



RESULTS OF FATC NEWS MEMBER SURVEY February 23, 2011

1. Do you consider FATC News as a valuable benefit of Club membership?
97% (34 of 35) responded "Yes, definitely"
3% (1 of 35) responded "Yes, somewhat"
2. How do you feel about the length of the magazine?
69% (24 of 35) responded "about right"
31% (11 of 35) responded "too short"
3. Do you feel the magazine benefits from being in color, or would you like to save money by using black/white?
51% (18 of 35) responded "Mix of black/white and color pages"
46% (16 of 35) responded "All color"
3% (1 of 35) responded "All black/white"
4. Which do you prefer?
86% (30 of 35) responded "Current mix of tackle and historical info"
11% (4 of 35) responded "More emphasis on tackle only"
3% (1 of 35) responded "More historical info"
5. (see below for details)
6. (see below for details)
7. Do you keep your copy of FATC News after you read it?
91% (32 of 35) responded "Yes", with one of these responses adding "They should be shot if they throw them away!"
3% (1 of 35) responded "No, I pass it on to another collector"
3% (1 of 35) responded "No, but save some issues"
3% (1 of 35) responded "No, I throw away"
8. Are you happy with the current three, high-quality issues per year or would you prefer four or more, lower cost issues?
83% (29 of 35) responded "3 high-quality issues"
11% (4 of 35) responded "4 or more, lower cost issues (shorter, black/white, etc.)"
6% (2 of 35) responded "Either of the above is fine"
9. Would you rather have FATC News in print, or online only?
100% (35 of 35) responded "Print, with copy posted online"
10. Club revenue should be spent on...
63% (22 of 35) responded "All of these (Daytona Show, Regional Shows, FATC News)"
11% (4 of 35) responded "FATC News"
11% (4 of 35) responded "Daytona Show & FATC News"
9% (3 of 35) responded "Daytona Show"
3% (1 of 35) responded "FATC News & Other (membership)"
3% (1 of 35) responded "Other (membership)"



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(Details of all responses to Question 5)

What features do you like most about FATC News?

- Historical Stories
- Show & Awards Pictures
- Pictures of Lures & Collections
- Lure Articles
- Gone Fishing
- Variety of History
- Pictures of Tackle
- Seminole Club Article
- Meet Coverage
- Diversity on All Lures
- Lure Info and Show Coverage
- Past & Current Notes of Interest
- Naming Show Winners and Having their Photos Featured
- Gone Fishing Obits
- Naming New Members
- Florida History on Fishing, Especially North Florida
- All Features are Great!
- Like it all!
- Every Article!
- Tackle Makers
- Good Articles
- Overall Quality of Publication
- Color Photos and Great Graphics
- Professional Manner in which the Magazine is put together
- History of Old Lures and their Companies
- President's and Editor's columns
- History
- Opportunity to showcase Florida Tackle and its contribution to the history of the State and its residents.



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(Details of all responses to Question 6)

What features do you like least about FATC News?

- Historical Articles
- Collections and Price Guides
- Unusual Lures
- Lack of Reel Info
- Stopped covering Tackle in general – Club is now Florida Antique Lure Club
- Need for advertising questioned – takes up too much valuable space which could be used for tackle info/stories
- Too many articles by editor – need different styles of writing
- Contemporary Lure Articles
- Space Taken Up with FATC “Boiler Plate” – Ad rates, BOD directory & contact info, etc.
- Not enough articles related to fishing reels
- Appreciate the great service and effort – I’m just not a “history guy”, Nice to read but doesn’t stick

(Details of responses to “Call for Additional Comments pertaining to FATC News which the Member would like to see addressed”)

- Would like to go back to four issues, but keep the quality of current three.
- NFLCC Meets are posted on FATC News Back Cover; Does NFLCC reciprocate, No!
- Need more in-depth articles about individual collectors.
- Would like one or two pages of unknown lures, and more help on identifying unknown lures.
- More articles on ALL types of tackle, not just lures.
- More info on how to identify flies.
- Need color for lures, black and white for other tackle – info is most important.
- More issues, more pages, more color!
- Great magazine!
- Thanks for a great job!
- Online-only publication would hurt membership.
- FATC articles are better than most of those in NFLCC Gazette.
- Shows should at least break even.
- \$10 extra membership dues would be affordable and supported.
- New member introductions to the club should be promoted.
- FATC needs to get suggestions for future shows, and inquire on pros and cons of small shows. Room trading only shows have worked.



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- Host hotels should offer a free night to one member and/or a free meal (through a drawing)
- I like the magazine just the way it's been for the last five years.
- Thanks for all the great articles!
- Need workshop or clinic on how to repair lures with different problems.
- Need an address to pay dues.
- Realize publication costs are high – ORCA publishes 6 black and white issues per year, but would have to cut back to 3 if they were in color.
- Club should diversify to survive – historical emphasis may be the answer.
- Target more youth involvement – maybe an annual youth only show.
- Quality of FATC News should remain at current high level.
- Member dues should be billed annually.
- No fewer than 3 FATC shows annually (Daytona, and at least two smaller shows)
- Club revenue should be spent on membership – new and renewal members, all value added services.

Conclusions to be drawn from the response to the survey:

Nine percent of the general membership responded. Of this group, the overwhelming majority appreciate a high-quality FATC News printed publication, three times annually. Most respondents want a color or color/black and white mix of the current number of pages, with technical and historical information on a broad range of fishing tackle. The respondents are motivated to grow the club, and increase participation by new and younger members. The process of renewing membership is an important topic and needs to be addressed, perhaps more so than the cost of annual dues.

Respondents value their copies of FATC News and keep them. They desire an expanded variety of articles and information to assist in their collecting library. The membership values the tackle shows, as well as the featured photos and awards presented from those shows in FATC News.

The challenge presented to FATC leadership, is to tap the wealth of resources and specialized knowledge present in the Club's general membership. New authors, contributors, and dedicated research will be essential as FATC moves forward. A healthy FATC News publication is now, and will continue to be an integral part of the Club's collective knowledge and potential attractiveness to future members.

Thanks to all members who took the time to complete their survey.

--Steve Cox