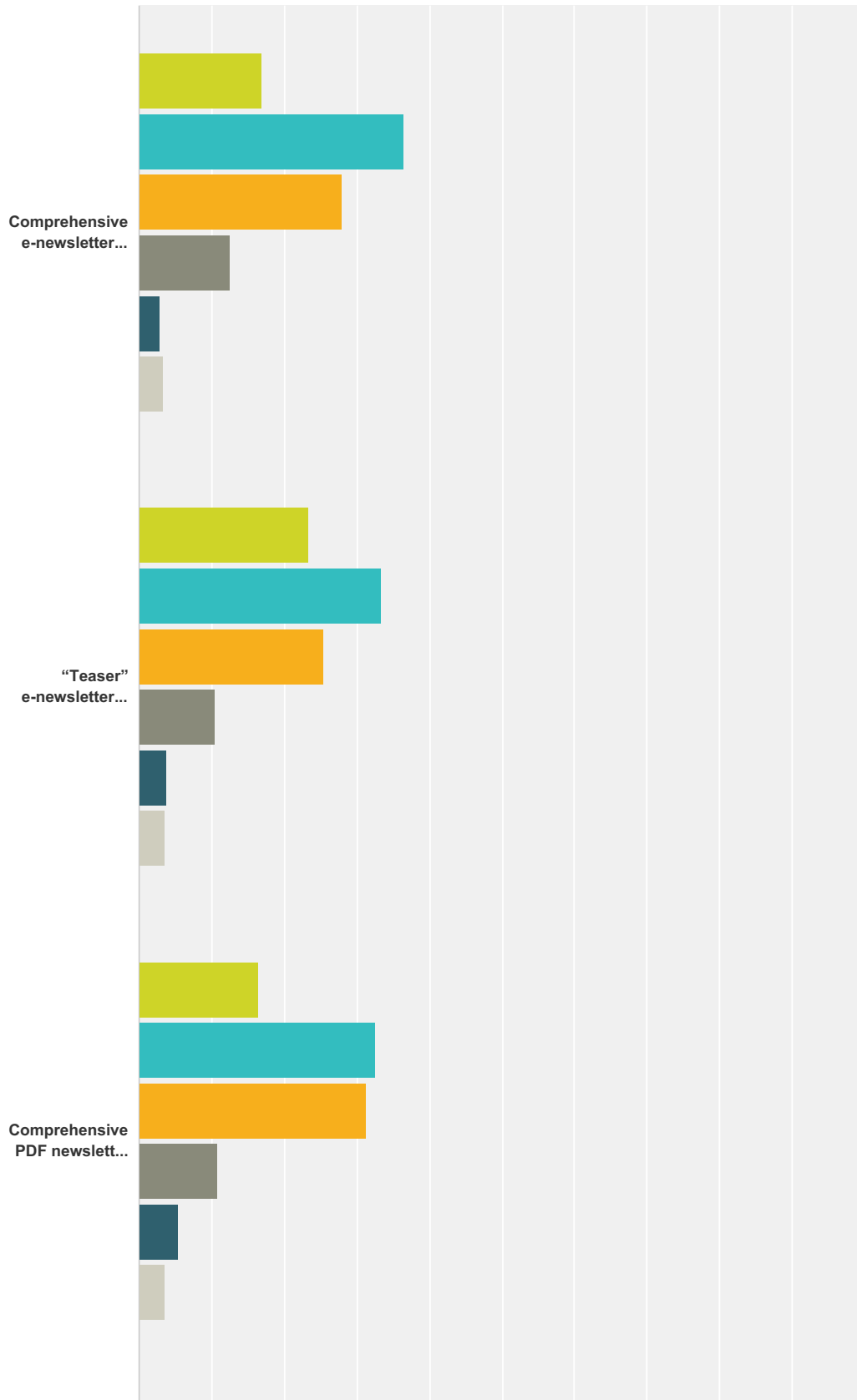
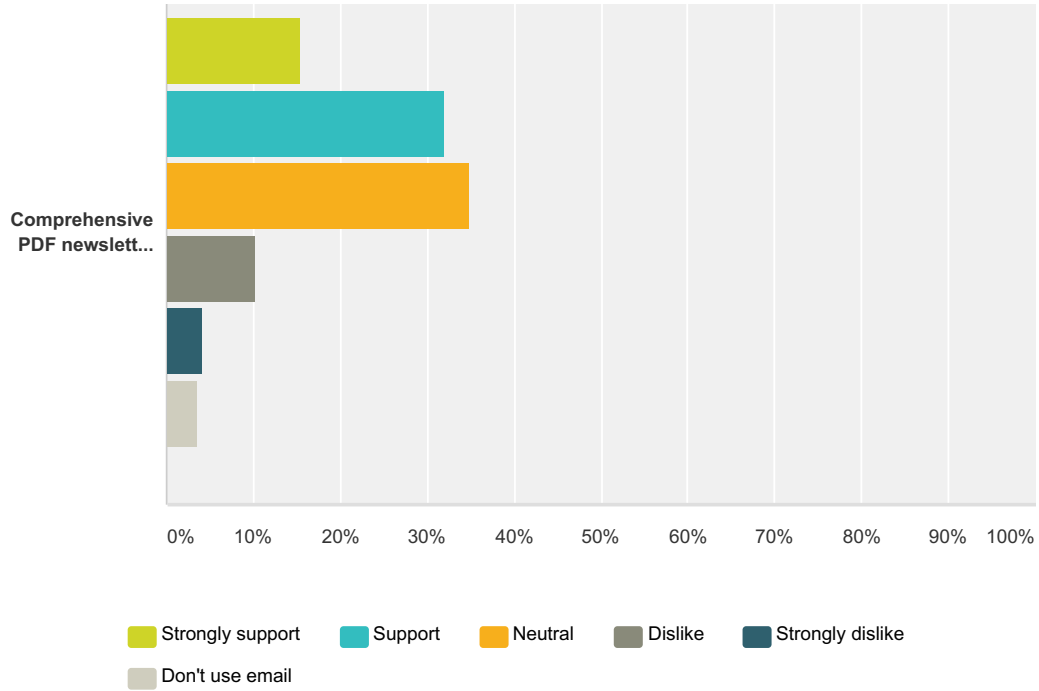


Q22 An e-newsletter can take several forms. How do you feel about each of these ideas?

Answered: 519 Skipped: 43



WNPS Communications Strategy Survey



	Strongly support	Support	Neutral	Dislike	Strongly dislike	Don't use email	Total	Weighted Average
Comprehensive e-newsletter, containing statewide news, news from all chapters, chapter meetings, chapter field trips	16.94% 83	36.53% 179	27.96% 137	12.45% 61	2.86% 14	3.27% 16	490	2.58
"Teaser" e-newsletter, with approximately 3 stories introduced in email (mix of statewide items and chapter news) with a link sending readers to the WNPS website for the full articles	23.35% 117	33.33% 167	25.55% 128	10.38% 52	3.79% 19	3.59% 18	501	2.49
Comprehensive PDF newsletter delivered as an e-mail attachment	16.39% 80	32.58% 159	31.35% 153	10.86% 53	5.33% 26	3.48% 17	488	2.67
Comprehensive PDF newsletter on website with a link in the e-mail	15.43% 75	31.89% 155	34.77% 169	10.29% 50	4.12% 20	3.50% 17	486	2.66