

We ask our Readers...

HOW CAN WE MAKE MATURE LIVING BETTER? WE'D LIKE TO HEAR FROM YOU!

Since 1974, *Mature Living* has been "Reaching Retirees in Oswego County" as a public service of SUNY Oswego, Oswego County Office for the Aging and our advertising partners. It is published ten times a year including summer and holiday issues (July/August and November/December).

Costs are rising. In order to maintain and improve our service and

delivery, we will need to attract more advertisers or mail fewer issues. A benefit of the new format, is our ability to include more copy, alter layout, add color and photographs.

Your input will help us decide. Please take a moment to complete the survey below and mail it to RSVP. All evaluations received by September 20th will be eligible for a drawing for a free luncheon.

Thank you for taking the time to assist us in this!

~ Ellen Wahl

P.S.: If you prefer, you may fill out the raffle tickets for the knitted afghan on page 5 and return them with the completed survey.



Clip & Send:

MATURE LIVING NEWSLETTER EVALUATION

1. *Mature Living* is mailed monthly, with the exception of Summer and Holiday issues. Do you feel the frequency of distribution is acceptable as is? Yes No Comment:

2. Given a choice of more advertising or fewer issues (perhaps six double issues a year) which would you prefer? More ads Fewer issues Comment:

3. *Mature Living* offers a variety of articles and has suggestions for new features. Look over the list below and **check** what features appeal to you most. If you want to see **more** or **less** of any category write that in the space provided. If you like it just as it is, check the first box.

Like it as it is

Existing Features:

- RSVP & Agency Programs
- Letters to RSVP
- Volunteer Opportunities
- Birthdays
- Arts, Recreation, Entertainment
- Announcements, local information
- OCO Dining & Activity Centers
- Health, Nutrition, fitness articles
- Senior Social Club news
- Light humor
- Inspirational

Proposed Features:

- College Activities (i.e. auditing classes, entertainment options)
- Human Interest Stories
- "From Our Readers" column (i.e. letters, Q & A)
- Information on senior discounts

Other Suggestions:

4. Do you know of businesses that offer a discount for seniors? Yes No If so, please provide the who, what, when and age criteria:

5. Other comments and observations:

Mail to: RSVP, 7060 State Route 104, SUNY Oswego, Oswego, NY. Surveys received by September 20 will be enrolled in a drawing for a luncheon for two at *Patz Restaurant*, overlooking Oswego Harbor.

