

Public Affairs Office conducts *Monitor* readership survey

Dear Reader,

The Fort Bliss Public Affairs Office is conducting a readership survey of the post newspaper, *The Monitor*. The purpose of this survey is to enable *The Monitor* to better serve its public.

We would appreciate your cooperation in answering this questionnaire and returning it, no later than May 30, by mail distribution, fax or in person to the Public Affairs Office, Building 15, Ft. Bliss, TX 79916, Fax 568-3749.

1. How often do you read *The Monitor*?

- a. Every issue
- b. Most issues
- c. Seldom
- d. Never

2. How often do you find *The Monitor* a reliable source of news?

- a. Regularly
- b. Sometimes
- c. Rarely
- d. Don't read it

3. How much of *The Monitor* do you read?

- a. All
- b. Most
- c. About half
- d. Little

4. How much do you believe of what you read in *The Monitor*?

- a. All
- b. Most
- c. About half
- d. Little

e. None

Questions 5 through 13 address the content of the paper. Please indicate what you think of the amount of coverage each topic receives.

5. Topical or controversial issues (such as abortion, child abuse, spousal abuse, fraternization, divorce, etc.)

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

6. Feature material (such as recreation services, child care, military justice, credit, etc.)

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

7. Military News

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

8. Sports

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

9. Community News

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

10. Travel information

- a. Too much

- b. About right
- c. Not enough
- d. No opinion

11. Editorials and commentaries

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

12. Ceremonies (retirements, promotions, etc.)

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

13. Current affairs

- a. Too much
- b. About right
- c. Not enough
- d. No opinion

Refer to this list to answer questions 14 and 15.

- Military, DA and civilian news
- Features
- Sports
- Commentaries/editorials
- Community news
- Topical/controversial issues
- Travel
- Awards and ceremonies
- Current affairs

14. If you had the chance to select what appeared in the post newspaper, which one of the above would you select to receive more coverage that it is currently receiving?

15. Which one of the above would you select to receive less coverage?

16. How do you rate the art and illustration in *The Monitor*?

- a. Excellent
- b. Good
- c. Average
- d. Fair
- e. Poor

17. How do you rate the photography in *The Monitor*?

- a. Excellent
- b. Good
- c. Average
- d. Fair
- e. Poor

18. How do you rate the overall appearance of *The Monitor*?


- a. Excellent
- b. Good
- c. Average
- d. Fair
- e. Poor

19. How do you rate *The Monitor* overall (content and appearance)?

- a. Excellent
- b. Good
- c. Average
- d. Fair
- e. Poor

20. What is your military/civilian grade/rank?

21. What is your age?




5814 Gateway East
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**To: Wes
Ft. Bliss Monitor**

I have run only 2 ads in the Ft. Bliss Monitor and have already had 7 military sales.

We are pleased with the design of our ad by your staff.
Thank you Ft. Bliss!



Felix Molina
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