

THE RESULTS ARE IN

We Chart Responses to the TSA Newsletter Reader Survey

Since its first printing in 1974, the mission of the Tourette Syndrome Association Newsletter has been to keep members of the TSA family informed. Those early editions were simply summaries of scientific papers and meetings with physicians written for lay readers.

According to Elaine Novick, the Newsletter's first editor, "The objective was three-fold—to keep the members informed, to interest doctors in TS, and to serve as a historical documentation of the organization." She also notes that few of the scientific papers she summarized were about TS. Her late husband, Dr. Sheldon Novick, reached out to doctors who specialized in movement disorders as a way of connecting TSA to the medical community. Interest in TS itself grew out of this strategy.

The Newsletter's content has changed, keeping pace with the times and reflecting the Association's growth. There are now more articles about coping strategies, TS-related scientific research, personal stories, changes in legislation, education

and advocacy. The original mission, however, remains the same—to keep members informed, to spark the scientific and medical communities' interest in Tourette Syndrome, and to track the changes in TSA and its membership.

Wanting to keep up with and be of service to the interests of our members, we included a "Reader Survey" in the Summer 2005 issue. The survey attempted to learn what our readers wanted to keep in the Newsletter, what they wished to see changed, what they wanted to see in upcoming issues, and what suggestions they had for new topics. Those of us who are involved with producing the Newsletter would like to thank the readers who took the time to send in their responses. We are especially appreciative of those who added extra messages. These write-ins made helpful suggestions, thanked TSA for its efforts, asked intelligent questions, and in general, were indicative of the many areas of concern and interest to people with TS, their families, friends, teachers, and doctors.

We didn't ask those who responded to identify themselves, to sign the survey, include their address, or discuss why they were interested in Tourette Syndrome, but quite a few chose to describe themselves and their interest in TS anyway. These respondents seem to reflect the Association's membership as well as readers of the Newsletter—parents and/or grandparents of children with TS, adults with TS, physicians, teachers, social workers, psychologists, and other professional care providers. In other words, although they all have, of course, a singular interest in Tourette Syndrome, they come to the subject from a wide variety of viewpoints and under very different circumstances.

Although graphs and charts tend to look very "scientific" and formal, our survey was anything but. We included our casual questionnaire to learn a bit more about our readers. What follows then, should be viewed only as the general representation, in at-a-glance chart form, of the responses to the survey.

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Question 1

Do you read every issue? (Yes or No)

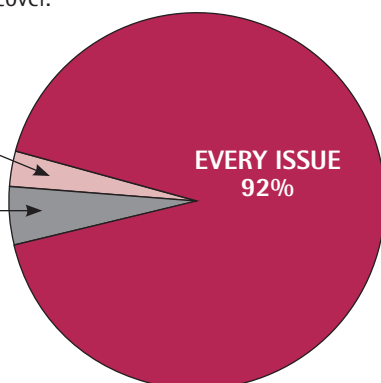
Half of the four issues a year? (Yes or No)

Just once in a while? (Yes or No)

Of the 92% of those who read every issue, 7% added that they read every issue "cover to cover."

ONCE IN A WHILE
3%

2 ISSUES A YEAR
5%



Question 2

Which regular features/columns do you enjoy the most?

[A] Ask the Expert

[B] Off The Bookshelf

[C] Ask The MAB

[D] Scientific Papers

[E] Family Portrait Interviews

[F] Other

OTHER — 1%

