

## Empire Runners Newsletter Survey - Nov 20 - Dec 20 2011

### 1 Do you read the Empire Runners Newsletter?

<b>Yes</b>	<b>93.5</b>
No	5.4
I was not aware there was an Empire Runners Newsletter	1.1
<b>Answered Question</b>	<b>93</b>
<b>Skipped Question</b>	<b>3</b>

#### Comments

It's one of my favorite monthly reads

I would if I printed it up.

sometimes.....not always

Scan for up-coming events, mostly

sometimes if i have time

yes, sometimes

### If you answered YES to the previous question, how do you receive / read the 2 newsletter?

Receive paper copy through the mail	5.7
Download from ER website and print my own copy	2.3
<b>Read online</b>	<b>92</b>
<b>Answered Question</b>	<b>88</b>
<b>Skipped Question</b>	<b>7</b>

#### Comments

Download and read from my docs

We thought we paid for it to be mailed but it has been a while so maybe not

### 3 How often do you read the newsletter?

<b>Always</b>	<b>56.5</b>
<b>Often</b>	<b>20.7</b>
Occasionally	19.6
Never	3.3
<b>Answered Question</b>	<b>92</b>
<b>Skipped Question</b>	<b>3</b>

#### Comments

I used to read it all of the time

New member

We always read it when it got mailed to us, but we don't read it online...somehow we don't get to it... too many other things to check when we're on the computer... with the paper copy, we'd have it in casual places like the kitche table or the bathroom and it ALWAYS got read!

Usually when it is first posted

### 4 How often do you read the following features of the newsletter?

	Always	Often	Occasionally	Never
Prez Sez	40.0	26.7	30.0	3.3
Meeting Minutes	14.8	26.1	37.5	21.6

Treasurer's Report	12.5	20.5	38.6	28.4
<b>Race Reports</b>	<b>38.5</b>	<b>38.5</b>	19.8	3.3
<b>Race Results</b>	<b>42.8</b>	<b>38.5</b>	16.5	5.5
<b>The Doctor is IN</b>	<b>44.8</b>	<b>35.2</b>	24.1	4.6
The Month that Was	23.3	33.7	33.7	9.3
The Long and Short of It	29.4	32.9	30.6	7.1
Blast from the Past	29.1	32.6	30.2	8.1
<b>Original Articles and Stories</b>	<b>31.0</b>	<b>44.8</b>	33.0	1.1
Grand Prix Standings	20.5	17.0	47.7	14.8
Training Calendar	27.3	25.0	35.2	12.5
<b>Information on upcoming events</b>	<b>48.9</b>	<b>37.8</b>	11.0	2.2
N/A - I don't read the newsletter	20.0	0.0	60.0	20.0
<b>Answered Question</b>	92			
<b>Skipped Question</b>	3			

#### Comments

New member

Sponsorship page - often

This answer only applies when I actually read the letter

I may read others not checked if it's interesting to me

We wish we could still get it in the mail!

I read all of the articles at least once when the newsletter comes out

#### 5 Rank the importance of each newsletter element

	Critical	Important	Nice to have	Unimportant
<b>Information on latest Board activities and club initiatives</b>	<b>22.5</b>	<b>53.9</b>	21.3	2.2
Club meeting minutes	11.2	33.7	46.1	9.0
Treasurer's report	9.0	27.0	49.4	14.6
<b>Club race reports</b>	<b>32.2</b>	<b>47.8</b>	18.9	1.1
<b>Club race results</b>	<b>37.8</b>	<b>43.3</b>	15.6	3.3
Other race reports	22.5	34.8	41.6	1.1
Other race results	19.1	38.2	34.8	7.9
High School and other non-ER local running news	6.9	37.9	44.8	10.3
Other local news not directly related to running	2.3	16.1	32.3	49.4
Recurring features / columns	15.9	47.7	30.7	5.7
Original articles and stories	23.3	45.3	30.2	1.2
Training calendar	34.8	30.3	29.2	5.6
Grand Prix results / standings	16.9	32.6	39.3	11.2
<b>Upcoming races and events</b>	<b>65.5</b>	<b>28.7</b>	5.7	0.0
<b>Answered Question</b>	91			
<b>Skipped Question</b>	4			

#### Comments

I like the running members articles

Maybe a 2-4 time a year treasury report

It's the ER newsletter... nothing is "Critical"!

Pictures say 1000 words

#### 6 How would you prefer to receive your newsletter?

U.S. Mail	26.1
<b>Download / Read Online</b>	<b>73.9</b>

<b>Answered Question</b>	92
<b>Skipped Question</b>	3

**Comments**

Either or both

Pick up copy at meeting like we used to do

Slight preference for mail so it's more portable

Maybe it could be available for pick up at club meetings and some central location

The format where one could click each story on it's own page was my favorite. The format that was used up through last month. (October)

**If you received a printed copy of the newsletter in the mail would you be 7 more likely to read it?**

<b>Yes</b>	<b>46.5</b>
<b>No</b>	<b>53.5</b>

<b>Answered Question</b>	86
<b>Skipped Question</b>	9

**Comments**

I'll read it anyway I can get it. I love it.

I would definitely be more likely to read it.

Never read it in the olden times when I received it.

Read eitehr way, but could share with family and others if printed.

Just more paper to recycle.

It could live in the bathroom.

**Would you be willing to pay more for a printed / mailed version of the 8 newsletter?**

Yes - I would pay more - up to \$10 annually	14.1
Yes - I would pay more - up to \$15 annually	12
Yes - I would pay more - in excess of \$15 annually	3.3
<b>No - I would not be willing tp pay more for a printed newsletter</b>	<b>68.5</b>
N/A I am a Hall of Famer and already receive a printed newsletter for free	2.2

<b>Answered Question</b>	92
<b>Skipped Question</b>	3

**Comments**

Could hardcopy costs be lower if highlights abbreviated (less expensive) hardcopy with internet links listed?

However, I do not receive the printed newsletter.

I don't want a printed version, so this question does not apply to me.

Because I'm perfectly happy with it online. If the decision is to revert to paper only then I would be happy to pay the amount to cover the actual cost.

**9 Which of the following options do you prefer the club pursue?**

Available online ONLY (those who currently receive printed copies could do so)	14.8
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**Primarily available online but printed available at additional cost** 70.5

Still available online but with printed copies mailed to all members each month 14.8

Answered Question 88

Skipped Question 7

#### Comments

Edit articles to limit the length of the newsletter.

A format including periodic mailings with highlights from regular online newsletter seems appealing, and cost effective?

Be Green!

Printed quarterly report mailed; not online at all.

An option to opt out of getting the newsletter mailed.

I guess printed copies implies postage costs. Bummer. I would be fine with a pretty low quality printed version, with the option of printing out a higher quality version if need be.

#### What other thoughts about the Empire Runner's Newsletter would you like to share? 10 to share?

Answered Question 35

Skipped Question 60

#### Comments

It's one of my favorite montly reads. I enjoyed the articles by fellow members.. IE the bees at CC. Dale Peterson's articles are always great. I loke Doc's as well. Perhaps moe on injury treatment.. IE common cures for plantar F or running with pulled hamstrings etc.

I think there is a lot of collective knowledge in our club about running - avoiding injuries, training, what shoes work, favorite running routes, cross training, racing strategies, favorite races, using aids like GPS and heart monitors, etc. We should have incentives for people to write articles.

The newsletter looks interesting, but I'm not really connected to most of what the club does. I joined since I run a few club races each year and thought paying dues would be good support.

Think newsletters and open meetings could be bimonthly!

I haven't read the newsletter in such a long time. I run for health, not for speed so a lot of it is useless to me.

The club needs to do 110% more for it's volunteers. We give a lot of money to high schools for their help. It's time to do something for those who give their time. The club party does not cut it.

Use a lighter weight paper. Limit the photos. Print extras in the online version. You could do the same with the club minutes and treasurer's report; announce that they are available online. Then print the link and any poassword that would be needed.

I enjoy it.

Keep it up, I always look forward to it.

We all ebb and flow in our training. The newsletter coming every month helps me "check in" as to where I am and want to go in training, social events etc.

Generally I think the newsletter is way too long, especially since it is not easy to read it online. I would like to see it much shorter. Some of the columns that just seem to be fillers could go as well as national race results. When I received a printed copy I read the whole newsletter. Now I mostly just skim through it, mainly because the length is excessive. I would, however, like to keep the online version to avoid using so much paper for the printed version.

1) Kill "Blast from the past." It wastes space and the last thing I want to read about is the same old stories about the same old members constituting the core of the club that causes me to avoid club events in the first place. On the rare occasion a past article has current relevance, it's appropriate to run it again on it's own and not as part of a recurring "Blast from the Past" feature. 2) The ER should move toward being a responsible environmental steward and not provide printed copies of the newsletter at all. They should, however, publish the newsletter online in a printable format for those who prefer to print their own copy. Individuals without internet access or a computer can print copies at the library. 3)I'm skeptical of your observation that readership is down since going to soft copy. If this is indeed the case though, I encourage you to consider the possibility that the monthly newsletter medium, regardless of how it's published, is far too static. Media have evolved dramatically in the past several years and I think the ER would better hit their mark by offering more dynamic means of communicating with the membership, starting with the website.

Thanks for all the hard work.

Most of the elements in the current form of the newsletter are better provided by the website, including race results, race reports, minutes, treasurer's report, detailed training calendar, event schedule, and Grand Prix updates. A less frequent (quarterly) publication with non-time sensitive articles, general club information, reference to what's available on the website, a 3-month event schedule, and a President's report of what the board has been and will be up to, would serve to connect and engage club members and would be affordable for the club to provide free to all member households. The newsletter as it now exists is unnecessary.

Not sure how this might be accomplished but it would be nice to see a short article about new members in the club, what races they participate in, what their goals are and what kind of running, racing they are interested in, their experience etc. Why did join, expectations. Just a way to connect with people that are members but invisible to the regulars. People like to read about other people.

Coming up with articles is a tough row to hoe. In addition, most tend to be too long. There is a sense that some of the text is geared to club regulars who will get the inside references, but you do that at the risk of turning off members who are not in the know. I appreciate that the club supports the running community through it's races. It's a good idea to report on them, not just how Empire Runners did, but you might mention some of the logistics or if anything different happened this time. In addition, I think it's a good idea to highlight local HS and JC distance runners and programs.

The meeting minutes are too long and detailed. The best part would be more personal stories instead of regular columns. We don't need the Grand Prix in there I don't think, but the sponsorship page should come back I think. Tamalpa uses their membership dues for printing their newsletter, as Empire used to do. I think that was a good way to do it.

More race coverage of non-ER local events.

Put the most interesting stuff first and the least interesting last.

Bring back "Ask the Hutch".

It's easy to read online and it can't be misplaced. Seriously, I prefer reading it online, it's cheaper for the club and it doesn't waste paper and other resources. Thanks

You people do a great job with the newsletter - you rock and run! How about a section on the web where training regime for certain high profile athletes can be viewed?

I think you guys are doing a great job and love the online format! Color photos a plus. And because I don't race competitively anymore, don't place too much emphasis on whether I read the race results. Laurie Martin

The editors are phenomenal: Thank You!! I also get the Tamalpa newsletter which is printed and sent via snail-mail. It's very enjoyable to receive and read an "old fashioned" printed newsletter. Ask them how they do it, perhaps. Thanks

Appreciate the time put in by the editors and all those involved. Ralph Harms

It's better than Runner's World... it's nice to have a copy at home and also online.

If you want to loop in more recreational runners in the community, I would suggest getting more "average runner" perspectives. Maybe the content balance would be reflective of our membership... e.g. 20% racing focus and 80% recreational focus, if that's the correct weighting. Full disclosure, I'm on the racing team.

A low/cost quality version would be fine by me. If I wanted higher quality I could print it myself. But frankly when I am at the computer I don't want to spend that time reading the ER Newsletter.

Well done. Look forward to it each month.

I am having the exact same problem at my work. We went to an online newsletter and no one knows what is going on anymore. It is frustrating. Can't wait to see how you resolve it, 'cause I will steal your idea!

I really enjoy receiving your newsletter online, but if required I would pay no more than \$10 for newsletter.

We really enjoyed reading this, but we just don't get to it online. We would LOVE to receive paper copies in the mail once again!

Please report a summary of these findings in the newsletter or via a Blast which I am sure to read.

I really enjoy the online newsletter with color photos etc.

As long as there is new, interesting material we should be okay. Soliciting these new race reports, random articles etc, is the tough part. Or another tough part...