



Summer 2005

### Bellwether Survey

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## ***Bellwether* Reader Survey**

Penn Veterinary Medicine's newsmagazine, *Bellwether*, has been in publication since 1981 and we are in the process of considering some changes. We would like to consult you, our readers, on the appearance and content of both the print and electronic versions of *Bellwether*. Please take a few minutes to complete this questionnaire. Results of this survey will be used to improve the quality and substance of *Bellwether* to better serve you.

Please return the survey **NO LATER THAN AUGUST 15** in the enclosed blue business reply envelope,  
OR

You may complete it online at  
**[www.vet.upenn.edu/schoolresources/communications/survey/bwsurvey.html](http://www.vet.upenn.edu/schoolresources/communications/survey/bwsurvey.html)**

1. *Bellwether* is published 3 times per year. How many issues do you typically read?  
 None       1 issue       2 issues       All 3 issues
  
2. Approximately how much time do you spend reading a typical issue of *Bellwether*?  
 10 minutes or less       10 – 20 minutes       20 – 30 minutes       More than 30 minutes       Don't Know
  
3. Do you pass along your copy of *Bellwether* to others to read?  
 Yes       No (If no, please skip to Question 5)
  
4. Approximately how many people, not including you, read your copy of *Bellwether*?  
 No others       One       Two       Three or more       Don't Know
  
5. How would you rate the content of *Bellwether* overall?  
 Excellent       Very Good       Good       Adequate       Poor
  
6. Each issue of *Bellwether* contains a number of different features and departments, which may or may not be of interest to you. Please rate the following *Bellwether* features according to your interests.

<b>Please circle one response for each item.</b>	Extremely Interesting	Very Interesting	Somewhat Interesting	Not at all Interesting
Profiles of successful and/or interesting School alumni	4	3	2	1
Reports on School events that have already occurred	4	3	2	1
Alumni Notes section	4	3	2	1
Articles chronicling ongoing research projects at the School	4	3	2	1
Information on School departments or centers	4	3	2	1
Message from the Dean	4	3	2	1
Profiles of new faculty members	4	3	2	1
Campaign news	4	3	2	1
Practical advice dealing with animal care	4	3	2	1
Articles on animal success stories at Ryan and Widener Hospitals	4	3	2	1

7. Please tell us what you'd like to see in *Bellwether* in addition to what we are already providing.

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8. Do you have any story ideas for *Bellwether*?

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9. Have you ever visited the School of Veterinary Medicine's website?

Yes  No (If no, please skip to Question 13)

10. Have you ever read the web-exclusive *Bellwether* articles on-line?

Yes  No

11. What do you like about the School of Veterinary Medicine's website?

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12. What do you dislike about the School of Veterinary Medicine's website?

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13. What is your primary affiliation?

Alumni  Client at Ryan Hospital  Client at Widener Hospital  Faculty or Staff  
 Friend of New Bolton Center  Friend of Ryan Hospital  Other (please specify) \_\_\_\_\_

14. If you are an alumnae/alumnus, would you be interested in receiving an alumni newsletter with alumni news and details about upcoming events?

Yes  No

15. Would you be interested in receiving a newsletter with pet tips and information about the hospitals at the School?

Yes  No

16a. Are you a veterinarian?

Yes  No (If no, please skip to Question 17)

16b. If so, what is your specialty? \_\_\_\_\_

17a. Do you support the School with tax-deductible contributions?

Yes (If yes, please skip to Question 18)  No

17b. If you choose not to, would you share your reason? \_\_\_\_\_

18. Please feel free to add any additional notes or comments below.

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**THANK YOU FOR COMPLETING OUR SURVEY.**

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