

## **Interview schedule for Kevin Keogh – CEO Caxton Urban Newspapers**

1. How and why was Soweto selected as a target audience/market for the Urban News series?
2. There were reports in the media that the papers were intended to take advantage of the shopping centres that have been built in the areas where they are published. How has this gone? Was the new money in Soweto a major motivation?
3. Is the bulk of the advertising coming from people who have shops at the shopping malls or from elsewhere?
4. How have advertisers responded to the papers?
5. How have the readers in specific communities responded to the papers?
6. Was an audience study carried out for the urban newspapers before you started publishing and what did you find about the market you were trying to get into?
7. How successful has Caxton's "commercial community media" model been? Do community newspapers really deliver value for you?
8. What was the logic of establishing 10 papers in the area? You are in competition with City Vision and they only have one paper for Soweto. Why does Caxton have 10?
9. Do you feel that the Urban News papers are doing enough to serve the Soweto community (in terms of the goals you set out to achieve and the needs of the communities?)

## **Interview Schedule for Mr Nthatho Khumalo (Editor - Caxton Urban Newspapers)**

1. What is the readership of the entire Urban News series?
2. How many issues are printed?
3. How have the readers in the specific communities responded to the papers?
4. How and why Soweto was selected as a target audience for the Urban News series.
5. How is editorial content generated?
6. How much of the content shared and why?
7. What editorial teams are in place to gather news? (How many reporters do you have for each paper)?
8. Who constitutes these editorial teams (i.e trained journalists employed by Caxton or members of the community?)
9. How do they perceive their audience?
10. How have advertisers responded to the papers?
11. Where is the main advertising content generated from? Is it from Soweto and the five shopping centres or is from other areas?
12. Was an audience study carried out for the Urban News papers before you started publishing and what did you find about the market you were trying to get into?
13. The successes and challenges of Caxton's commercial community media model.
14. How have the papers dealt with competition from City Vision which also publishes in the same area?
15. Do you feel that the Urban News papers are doing enough to serve the Soweto community (in terms of the goals you set out to achieve and the needs of the communities in terms of information, education and entertainment?)

**Interview Schedule for Mrs Gill Randall (Managing Director – Newspaper Advertising Bureau)**

1. What is the NAB's role in relation to Caxton's Community Newspapers
2. What has been the response to the Community newspapers model in general?
3. How and why Soweto was selected as a target audience for Caxton's Urban News series.
4. How have the communities responded to the papers?
5. How have advertisers responded to the papers?
6. Did the NAB carry out a study of the advertising and audience market for the Urban Newspapers before publishing and what were the findings?
7. Where is the bulk of advertising content generated from? Is it from Soweto and the five shopping centres or is from other areas?
8. What would you say are the main successes and challenges of Caxton's commercial community media model?
9. How have the papers dealt with competition from City Vision which also publishes in the same area?
10. Do you feel that the Urban News papers are doing enough to serve the Soweto community (in terms of the goals you set out to achieve and the needs of the communities in terms of information, education and entertainment?)

**Interview Schedule for Mrs Matefo Liholo (Senior Advertising Executive - Caxton Urban Newspapers)**

1. How have advertisers responded to the Urban News papers?
2. What would you say is the percentage of advertising content in the Urban News in relation to editorial content?
3. Where is the bulk of advertising content generated from? Is it from Soweto and the five shopping centres or is from other areas?
4. How much of the advertising content is shared between the newspapers and why?
5. How would you rate the ease, so far, of finding advertisers for the Urban News papers?
6. Was a study of potential advertisers for the Urban News papers carried out before you started publishing and what did you find about the market you were trying to get into?
7. How have the papers dealt with competition from City Vision which also publishes in the same area?
8. Do you feel that the Urban News papers are doing enough to serve the Soweto community (in terms of the goals you set out to achieve and the needs of the communities in terms of information, education and entertainment?)