

SPEAK OUT

Here's your chance to tell it like it is

Here's your chance to tell us what you think. In order to provide the best possible newspaper for the readers of Farmington and Farmington Hills, we need your help. This survey is your opportunity to help us design a newspaper that meets the need of you, our reader.

Mail your questionnaire and additional comments to the Farmington Observer & Eccentric, Box 69, Southfield, 48075.

Results will be printed in an upcoming edition so you can compare your opinions with those of your neighbor.

YOUR READING HABITS

How often do you read the Farmington Observer & Eccentric?

- ☐ Each issue ☐ Monday ☐ Thursday
How do you get the paper?
☐ Subscribe ☐ Newsstand ☐ Borrow it
Which sections of the paper do you read?
☐ All ☐ News stories ☐ Human interest ☐ Sports
☐ Suburban life ☐ Editorial page ☐ Business
☐ Other (please name)

Which columns do you read?
☐ One by One ☐ Cracker Barrel Debate ☐ Between the lines
☐ Around the Edges ☐ Observation Point ☐ Eccentricities

What changes would you like to see?
☐ More news ☐ More analysis of local current events
☐ More family-oriented stories ☐ More how-to articles
☐ More stories about local persons ☐ More stories on local business ☐ More sports

What do you think about the balance between pictures and reading material?
☐ Just fine ☐ Needs more pictures ☐ Less pictures

What do you think about the balance of stories between the City of Farmington and Farmington Hills?
☐ Fine ☐ Need more Farmington news ☐ Need more Hills news

YOUR VITAL STATISTICS

Sex ☐ Male ☐ Female
Age _____

In which quadrant of the area do you live?
☐ Northwest ☐ Northeast ☐ Central ☐ Southeast

Please feel free to attach a note to your survey expanding on your feelings about the newspaper. All names will be kept confidential.

I have been disappointed with the paper this year. It seems like the quality of the reporting has deteriorated - there are a number of factual errors in the news stories and often I have found the editorials inflammatory - excepting already tragic situations, such as the electrocution of the East Jr. High student, the dispute with the Hills firemen, etc. It seems to me that the power of the press is so great that it must be handled with the utmost responsibility, and checking the facts should always be fundamental.

I might add that I feel 25¢ is an excessive price for each issue of the paper. I would have it home delivered but our neighborhood carrier is so unreliable that I can't afford to count on him (He's a neighbor so I would have mentioned his name).

Printing & Advertising

We appreciate it

Thanks for the words of wisdom

By STEVE BARBARY
Farmington editor

It was good to hear from the folks of Farmington and Farmington Hills who responded to our reader survey earlier in the year.

As promised, we're back to tell you what you think of us and to render a thank you for the advice you gave. After all, a newspaper without readers is a pretty useless commodity.

Actually, the staff and I really enjoyed the responses—even from those of you who weren't exactly pleased with all facets of the paper.

Admittedly, sometimes we had to grit our teeth and keep on reading, but we were grateful for the criticism because it helps us give you a better newspaper.

Especially enjoyable were the humorous, yet always constructive, comments from many of those who replied. If the survey demonstrated anything, it was that Farmington and Farmington Hills residents have a good sense of humor.

NATURALLY, WE were pleased at the

many letters of support we received from readers. It's a good feeling to know that we do please.

It is the goal of the Farmington Observer & Eccentric staff to continually strive to put out a newspaper that better meets the needs of the community.

Results showed that the average age of our readership is 38. Of course, the average was difficult to determine because of those signposts out there who in no uncertain terms, told us that their age was none of our business.

Seven of you were reluctant to state your age. The refusal was prefaced with such remarks as "about 35," "none of your business," "guess," and "I can't remember."

The youngest person to answer was 18 years old and the oldest was 78. The majority of the replies were from the female population.

The next time we run a survey, we want to hear from more of you guys. We know you're out there. If you want, take a few minutes and fill out the coupon appearing in today's edition. We're always interested.

THE MOST interesting aspect we found was your answer to what you wanted to see more of in the Observer & Eccentric.

The majority of you wanted more analysis of local current events. We agree and have taken steps to insure that we get out and around to see how and why local governmental bodies are spending your tax dollars. We're also keeping closer tabs on the performance of those same elected officials.

Coming in a close second were requests for more stories on local persons. Gotcha. Taking third place were requests for

more stories on local businesses. As a becoming more and more evident, the fate of a community is determined by the state of local business. Everyday we're making more contacts with businessmen throughout the community.

Taking the last four spots were requests for more family-oriented news, more general news, more sports and more articles on "how-to" do different things.

Another interesting aspect was that the majority of those responding read both the Monday and Thursday issues. Only two of those replying said they read the paper only on Monday or Thursday.

Also the majority responding said they read the entire newspaper.

POPULAR ITEMS read were human interest stories, the Farmington Suburban Life section and the editorial page.

A minor bit of competition arose among the staff over whose column was the best read. Co-Editor, our "One by One" columnist, tied with Co-Publisher Phil Power's "Observation Point." Coming in a strong third was your truly with his "Crack Barrel Debate."

Actually, I only lost out for a first place seat by one vote. But then, that was before Willoughby Wink came to Farmington and before all the controversies over school millages, volunteer fire departments and controversial elections. Better luck next time, Mr. Editor, I tell myself.

We got the message when the survey revealed that while the majority of readers were satisfied with the balance between coverage of Farmington and Farmington Hills, some readers, especially in the south end of the circulation area, would like to see more news about their area.

Out of all the letters we received, the

one I enjoyed the most was a poem written by a reader who had some qualms about the way the paper was delivered to her house.

IF GOES like this: How often do we read the Farmington (ME)? Sometimes on Monday. Sometimes on Thursdays. Sometimes Monday's on Wednesday. Sometimes not for several weeks.

How do we get the paper? Sometimes at the front door. Sometimes in the mailbox. Sometimes in the garage. Sometimes not for several weeks.

"We would love to read our paper the day it is printed—if we could only have it delivered more often than sometimes."

Believe me, we're working things out with the circulation department.

Others replying to the survey urged us to be more proficient with our use of grammar and even cut out articles to show us where we had gone astray.

Still others urged us to be more "liberal" while others thought we should "watch our language."

AND YES, girls, Ron Garbenki and Harry Maubach are young, single and available.

Countless readers made such inquiries. But please don't call them at the office and take them away from their work.

So, until next time, we'll be striving to put together an even better newspaper. In the meantime, don't be shy. Drop us a note and let us know how you feel.



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THURS., FRI. & SAT.
JULY 8-9-10
performances at 2 & 7 p.m.
extra performances
FRI. & SAT. at 12 Noon.

I've had the opportunity to see your Woman's editor Loreline McElish and photographer Harry Maubach in action and they are two of the most gracious people that I have met recently. I feel that they are doing a fine job in providing news coverage for the community. Keep up the good work.

April 9, 1976

Mr. Steve Barbary, Editor,

I read the Observer & Eccentric to know what's happening in Farmington and Farmington Hills as well as some of special interest to me.

Regarding the city news, I am interested in information regarding education, law enforcement, and community news improvement, taxes, sewers, and parks to name a few.

Items of special interest to me are art gallery exhibitions, local artists and their work, crafts, new classes available, gardening, sports, and other activities in general and any publications in general and

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