



## And the Survey Says...

A lot, but we need time to react

Mary Jones, EAA 224626

Earlier this year, EAA's Market Research staff began surveying readers of *EAA Sport Pilot* and *EAA Sport Aviation* magazines. Each month, a few thousand members' e-mail addresses are selected at random from EAA's membership database, and a survey about that month's issue is e-mailed to those individuals. We attempt to avoid sending a member a survey more than once a year, but it is possible you may receive two surveys. We ask your patience in that regard.

Please take this survey seriously; several people at headquarters review your reactions and the comments you write, including EAA President Tom Poberezny. As Tom said in his Position Report in the May issue (page 5), we want your candid reaction. We *are* looking for suggestions to improve our print and web-based offerings. Also, please don't hesitate to send in article suggestions. E-mail them to [Editorial@EAA.org](mailto:Editorial@EAA.org); please put Sport Pilot Article Suggestion in the subject line.

I'd like to add a little reality check. I'm writing this column on Wednesday, June 11. In the first 10 days of June, the Editorial Inbox has received more than 250 e-mails. That's in addition to the hundreds of e-mails that David Hipschman, EAA's director of publications, and I receive in a couple of weeks. If our response

isn't as timely as you'd expect, we beg your patience. We're working hard, but sometimes the priority of getting a magazine issue to the printer takes precedence.

Also, we ask that you recognize that changes won't be made overnight. For example, in early June I reviewed the survey results recently compiled from the April issue. I saw


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some good suggestions and ideas, but at that particular time in the magazine production cycle, the June issue was already printed and mailed, and we were knee-deep in the July issue. We could make some minor changes in the July issue as a result of that survey, but realistically the first issue in which we could react to those survey responses would be the August issue (which will go to the printer on July 9, or I'll have a lot of explaining to do).

Another reality is that it takes a while to get an article assigned, written, and artwork selected or produced. For example, someone sug-

gested we do a story about older ultralights like the Sky Pup—where they are now and whether plans are still available. That's a great idea, and I may know just the person to write the story. Now I have to track him down. It may take him a while to respond to me. If he accepts the assignment, he will have to research the machines and write the story. Then, it'll take us some time to find photos (no one likes to read articles that are all words and no pictures). And, then we'll schedule it for a particular issue and send it through the production process. Realistically, the earliest that article might reasonably show up in the magazine would be October, or six months after the suggestion was sent in.

That's the process; I hope understanding it will help you realize that we will respond to suggestions, but it might not happen as quickly as you'd expect.

Lastly, one of the traits of EAAs that has impressed me greatly over the years is their overall positive attitude. EAA members are some of the most upbeat people I meet, and that's refreshing. It's also nice to see that most members who respond to the survey do so in a constructive way, offering good suggestions or politely telling us what they don't like. We appreciate that greatly. Thanks for all you do. 

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