

Federal Way News Program Concept Survey Results



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Methodology

On May 29, 2009, in | house communications launched an online, non-scientific survey utilizing Zoomerang.com with the express goal of assessing the perceived value of a news program specific to Federal Way.

The survey was sent to an undetermined number of Federal Way residents and business owners/representatives. The sample size is undetermined due to the survey questionnaire being forwarded (by request) to a separate list of potential respondents.

The original sample size was 180 contacts, which resulted in 83 percent of the responses. Of these, there was a 42 percent response rate.

The remaining responses (17 percent) came from the unknown sample group.

Questions were geared toward Federal Way's image and economy, and whether respondents believed an objective, journalistic news program that covered both hard hitting news and more positive news about Federal Way could have a positive impact on the image and economy of the city.

Results Overview

An overwhelming majority (90 percent) believe an objective news program specific to Federal Way that encompasses hard-hitting news as well as positive news would increase the city's image.

When asked how much they agree the concept program can help Federal Way's image, 96 percent of respondents affirmed its potential by answering "somewhat" (50 percent), "very much" (34 percent) or "extremely" (8 percent).

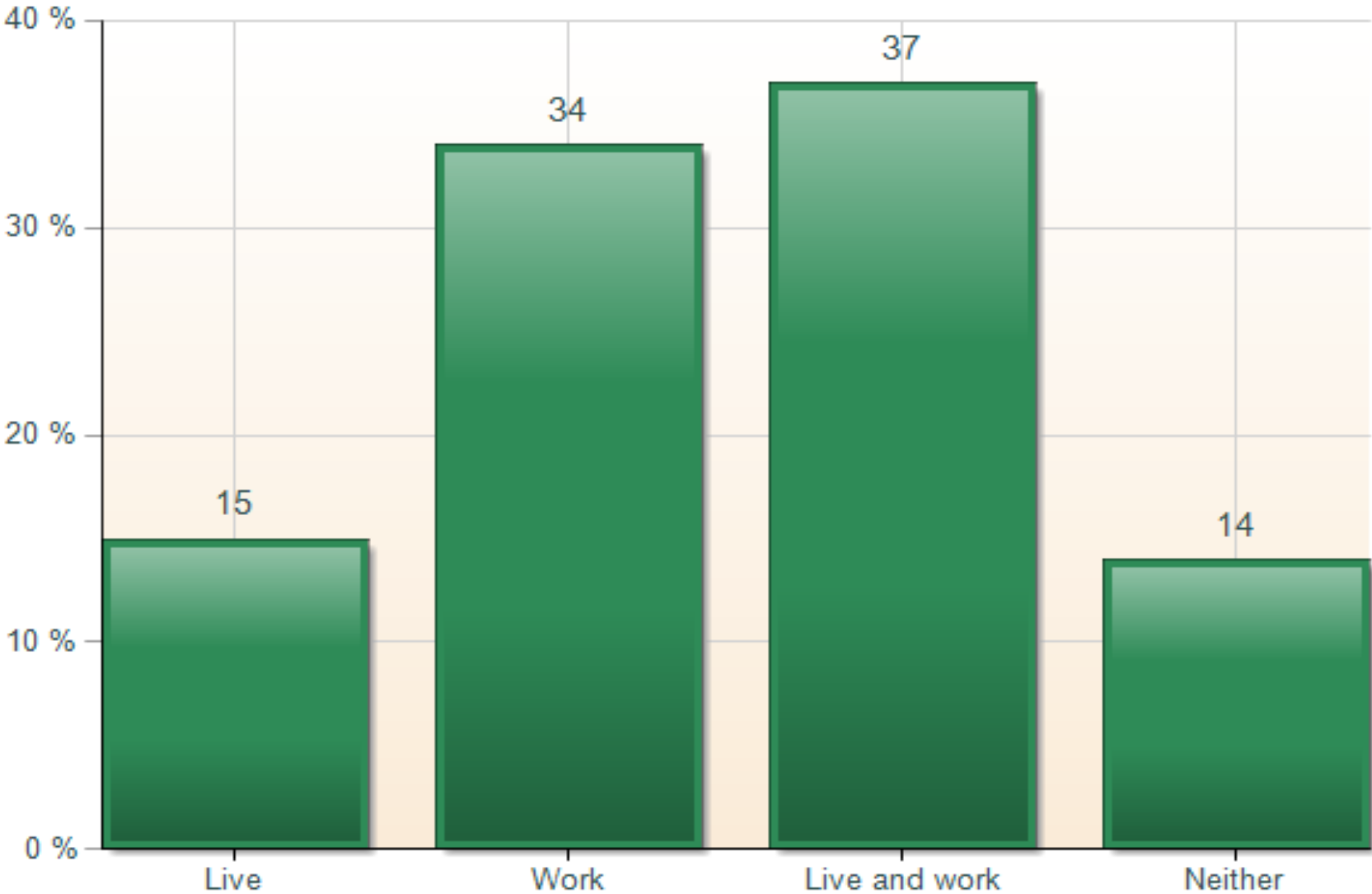
Coming in close behind, 78 percent of respondents believe the program could help the city's economy.

56 percent of respondents believe the city has a "somewhat negative" or "extremely negative" image.

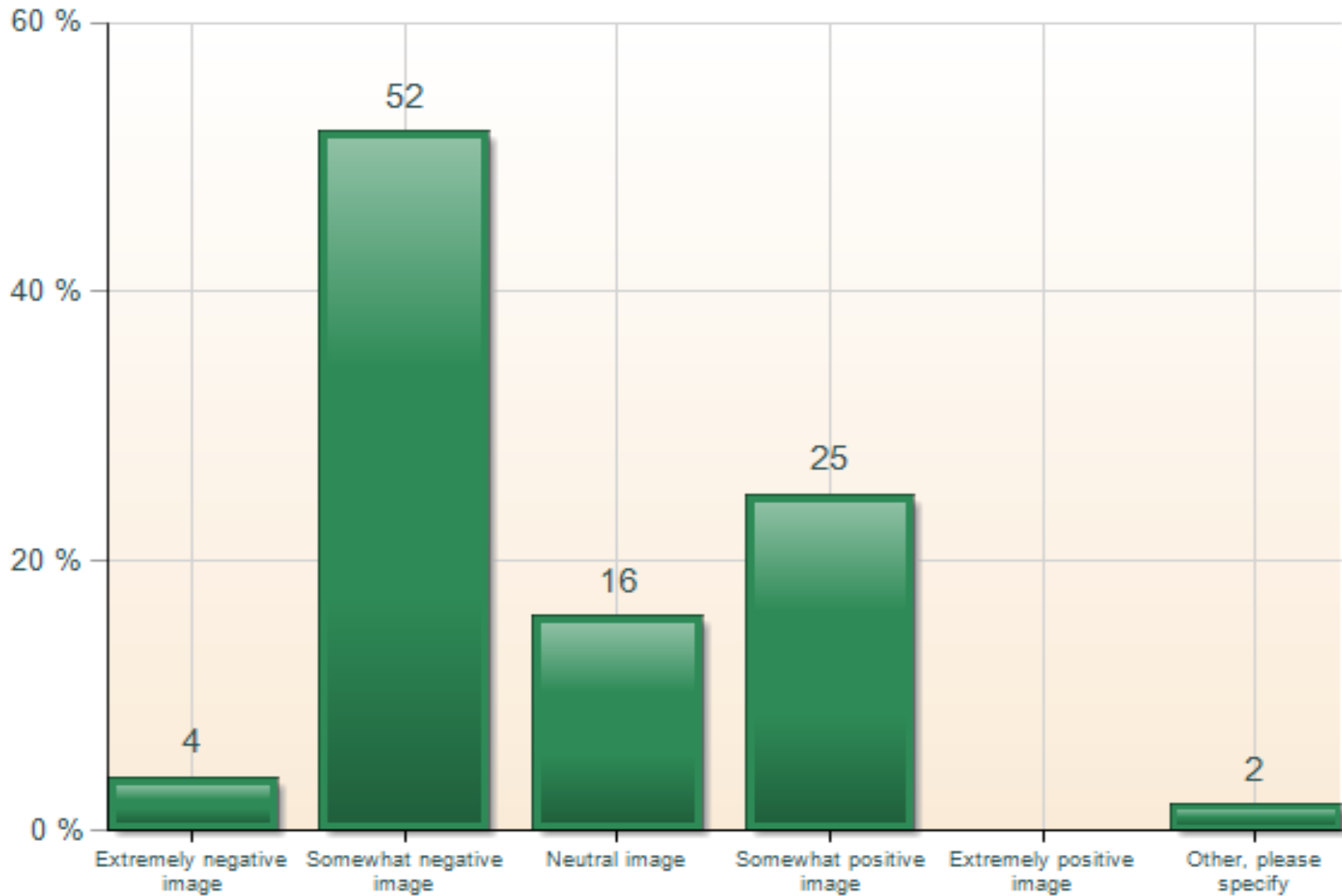
55 percent of respondents believe the city's economy is the "same as surrounding cities," with 32 percent stating they believe it is "weaker than surrounding cities."

When asked how often they would watch a Federal Way news program, 81 percent indicated they would watch between 1 time a month to daily.

Do you live or work in Federal Way?



Thinking of Federal Way's image, do you think it has a(n):



Comments for *Thinking of Federal Way's image, do you think it has a(n):*

Extremely negative image

Somewhat negative image

Somewhat positive image

Extremely positive image

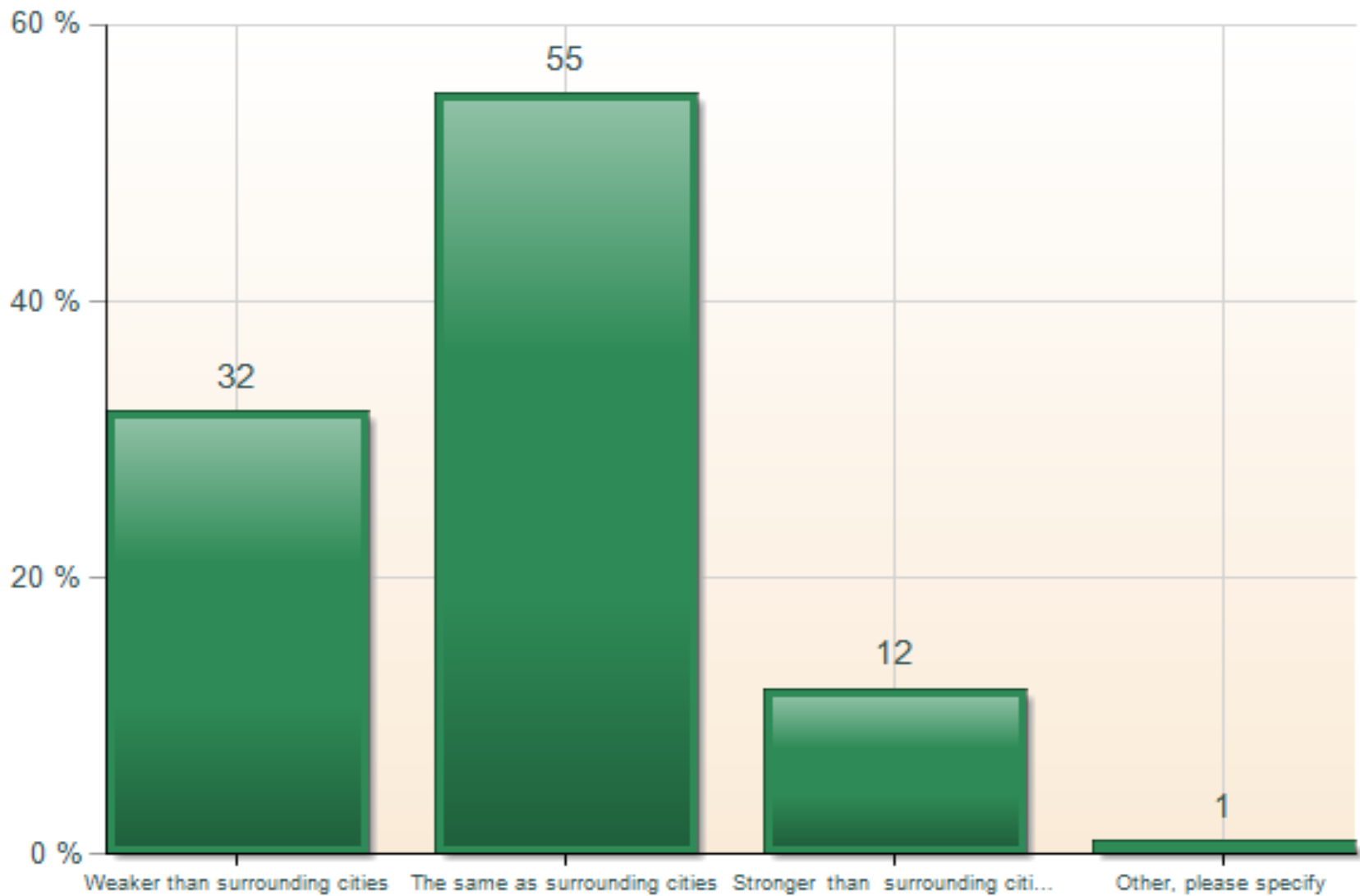
Other

Response

1 Depends on-bad for crime, good for recreation

2 Good for those of us involved, not good for others

Thinking of Federal Way's local economy, do you think it is:



Comments for *Thinking of Federal Way's local economy, do you think it is:*

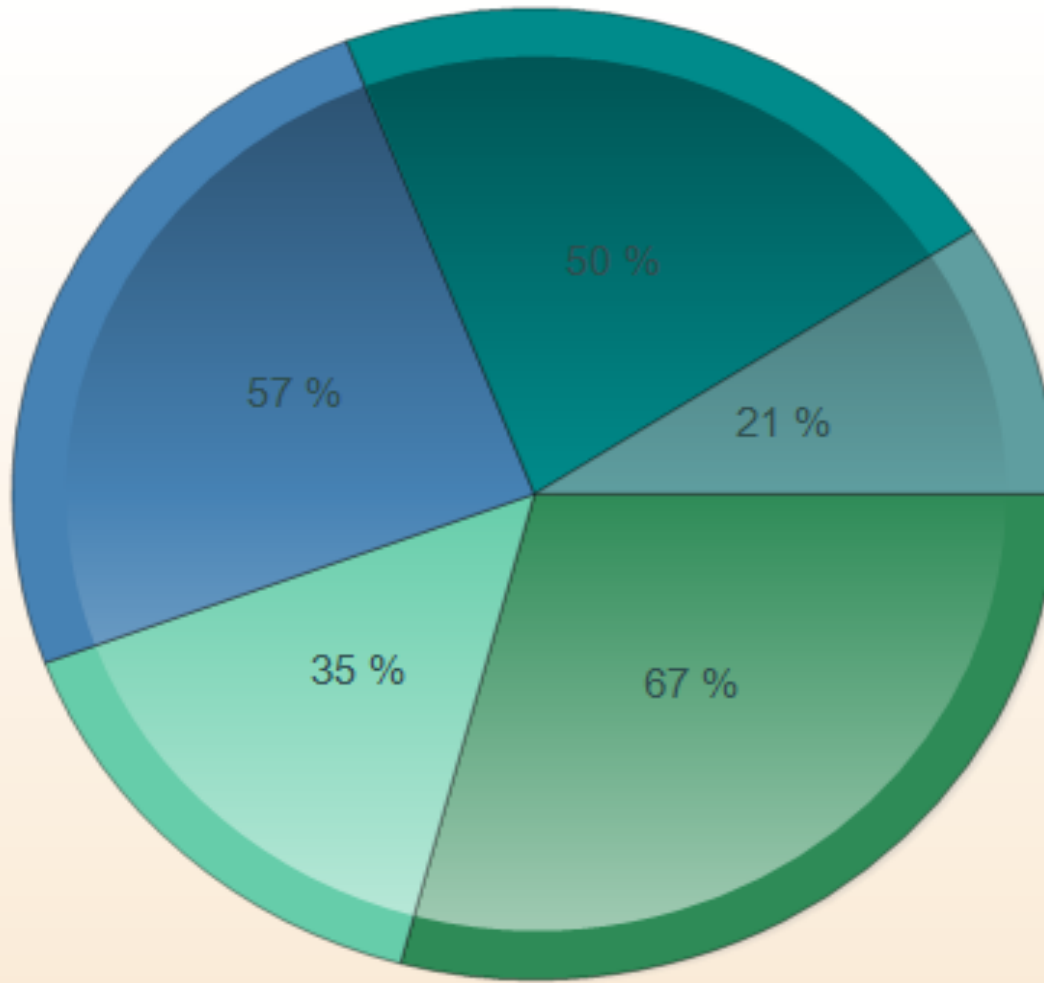
Weaker than surrounding cities
The same as surrounding cities
Stronger than surrounding cities
Other

Response

1 Lots of room for improvement

In the past month, which, if any, of the following local televised news programs have you watched? Select all that apply.

KING 5 KONG 6 KOMO 4 KIRO 7 None of the above



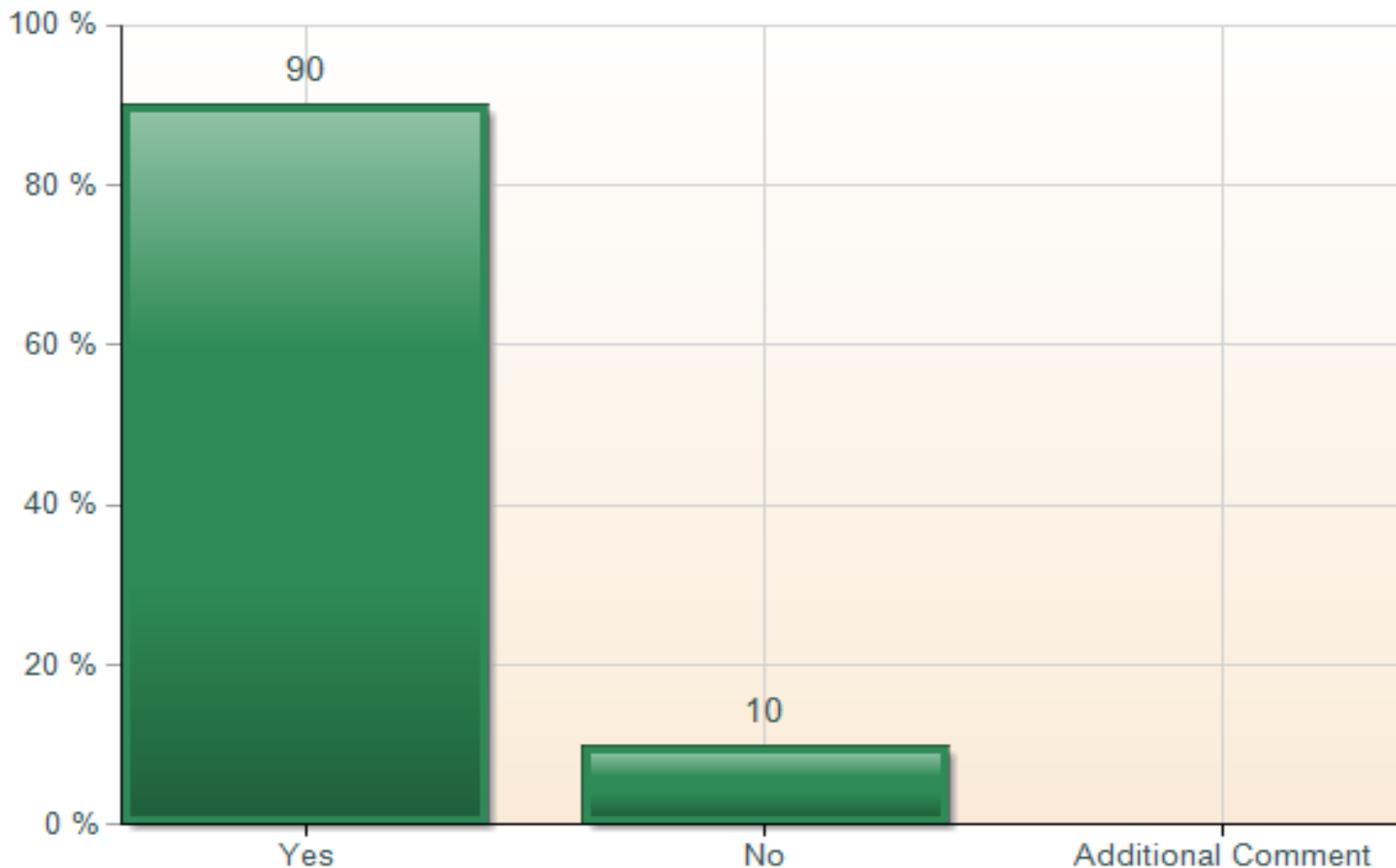
Federal Way News Program Concept as Stated in Survey

This project is being created to increase the positive perception of Federal Way within and outside of our community and to have a positive impact on the economic vitality of the city. Combined with other measures that are underway, the increased positive image could result in more businesses moving to Federal Way, more consumers using their purchasing power at Federal Way businesses, and more businesses patronizing other local businesses. This, in turn, increases both commercial and residential real estate occupancy and the overall quality of life for city residents. Of course, there are many other intangible benefits of changing the perception of our city.

Utilizing the Journalistic Code of Ethics and balanced investigative reporting, the objectives are:

- To provide hard-hitting news and feature news about Federal Way and the community.
- To create a news program with the number one goal of increasing the positive perception of Federal Way within its own community, within surrounding communities, and within the larger, urban areas of Seattle and Tacoma.
- To increase the number of positive stories about Federal Way on network news programs and/or decrease the number of negative stories or the repetition of negative news stories by 10 percent.
- To provide Federal Way based businesses and the Federal Way Chamber of Commerce with a broadcast venue for disseminating NEWSWORTHY business related news to the community.
- To provide a platform through which the city of Federal Way can highlight positive, NEWSWORTHY information.
- To provide a platform through which the Federal Way School District can highlight positive, NEWSWORTHY information.
- To highlight NEWSWORTHY community events, community members, and community offerings. (Examples may include Knutzen Theater, FW Symphony, various charitable organizations, everyday volunteers, focus on students, sports features, etc.)
- To increase the marketability of Federal Way commercial real estate by establishing the value proposition of living and working in Federal Way, thus having a positive impact on economic development.

Based on the description you just read, do you believe a news program specific to Federal Way could help Federal Way's image?



Comments for *Based on the description you just read, do you believe a news program specific to Federal Way could help Federal Way's image?*

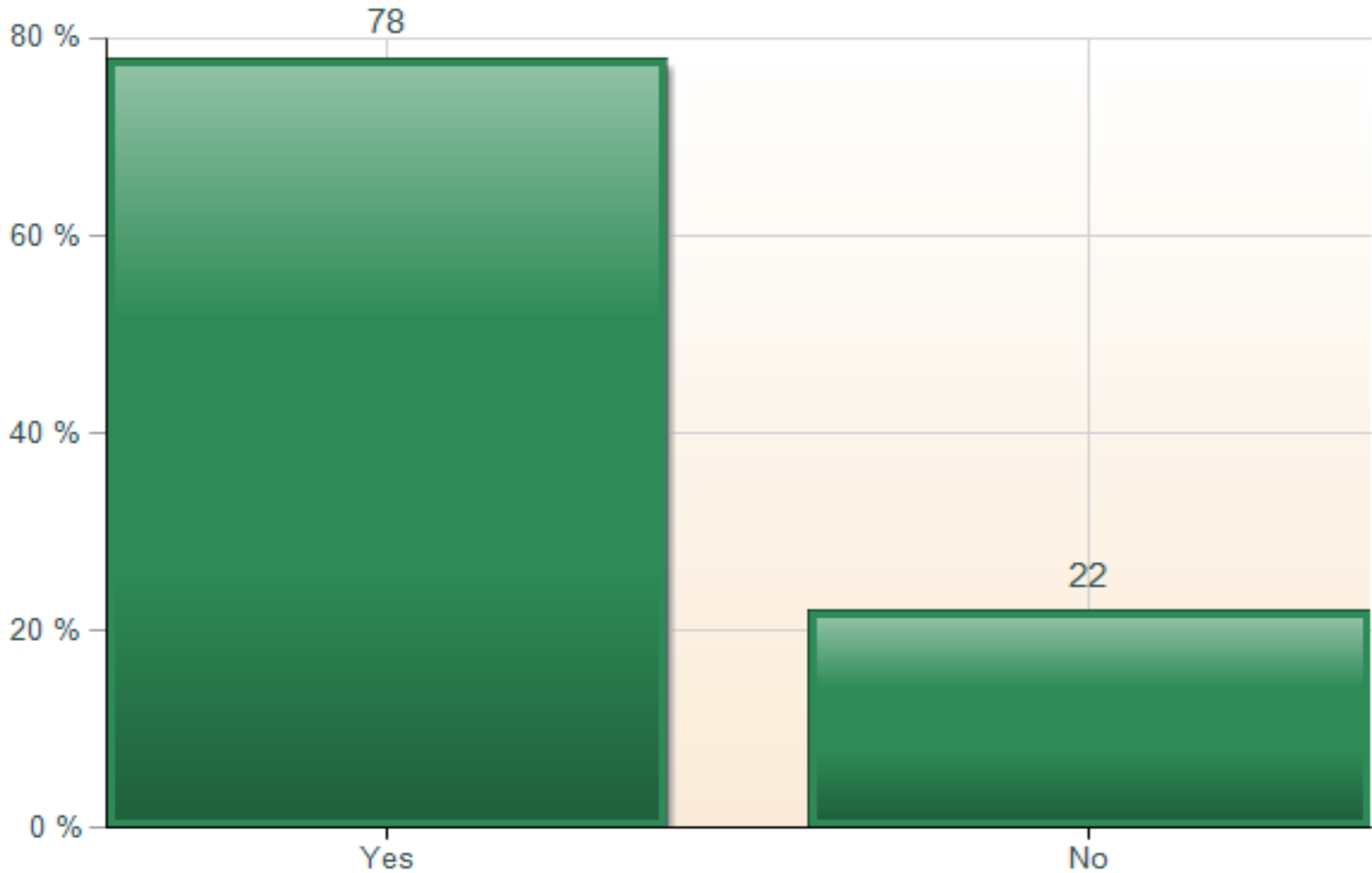
Yes

No

Response

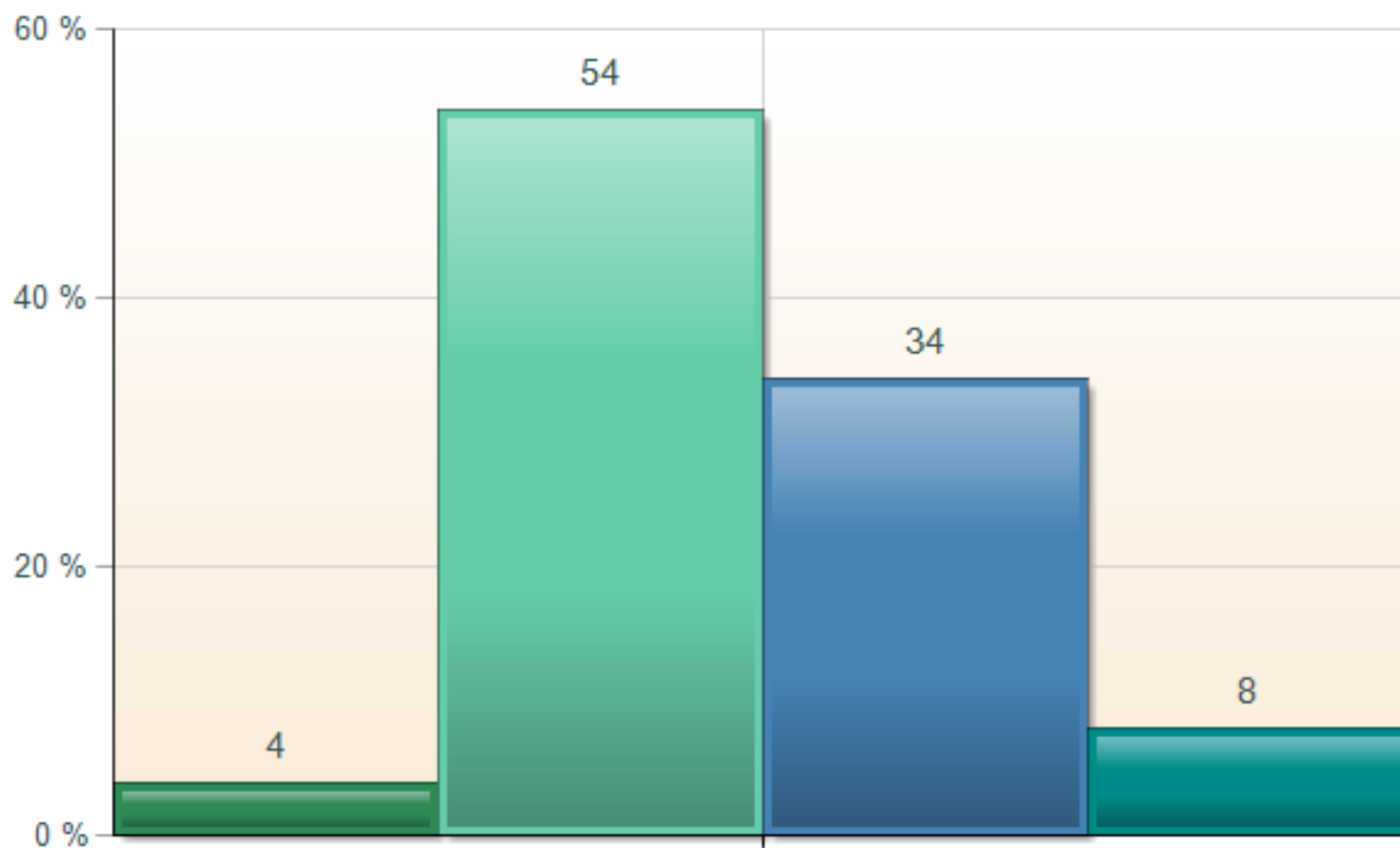
- 1 Emphasize the positives
- 2 I think the goal should be to provide "balanced" coverage of Federal Way. Using the word "positive" makes this goal sound like a PR ploy. Will this news staff accept releases as fact without hearing from independent sources? Will they investigate?
- 3 As long as the sources were had credibility
- 4 Local service clubs such as Rotary, Lions, Kiwanis, Soroptomists, etc. would have an opportunity to better publicize their events for the community.
- 5 If you can get people to watch it.
- 6 unless the viewer's are already pro-Federal Way
- 7 Yes, it can stress on the positive things the community is doing instead of all negative info on teh news.
- 8 Often Federal Way is only highlighted in the major newspapers in the area as a result of reporting on a negative incident that has occurred.
- 9 I don't know about image improvement, but it might help local residents learn more about what is unique and/or services available to them in their community.
- 10 Rather than a entire program, I would like short 5-10 minute Evening magazine type stories, on Network stations. Very few watch local FWTV
- 11 Yes, but it will take other efforts as well to support the "good news" and create "good news."
- 12 Depends on who presents it.
- 13 I think the people who would consider moving/working here would look at statistics along with previous city history. With those two issues at hand, I don't know how much it would help right now.
- 14 IF it is NOT like cable 21 and only available to cable subscribers
- 15 If it looks contrived or in any way not true, it could do more damage than help. A very fine line to walk
- 16 Let's get some positive news out about the successes we are seeing in the business community. The local paper is a bit too heavy on the negative news.
- 17 Yes, although I thought that's what the City of Federal Way was already doing with their Connections program. Not sure we need a 2nd show.
- 18 Yes, it would but to have just positive news only will mean a lack of credibility. I think that the Chamber of Commerce needs to do a better job in promoting the business/commerical districts. For example, the Fremont business district is very active in promoting the area and the shops in the neighborhood.
- 19 The big question is how to gain exposure for such a program.
- 20 With positive comments
- 21 depends on whether it is negative or positive news, there is a difference between objective news and a positive pr program

Based on the description you just read, do you think a news program specific to Federal Way could help with Federal Way's economy?



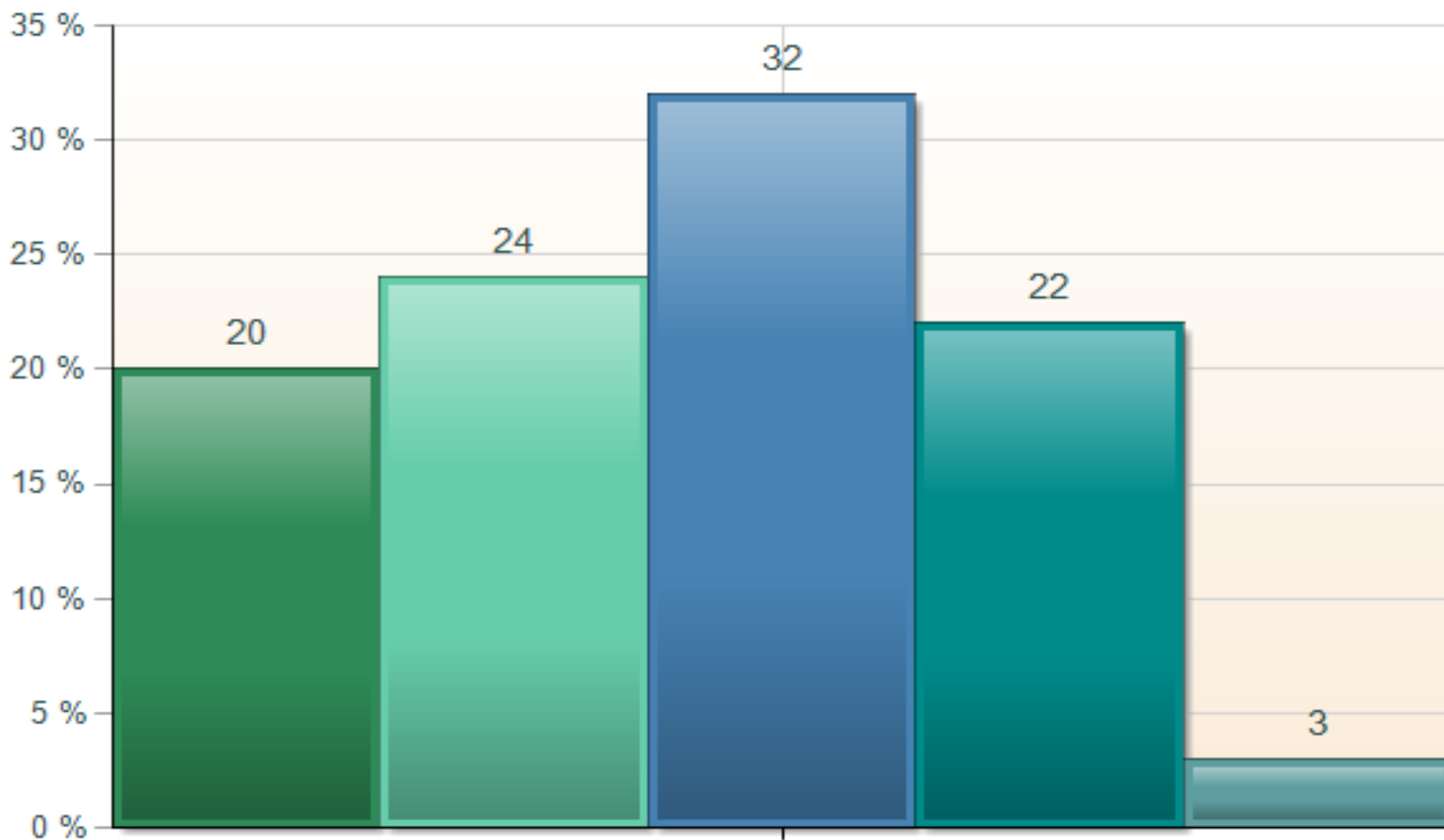
Considering the concept of a Federal Way news program, how much do you agree that it can help Federal Way's image?

Not at all Somewhat Very much Extremely

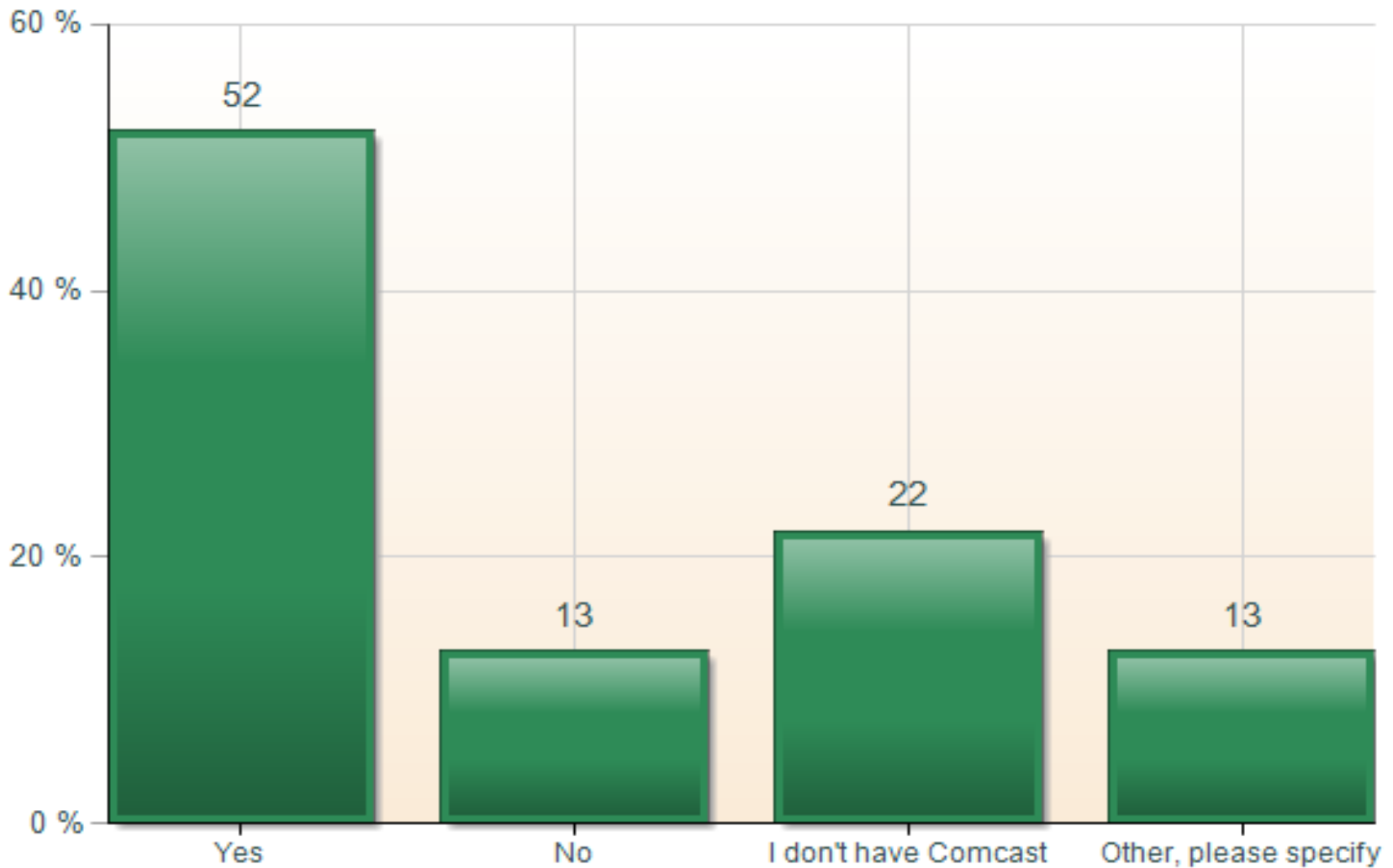


How often would you watch a Federal Way news program?

Never 1 time a month 1 time a week 2-3 times a week Daily



If you have Comcast: Would you watch a Federal Way news program if it were offered free of charge on Comcast On Demand?



Comments for *If you have Comcast: Would you watch a Federal Way news program if it were offered free of charge on Comcast On Demand?*

Yes

No

I don't have Comcast

Other

Response

1 Yes Free, & only if it addresses a problem I have

2 Would at least give it a chance

3 i do not have cable or television

4 Yes, if I remembered (not a TV watcher)

5 I don't watch much TV

6 Direct TV

7 On Demand can be out of sight out of mind

8 I would not pay to watch.

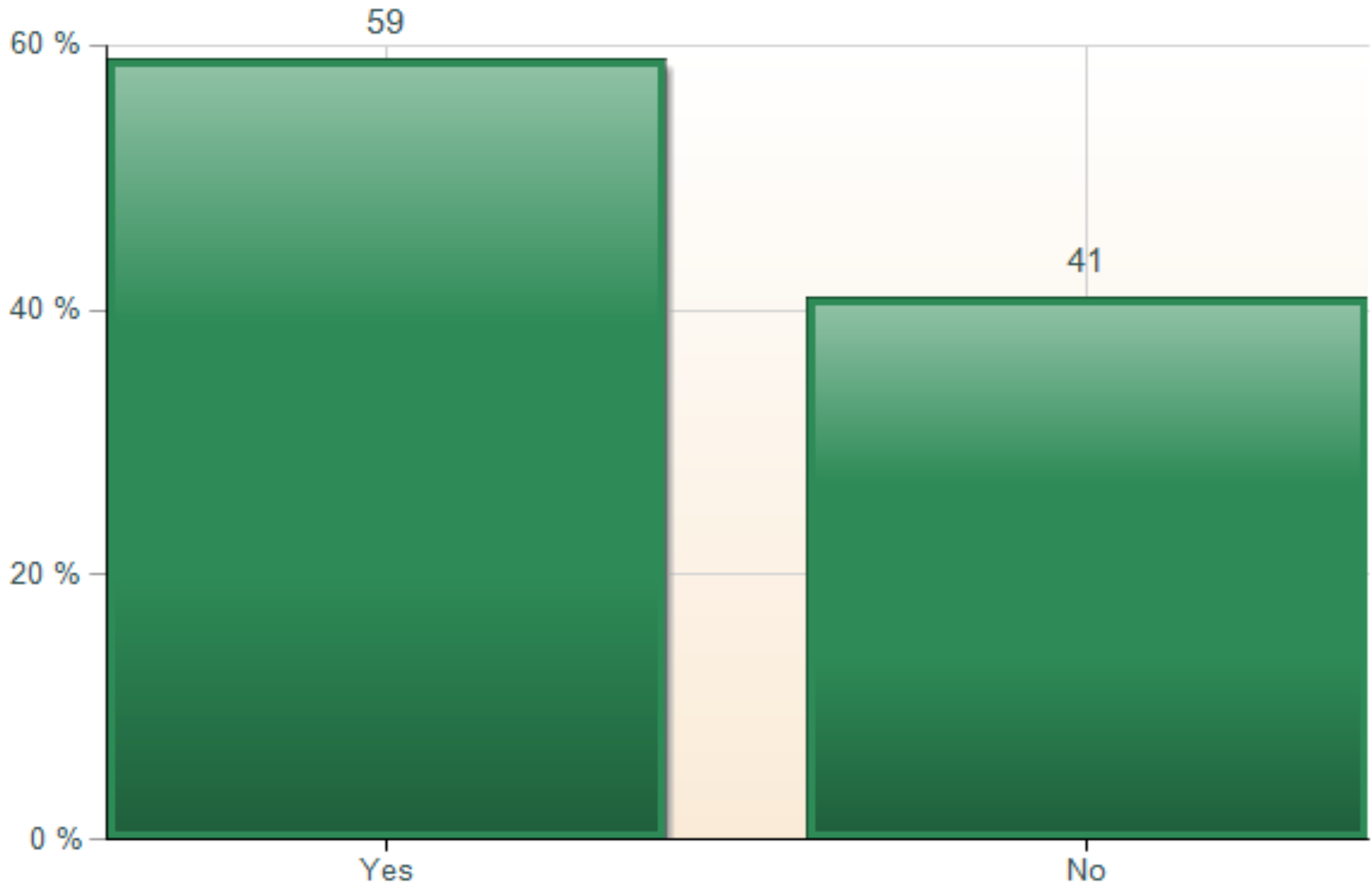
9 I don't have Comcast on demand. I'm too cheap!

10 Only if a specific topic interested me

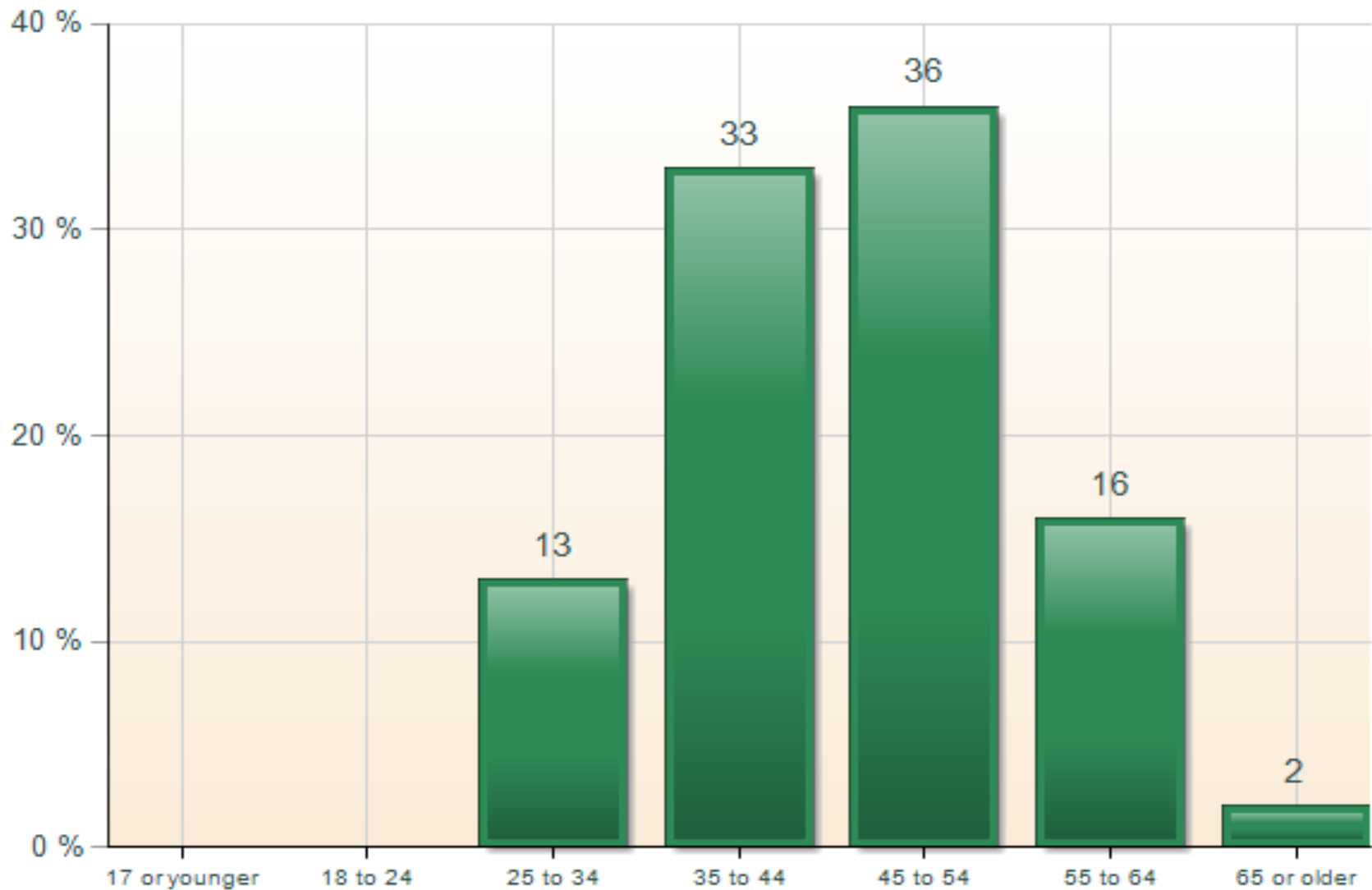
11 I have comcast but have an Auburn address

12 depends on the quality of programming

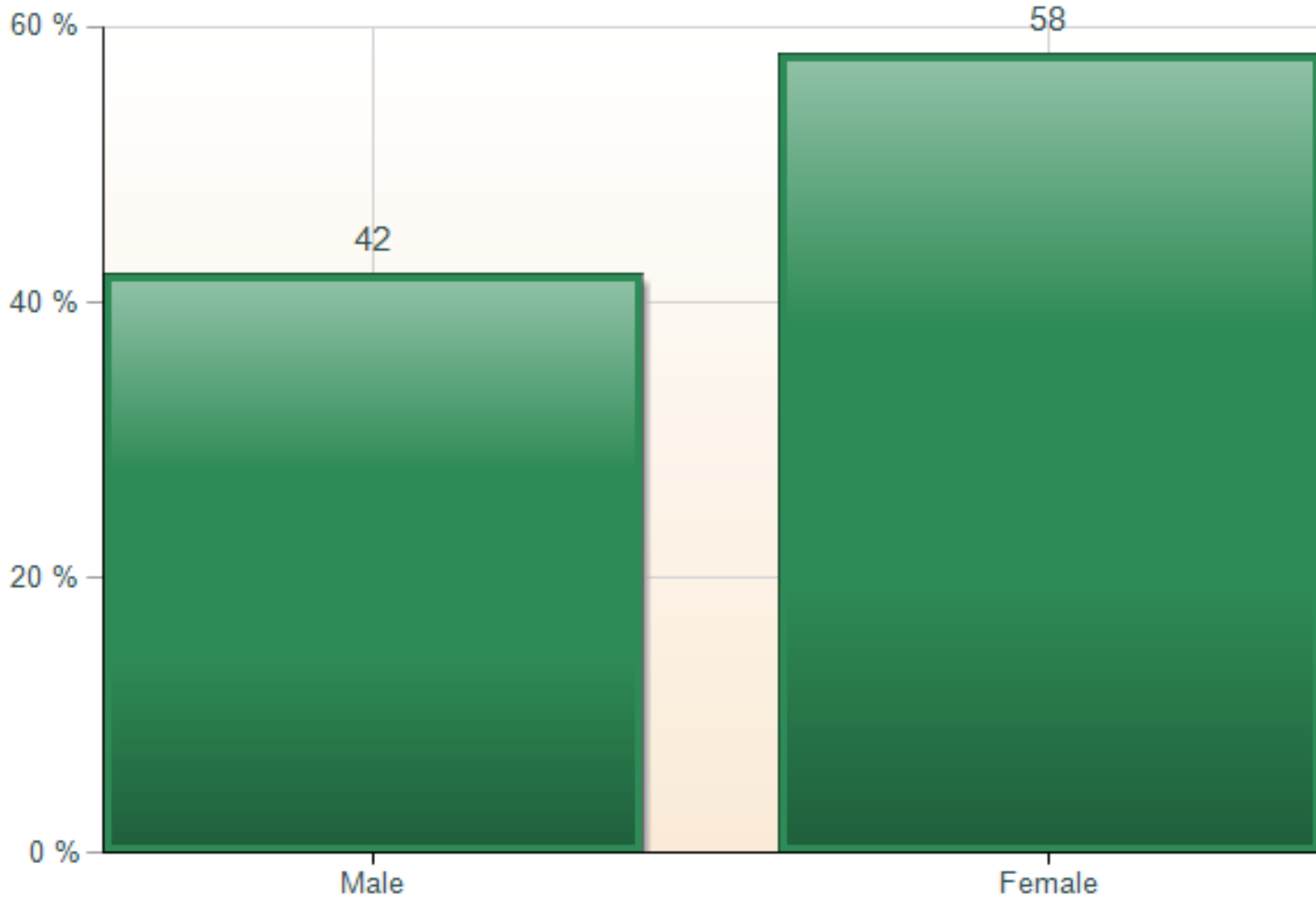
Do you currently have children under the age of 18 living in your household?



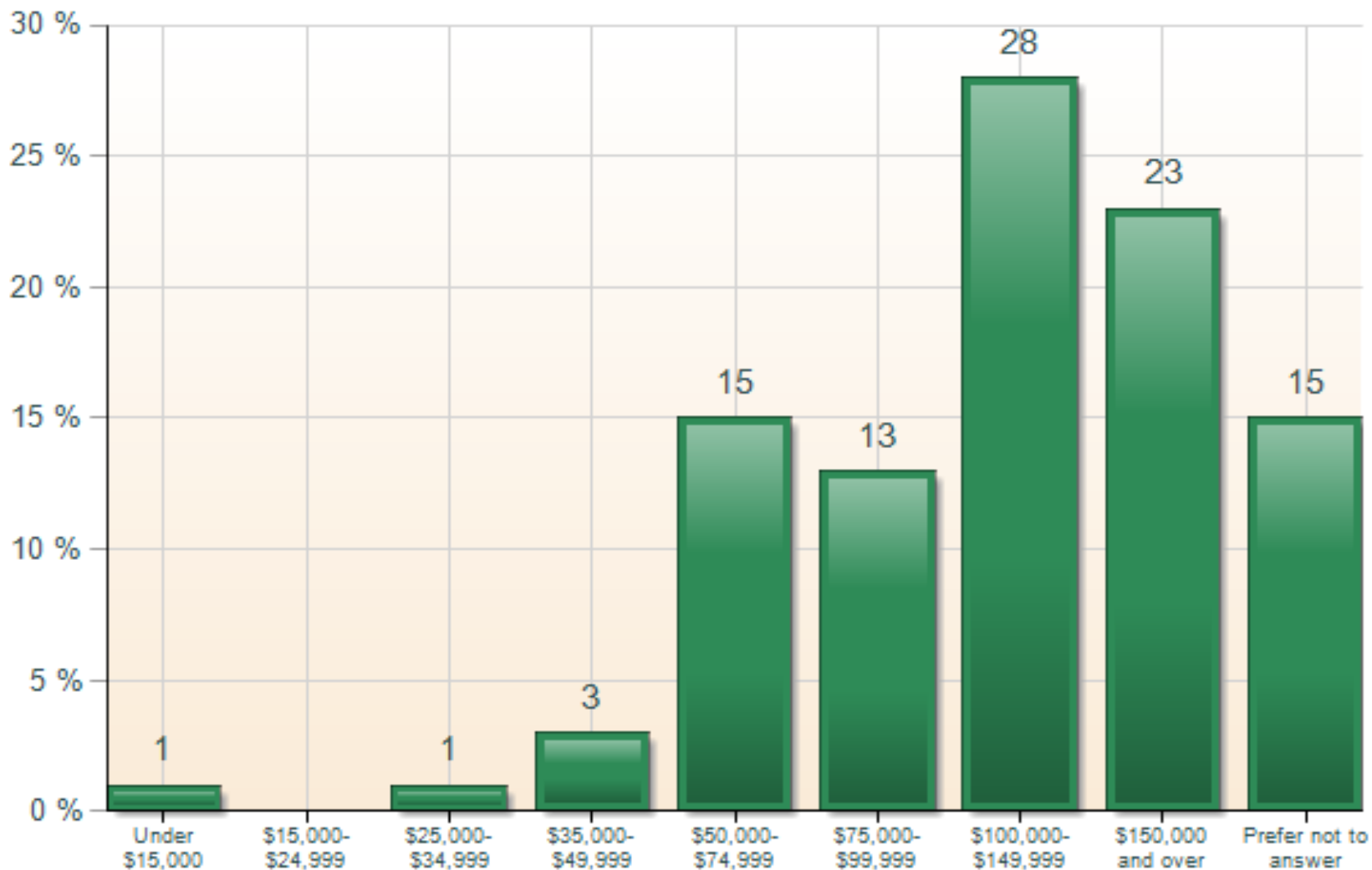
Please click on the category that includes your age.



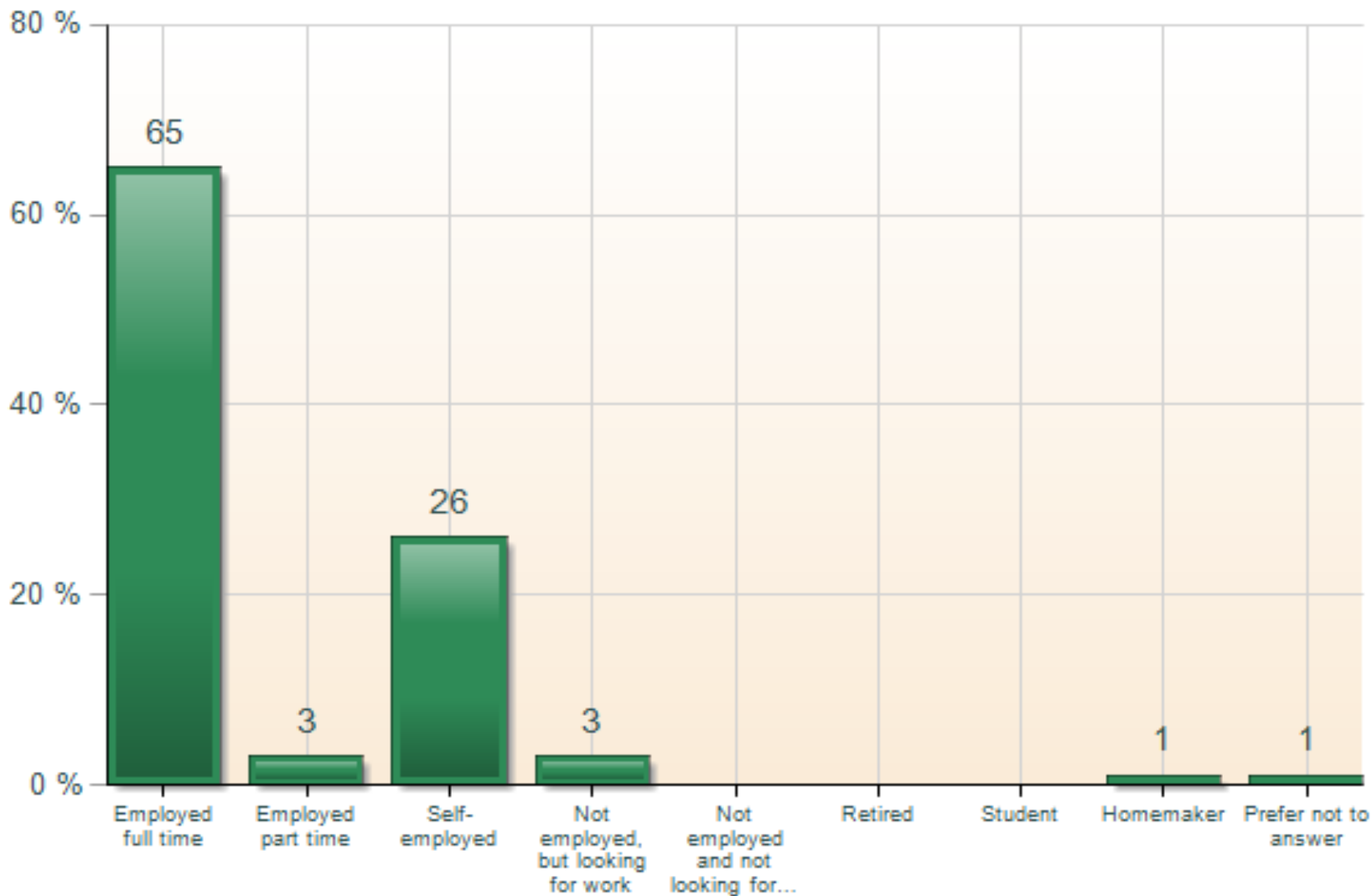
Please indicate your gender.











Which of the following best describes your total yearly household income before taxes?



Which of the following best describes your employment status?



Which of the following best describes you?

- | | | | |
|--|---|--|--|
|  White/Caucasian |  Spanish/Hispanic/Latino |  Pacific Islander |  Other |
|  Black/African American |  Asian |  Native American |  Prefer not to answer |

