hang-outs:** Visit your notes from your walk around town. Distribute surveys at coffee shops, corner stores, libraries, places where you noticed people exchanging information or spending time.
- **Fill out the survey for the participant:** Sometimes it can be hard to get people to participate, if this is the case, see if you can ask questions directly and fill out the survey for yourself.
- **Make it fun:** Make it fun: Piggyback on an existing community event. Offer things like donuts and coffee, and chat people up.
- **Follow up:** Follow up: Make sure you follow up with participants via email or phone. Follow up with partners and organizations who helped you out too. Share what you learned from the survey, and keep them updated on your project as it grows.

LISTENING POST SURVEY— COMMUNITY MEDIA PROJECT

The Listening Post Collective seeks to establish a conversation with _____ citizens where people contribute comments or thoughts on issues of importance in their neighborhood as well as receive news and information about local communities.

The project is managed by _____

Name (optional)

Age

Neighborhood where you live/stay

Relationship with neighborhood

When something happens in your community, where do you hear about it?

- | | |
|--|--|
| <input type="checkbox"/> Radio | <input type="checkbox"/> Friend/neighbor/other (on my phone) |
| <input type="checkbox"/> TV | <input type="checkbox"/> Text |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Internet (specify) _____ | <input type="checkbox"/> Facebook message |
| <input type="checkbox"/> Neighbor (in person) | <input type="checkbox"/> whatsapp |
| <input type="checkbox"/> Friend (in person) | <input type="checkbox"/> Other |
| <input type="checkbox"/> Church | <input type="checkbox"/> Someone specific in the community |
| <input type="checkbox"/> Library | <input type="checkbox"/> Flyers/signs (specify where) _____ |
| <input type="checkbox"/> Community center/business | <input type="checkbox"/> Other (specify) _____ |

When something happens in your community, where do you hear about it?

- | | |
|--|--|
| <input type="checkbox"/> Radio | Friend/neighbor/other (on my phone) |
| <input type="checkbox"/> TV | <input type="checkbox"/> Text |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Internet (specify website) _____ | <input type="checkbox"/> Facebook message |
| <input type="checkbox"/> Church | <input type="checkbox"/> whatsapp |
| <input type="checkbox"/> Community center/business | <input type="checkbox"/> Other |
| <input type="checkbox"/> Someone specific in the community | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Neighbor (in person) | |
| <input type="checkbox"/> Friend (in person) | |

What local news outlets do you trust the most?

What local news outlets do you use the most?

What are the different spaces in your community where people come together and share information and talk about life in the neighborhood?

What local issues do you wish you had more information about?

**Have you ever been to a community meeting? Why/why not?
What was the meeting about?**

Have you been to a community meeting in the last 6 months? Why/why not? About what?

Tell me about a time when something happened in the community that was important to you, but you couldn't find good information to help explain it.

Out of the following, what type of information is most important to you (choose your top 3-5)?

- | | |
|--|---|
| <input type="checkbox"/> Information about new development in the area | <input type="checkbox"/> Policing and Public Safety Issues |
| <input type="checkbox"/> Health Issues | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Education/Schools | <input type="checkbox"/> Housing rights |
| <input type="checkbox"/> Jobs/training programs | <input type="checkbox"/> Trash services |
| <input type="checkbox"/> Reentry from Prison | <input type="checkbox"/> Who to go to if there's a problem in your neighborhood |
| <input type="checkbox"/> Courts and legal issues | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Business opportunities | |
| <input type="checkbox"/> Housing vacancy | |
| <input type="checkbox"/> Parole & Probation | |

If you hear something important, who do you share that news with?

- Friend
- Neighbor
- Family
- Other _____

How do you share that news?

Do you ever have a strong opinion or idea that you want to be included in local media?

About what subjects?

Where do you wish it would be included?

Do you feel like there is anything you are able to do to make your voice heard in local media?
If so, what?

How often do you go online?

How do you normally access the internet?

- Cell phone
- Smart phone
- i-pad or tablet
- Laptop
- Desktop
- Library
- Other _____
- I don't

What websites do you use to get or share information?

What's the best way to keep in touch with you?

Cell Number

Facebook

email

other