

Sea Shepherd Conservation Society

INTERVIEW QUESTIONS

Biographic

Name:

Gender:

Age:

Family/ stage: (single, married with children? Etc.)

Religious background:

Education:

Occupation:

Income bracket: 5,000-10,000; 10,000-25,000; 25,000-45,000; 45,000-70,000; 70,000-120,000

SeaShepherd

What makes sea shepherd different from all the rest of conservational organisations?

How does Sea Shepherd society want the public to feel about them?

What kind of opinion do you think the public has about your organisation?

What do you want the public to do? And how do you go about motivating them?

What are your main forms of branding? (how do you get yourself out to the Australian public?)

What is the story behind your logo?

What is the significance of the use of emblems for each of your campaigns?

If you could change the way sea shepherd operated, what changes would you make for the better?

What do you admire most about your organisation?

Do you think sea shepherd is reaching their objectives?

Psychographics

Do you embrace technology or just follow the trends?

Who do you aspire to?

Why have you chosen to work for sea shepherd Conservation society?

What moved you to join sea shepherd?

Are you part of any other organisation?

What do you think is of primary importance in regards to the environment?

What is your favourite animal? Why?

Media

How often do you use the internet?

What is the main reason for doing so?

How often do you check your email?

Would you prefer your news via television, newspapers or electronically (such as the internet?)

How often do you watch the news on TV?

Do you read magazines? Which ones?

What TV shows interest you the most if any?