

inside OAKLAND

Reader Survey

Dear Colleague:

In only five minutes you can perform a significant service for the Publications Department. Please complete the following survey and return it in campus mail to Reader Survey, Publications, 119 NFH. Your participation will help us learn how we can make our internal newsletter even stronger.

Circle the one that applies to you:

Faculty	Contract	Sergeants
CT	AFSCME	Other
AP	Police	

1. How much of each *Inside Oakland* do you usually read?

- Cover to cover
- Most of it
- Some of it
- None of it

2. Which of the following items do you usually read? (Check all that apply)

- Cover stories
- Faculty profiles
- Of Distinction
- Employee of the Month
- Bits and Pieces
- Calendar of Events
- Get to Know
- Breaking News
- Safety Says

3. Rate the *Inside Oakland* coverage of each of the following:

	Excellent	Good	Fair	Poor	No opinion
General news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personality profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campus activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Academic news/highlights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faculty activities/research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policies and procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How informative do you find your newsletter?

- Very informative
- Somewhat informative
- Not informative

5. As a general rule, how do you rate the *Inside Oakland* in regard to each of the following:

	Excellent	Good	Fair	Poor	No opinion
Quality of writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of photos/graphics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of subjects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness of news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness and accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. If you could change the content of the *Inside Oakland*, how would you do so?
(Circle all that apply)**

Comments, if any.

- MORE/LESS Articles on staff _____
- MORE/LESS Faculty profiles _____
- MORE/LESS Student news _____
- MORE/LESS College/school news _____
- MORE/LESS Departmental news _____
- MORE/LESS Campus activities _____
- MORE/LESS Photos/graphics _____
- LONGER/SHORTER Articles _____

Additional comments: