

Dear Madam, dear Sir,

The questionnaire you are about to complete is part of the broader European research project **European Monitor of Government Communication** realized every year by the company Westminster. The questionnaire investigates the communication infrastructure level of individual offices. Its completion is very easy and it should not take you longer than 30 minutes.

**Identification questions:**

1. Please state in which country your office acts: \_\_\_\_\_

**2. Please choose in which category your institution belongs:**

- 1. Ministries                      2. Select government institutions      3. Regional (provincial, departmental) authorities
- 4. Municipal authorities      5. Municipal offices and municipalities with extended competencies

**2.1. (Only if you answered No. 3 in question 2) Please state how many inhabitants live in your region:** \_\_\_\_\_

**2.2. (Only if you answered No. 4 in question 2) Please state how many inhabitants live in your city:** \_\_\_\_\_

**3. Please state which institution you represent:** \_\_\_\_\_

**4. What is your position in your office/organization?** \_\_\_\_\_

- 1. Mayor                      2. Secretary                      3. Mayor                      4. Commissioner                      5. Office manager
- 6. Communications department manager                      7. Press agent                      8. Other

**5. Please state your name:** \_\_\_\_\_

**Corporate identity:**

	YES	NO	Question No.
<b>Do you have graphic layout for all press materials?</b>	<input type="checkbox"/>	<input type="checkbox"/>	6
<b>In terms of uniform appearance (Corporate Identity) you have:</b>	YES	NO	Question No.
logo	<input type="checkbox"/>	<input type="checkbox"/>	7
graphic manual for presentation of the logo in authority's printed materials	<input type="checkbox"/>	<input type="checkbox"/>	8
headed paper	<input type="checkbox"/>	<input type="checkbox"/>	9
envelopes	<input type="checkbox"/>	<input type="checkbox"/>	10
business cards	<input type="checkbox"/>	<input type="checkbox"/>	11
web pages	<input type="checkbox"/>	<input type="checkbox"/>	12
official uniform or recommended clothing, specify in the note	<input type="checkbox"/>	<input type="checkbox"/>	13
flag	<input type="checkbox"/>	<input type="checkbox"/>	14
ID card	<input type="checkbox"/>	<input type="checkbox"/>	15
symbol	<input type="checkbox"/>	<input type="checkbox"/>	16

**External communication:**

	YES	NO	Question No.
<b>Do you have written strategy for communication with public and media?</b> (document exists in printed version and it is user-accessible for employees, media, public)	<input type="checkbox"/>	<input type="checkbox"/>	17
Do you issue annual report?	<input type="checkbox"/>	<input type="checkbox"/>	18
Have you got your own press department?	<input type="checkbox"/>	<input type="checkbox"/>	19
Do you have your own press agent?	<input type="checkbox"/>	<input type="checkbox"/>	20
Do you have a person responsible for communication of authority?	<input type="checkbox"/>	<input type="checkbox"/>	21
Have any of your employees completed media training?	<input type="checkbox"/>	<input type="checkbox"/>	22
Do you cooperate with a particular media agency?	<input type="checkbox"/>	<input type="checkbox"/>	23
Do you have an established media monitoring service?	<input type="checkbox"/>	<input type="checkbox"/>	24
Do you issue regular press reports?	<input type="checkbox"/>	<input type="checkbox"/>	25
Do you issue your own printed materials?	<input type="checkbox"/>	<input type="checkbox"/>	26

**Communication with the public:**

<b>For communication with the public, you use:</b>	YES	NO	Question No.
e-mail	<input type="checkbox"/>	<input type="checkbox"/>	27
text messages	<input type="checkbox"/>	<input type="checkbox"/>	28
direct mail	<input type="checkbox"/>	<input type="checkbox"/>	29
non-address distribution into post boxes	<input type="checkbox"/>	<input type="checkbox"/>	30
address distribution into post boxes	<input type="checkbox"/>	<input type="checkbox"/>	31
magazines	<input type="checkbox"/>	<input type="checkbox"/>	32
flyers	<input type="checkbox"/>	<input type="checkbox"/>	33
newsletters	<input type="checkbox"/>	<input type="checkbox"/>	34
informative posters	<input type="checkbox"/>	<input type="checkbox"/>	35
navigation systems in the building	<input type="checkbox"/>	<input type="checkbox"/>	36
infostands	<input type="checkbox"/>	<input type="checkbox"/>	37
online questioning	<input type="checkbox"/>	<input type="checkbox"/>	38
web pages	<input type="checkbox"/>	<input type="checkbox"/>	39
annual report	<input type="checkbox"/>	<input type="checkbox"/>	40
street advertisements	<input type="checkbox"/>	<input type="checkbox"/>	41
advertising campaigns	<input type="checkbox"/>	<input type="checkbox"/>	42
presentations	<input type="checkbox"/>	<input type="checkbox"/>	43
public opinion research	<input type="checkbox"/>	<input type="checkbox"/>	44
other	<input type="checkbox"/>	<input type="checkbox"/>	45

**Frequency of using individual means for communication with the public:**

How often do you use such means?	Answer 1-5*	Question No.
e-mail		46
text messages		47
direct mail		48
non-address distribution into post boxes		49
address distribution into post boxes		50
magazines		51
flyers		52
newsletters		53
informative posters		54
navigation systems in the building		55
infostands		56
online questioning		57
web pages		58
annual report		59
street advertisements		60
advertising campaigns		61
presentations		62
public opinion research		63
other		64

\*Chose one of the following options:

1. Daily 2. Several times per week 3. Several times per month 4. Several times per year 5. Less frequently

**Effectiveness of using individual means for communication with public:**

How effective is use of such means in terms of achieving your communication aims?	Answer 1-5*	Question No.
e-mail		65
text messages		66
direct mail		67
non-address distribution into post boxes		68
address distribution into post boxes		69
magazines		70
flyers		71
newsletters		72
informative posters		73
navigation systems in the building		74
infostands		75
online questioning		76
web pages		77
annual report		78
street advertisements		79
advertising campaigns		80
presentations		81
public opinion research		82
other		83

\* Chose one of the following options:

1. Excellent 2. Very good 3. Good 4. Sufficient 5. Insuficin

**Forms of cooperation with the media:**

In regards of cooperation with the media, you use:	YES	NO	Question No.
formal meetings with journalists – press conferences	<input type="checkbox"/>	<input type="checkbox"/>	84
formal meetings with journalists – breakfasts	<input type="checkbox"/>	<input type="checkbox"/>	85
thematic campaigns	<input type="checkbox"/>	<input type="checkbox"/>	86
internet presentations	<input type="checkbox"/>	<input type="checkbox"/>	87
PowerPoint presentations	<input type="checkbox"/>	<input type="checkbox"/>	88
public events	<input type="checkbox"/>	<input type="checkbox"/>	89
informal dealings	<input type="checkbox"/>	<input type="checkbox"/>	90
promotional and informative printed materials	<input type="checkbox"/>	<input type="checkbox"/>	91
press releases	<input type="checkbox"/>	<input type="checkbox"/>	92
seminars and conferences	<input type="checkbox"/>	<input type="checkbox"/>	93
open days	<input type="checkbox"/>	<input type="checkbox"/>	94

**Types of media:**

You are in contact and cooperate:	YES	NO	Question No.
with regional newspapers	<input type="checkbox"/>	<input type="checkbox"/>	95
with national newspapers	<input type="checkbox"/>	<input type="checkbox"/>	96
with local radio	<input type="checkbox"/>	<input type="checkbox"/>	97
with radio with full-area broadcasting	<input type="checkbox"/>	<input type="checkbox"/>	98
with local broadcasting TV station	<input type="checkbox"/>	<input type="checkbox"/>	99
with public broadcasting TV station	<input type="checkbox"/>	<input type="checkbox"/>	100
with private TV stations	<input type="checkbox"/>	<input type="checkbox"/>	101

**Frequency of using individual forms of media cooperation:**

How often do you use such means?	Answer 1–5*	Question No.
formal meetings with journalists – press conferences		102
formal meetings with journalists – breakfasts		103
thematic campaigns		104
internet presentations		105
PowerPoint presentations		106
public events		107
informal dealings		108
promotional and informative printed materials		109
press releases		110
seminars and conferences		111
open days		112

\*Chose one of the following options:

1. Daily 2. Several times per week 3. Several times per month 4. Several times per year 5. Less frequently

**Effectiveness of using individual forms of media cooperation:**

How effective is use of such means in terms of achieving your communication aims?	Answer 1–5*	Question No.
formal meetings with journalists – press conferences		113
formal meetings with journalists – breakfasts		114
thematic campaigns		115
internet presentations		116
PowerPoint presentations		117
public events		118
informal dealings		113
promotional and informative printed materials		120
press releases		121
seminars and conferences		122
open days		123

\* Chose one of the following options:

1. Excellent 2. Very good 3. Good 4. Sufficient 5. Insuficin

**Internal communication:**

In terms of internal regulations regarding communication within the authority, you use:	YES	NO	Question No.
e-mail	<input type="checkbox"/>	<input type="checkbox"/>	124
regular meetings	<input type="checkbox"/>	<input type="checkbox"/>	125
Intranet	<input type="checkbox"/>	<input type="checkbox"/>	126
newsletter	<input type="checkbox"/>	<input type="checkbox"/>	127
magazine	<input type="checkbox"/>	<input type="checkbox"/>	128
training and seminars for clerks	<input type="checkbox"/>	<input type="checkbox"/>	129
other	<input type="checkbox"/>	<input type="checkbox"/>	130

**Frequency of using internal communication means:**

How often do you use such means:	Answer 1-5*	Question No.
e-mail		131
regular meetings		132
Intranet		133
newsletter		134
magazine		135
training and seminars for clerks		136
other		137

\* Choose one of the following options:

1. Daily 2. Several times per week 3. Several times per month 4. Several times per year 5. Less frequently

**Effectiveness of using internal communication means:**

How effective are such means in terms of internal communication?	Answer 1-5*	Question No.
E-mail		138
regular meetings		139
Intranet		140
newsletter		141
magazine		142
training and seminars for clerks		143
other		144

\* Choose one of the following options:

1. Excellent 2. Very good 3. Good 4. Sufficient 5. Insufficient

**Communication costs:**

145. How high are overall earnings in your budget? If you don't know an exact number, please estimate:

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146. What financial share of your overall office budget is taken up by costs for communication of the office with the public and media, in %? If you don't know an exact number, please estimate.

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**Thank you for your time and cooperation.**

**Additional information (optional)**

147. What are your aims in the area of new information and communication technologies? What are you preparing? What do you want to improve? (answer max. 900 characters)

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148. Please, describe projects in the area of communication, you successfully completed in the last year. (answer max. 900 characters).

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**Thank you for your time and cooperation.**