

Fax

To:	«FIRSTNAME» «LASTNAME»	Fax:	«FAXNUMBER»
From:	Tom Jackson	Pages:	3
At:	203-468.0707	Date:	November 2, 2000
Re:	Media Arts Survey	At:	«COMPANY»

Urgent For Review Please Comment Please Reply Please Recycle

● Comments: **OK. So it is a little strange to be sending you a survey. But when was the last time someone asked your opinion? We figured that in these days of downsized newsrooms, limited space for news and small staffs, there might be some ways we could make your job easier. And besides, there are only 12 questions on the survey. An even dozen. And you can even fax it back to us at 203.467.8558.**

So give us five minutes of your time and see if there's something we can do to make your life easier.

Many thanks!

**Tom Jackson
MDR Media Relations**

{Of course, if you want to talk with us, we'd be happy to -- just call me at 203.468.0707.}

6. Are you interested in expanding coverage of the arts? If so, what kind of a regular arts related feature would make sense for you?

Yes

No

7. What advice would you give arts groups make when working with the media?

A. _____

B. _____

8. How would you rate the importance of the Arts in terms of Connecticut's 'Quality of Life'?

(1)	(2)	(3)	(4)	(5)
Of no	Of little	Of medium	Of significant	Of great
Importance	Importance	Importance	Importance	Importance

9. How would you rate the importance of the Arts in terms of Connecticut's economy?

(1)	(2)	(3)	(4)	(5)
Of no	Of little	Of medium	Of significant	Of great
Importance	Importance	Importance	Importance	Importance

10. Aside from never sending you another survey, what could we do to make covering the arts easier?

11. Would you be interested in joining a brainstorming session to identify new ways the Arts could be covered in Connecticut?

Yes

No

12. . Would you be willing to talk with us to see how what we in the Arts do can fit into what your needs?

Yes

No

From: «LASTNAME» «LASTNAME» at «COMPANY»