

Focus Groups

Administered: Fall 2003

Target Population: Greek community, Chicano-Hispanic students, African American students

In the fall of 2003 the Daily Wildcat conducted three focus groups with targeted readership niches: 1) Greeks, 2) Chicano-Hispanic students, and 3) African American students. The purpose of these focus groups was to determine how the Wildcat is perceived by interest and minority groups and how to improve coverage

Outcomes Measured

- The Wildcat will be accurate and have broad readership and appeal

Findings

Findings were inconclusive and difficult to measure from 2003 focus groups because student editors did not collect written data. Additional focus groups are planned for April 2005.