NAfME National Council of Editors Survey – Digital Publications

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Respondents

Editors = 52

Respondents:

1. Six indicated they did not provide an on-line publication and therefore did not complete the survey.

2. 25 responded

Q1. Why are some state on-line issues password protected?

		Total	Weight
1	Membership benefit/privilege/value added for affiliation	12	41
2	Open access - no reason given or because a pdf etc.	10	35
3	Open access - good PR, should be available to anyone interested	4	14
4	Copyright/protection of information/track user preferences	3	10
	Totals:	**29**	**100**

Comments/Observations

- Multiple answers/reasons were given by individual respondents.

- Some were definite answers, others were assumptions.

- Restricted viewing as "value added" for affiliation membership compared to the number of open access publications appears to indicate a philosophical difference regarding digital viewership.

- Nearly 50/50 concerning whether the on-line publications should be protected or open access.

Q2. For online editions, are they pdf/flip page format or web-based? Why so? Do you use a formatting service (i.e. Yudu)? What is the cost of that service?

	Format	Total	Weight
1	pdf/flip page: formatting service may or may not have been indentified, or indicated they used in house services	21	84
2	Web based	2	8
3	NA	2	8
	Totals:	**25**	**100**
	Reasons for Format: pdf		
	YUDU "free" or format is cost efficient	10	55
	Accessable for viewers	3	17
	Easy to post, etc.	5	28
	Totals:	**18**	**100**

Comments

- I use YuDu's free service…but am looking for a better alternative. I feel like once YuDu's paid portion took off, they've pretty much forgotten about the free one.

- We use Yudu (the "plus" service which allows us to include audio/video files in the issue and a couple of other features--editing after publication, etc.).

Q3. Do you have any experience with tablet versions of your publication?

- 25 responded "no" (100%)

Q4. How are online editions archived?

		Total	Weight
1	Don't know, N/A, not archived, or ?	4	16
2	YUDU	6	24
3	On a website, some for a specific amount of time (e.g., 1 year, several years, per issue, etc.) others indefinitely	11	44
4	Editor or other files	4	16
	Totals:	**25**	**100**

Three respondents indicated they were developing a searchable archive.

Q5. How are online ad rates determined (we cannot ask amounts).

		Total	Weight
1	Price paid for print ad covers on-line version, considered a bonus, etc.	9	38
2	Charge by size and color	1	4
3	N/A or No	7	30
4	Half price of print editions	3	12
5	10% of previous rate	1	4
6	Kept same rates as for printed journal	1	4
7	Web administrator/editor proposes rates to the Board	1	4
8	Still exploring	1	4
	Totals:	**24**	**100**

Comments

- Rates based on print version, considered "value added."
- Best hope is to sell an ad.
- Advertisers receive a free ad in the online edition if they purchase ads in all 3 print issues.
- It actually gives the advertisers more bang for their buck-- active links to their websites, or email, color at no extra costs, etc.
- Advertisers not interested unless they had the first screen.
- Pricing was determined by information gathered during the year both print and on-line publications were available.
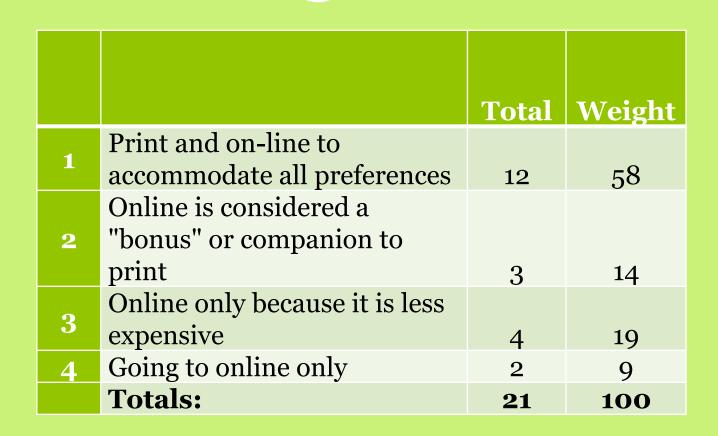
Q6. For the online editions, how is frequency of ad viewing handled?

		Total	Weight
1	No/NA/Not sure/Exploring options	8	36
2	Online printed version is left up for a period of time ranging from per publication to several years, or indefinitely.	12	56
3	Reserved on a monthly basis	1	4
4	Back issues available via archive	1	4
	Totals:	**22**	**100**

Comments

- As of now, we haven't found an effective way to measure ad viewing. Since the online version is added value to the print version, we don't currently make efforts to track the online ad viewing. YUDU stats are quite vague. While other digital publishers offer more in statistic reporting, they also cost more.

- We are still exploring this and looking forward to hearing from others how they handle this.

Q7. What issues, concerns, or advantages have there been regarding online editions?

		Total	Weight
1	Print and on-line to accommodate all preferences	12	58
2	Online is considered a "bonus" or companion to print	3	14
3	Online only because it is less expensive	4	19
4	Going to online only	2	9
	Totals:	**21**	**100**

Comments

- Digital version always offers bonus of content and interactivity.

- Need to service three types of readers: print only, digital only, print and digital.

- Readers prefer a "real" copy to read anywhere.

- One concern has continued to be advertising and how to do this successfully...we are planning to try to do it on our website rather than in the journal.

- Print preferred by those not comfortable with on-line only.

Comments Continued

- Online quicker than mailing and able to get information out faster to membership. Time-sensitive application forms, etc. While I imagine that one day we will go exclusively online, it is still not practical until we have a searchable database of past online magazines and have developed online-only advertising.

- Considering going to digital because it is cheaper.

- If we move to only online…we will probably look into the idea of making it truly web based in a non-flipbook format.

Q8. How many editions are produced per year?

		Total	Weight
1	One	1	4
2	Three	14	56
3	Four	8	32
4	Five	1	4
5	Eight	1	4
	Totals:	**25**	**100**

Comments

- Three editions and two "extras."
- Three print/on-line editions, one on-line only (N=2).
- Four, but considering reducing to three - using Constant Contact more regularly for "informational" bits to members.
- One on-line, two printed, and two small "extras."
- Three editions: Fall = General Music, Winter = Instrumental, Spring/Summer = Choral.
- Three plus a newsletter.

Q9. What is the publication staff? Job descriptions?

	Staff	Total	Weight
1	One person only (Editor, Publication Manager, etc.)	17	68
2	None or N/A	2	8
3	More than one	6	24
	Totals:	**25**	**100**

	Job Description(s)	
1	Yes	4
2	No	3

Comments

Outside companies used for printing, mailing, design, etc.

Chair persons are columnists, columns by board members, etc.

Q10. Have you considered using an app like Guidebook for conference schedules?

		Total	Weight
1	No	16	64
2	No, but want to know about it, or am considering it	6	24
3	Yes	2	8
4	?	1	4
	Totals:	**25**	**100**

Comments

Developed a mobile friendly schedule within its web site. Looked into apps, but so far, they seem pricey and need to be built for multiple platforms (iPhone, Android, etc.).

Currently use Guidebook - I love it!