## Wild Lands Advocate (WLA) Readership Survey

We have listened to feedback you have shared both formally and informally and we are in a transition phase with the *Wild Lands Advocate*. We need your feedback to let us know if we are heading in the right direction. Please take a few minutes to complete this survey about the WLA that you have been reading *during the last year* and return it to us by **January 18th, 2001**. All responses will be kept in confidence and the results of the survey published in the WLA.

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General Overview	Strongly	Agree	Weither Ass	gee Disagree	Strongly D	Don't Kn
For each of the following please check only one response:	Stra	Agr	Heror L	Disa	Stro	Doir
1) Overall, WLA is valuable to me.						
2) WLA keeps me informed about important wilderness issues.						
3) WLA is a good name for the news journal of the AWA.						
4) The information I get from WLA encourages me to be involved.						
5) The information I get from WLA helps me feel more connected to the AWA.						
6) What I read in the WLA is relevant to my interests.						
7) I believe what I read in the WLA.						
8) I look forward to receiving the WLA.						
9) There needs to be more people focused stories.						
10) There needs to be more investigative reporting.						
11) There needs to be more original material.						
12) There needs to be more philosophical articles.						
13) There needs to be more opinion articles.						
14) The language in the WLA is easy to understand.						
15) It is good to publish opinions that are contrary to the AWA's viewpoint.						
16) The graphic design of the WLA for the past year appeals to me.						
17) Including related website addresses in articles would be helpful.						
18) I would like to read the following:						
a) An editorial						
b) A president's message						
c) Updates from conservation managers						
d) Updates from the Board of Directors						
e) Memorials						
f) Stories about volunteering g) Volunteer opportunities						
h) Correspondence						
i) Conference Ads						
j) Activity reports	_		ū	_	_	
k) Stories about outdoor adventures in Alberta						

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About You					
I would prefer to receive the WLA:	7) My age is:				
☐ Every month ☐ Every two months ☐ Every three months ☐ Other (please specify)	☐ Under 20 years ☐ 20 - 29 years ☐ 30 - 44 years ☐ 45 - 54 years ☐ 55 - 64 years ☐ 65 + years  8) I live in: ☐ Northern Alberta ☐ Central Alberta ☐ Southern Alberta  9) I live in				
If no, please tell us why.  3) I have access to e-mail at my home	<ul> <li>□ a rural area</li> <li>□ an urban centre</li> <li>□ a small town</li> <li>10) The WLA is keeping up with the way that I like to receive information.</li> <li>□ Yes</li> <li>□ No</li> <li>11) If no, what can the WLA do to keep up with you?</li> </ul>				
<ul> <li>Yes □ No</li> <li>I have access to internet at my home</li> <li>□ Yes □ No</li> <li>I have viewed the AWA website (AlbertaWilderness.ca)</li> <li>□ Yes □ No</li> </ul>	12) The Board of Directors is planning to provide the WLA to all readers free of charge. The cost of this project will be dependent on the donations of our supporters. I think this plan is				
6) Electronic mailing of the WLA would save the AWA valuable postage dollars. I would prefer to receive the WLA by e-mail.    Yes   No	13) What is the single most important improvement WLA should make?				
If yes, please provide your name and e-mail address. We will provide the Advocate to you by e-mail beginning with the next issue.	14) Other Comments?				
Name					
e-mail address:					

Thank you for giving us your views on WLA! Please complete the survey and return by <u>January 18th</u>, <u>2001</u> via:

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The Alberta Wilderness Association Box 6398, Station D Calgary, Alberta T2P 2E1



