

# Readership Survey

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Dear Reader:

As *Canisius College Magazine* begins its second year of publication, we ask that you take a moment to fill out this brief survey so we may better serve your needs. Supplying your name is optional, however we request that you note your class year. Please cut along the dashed line and place in the envelope provided in the magazine. Thank you for helping to make your *Canisius College Magazine* a better publication.

1. *Canisius College Magazine* has nine distinct sections, listed below.

- |                                   |                           |                                |
|-----------------------------------|---------------------------|--------------------------------|
| <b>A.</b> President's Perspective | <b>D.</b> Faculty Focus   | <b>G.</b> Canisius Connections |
| <b>B.</b> Canisius Correspondence | <b>E.</b> Cover Story     | <b>H.</b> Alumni Profile       |
| <b>C.</b> Blue & Gold Briefs      | <b>F.</b> Faculty Profile | <b>I.</b> As You Were          |

Referring to the above list of sections indicated, in order of preference, which do you most enjoy?  
(Use appropriate letter [A through I] to indicate your selection.)

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Which sections of the magazine do you enjoy the least?

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

2. Using the scale below, please tell us which aspects of the college you would like to know more about:  
(Use appropriate letter [A through C] to indicate your selection.)

- |                                  |                       |                          |
|----------------------------------|-----------------------|--------------------------|
| <b>A</b> —Yes, definitely        | <b>B</b> —Yes, some   | <b>C</b> —No, not really |
| students _____                   | faculty _____         | course offerings _____   |
| administration _____             | alumni _____          | sports _____             |
| facilities _____                 | fund raising _____    |                          |
| extracurricular activities _____ | college history _____ |                          |

3. What features stories would you like to see in the magazine? (Indicate your response on the lines below.)

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4. In general, do you find the length of the feature articles: (circle one)

- A.** about right
- B.** too long
- C.** too brief

5. If you could upgrade one element of the magazine, would it be: (circle one)

- A.** add more pages
- B.** add more photos
- C.** use different paper
- D.** other (please specify) \_\_\_\_\_

6. Do you think that *Canisius College Magazine* has made you better informed about the college: (circle one)

- A.** yes
- B.** no

7. Regarding the design of *Canisius College Magazine*, would you say that you: (circle one)

- A.** like the format
- B.** have no opinion
- C.** do not like the format

Additional Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Class Year(s) \_\_\_\_\_

Name (OPTIONAL) \_\_\_\_\_