

MF Publications Survey 2009

Results Analysis

Hari Ravikumar,
Content Manager and Editor,
The Melton Foundation

Quick Facts

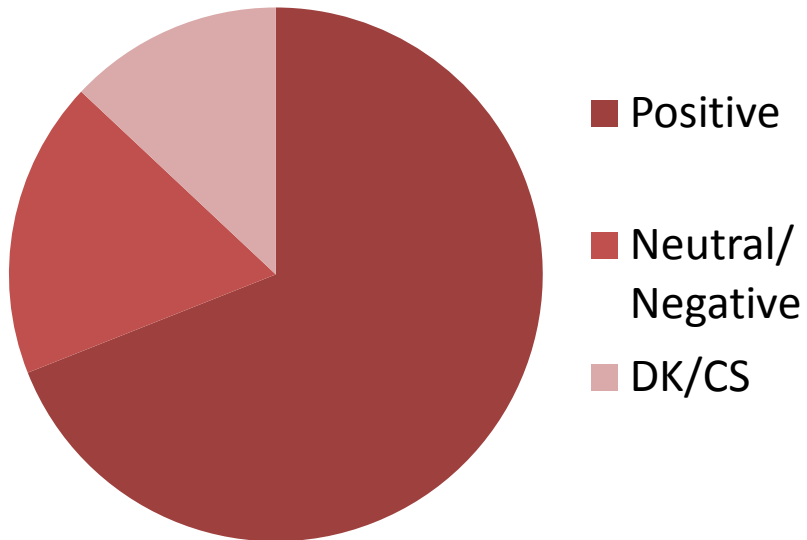
93 MF members participated in the Publications Survey 2009.

Junior Fellows formed **46%** of the participants, Senior Fellows formed **45%** and the rest were TTs and BOD members.

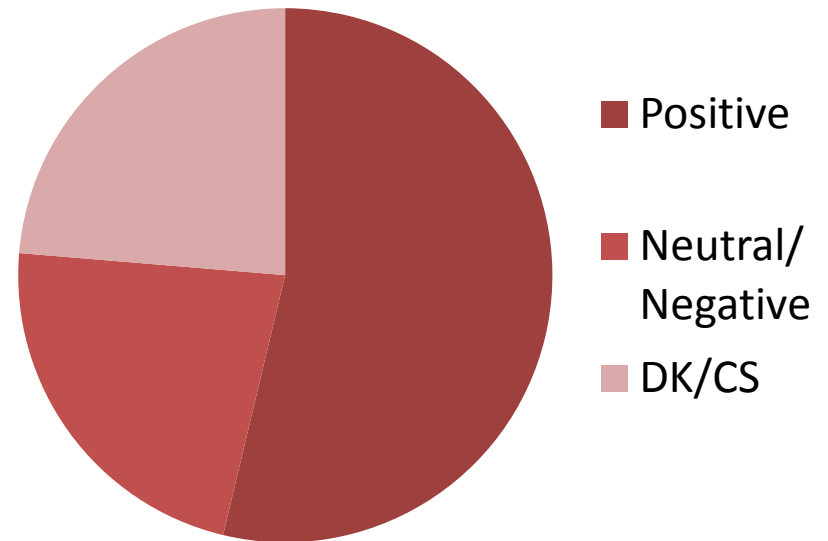
82% of the members agreed to pay for the publications and support the MF!

Feedback

Chronicle



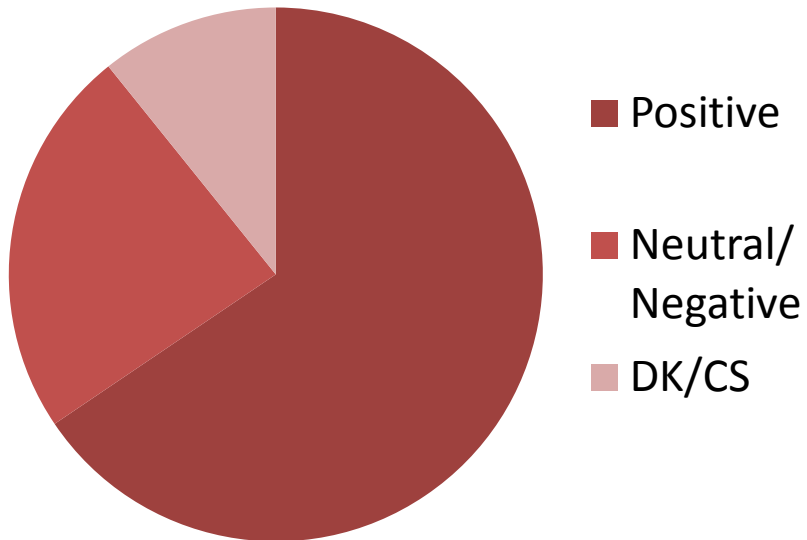
Yearbook



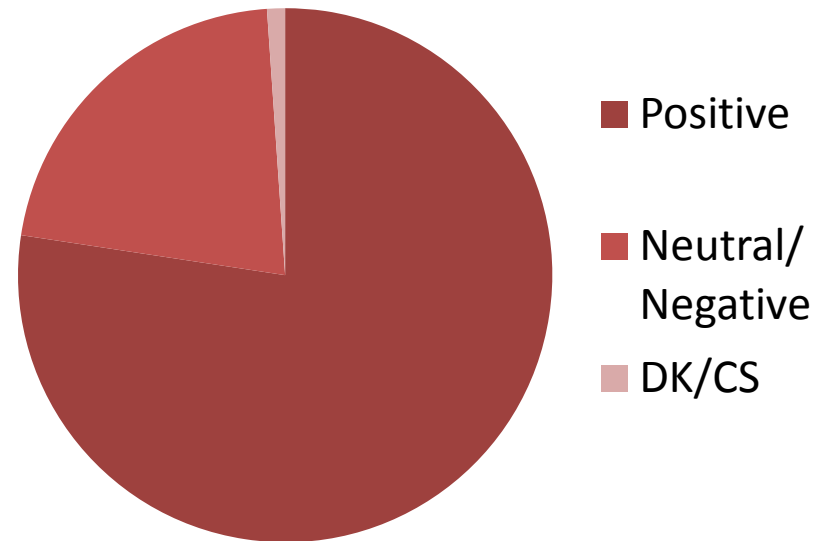
DK/CS: Don't Know/Can't Say

Feedback

Calendar



Digest



DK/CS: Don't Know/Can't Say

Chronicle

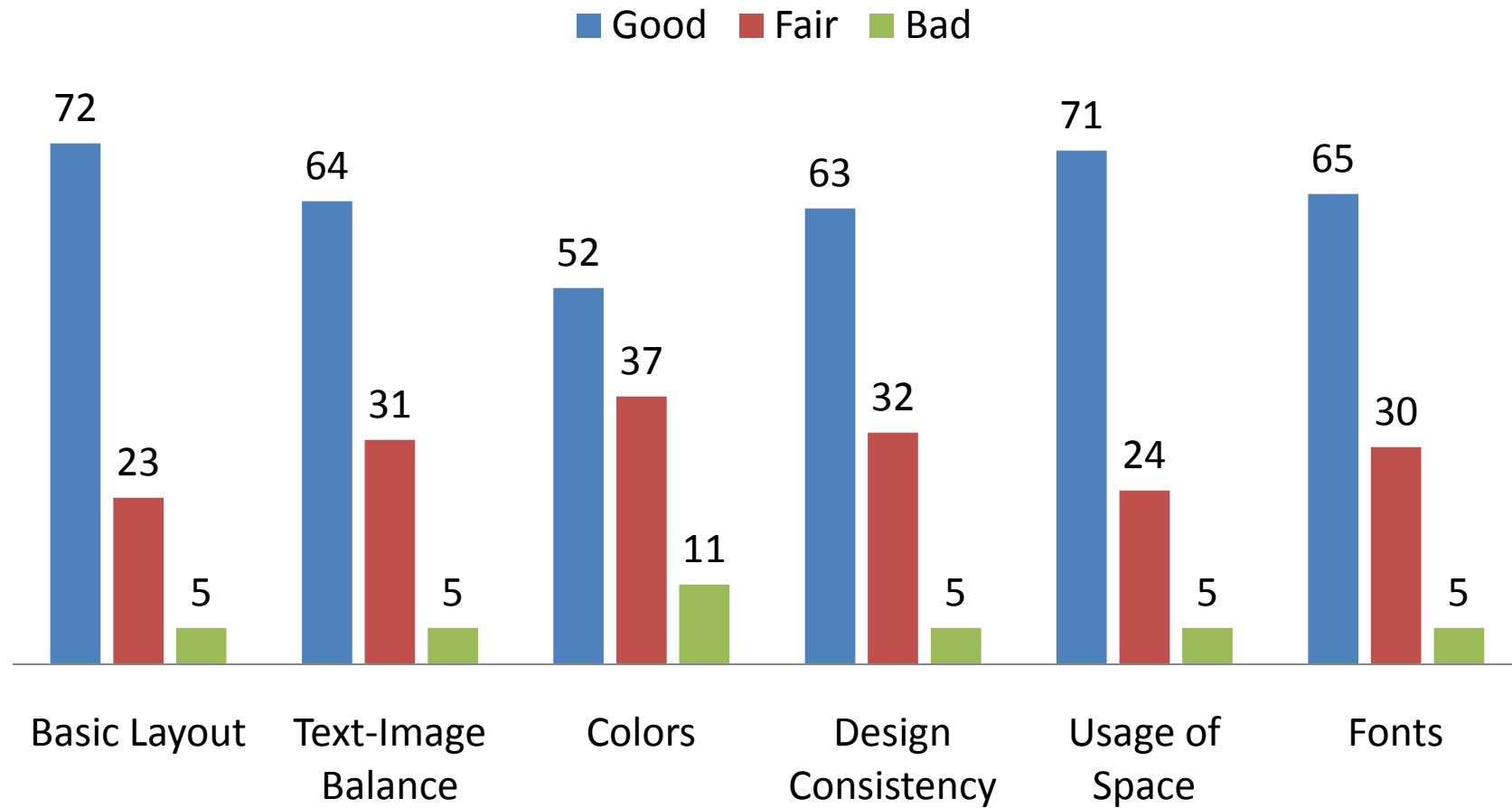
83% of the members did not want to change the name of the Chronicle.

56% members did not want a theme for every Chronicle but **75%** felt that the Chronicle should have articles related to the symposium theme.

While 18.2% wanted the Chronicle in print and 14.8% wanted it online, **67%** of the members wanted it both in print and online.

52% of the members did not share the Chronicle with their friends, but those who did got overall positive feedback. However the non-MF readers mentioned that the Chronicle seemed more like an in-house publication rather than something for general consumption.

Chronicle



With reference to the 2008 Chronicle

Chronicle

Two Chronicles per year was highly preferred as it strikes a balance between cost and requirement. One Chronicle per year was next in preference while Three/Four Chronicles per year did not find too many supporters (except in the case of older SFs).

40% of the members (across the board) agreed that the Chronicle should only contain MF-related content but **77%** of the member disagreed with the proposition that the Chronicle should not contain articles by outside experts.

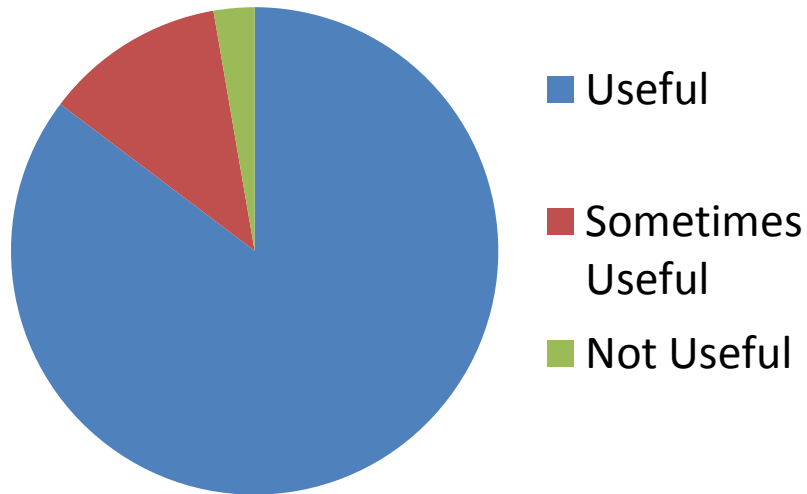
About **40%** of the members (across the board) felt that the Chronicle should have more trivia and fun-stuff.

85% of the members wanted to see SF and BOD interviews in the Chronicle.

Expectations from Chronicle

1. An effective means of communicating what is happening in the MF – Regional events, campus events, SSPs, Melton day, Strategic direction of the MF, etc.
2. To know about Senior Fellows and their careers. To know about the new Junior Fellows and their ideas, aspirations, etc.
3. A platform to know more about specific things in the MF, like the grants available, the symposium activities, travel suggestions for symp, different people in charge, etc.
4. A forum for knowledge about important global events – could be from the MF countries or outside, plus what the MF can do to solve certain issues.
5. Insightful information about the current year's symposium theme.
6. It should inspire readers into doing more in and outside the MF.

Weekly Digest



55% of the members read the Digest every week.

The summaries that are provided in the Digest are most useful.

Sometimes, important conversations on melall are not covered in the Digest.

Include a short poll about different topics to make things interesting.

Include some important activities in the coming week in the Digest.

Include updates about SFs.

Have an online archive of all Digests.

Include the birthdays in advance!

Improve the layout of the Digest.

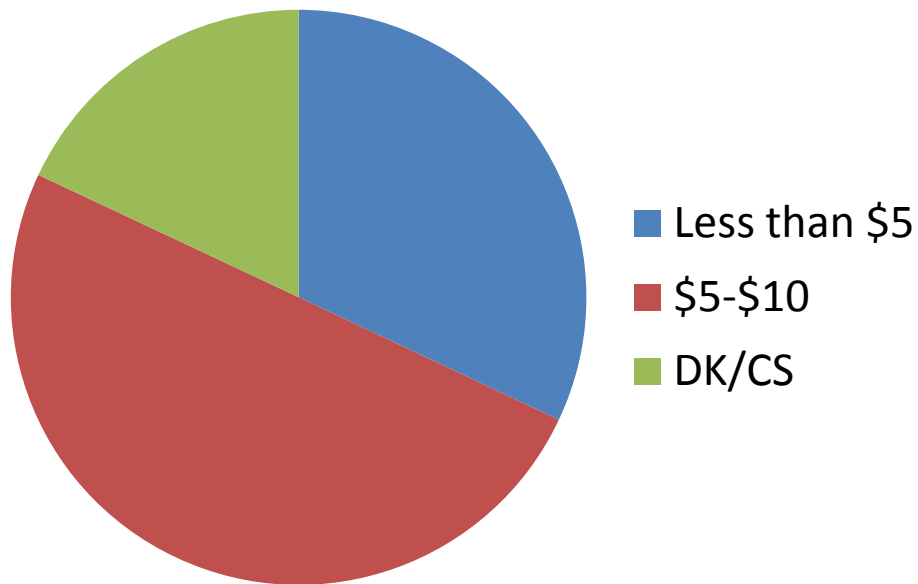
Perhaps have it available as a pdf file.

Yearbook, Calendar

54% of the members want a Yearbook in print, while **43%** are fine with it being online.

78% of the members want a Calendar in print, but **12%** are fine with an online version.

Finance



Note: Nobody was willing to pay more than \$10 for the publications.

18% of members are *not* willing to pay for the publications.

63% of the members are willing to pay for the Yearbook and/or Calendar, while **32%** are willing to pay for the Chronicle.

Only **16%** are willing to pay for regional magazines.

Appendix A: Suggested Themes

Within

- > Symposium theme
- > MF-related topics
- > Region-specific themes
- > Country-specific issues
- > Select words from Guiding Principle and make them a theme
- > Organizational issues of the MF (which are not navel-gazing and potentially interesting to non-MFers)
- > Careers of SFs
- > Inter-MF marriages
- > Interviews/Life-stories of successful SFs
- > Children of MF Fellows
- > SF entrepreneurs

Note: These are possible themes that the Fellows suggested for the Chronicle

Outside

- > Global governance
- > Human rights
- > Institutional capacity building
- > Special social developments
- > Food
- > Technology trends
- > Media
- > Travel Places
- > Globalization
- > Non-profit organizations around the globe
- > Music
- > Religion
- > Misunderstandings
- > Progress
- > "What makes my country special?"
- > Growing up
- > Beauty
- > Entrepreneurship
- > Literature
- > Global financial crisis

Appendix B: Publication Ideas

1. Have an MF Timeline at the beginning of each year.
2. "MF Press" - Monthly updates from every MF region.
3. All MF activities to be documented and periodically put on the website.
4. When one enters MF as a Trainee/Fellow, it will be good to give a package with all the latest publications, along with other material.
5. Have Regional Magazines in every Region.

*Note: These are suggestions
for the Publications team
from the Fellows*