

## Winnipeg Free Press Website

### You Told Us: Keep it Simple on Website Branding

There's been a lot of debate within the Free Press on how we should 'brand' our main news website – what it should be called and what Internet domain name it should have. So, in our recent consultation with you on Free Press online operations, we asked the Insiders for their preferences.

More than 3,200 Insiders responded, and an overwhelming majority said 'keep it simple': the website 'brand' (61%) and its domain name (68%) should be winipegfreepress.com or .ca. Another 26% said the site's name should just be Winnipeg Free Press.

### What We've Done: Kept the Status Quo

Due to the enormous sentiment that the website should have Winnipeg Free Press in its name and address, the site name will remain Winnipeg Free Press and the domain will stay winipegfreepress.com for now.

---

---

### You Told Us: How You Use the Free Press Website

With more than 3,200 responding, 66% of Insiders said they visit winipegfreepress.com at least once a week. About 22% said they go daily or several times a day. Asked why they came, 54% cited local news and 49% said they were drawn by breaking news of all types. About 27% said they also came to read the Obituaries on our sub-site, Passages.

We wanted to assess the relative importance to you of breaking-news stories versus the content of each day's newspaper on the website, and it seems you want both. While 90% of Insiders said the opportunity to read breaking news was very or somewhat important to them, 84% said it also was important that we continue to post the full contents of each day's newspaper on the website.

### What We've Done: Kept the Status Quo

Since both types of news are important to you, we will feature both on the website.

## Winnipeg Free Press Website (Continued)

### You Told Us: What You Think of Blogs, Video Reports & Story Archives

It seems that Insiders aren't big viewers of video reports or blogs on our website. Just 25% said they watch a Free Press video at least once a week – 66% said rarely or never. And only 27% read a blog by one of our staff or freelance writers at least once a week – 63% said rarely or never.

Of the 16 regular and seasonal bloggers on the website, Lindor Reynolds' 'Talk of the Town' blog is the most popular among Insiders who read blogs, with 62% saying they read her at least occasionally. Next is Mike McIntyre's 'Mike on Crime' blog at 48% and Bomber Milt Stegall's 'Turtle's Time' seasonal blog at 24%.

The website's free, searchable story archive, which we recently extended back to February 2007, hasn't interested Insiders much either. Just 19% said they use it at least once a week.

### What We've Done: Back to the Drawing Board

We haven't given up on blogs and video on the website, and we'll continue to offer free story archives. But we're going back to the drawing board on how we're delivering and promoting these website features. Expect these issues to be explored more deeply in a future Insiders survey.

---

### You Told Us: Entertainment, Health, Sports & Community Sites Would be Most Appealing

What was number one on the list when Insiders were asked what new Free Press websites they'd be most interested in visiting? 44% of female respondents cited an entertainment or health website, while 34% of male respondents believe that a sports website would be the most appealing. Both women and men agree that their second choice for a new website would be one related to the community.

It surprised some of us here that 45% of Insiders also said they'd be very or somewhat interested in seeing a searchable online archive of Free Press print newspaper ads on our website. Another 24% were neutral.

### What We've Done: Scheduled More Research

Since we currently have an entertainment site called WhatsOnWinnipeg that has been up and running for 20 months, we will ask what you think of our online entertainment coverage in a future survey. As far as the searchable archive of Free Press newspaper ads, we're working on developing this feature.