

## Default Question Block

Dear South Carolina Newspaper Editor,

You are invited to participate in a 10-minute survey on local news coverage of the 2012 Republican South Carolina Primary. Many newspapers in South Carolina cover the primary through coverage of candidate visits to local communities, giving newspaper staff and their readers a unique opportunity to engage national figures with local questions and concerns. When those national figures enter the local arena, national news becomes local news in critical ways not seen in most American states.

This survey focuses on how, and why, local newspaper editors craft their coverage during those visits. It is gathering responses from small and community-based newspapers. The findings will likely be of use to a curious newspaper industry; they will also build upon academic research of the South Carolina Primary, which has historically been neglected in favor of more general politics.

Identical surveys are also under way in Iowa and New Hampshire. The study is titled "The Next President is at the Front Door Again: An Analysis of Local Media Coverage of the 2012 Republican Iowa Caucus, New Hampshire Primary and South Carolina Primary." It is conducted by Marcus Funk, a former government reporter and PhD student in the School of Journalism at the University of Texas at Austin. His contact information is below.

The risk of this survey is minimal, and the survey is free. No personal data will be collected, and results will be kept anonymous. Participation is voluntary, and you may decline to answer any question or withdraw at any time.

The survey has only 10 questions, and should take less than 15 minutes. It has been processed by the University of Texas at Austin Institutional Review Board; if you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact -- anonymously, if you wish -- the Institutional Review Board by phone at (512) 471-8871 or e-mail at [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu). The study number is 2012-03-0027.

Thank you for your time,

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Before the South Carolina Primary in January, roughly how often did your newspaper write about presidential candidates who were ...

(On a scale of 1 – 10, with one being rarely and 10 being very often.)

	1	2	3	4	5	6	7	8	9	10
Visiting your community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not visiting your community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Before the South Carolina Primary in January, roughly how often did your newspaper run Associated Press or other wire services articles about presidential candidates?

(On a scale of 1 – 10, with one being rarely and 10 being very often.)

	1	2	3	4	5	6	7	8	9	10
AP & Wire Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Before the South Carolina Primary in January, how much did you consider the following when planning your coverage of a particular candidate?

(On a scale of 1 – 10, with one being rarely and 10 being very often.)

	1	2	3	4	5	6	7	8	9	10
State or national polls?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A candidate's character or values?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A candidate's issues or policies?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you had unlimited resources, how many articles would your newspaper write about presidential candidates who were ...

(On a scale of 1 – 10, with one being rarely and 10 being very often.)

	1	2	3	4	5	6	7	8	9	10
Visiting your community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not visiting your community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important a role do you think local newspapers play in the South Carolina Primary?

In general, what do you think about the way local newspapers cover the South Carolina Primary?

What is the regular circulation of your newspaper?

- Small weekly newspaper ( <50,000 circulation)
- Small bi-weekly newspaper ( <50,000 circulation)
- Small daily newspaper ( <50,000 circulation)

What is the name of your newspaper?

Is there anything else you'd like to add, or that you think the researcher should know?

Thank you for participating in this survey! Your response will be kept anonymous and confidential. If you would like to receive updates on the project once it reaches conclusion and publication, please enter your email below.

What is your email? (optional)