



2007 Legend Readership Survey Results

1) I am:

Staff	53
Faculty	13
Undergraduate Student	26
Graduate Student	3
Other - Please specify	5 (all alumni)

2) Where do you get your information about the University?

The Legend	48
The Notice Board/U of L Web Site	89
Staff Meetings	32
The Media	14
Other - Please specify	12 (e-mail, conversations, town halls)

3) How do you share information with the campus community?

The Legend	12
The Notice Board/U of L Web Site	59
Staff Meetings	31
The Media	8
E-mail updates	55
Other - Please specify	11 (conversations, listservs, newsletters, presentations, screen savers)

4) How often do you read the Legend? (which is published monthly from September to June)

Every Issue	35
Most Issues	31
Rarely	17
Never	13

5) How do you access the Legend?

Internal Mail	43
From the Campus Drop Boxes	33
Online at www.uleth.ca/legend	5
Other - Please specify	11 (senate mailout, mail, lunch table)

6) How much of the Legend do you read?

All or Almost All	33
About Half	24
Less Than Half	16
Headlines/Photos	16
None	12

7) Which sections of the Legend do you read?

Events	63
Staff/faculty profiles	61
Student profiles	40
News & Notes	62
Other - Please specify	13 (arts, grant recipients, job postings, Bill Board, 3 lines free, Horns, archives stuff)

8) Please rate your interest in news coverage of the following subjects in the Legend.

Student Profiles/Issues

No interest	6
No opinion	12
Of interest	61
Of great interest	12

Research

No interest	5
No opinion	14
Of interest	55
Of great interest	17

Staff Profiles

No interest	9
No opinion	9
Of interest	55
Of great interest	20

University Administration Profiles/News

No interest	12
No opinion	11
Of interest	59
Of great interest	11

Alumni Stories

No interest	18
No opinion	26
Of interest	39
Of great interest	9

9) Please rate your interest in news coverage of the following subjects in the Legend.

Pronghorn Athletics	
No interest	28
No opinion	27
Of interest	32
Of great interest	6

Recreation Services Programming	
No interest	12
No opinion	24
Of interest	51
Of great interest	6

Fine Arts Events	
No interest	8
No opinion	15
Of interest	55
Of great interest	14

Lectures and Conferences at the U of L	
No interest	8
No opinion	14
Of interest	51
Of great interest	19

Board Meeting Schedules	
No interest	54
No opinion	23
Of interest	16
Of great interest	0

10) Please rate your interest in news coverage of the following subjects.

Schools/Faculties/Departments	
No interest	2
No opinion	12
Of interest	16
Of great interest	13

University Units	
No interest	6
No opinion	19
Of interest	61
Of great interest	7

Teaching	
No interest	11
No opinion	27
Of interest	48
Of great interest	8

Fundraising Campaigns	
No interest	19
No opinion	27
Of interest	40
Of great interest	6

Government News Relevant to the U of L	
No interest	7
No opinion	12
Of interest	54
Of great interest	19

11) Are any campus groups/issues under-represented in the Legend?

Comments included:

“I'd like to see more graduate programming highlighted, but I think that will come as the program grows.”

“Inter-Varsity Christian Fellowship”

“ULFA-short updates are worthy student government--it might be worthwhile to have short reports updating on what their endeavours some faculty don't read the student paper (I do)”

“Native Student Issues, Profiles, Groups, etc.”

“Art Gallery, Sculpture Garden, conferences, campus issues of concern to faculty and staff,i.e daycare.”

“Non-official groups”

“The Women’s Centre”

“Fine Arts - Art specifically...it is mostly theatre and music. Humanities generally”

“Faculty – specific staff”

“Campus counter culture”

12) How would you like to receive your U of L news?

Newspaper	
No interest	9
No opinion	13
Useful	52
Very useful	17

E-mail Updates	
No interest	21
No opinion	5
Useful	43
Very useful	20

Downloadable PDFs	
No interest	32
No opinion	11
Useful	34
Very useful	7

News Web Sites	
No interest	11
No opinion	10
Useful	54
Very useful	13

Fax Messages	
No interest	77
No opinion	4
Useful	2
Very useful	0

13) Please rate the Legend on the following points.

Readability/Writing Quality	
Needs improvement	8
No opinion	14
Good	56
Excellent	16

Layout	
Needs improvement	7
No opinion	20
Good	51
Excellent	16

Photography	
Needs improvement	6
No opinion	25
Good	45
Excellent	18

Accuracy	
Needs improvement	1
No opinion	26
Good	47
Excellent	19

Story Topics	
Needs improvement	15
No opinion	29
Good	41
Excellent	11

Overall as an Information Source	
Needs improvement	15
No opinion	18
Good	48
Excellent	13

14) What are your suggestions for improving the Legend?

Comments included:

“The new newsprint being used is not very good (although I'm sure it is more cost-effective). I much prefer the brighter paper. It looks rather dingy.”

“Use cheaper paper. There is no need for such high quality paper.”

“Better advertising.”

“Some material of greater interest and real issues of the sort we see in University Affairs but at the local level would make the legend of much greater use to faculty, students and staff as well as board members and alumni.”

“Focus on a topic then move on.”

“not a suggestion, but wanted to comment that I like the new colour edition.”

“less promotional fluff more substance; informative, factual, and insightful. don't duplicate other sources.”

Good to hear about research projects whether student, staff, faculty, admin., organizational, etc..."

"I work with prospective students, and it has been helpful to show these people some of the Legend's articles about various researchers, athletes, etc. It is also nice for these people (and their parents) to be able to take home a copy of "the Legend"."

"Always well-written - no suggestions for improvement"

"Have it only available on-line - will save huge amounts of money in printing and also will help the environment with less recycling."

"Make it more exciting, seems really bland."

"do more faculty and research profiles..."

"Increasing the frequency. Involve writers beyond communications more regularly/
better engage faculty
focus more on researchers and faculty and what they are doing."

"It is well written and produced...keep up the good work."

"More colour"

"I love the new photography and the colour photos. I also like some of the recent new typography changes. I would like to see additional typography changes. More consistent heading faces (including kerning, leading, and weight), a different and consistent copy face, a different caption face, different rule styles, a smaller masthead, more graphics (charts, diagram, etc), different and consistent pull quote formatting."

"It feels very top down. "Here is the information we want you to read" and not "Here is what interests you". I guess that's the point of this survey, huh? More on what departments are doing specifically to improve the U of L. e.g. IT now allows or you can now do this with your benefits. An events calendar (that looks like a calendar). Something people can cut out and stick on the bulletin board with events that appeal to more than just administration. How about wedding/baby/death notices. That's probably too informal."

"Your stories have no edge. The paper is very "white bread." Cut your reporting in half and replace it with journalism. Make a little controversy... the edge isn't such a bad place, if fact, it is where EVERYTHING happens."

15) What are your suggestions for improving communications within the University?

Comments included:

“Posters, screen savers, more locations to pick it up.”

“I don't want e-mail news updates sent but a monthly electronic version of the Legend sent as a newsletter could be appealing.”

“More e-mail updates since many of us have Outlook up all day and can access these most easily.”

“coordination of all sources to prevent duplication obviously the legend doesn't need to be a calendar; I think Bill Cade's column is useful and other admin. reps/ulfa reps could be asked to report. less surface decor (insignias etc) so reader can "see/read" the content. Clarity is better.”

“I still like paper. Call me old fashioned, but I see "the Legend" as much more than a tool of communication for the university community. I see it as a recruitment tool as well.”

“Group gatherings.”

“staff lounges or something similar, a place where faculty and staff from different academic units can relax in a collegial environment”

“presentations at faculty councils/town halls/improved Legend.”

“More space on the notice board for University news. Or inform professors of news/events so they can relay them to their students.”

“I don't think online PDFs will be a big winner - if you're making a paper version, posting PDFs won't hurt, but I can't see myself reading PDFs as a matter of course. If the method of delivery is to be electronic, it should be via HTML and RSS.”

“Separate the notice board's RSS feed. I want to be able to choose what I subscribe to.”

“Online communication is the best as most University employees have access to the online media more readily.”

