

Determining California National Guard Airmen's Opinions and Attitudes Regarding
Morale, Welfare and Recreation Programs: A Research Project

A Senior Project

presented to
The Faculty of the Journalism Department
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science

by

Natalie DeLossa

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ABSTRACT

This senior project creates research design parameters that will facilitate two- way communications between the California Air National Guard and its airmen. The benefits of conducting its research are twofold. First, the California Air National Guard can learn more about its airmen. Second, the California Air National Guard can use information about its airmen to better serve its external publics in future public relations and marketing endeavors.

This project addresses the importance of conducting two- way communication between internal and external publics (in this case, the California Air National Guard and its airmen and the California Air National Guard and their future external publics). This project includes a literature review on existing studies in the areas of internal and external communications, survey writing for select publics, and using surveys as a research tool. This project also presents the survey in its entirety, materials related to the survey and explanations of why survey questions and scoring systems were chosen. Finally, this projects specifies how the survey accomplishes two- way communication goals for the California National Guard and its publics.

PUBLICATION NOTICE

This Cal Poly State University, San Luis Obispo, Senior Project is being published to establish proof of completion as follows:

This Senior Project aimed to develop a questionnaire based upon two-way symmetrical communications theory as follows:

Client: California State Military Department

Executive Sponsor: Brigadier General (CA) James Gabrielli,
Commander, California Youth and Community Programs

Point of Contact: Lieutenant Colonel (CA) Jay M. Coggan,
Command Judge Advocate, Camp San Luis Obispo

Liaison: Major (CA) Kirk Sturm, Judge Advocate, Camp San Luis
Obispo

Public Relations Campaign: *California Soldier*

Questionnaire Population: California National Guard Soldiers

Sample Size: 20,000 (approximately)

Question Types and Number:

Demographic, 12

Importance and Satisfaction, 8 each

Likert, 50

Total Unduplicated Reach and Frequency (TURF), 5

Open Ended, 3

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