

[Show Name]

Thank you for clicking the link and agreeing to participate in our questionnaire. The Station is interested in hearing from you. As part of the [Show Name] shows, we invite you to participate on Twitter using the hashtag #ShowName. We also invite you to participate on the Nine Network's Facebook page. This questionnaire is another way you can participate, by giving your thoughts around this week's episode of [Show Name]. We look forward to learning from you!

Which of the following are true? (Please mark all that apply.)*

I watched this week's episode of [Show Name] on [Station Name].

I watched this week's episode of [Show Name] online via stream on my web enabled device (smart phone, pad, etc).

I watched this week's episode of [Show Name] online on my computer.

I watched this week's episode of [Show Name] online in the archived shows section of the [Show Name] website.

I watched this week's Twitter feed on #ShowName.

I posted to the Twitter hashtag #ShowName.

I viewed this week's [Show Name] comments on Nine's Facebook page.

I posted a comment on this week's [Show Name] topic on Nine's Facebook page.

I have yet to watch this week's episode of [Show Name].

Having participated in this evening's episode of [Show Name], how strongly would you agree with the following statements?

Because of watching/participating in this week's episode of [Show Name], I better understand:

	Strongly Disagree	Disagree	Agree	Strongly Agree
How I define race.				
How the community defines race.				
What is racism.				
How prevalent racial inequality is in St. Louis today.				
How race influences our everyday lives in St. Louis.				
The role played by network and local television in fueling the racial movement.				
How race ties into the physical boundaries of our region.				
What is currently being done in the community to move toward racial equality.				

Did you become aware of something new as a result of the show?

Yes

No

Comments:

Did you learn something you didn't know previously as a result of the show?

Yes

No

Comments:

Are you considering doing something different or trying something because of something you saw on the show?

Yes

No

Comments:

Because of the show, I:

	Strongly Disagree	Disagree	Agree	Strongly Agree
Am interested in learning more about how a person's race affects their life.				
Have a different definition of race than I had before the show.				
Am more aware of the impact of a person's race on their life.				
Am going to learn more about the civil rights movement.				
Am going to get more involved in my community				

We are interested in learning more about you. Please answer the following.

Which of the following do you use?

	Never	Once a month or less	Many times a month	Weekly	Daily	Multiple times a day
Twitter						
Facebook						
Pinterest						
YouTube						
Flickr						
Myspace						
Linkedin						
Ustream						

Would you be willing to share your Twitter handle if you have one?

How often do you visit/watch the following?

	Never	Once a month or less	Many times a month	Weekly	Daily	Multiple times a day
Digital Channel 1						
Digital Channel 2						
Digital Channel 3						
Digital Channel 4						
Station's Facebook page						
#ShowName						
Station's Webpage						
[Show Name]'s webpage						

How old are you?

In what zip-code do you live?

Have you watched [Show Name] before this episode?

Yes

No

Don't know

Approximately how many episodes have you watched? (only if they say yes)

What do you like best about this evening's show?

What do you like least about this evening's show?

What future topics would you like to see covered by the show?

Which of the following shows have you watched in the past 4 months?

List of shows broadcast by the station that may or may not be related to the show of interest.

Thank You!

Thank you for sharing your thoughts with us. Your response is very important and will inform future [Show Name] episodes. If you have any questions, please feel free to contact [person responsible for engaging the community and/or the person who is conducting the evaluation].