

Feedback important to magazine

Editorial

Carol
Stewart-Kirkby



In this issue of **Home & Country**, you'll find a summary of the results of the readership survey conducted earlier this year. I think you'll find the responses interesting — I know I did.

It is important for an editor to have an understanding of what readers are enjoying and finding useful about the magazine. As well, it is necessary to know what readers would like to change and/or add. Thanks to all of you who participated in this survey. Those of you who didn't get the chance to participate but would like to give feedback, please remember that our channels are always open — write or telephone any time.

As you know, the **Home & Country** Editorial Committee has been working towards improving the magazine.

One aspect of the readership results which is particularly interesting is the similarity between what readers want and what Editorial Committee members have suggested. One instance which comes to mind instantly is the request for a table of contents at the front of each issue. In the summer of 1985 issue of **Home & Country**, a table was included and you'll find one on this page from now on.

The inclusion of more program planning ideas and improved distribution are also common concerns. This common analogy is beneficial in two ways. It should suggest to Edi-

torial Committee members that they are on the right track, and should suggest to **Home & Country** readers that Editorial Committee members are in touch with their interests and needs.

Although the readership survey results offers some work to me in terms of improvement and changes, there are specific responses which can only be acted upon by our readers. One of the main areas of improvement suggested by this survey is more branch news.

I can't accomplish this without your help.

At the moment, I receive newspaper clippings, reports and photographs from a FEW branches and

districts. I do use something, it may only be a sentence or two, from every item sent in and that information usually goes on the WI's On The Go pages. I have asked for more news on branch programs several times on this page and each time I have received more reports. But, when you stop to think there are over 1,100 branches in Ontario, the actual response rate of about 20 to 25 is quite low.

I hope more of you will send submissions. Don't belittle your branch's activities by believing they aren't important enough or good enough for **Home & Country**.

I'll be waiting!

Carol Stewart-Kirkby
Editor

This issue had a few labor pains!

If this issue of **Home & Country** contains any "bloopers", don't blame Editor Carol Stewart-Kirkby.

You might say this edition weathered a few "labor pains" as it was being prepared for publication.

The stork made a delivery at the Stewart-Kirkby home September 11, and your regular editor has had her hands full since then "for home and country" as chief executive officer of the baby care department.

The new arrival — who weighed in at 8 lb., 8 oz. — is named Sean David.

There's much more I could tell you about the new arrival, but I'll let Carol fill you in on the details when she returns to her duties at **Home & Country** in January 1986.

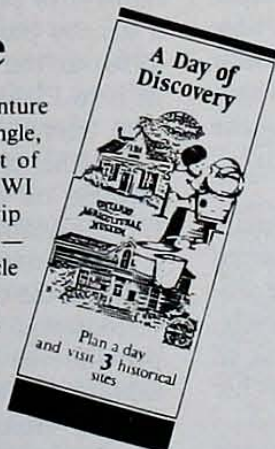
Ann Hauprich
Interim Editor



Carol Stewart-Kirkby with baby Sean.

INSIDE WI Triangle

Few of us would want to venture through The Bermuda Triangle, but how does the prospect of an excursion through The WI Triangle grab you? The trip will be fun and educational — and we guarantee your vehicle won't vanish into thin air as you travel between the three points of interest that unite the triangle. For the full story, see pages 14 and 15.



Women Involved!

The late, great Mark Twain once complained that the reports of his death had been greatly exaggerated. Well, we at **Home & Country** feel the same way about recent press reports that have declared the Women's Institutes to be on their death bed. The next 12 pages are devoted to stories that prove the WI today is as vibrant, capable and full of promise as ever. We hope the stories on pages 4-15 will generate positive discussions and ideas to help the WI continue to grow and thrive for many years to come.



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