

Dear Readers:

The staff of the Gazette-Times is asking for your help. In an effort to improve the quality of the paper we are circulating the following questionnaire to our readers. We hope to find out your thoughts on The Gazette-Times; what you feel we are doing right, and what we are doing wrong.

Please take a few minutes to answer the questions and return the form to our office either by mail or in person. Thanks in advance for your help.

Sincerely,



David Sykes, Publisher

1.) On what area would you like to see more emphasis in the newspaper?

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> City News | <input type="checkbox"/> Editorials |
| <input type="checkbox"/> County News | <input type="checkbox"/> Farm News |
| <input type="checkbox"/> Sports | <input type="checkbox"/> Feature Articles |
| <input type="checkbox"/> Police News | <input type="checkbox"/> Business News |
| <input type="checkbox"/> School News | Other _____ |

2.) What do you read or enjoy reading most in the newspaper?

- | | |
|--|---|
| <input type="checkbox"/> Crossword | <input type="checkbox"/> Editorials |
| <input type="checkbox"/> Lexington News Column | <input type="checkbox"/> School News |
| <input type="checkbox"/> Heppner News Column | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Lone News Column | <input type="checkbox"/> Police News |
| <input type="checkbox"/> Around About | <input type="checkbox"/> Classified Ads |
| <input type="checkbox"/> City News | <input type="checkbox"/> Advertisements |
| <input type="checkbox"/> County News | Other _____ |
| <input type="checkbox"/> Feature Articles | |

3.) Do you feel articles in the paper are:

- Hard to understand
 Clear and understandable
 Too simplistic

4.) Do you feel G-T news coverage is:

- | | |
|--|--|
| <input type="checkbox"/> Generally correct | <input type="checkbox"/> Complete |
| <input type="checkbox"/> Sometimes accurate | <input type="checkbox"/> Adequate |
| <input type="checkbox"/> Inaccurate & don't believe what you read in G-T | <input type="checkbox"/> Doesn't include most of the important things going on in the county |

5.) If you could change something about the paper, what would it be?

6.) In your dealings with the newspaper, how has the service been?

- | Subscription Dept. | News Dept. | Advertising |
|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> Good | <input type="checkbox"/> Good | <input type="checkbox"/> Good |
| <input type="checkbox"/> Fair | <input type="checkbox"/> Fair | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Poor |

Comments _____

7.) If you have bought a Display Ad in the paper, were you satisfied?

- | Service | Design of Ad | Billing Dept. |
|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> Good | <input type="checkbox"/> Good | <input type="checkbox"/> Good |
| <input type="checkbox"/> Fair | <input type="checkbox"/> Fair | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Poor |

8.) Type size is:

- Too big Too small