

3. What makes you pick up a publication? Please rate each of the following as:

1. Very important 2. Fairly important 3. Irrelevant

- A. Size preferred
 - book _____
 - tabloid newspaper _____
- B. Colour(s) _____
- C. Catchy title or logo _____
- D. Cover story _____
- E. Paper that its printed on (i.e. glossy, coloured, recycled) _____
- F. Other (please specify) _____

4. This newsletter would be published four times a year. Is this:

- A. Too often — there would be nothing new
- B. Not often enough — there is a lot more information I would like to have regularly
- C. Adequate
- D. Doesn't matter

5. Here are a number of suggestions for possible types of features, articles etc. Please rate each one of the following as:

1. Very important 2. Fairly important 3. Irrelevant

- A. Professional and social events and activities _____
- B. Feature articles on issues, policies, personnel news _____
- C. Editorial letters, suggestions or comments on anything in the Department — 'help column' _____
- D. Publications — what's available, description and possible reviews, where to find them _____
- E. Looking ahead — section on new events, tours, speakers, lectures, trade show listings _____
- F. Personnel — rotational and non-rotational, appointments, retirements _____
- G. Home and away
 - Special section for staff in Canada _____
 - Special section for staff abroad _____
- H. Human resources — who can help, courses offered, etc. _____
- I. Protocol — dos and don'ts, what you should know _____
- J. Employee awards, recognition, achievements _____
- K. Information about other governmental programs _____
- L. Training _____
- M. Travel _____
- N. Other (please specify) _____

6. Would you like to see the same features in every issue or a complete change in the theme and presentation each time?

- A. Yes — keep the core columns (i.e., editorial, publications, looking ahead)
- B. No — change each issue
- C. Combination of both
- D. Doesn't matter

7. Do you think the newsletter should cover:

- A. External Affairs and International Trade Canada only
- B. Other government departments
- C. Outside government information or events

8. Would you like to see:

	Many	Some	None	Doesn't matter
A. Pictures (photographs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Cartoons with articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Graphics that complement each article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. In the event that the proposed newsletter is published, how likely is it that you would contribute to the newsletter (article, photographs, book reviews)?

- A. Very likely
- B. Fairly likely
- C. Not very likely
- C. Not at all likely

10. Should this newsletter be produced by:

- A. In-house staff
- B. Outside contractor(s)
- C. Committee
- D. Doesn't matter

11. What name would you suggest for the Departmental newsletter?
