

Survey on Current Print Media and the Future of Print Media

About 11 editors of state historical society magazines and state history journals will be surveyed.

Purpose of the survey is to learn how institutions devoted to the study and preservation of history see as the print and online future of their official publication.

Questions:

- What are the current demographics of your readership?
- What are the interests of your readership?
- What specific topics are your readers most interested in?
- Whom do you wish your magazine could reach?
- What new demographics are you trying to reach now?
- Have you changed the format of your magazine to try to reach new audiences?
- Do you think having multiple platforms of presentation is an effective way of adjusting to the changing needs of your readership?
- Do you think more people read your print version or your online version or both?
- How much does the affiliation of your magazine to an organization, university, or institution help or hurt the magazine?
- How do you include work by your institution or university into the magazine?
- What is the source of your content – writers at your institution, outside writers, staff, etc?