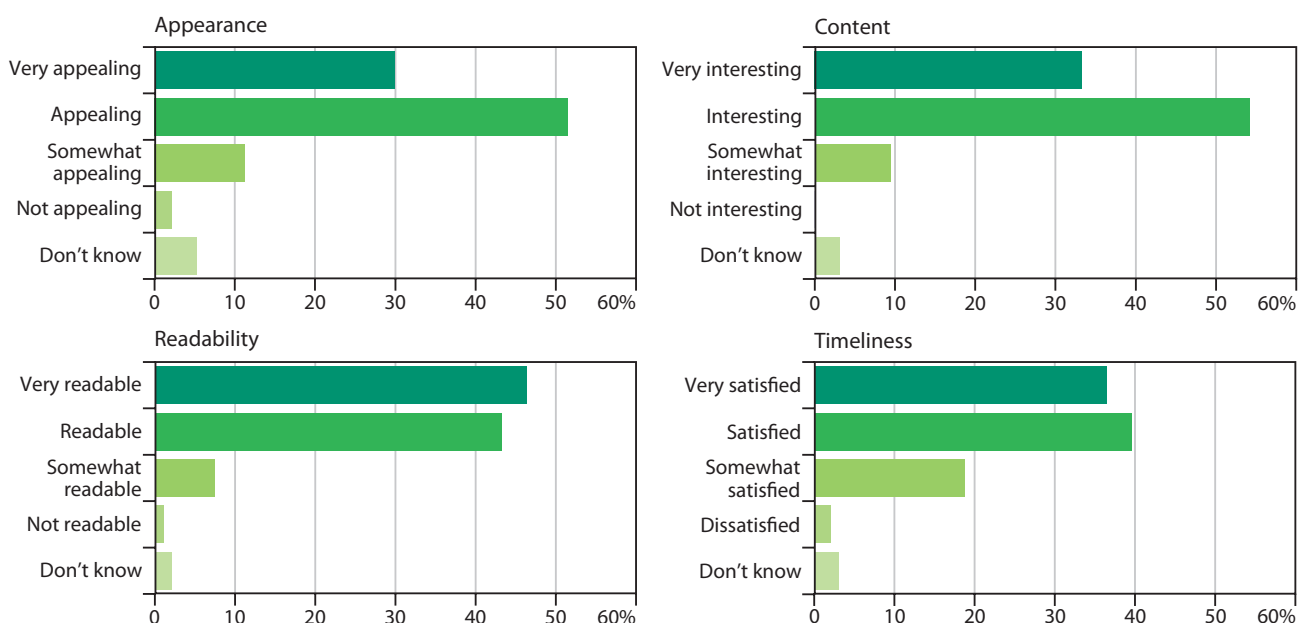


Results of the readership survey

The views of readers of the *ECMWF Newsletter* were sought via a questionnaire accessible from the ECMWF website from April to July 2009. It appears that there is a high level of satisfaction with the appearance, content, readability and timeliness of the newsletter, though efforts will continue to be made to improve these aspects.



Some results from the readership survey. The results are shown for the level of satisfaction with the appearance, content, readability and timeliness of items in the *ECMWF Newsletter*. Overall there is a high level of satisfaction. The results are based on 96 responses.

With regard to the importance of the various types of items in the newsletter, readers were asked to assess them according to whether they are 'very important', 'important', 'somewhat important', 'not important' and 'don't know'. Clearly the meteorological articles are those of most interest to readers, with the changes to the forecasting system, new items on the ECMWF website and editorial also having particularly high levels of interest.

	Very important	Important	Somewhat important	Not important	Don't know
Editorial	20.0%	51.1%	22.3%	3.3%	3.3%
Changes to the forecasting system	59.6%	26.6%	11.6%	1.1%	1.1%
New items on the ECMWF website	30.4%	48.9%	18.5%	2.2%	0.0%
Other news items	16.1%	50.6%	28.7%	4.6%	0.0%
Meteorological articles	60.6%	31.9%	7.5%	0.0%	0.0%
Computing articles	26.7%	33.3%	32.2%	5.6%	2.2%
Calendar	17.8%	42.2%	32.2%	6.7%	1.1%
ECMWF publications	30.1%	38.7%	23.6%	6.5%	1.1%
Index of past newsletter articles	25.0%	32.6%	27.2%	14.1%	1.1%

Some suggested ways of improving the ECMWF Newsletter

Operational aspects

- Publish more articles for the practical use of the ECMWF products (e.g. more case studies, practical advices about the interpretation of the different products and information about some problems and systematic errors).
- Show the latest information about the operational NWP system in a table regularly (once or twice in a year).
- Include more detailed information on the changes to the forecasting system.
- Consider including articles on how the performance of the ECMWF forecasts compares with those from other centres.

Research aspects

- Include more articles about ongoing research.
- Include an overview of ongoing research in different sections on a cyclical basis.

Computing aspects

- Provide more information about software and hardware tools used by ECMWF.
- Provide articles about supercomputing in meteorology.

Other aspects

- Try to avoid long articles and refer to the details to other publications or may be to an extended version on the web.
- Improve online navigation (internal and external links, etc.).
- Let users send in questions, and let the questions that you think may have a general interest be answered in the Newsletter.

There were many interesting suggestions about how to improve the newsletter some of these are in the above box. As a result the following key decisions have been made about future developments.

- Efforts will be made to increase the number of articles on the use of ECMWF products, with contributions from users of such products, particularly within the Member States, being encouraged.
- Once a year, a comparison of the performance of ECMWF models with those from other centres will be published.
- More effort will be put into publishing timely news items.
- The ECMWF Newsletter and its availability on the web will be advertised during visits to Member States by ECMWF staff, and the opportunity will be taken to encourage the submission of articles on the use of ECMWF products.

As indicated in the first of the key decisions, ECMWF is keen for the ECMWF Newsletter to include more articles by users of ECMWF products from with Member States and beyond. Advice about preparing articles can be obtained from the Editor by contacting Bob.Riddaway@ecmwf.int. In addition, some guidance for authors is available from www.ecmwf.int/publications/newsletters/.

Thanks go to everyone that completed the questionnaire. Every effort will be made to use the results of the survey, including the various suggestions, to improve the content and appearance of the ECMWF Newsletter.

