

Interview Questions

1. How old are you?
2. What gender do you identify as?
3. What news outlet do you work for?
4. Where is your news outlet located (*city and state/province*)?
5. What is your current job title and what does that mean in relation to your publication?
6. What type of outlet is your publication (*newspaper, magazine, website, radio station, etc.*)?
7. Is your outlet in or serving a rural, urban, or suburban community?
8. What is the approximate population of the area your outlet is in or serves?
9. What is the approximate circulation or readership or viewership or listenership of your publication?
10. Is your content distributed for free or for a fee?
11. How frequently does your outlet publish or disseminate news?
12. How many people do you work with at your publication?
13. How long have you been at your current job, and how long have you been a working journalist?
14. What does a typical day look like for you as a journalist?
15. Do you go into a newsroom to work, or do you work from home?
16. What kind of news stories and events does your newspaper cover regularly?
17. How do you do most of your reporting and interviewing (*in-person or via other means, such as by phone or Zoom*)?
18. What software do you use to produce your news product?
19. What other technologies do you use to accomplish your daily duties (*computers, phones, email, websites, audio/video recorders, etc.*)?
20. What kind of online presence does your outlet have (*website, email newsletter, podcast, social media, etc.*)?
If your outlet doesn't have one, why?
21. How frequently is your online presence updated?
22. What social media platforms are you active on (*whether personally or as part of your job*), and why do you use those instead of some of the other platforms?

23. How often do you use social media to conduct reporting and other information gathering activities? Why or why not?
24. How often do you use social media to disseminate or share news and information? Why or why not?
25. How do members of your community typically access your content (*online, in print, over the air*)?
26. What are some of the biggest barriers to incorporating online or other digital tools into your publication, whether as a reporting tool or a distribution method?
27. How could an individual or group help you incorporate more online or other digital tools into your publication, whether as a reporting tool or a distribution method?
28. How would you describe the ways you interact with your community?
29. Do you accept submissions of news/photos/etc. from community members? Why or why not?
30. How often do community members submit news/photos/etc. to your publication, and how often do you end up publishing that content?
31. What type of content is submitted most frequently by community members?
32. What is the distance from your media operation to your printing facility?
33. Have you run into any issues getting your newspaper printed when you need it? Please explain.
34. Do you worry about losing access to a printing facility? Why or why not?
35. If you were no longer able to print your newspaper, what would you do? Please explain.
36. What is the distance from your media operation to your postal facility?
37. What does it cost you to mail your newspaper, and how has that cost changed over time?
38. If the cost of mailing your newspaper ever became prohibitive, what would you do? Please explain.
39. Have you experimented with email newsletters or do you currently offer one to readers? Please explain why or why not.
40. Have you experimented with podcasts or do you currently offer one to readers? Please explain why or why not.
41. Have you experimented with alternative production cycles? Please explain why or why not.
42. Have you experimented with different coverage foci? Please explain why or why not.
43. Have you experimented with alternative revenue models (*events, memberships, job printing, et cetera*) or are any such models currently in place? Please explain why or why not.

44. Do you accept financial donations? Why or why not?
45. What do you think of the nonprofit business model for journalism? Please explain.
46. Would your audience be receptive to receiving their news differently? Please explain why or why not, at least from your vantage point.
47. Would your audience be receptive to different ways of supporting your news operation? Please explain why or why not, at least from your vantage point.
48. How many hours per week do you work in your current position? Why that amount?
49. Do you feel overwhelmed or overworked in your current position? Why or why not?
50. What is the importance of community journalism? What role does it play in society? Please explain.
51. Why should the work you do be classified as community journalism? Please explain.
52. Is there anything else you would like to add on this topic that we haven't covered?