

To: Essendon Camera Club (ECC) Members
Subject: 2015 ECC Newsletter Survey
From: Brian R Basham ECC Newsletter Editor
Date: 08 August 2015

Background

In May 2015 the Committee of ECC approved a survey of the membership to garner their views on the current newsletter format and content. This survey was conducted via Survey Monkey and a paper-based format for those few members who do not engage with the internet.

The purpose of the survey was to gauge the membership's view of the value of the newsletter and whether the content was meeting their needs. As editor, I enjoy developing the newsletter and do not mind devoting my time to its production, but I wanted to ensure that the content was what members wanted and just not one individual's perception of what should be in the newsletter. Nor did I want to produce something the membership saw held no value in.

Key Results

There was overwhelming support for the production of the newsletter - 47 for and 2 against its production. Forty eight (48) of the 50 respondents indicated they read the newsletter, and indicated that they want the newsletter to be produced on a monthly basis.

There was support for the various new items introduced over the past few years. Respondents also indicated their desire for seeing the items in an ongoing manner, although in varying levels.

The majority of the respondents indicated that size of the newsletter should be 6 to 8 pages. Eleven members indicated that they are willing to contribute to the newsletter on an as needs/ad-hoc basis. This a fantastic response and I will follow up with these members.

Thank you to all members who participated. Your feedback was wonderful and useful.

Brian R Basham

1. **Do you read the newsletter each month?** Yes = 47 No = 3
(Answered by 50)

2. **Do you think the club needs to keep producing the newsletter?**
Yes = 47 No = 2
(Answered by 49; skipped by 1)

3. **Would you be willing to see the newsletter come out monthly or bi-monthly?**
(Answered by 50)

- a) Monthly = 37
- b) Bi-monthly = 9
- c) Quarterly = 4

4. **What do you think are the most interesting parts of the newsletter?**
(Select all that apply) (Answered by 50)

Option	Count
10 questions with...	19
Blast from the past	19
Articles on historical photographic figures	22
Meeting reports from Vivian	27
See members images on the front cover	31
Competition Results	39
Tips and hints	42
Updates on club activities	50

5. How many pages do you think the newsletter should be?

(Answered by 48; skipped by 2)

Option	Count
10-12 pages	2
4 pages	5
8-10 pages	11
6-8 pages	30

6. From the following list what must be kept in the newsletter?

(Select all that applies)

(Answered by 37; skipped by 13)

Option	Count
Updates on club activities	5
Blast from the past	12
Articles on historical photographic figures	15
Meeting reports from Vivian	19
See members images on the front cover	21
10 questions with...	26
Competition Results	29
Tips and hints	36

7. Do you have any suggestions for future newsletters? (free text)

(Answered by 11; Skipped by 39)

Responses

1. Would like to see End of Year Competition Rules in newsletter at least a couple of months in advance with follow up following month which could enable new members to understand better the rules of entry. Would like to see a detailed with diagram explanation for size reduction of images for upload for comps. Noticed at course some tried but very confused about when to use 1920 or 1080. Also would be very handy for new members. Better details of the club outings and interclub comps at least a month in advance if possible with details of where to meet. The newsletter should be to report what has been and what is to come as well as any points that may be of interest to members
2. When publishing images, it may be good to describe the image and also put the equipment and settings used.

3. Educative 'how to '
4. Would be nice to have a thumbnail clip of each winning photo adjacent to the results
5. Ask for articles from members on any topic in relation to photography.
6. I would love to see all the images included in the mag, show the settings used. Aperture, exposure etc.....if at all possible.
7. An Article on Photography Law
8. Links to articles and other information on photography. Deals from providers that people come across, such as printing services, new gear, etc.
9. Nil
10. See above
11. Advice of photographic exhibitions. Advice of upcoming National and other photographic competitions members may be interested in.

8. Would you be willing to contribute to the newsletter? (free text)

(Answered by 30; skipped by 20)

Option	Count
Yes	11
No	19

9. If yes to 8, what would you be willing to provide and how often? (free text)

(Answered by 11; skipped by 39)

Responses

1. Not at this stage but in the future yes.
2. Selection of images for front cover - when called for by editor
3. Whenever I have something I feel is important or of interest to club members.
4. Just on odd occasions when I have something of interest to contribute
5. Not sure
6. A small article once every 4 to 6 months
7. Yes, ad hoc. Have a section for member contributions from various people on an ad hoc arrangement.

8. When I have something I am capable of offering relevant input, I would. I am still in what I like to think of as an embryo stage in my camera capabilities.
9. I would like to add some articles about what is current in the world of Photography.
10. Not sure
11. Maybe a report on an outing or something of interest.

10. Do you have any other comments/feedback?

(Answered by 13; skipped by 37)

Responses

1. n/a
2. Congratulations on it and thanks.
3. I look forward to receiving the newsletter
4. Keep up the good work. I look forward to it every month as I don't get to every meeting, but it is still good to keep up with the club activities.
5. As a beginner I don't feel I have anything to contribute just yet. One day, maybe!
6. It is better now than it used to be. I think Brian is doing a sterling job.
7. I have been unable to attend the Club regularly for a while and it certainly keeps me in touch with the Club and members. Good it is electronic.
8. Apologies, but I am not in a position to be able to contribute to the newsletter, but one suggestion could be that if you were able to pull out some of the most desirable sections of the newsletter and post them on the Facebook page/members section of the webpage that might be sufficient. Having said that, I know that there are a few members that don't have internet and don't even have an email address so it might be a little exclusive of those members.
9. I think most of the newsletter content could be moved online if people were happy heading there.
10. Nil
11. A great initiative certainly is informative for new members
12. We thoroughly enjoy receiving the newsletter. It keeps up informed. We commend the editor for the high standard maintained.