

***THACS* Newsletter Readers Survey**

Implementation of the Recommendations

Ray Keppler March 2010

1. INTRODUCTION

The *THACS Newsletter Reader Survey* form was distributed to all members with the newsletter in September 2009 to solicit members' views on our newsletter and website. The results were summarised and presented in *THACS Newsletter Readers Survey: Report and Recommendations*, which was issued on 11/11/09.

The purpose of this report is to show the degree of acceptance of the recommendations and to highlight any implementation issues, based upon the review comments from Terry Brand, Gay Cates, Anna Clark, Alf & Pat Fulford, Doreen Lloyd and Kate Stott.

2. NEWSLETTER

Recommendation 01. Discontinue publishing Children's Corner and Jokes.

Status: Accepted.

Issues: None. Already implemented.

Recommendation 02. Continue publishing Gardening Tips, Recipes and Photography Tips, with at least one type of tip in each newsletter.

Status: Accepted.

Issues: Who is going to produce these?

Gardening Tips:- Anna & Doreen.

Recipes:- Kate & Lynne.

Photography Tips:- Alf

Recommendation 03. We should not change the publication schedule.

Status: Accepted.

Issues: None. Already implemented.

Recommendation 04. We should distribute the newsletters by email (instead of paper) to those households who have indicated their agreement to this, starting with the next newsletter (due February / March 2010). The electronic copies of the newsletter should be sent in PDF format, to ensure the preservation of the layout and format.

Status: Accepted.

Issues: None. Already implemented.

Periodically we can try to increase the number of distribution email addresses through our Newsletter.

Recommendation 05. Email distribution of the newsletters should be done by the Newsletter Editor (Ray), based on the master distribution lists maintained by the Membership Administrator (Pat).

Status: Accepted.

Issues: None. Already implemented.

Recommendation 06. Members should be offered the option of switching between electronic and paper copies at any time, without financial penalty.

Status: Accepted

Issues: None. Already implemented.

Recommendation 07. The Chairman's Introduction should include mention of newly-introduced changes and invite comment.

Status: Accepted.

Issues: None. Start with the April newsletter.

Recommendation 08. We should make the following changes to the content:-

- a) Include names, role, telephone and email addresses for the Newsletter Editor (and the four elected officers?) in every newsletter.
- b) Include readers' letters and comments.
- c) Occasionally include appropriate longer articles written by guest writers, such as advice to exhibitors at the THACS shows.

Status: Accepted.

Issues:

- a) Just editor or all four elected officers? Just editor.
- b) Letters and comments about what? Opinions, suggestions for future events and improvements.
- c) Who can we invite as guest writer and what brief should we give them? Initially, judges at our shows. Invitations and briefs to be made by the editor.

Recommendation 09. We should make the following changes to the design, layout and style:-

- a) Make the adverts less dominating. We have already agreed to reduce the volume of adverts for 2010. In addition, the adverts need to be more carefully positioned, perhaps with none on the front page and more space between adverts and text.
- b) Stop using Showcard Gothic font for the word THACS when it appears in the text (but continue to use it in titles).
- c) Ensure that the headings for Future Events are large, bold, and include the event title, time, date and location.
- d) Add more visual appeal in the form of graphics and pictures. Perhaps a new THACS logo, seasonal symbols, black & white photographs etc.

Status: Accepted.

Issues:

- b) Our Showcard Gothic font THACS should remain. It has been our logo for many years, and it means something. We should continue to use it when THACS appears in titles. When THACS appears in text it should be in capitals, normal font and perhaps in italics.
- c) Headings for Future Events should include the day as well.
- d) The Committee decided not to get a new THACS logo. However, more graphics and pictures should be introduced.

3. WEBSITE

Recommendation 10. We should increase awareness of the THACS website amongst members and non-members, by additional publicity in the Newsletter, Parish News and at THACS events.

Status: Accepted

Issues: How? Possibly articles and reminders to be written by Alf and maybe posters for use at THACS events.

Recommendation 11. We should develop the website to provide more than the content of newsletters and pictures from the shows. Perhaps it could contain a reference section containing previously-published articles on Gardening Tips, Photography Tips and Recipes, with links to other websites for further information.

Status: Accepted

Issues: This recommendation needs to be developed and implemented.

Alf to investigate the technical implementation issues.

Ray to compile a collection of gardening tips, photography tips and recipes from previous newsletters.

4. GENERAL

Recommendation 12. We should make the following changes to the content of our articles in the Parish News:-

- a) aim the articles more at non-members, by increasing the focus on future events
- b) stop publishing reports of previous events
- c) sometimes include text about THACS to raise awareness of what we do.

Status: Accepted

Issues: None