About AS Review

AS Review is an alternative campus weekly covering news and events of interest to the Western community.

AS Review is published most Mondays during the school year by the Associated Students of Western Washington University. AS Review supports all programs, clubs and offices affiliated with the AS.

AS Review also has a direct connection to the AS Board of Directors, and although we report on board actions objectively, our relationship should be made clear.

Each issue of the Review is produced by a staff of paid student editors, writers and photographers, with guidance from a professional staff adviser.

Question:

The AS Review Editor and the AS Publicity Center Manager worked together to implement a survey to determine the scope of readership, where students find the AS Review, and to gather feedback about the paper and ideas for changes.

Methodology:

Assessment was done through an, “online survey which was used tabling Spring Quarter as well as sent out online to the residence halls on campus.” There was a total of 371 respondents.
AS REVIEW READERSHIP RESULTS
Spring 2015

Where do you normally pick up the AS Review?

- Viking Union: 75
- Library: 22
- Other (please specify): 50

How would you describe your agreement with the following statement:
The AS Review represents WWU student interests and issues.

- Strongly disagree: 0
- Disagree: 3
- Neutral: 63
- Agree: 95
- Strongly agree: 21
- No basis to judge: 61

How often do you read the AS Review?

- Weekly: 20
- About 1-2 times a month: 66
- Quarterly: 86
- Never: 96

What is your class standing?

- Freshman: 77
- Sophomore: 62
- Junior: 69
- Senior: 28
- Other (please specify): 6
Top 5 things readers like to see featured in the AS Review:
1. Features on students and their accomplishments, current projects, and experiences
2. Upcoming campus and local events
3. Music: Local bands, concerts, album reviews
4. Western clubs and their activities/events
5. Athletics: University, club, and intramural

Top 5 things readers would like to see more of in the AS Review:
1. Upcoming campus and local events
2. Human interest stories
3. Western clubs and their activities/events
4. Local artists and their art
5. Student/college life

Top 5 things readers would like to see less of in the AS Review:
1. Sports coverage
2. Whiteboard
3. Reviews of past events and plugs for AS events
4. Fluff
5. Hashtags