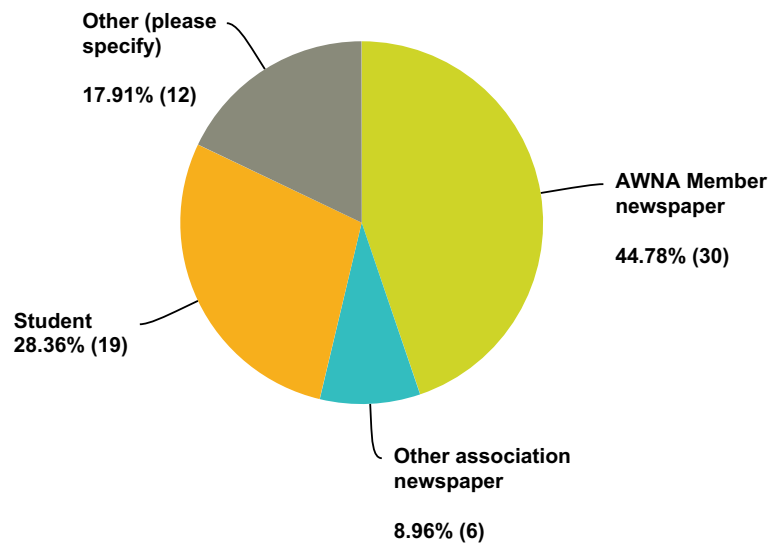


Q2 Where are you from?

Answered: 67 Skipped: 1



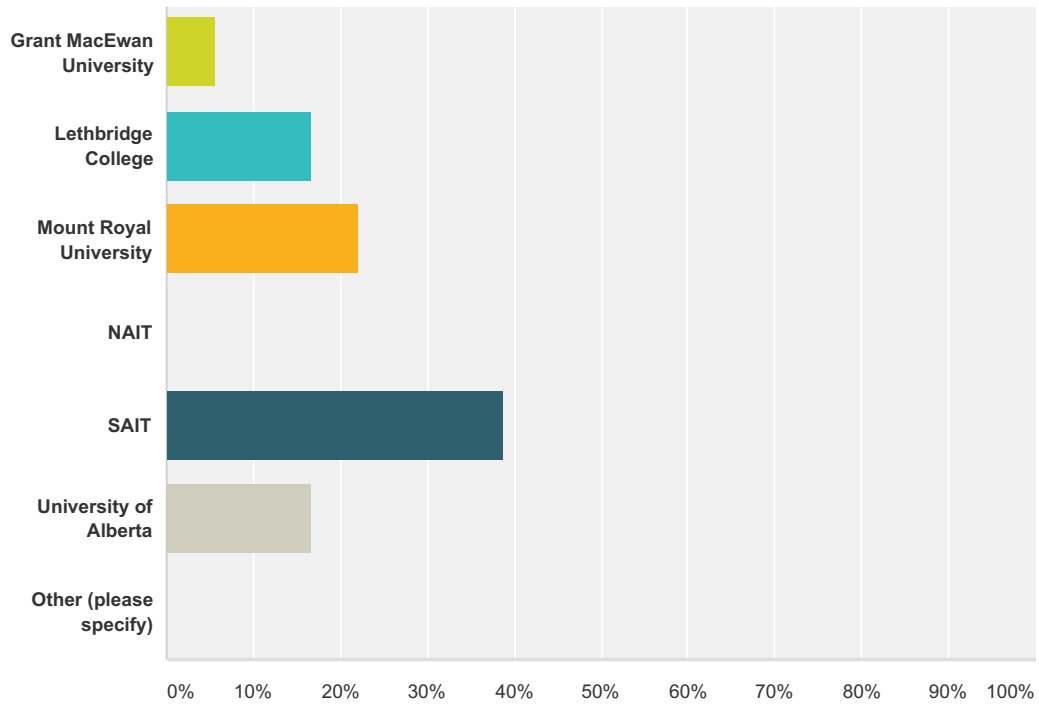
#	Other (please specify)	Date
1	AWNA	1/30/2016 5:41 PM
2	Printer - Star Press	1/30/2016 5:38 PM
3	The Gateway	1/30/2016 5:36 PM
4	AWNA	1/30/2016 4:31 PM
5	AWNA Central Office	1/30/2016 4:23 PM
6	Bi weekly newspaper	1/30/2016 4:06 PM
7	Freelancer	1/30/2016 3:52 PM
8	MRU instructor	1/30/2016 3:52 PM
9	Staff	1/30/2016 3:50 PM
10	Encompass credit union	1/30/2016 3:41 PM
11	Saskatchewan	1/30/2016 3:39 PM
12	Central Office	1/30/2016 2:24 PM

FYI - Questions 1 and 3 were removed from report - they were lists of names

Question on Student's Surveys only

Q4 Which post-secondary institution do you currently attend?

Answered: 18 Skipped: 50



Answer Choices	Responses	
Grant MacEwan University	5.56%	1
Lethbridge College	16.67%	3
Mount Royal University	22.22%	4
NAIT	0.00%	0
SAIT	38.89%	7
University of Alberta	16.67%	3
Other (please specify)	0.00%	0
Total		18

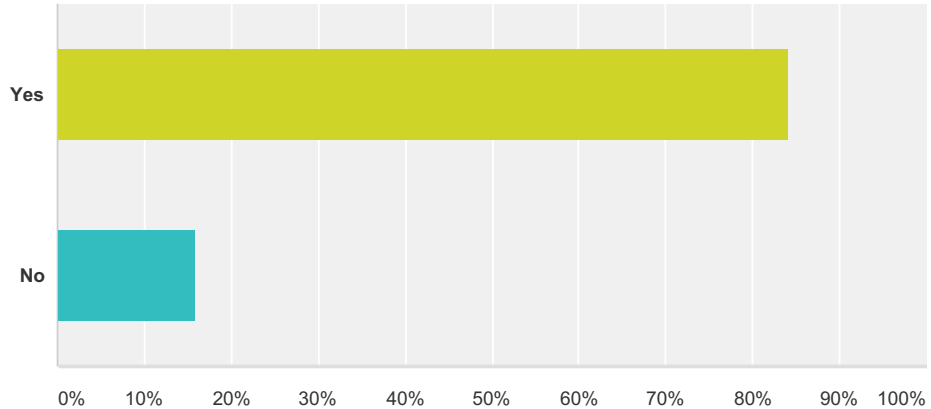
#	Other (please specify)	Date
	There are no responses.	

2016 Symposium Survey

Question on
Student's
Surveys only

Q5 Are you currently enrolled in a post-secondary journalism based program?

Answered: 19 Skipped: 49

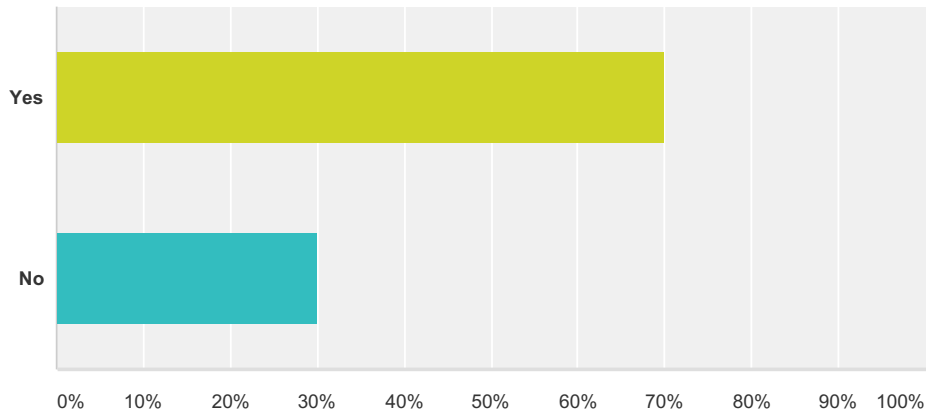


Answer Choices	Responses	
Yes	84.21%	16
No	15.79%	3
Total		19

Question on Student's Surveys only

Q6 Are you a contributor to your school's newspaper?

Answered: 20 Skipped: 48




Answer Choices	Responses
Yes	70.00% 14
No	30.00% 6
Total	20

#	If yes, in what capacity?	Date
1	Currently writing for it but will do more next year.	1/30/2016 5:51 PM
2	Volunteer writer	1/30/2016 5:48 PM
3	Co-publication editor	1/30/2016 5:44 PM
4	News Editor	1/30/2016 5:37 PM
5	Writer and photographer	1/30/2016 5:35 PM
6	Columnist, reporter, photographer	1/30/2016 5:34 PM
7	I am a hired sports writer	1/30/2016 5:26 PM
8	Arts and culture editor	1/30/2016 5:05 PM
9	Staff Reporter	1/30/2016 4:15 PM
10	Writer	1/30/2016 4:08 PM
11	I volunteer	1/30/2016 3:59 PM
12	Reporter/Editor	1/30/2016 3:40 PM
13	News Editor	1/30/2016 3:39 PM
14	editorial	1/30/2016 2:35 PM

2016 Symposium Survey

Question on
Student's
Surveys only



Q7 How well did you find the sessions you attended to be beneficial to your course of study or position with your newspaper?

Answered: 18 Skipped: 50

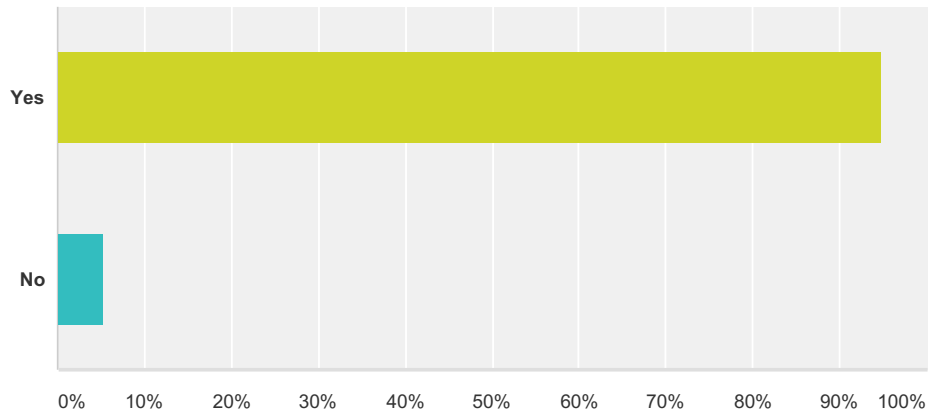
	1- Poor	2	3- OK	4	5 - Excellent	N/A	Total	Weighted Average
1	0.00% 0	0.00% 0	22.22% 4	44.44% 8	33.33% 6	0.00% 0	18	4.11

2016 Symposium Survey

Question on Student's Surveys only

Q8 The student registration fee is regularly \$60.00 per student, which includes the various sessions and awards banquet dinner; do you feel the event is worth the cost for what you get out of it?

Answered: 19 Skipped: 49



Answer Choices	Responses
Yes	94.74% 18
No	5.26% 1
Total	19

#	If no, why?	Date
1	Because I'm from SAIT, i did not have to pay to attend. But I wouldn't come if I had to because of gas and time to get here.	1/30/2016 3:59 PM

2016 Symposium Survey

Question on
Student's
Surveys only

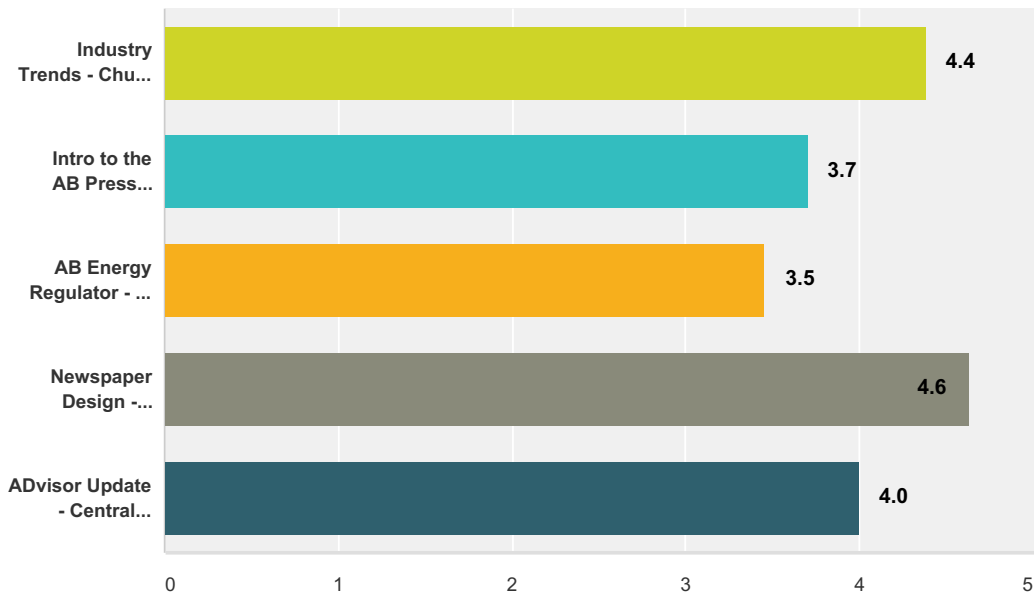
Q9 What steps could we take in the future to improve this event and promote more student attendance?

Answered: 14 Skipped: 54

#	Responses	Date
1	Free admission for SAIT students was very helpful this year.	1/30/2016 5:44 PM
2	I think the conference was great for content, but more tailored to individuals who were already in J-School or already planning on working for Weekly Alberta newspapers	1/30/2016 5:37 PM
3	More advertising - I only found out about this because I thought to check out the website.	1/30/2016 5:35 PM
4	Provide more sessions geared towards content	1/30/2016 5:34 PM
5	It was free this year, had it cost money I wouldn't have been able to come due to being a "not-so-well-off" student. The being free is a big sell point because what do students appreciate more than a good education? FREE STUFF! Especially food.	1/30/2016 5:26 PM
6	Shorter sessions and bigger variety. Later start time	1/30/2016 5:05 PM
7	Possibly a time frame that extends further into the day, so there are less events running along side one another, that way students won't have to pick and choose which they would like to attend, and be able to attend more, getting a better value out of the event.	1/30/2016 4:28 PM
8	Longer timeframe, more chance to see different panels.	1/30/2016 4:25 PM
9	Just letting more student papers and publications know that it exists and continue to book speakers that are useful to student journalists as well.	1/30/2016 4:15 PM
10	More hands on, student activities	1/30/2016 4:08 PM
11	Have more 1 on 1 time with speakers and students. It's hard to make connections when people just run out once they're done talking.	1/30/2016 3:59 PM
12	The meals could have been a little better. But overall it was really great!	1/30/2016 3:40 PM
13	More networking opportunities and learning about potential jobs/internships	1/30/2016 3:39 PM
14	It would be really awesome to meet more fellow students who are pursuing journalism programs!	1/30/2016 3:27 PM

Q10 Please rate the sessions you attended on: Friday Afternoon

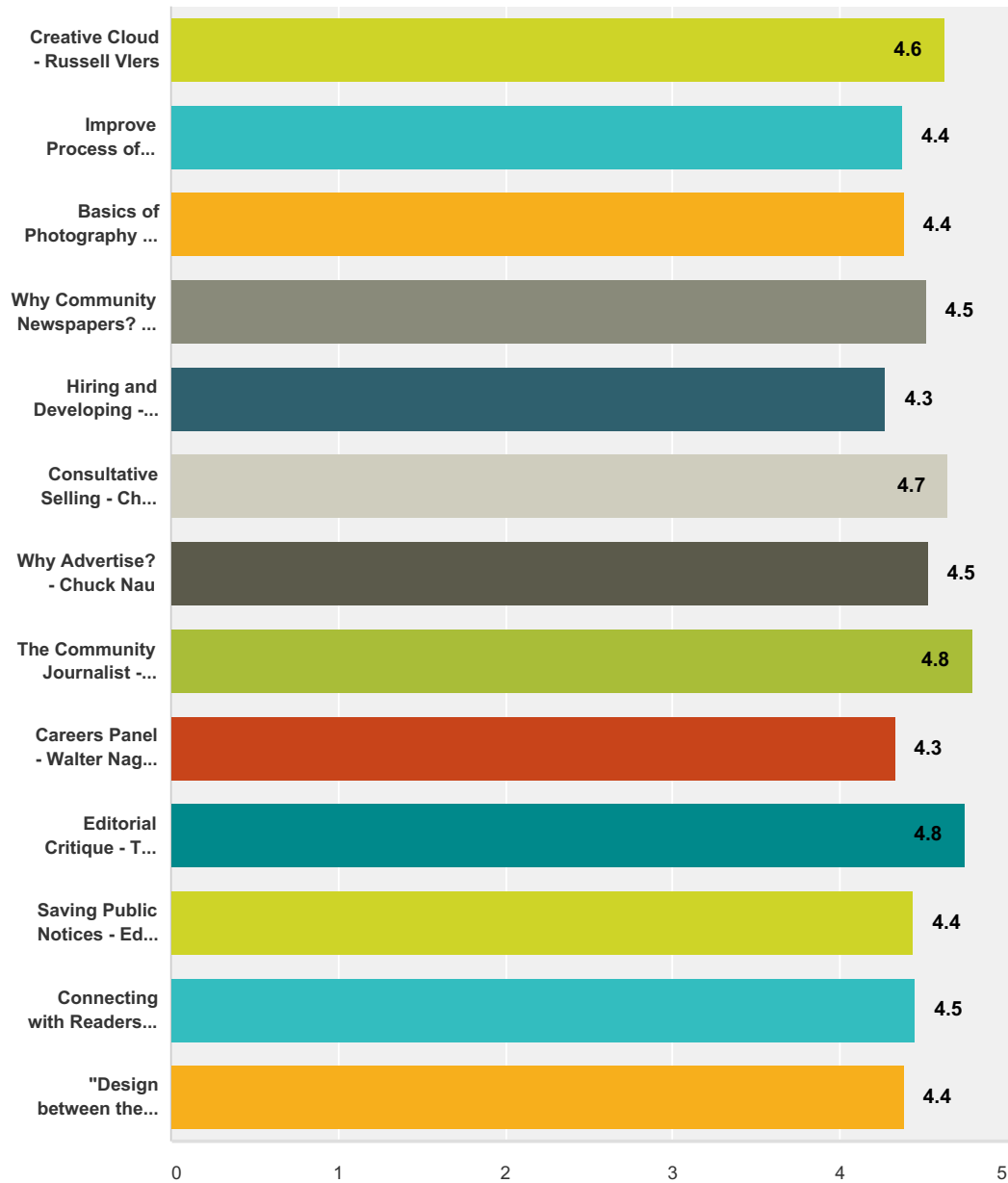
Answered: 67 Skipped: 1



	1- Poor	2	3 - OK	4	5 - Excellent	Total	Weighted Average
Industry Trends - Chuck Nau	0.00% 0	0.00% 0	20.69% 6	20.69% 6	58.62% 17	29	4.38
Intro to the AB Press Council - Colleen Wilson	0.00% 0	8.33% 2	37.50% 9	29.17% 7	25.00% 6	24	3.71
AB Energy Regulator - AB Energy Regulator	4.55% 1	13.64% 3	36.36% 8	22.73% 5	22.73% 5	22	3.45
Newspaper Design - Russell Vlers	0.00% 0	0.00% 0	6.25% 2	25.00% 8	68.75% 22	32	4.63
ADvisor Update - Central Office	0.00% 0	8.70% 2	30.43% 7	13.04% 3	47.83% 11	23	4.00

Q11 Please rate the sessions you attended on Saturday

Answered: 67 Skipped: 1



	1 - Poor	2	3 - OK	4	5 - Excellent	Total	Weighted Average
Creative Cloud - Russell Vlers	0.00% 0	4.76% 1	0.00% 0	23.81% 5	71.43% 15	21	4.62
Improve Process of Production - Russell Vlers	0.00% 0	5.26% 1	5.26% 1	36.84% 7	52.63% 10	19	4.37
Basics of Photography - Russell Vlers	0.00% 0	0.00% 0	14.29% 3	33.33% 7	52.38% 11	21	4.38
Why Community Newspapers? - Chuck Nau	0.00% 0	0.00% 0	8.70% 2	30.43% 7	60.87% 14	23	4.52

Question 11 cont'd

2016 Symposium Survey

Hiring and Developing - Chuck Nau	0.00% 0	6.67% 1	13.33% 2	26.67% 4	53.33% 8	15	4.27
Consultative Selling - Chuck Nau	0.00% 0	0.00% 0	10.00% 2	15.00% 3	75.00% 15	20	4.65
Why Advertise? - Chuck Nau	0.00% 0	0.00% 0	11.76% 2	23.53% 4	64.71% 11	17	4.53
The Community Journalist - Tim Waltner	0.00% 0	0.00% 0	0.00% 0	21.43% 3	78.57% 11	14	4.79
Careers Panel - Walter Nagel & Panel	5.56% 1	0.00% 0	5.56% 1	33.33% 6	55.56% 10	18	4.33
Editorial Critique - Tim Waltner	0.00% 0	0.00% 0	0.00% 0	25.00% 2	75.00% 6	8	4.75
Saving Public Notices - Ed Henninger	0.00% 0	11.11% 1	11.11% 1	0.00% 0	77.78% 7	9	4.44
Connecting with Readers - Colleen Wilson	0.00% 0	0.00% 0	18.18% 2	18.18% 2	63.64% 7	11	4.45
"Design between the Ears" - Ed Henninger	0.00% 0	0.00% 0	14.29% 3	33.33% 7	52.38% 11	21	4.38

2016 Symposium Survey

Q12 Add any comments you may have on speaker quality, effectiveness of presentation and usefulness of information:

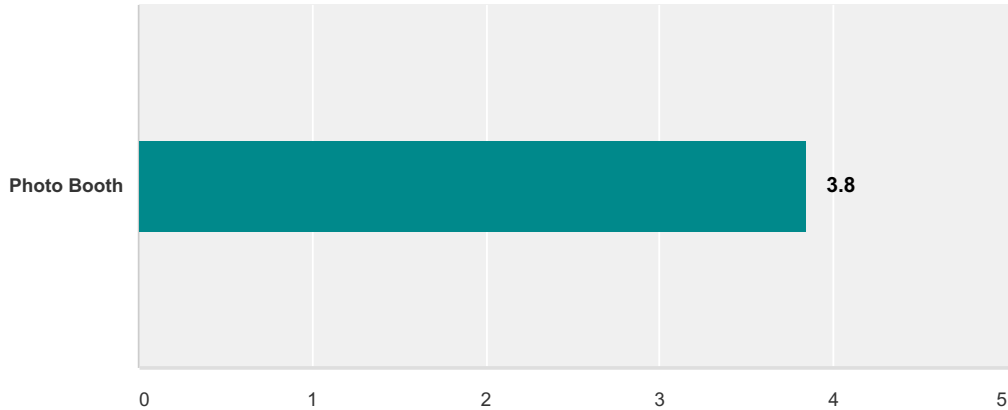
Answered: 21 Skipped: 47

#	Responses	Date
1	Russell Viers is always a great speaker, however this year was very repetitive, and basic. Perhaps it is just that we have seen him speak 3 times now, but might be useful to ad another speaker into the mix (in addition to Kevin Slimp - who is always fantastic). Ed Menninger was a breath of fresh air as he focused on DESIGN specifically - which I really enjoyed, and find often overlooked.	2/8/2016 1:47 PM
2	Every publisher in AWNA needed to be at Ed Hennigar's session on Saving Public Notices.	2/2/2016 12:23 PM
3	The sessions I attended were very informative and helpful.	2/1/2016 7:16 PM
4	Fabulous learning opportunity.	1/30/2016 5:52 PM
5	Chuck was very driven and passionate about his topics and gave excellent information. Was very willing to work with our groups	1/30/2016 5:51 PM
6	Could we have an extra hour for Chuck's presentations?	1/30/2016 5:46 PM
7	Great - tough to choose between design with Ed and Adobe with Russell.	1/30/2016 5:45 PM
8	Russell was extremely engaging and very interesting to listen to.	1/30/2016 5:35 PM
9	I was unable to make the Friday sessions, but all the sessions I went to were amazing! They were very informative and great learning experience.	1/30/2016 5:28 PM
10	The Friday events were too rushed for a proper presentation, personally. Walter and Panel had a nice structure, while Ed was very passionate about his topic of design.	1/30/2016 4:32 PM
11	Didn't attend the sessions. However, I worked with the speakers. They were all ready to roll up their sleeves and put on great sessions.	1/30/2016 4:25 PM
12	Great that Tim broke into a panel half way through his session, for the careers panel it was a great panel discussion and it was nice to have more than one post secondary institution represented.	1/30/2016 4:14 PM
13	The speakers were great and provided a lot of valuable information. As a new journalist, it was valuable to hear about experienced journalists' experiences throughout their careers. I think the sessions would've been better received if they were a bit shorter. overall there was a lot of good information to take in from each session and I felt that I learned a lot.	1/30/2016 4:04 PM
14	I thought Russell Viers was the best. I loved his enthusiasm.	1/30/2016 4:01 PM
15	Chuck was an excellent speaker. He engaged the room and encouraged questions and participation	1/30/2016 4:00 PM
16	I somehow missed the connection to the press council in colleen's afternoon presentation and misunderstood the instructions and intent of the editorial critique	1/30/2016 3:58 PM
17	All information was current and useful for newspaper layout and production. Ed has really thoughtful ideas about how to use photos and graphics and the use of fonts.	1/30/2016 3:54 PM
18	The quality of the speaker and knowledge learnt in the courses was amazing. The new found knowledge will save so much time in the future.	1/30/2016 3:53 PM
19	Russel is a pretty great guy. my only complaint is that i will never be able to remeber everything he said!!	1/30/2016 3:53 PM
20	Excellent presentatios	1/30/2016 2:27 PM
21	7 Cs was excellent. Ci sidering more than half of attendees were female, The careers in Community Journalism panel was missing an important perspective from women who make their career is community news. Very dissapointing.	1/30/2016 1:59 PM

2016 Symposium Survey

Q13 Entertainment

Answered: 65 Skipped: 3

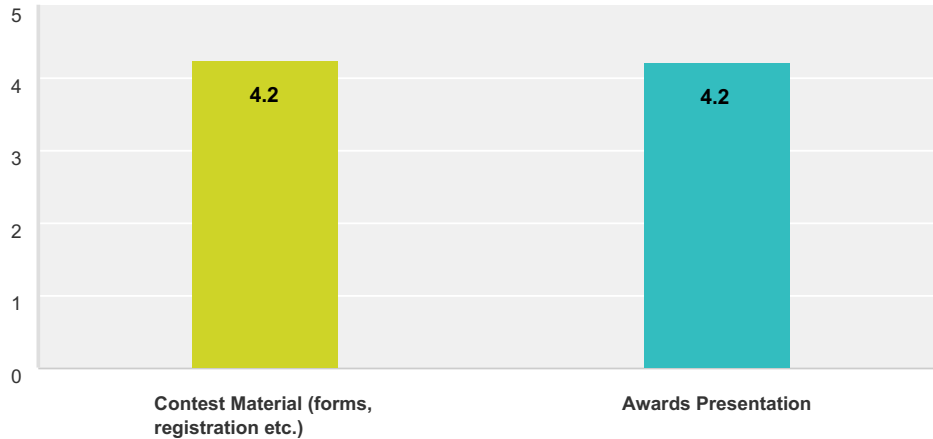


	1- Poor	2	3 - OK	5 - Excellent	4	Total	Weighted Average
Photo Booth	4.44% 2	8.89% 4	24.44% 11	40.00% 18	22.22% 10	45	3.84

2016 Symposium Survey

Q14 ATCO Photographic Awards

Answered: 65 Skipped: 3

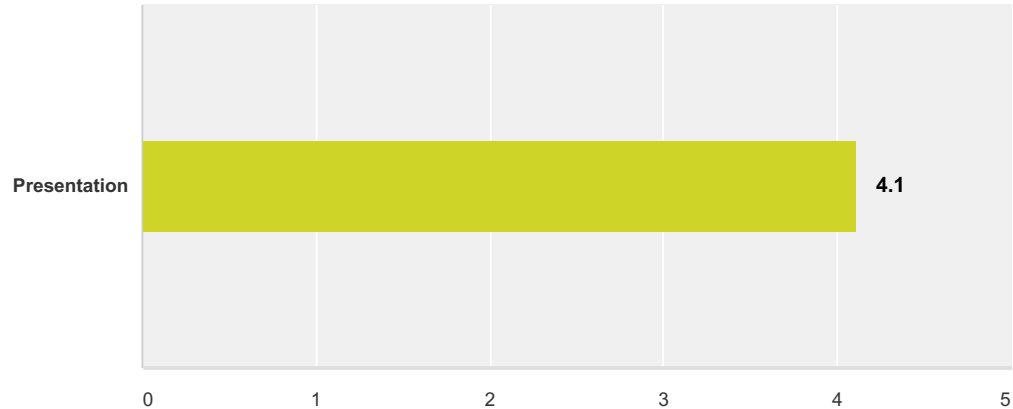


	1 - Poor	2	3 - OK	4	5 - Excellent	Total	Weighted Average
Contest Material (forms, registration etc.)	0.00% 0	2.17% 1	21.74% 10	26.09% 12	50.00% 23	46	4.24
Awards Presentation	0.00% 0	2.00% 1	12.00% 6	48.00% 24	38.00% 19	50	4.22

2016 Symposium Survey

Q15 Fire Prevention Week Awards

Answered: 65 Skipped: 3



	1 - Poor	2	3 - OK	4	5 - Excellent	Total	Weighted Average
Presentation	0.00% 0	1.79% 1	19.64% 11	44.64% 25	33.93% 19	56	4.11

2016 Symposium Survey

Q16 Please provide comments or suggestions for future awards presentations or entertainment

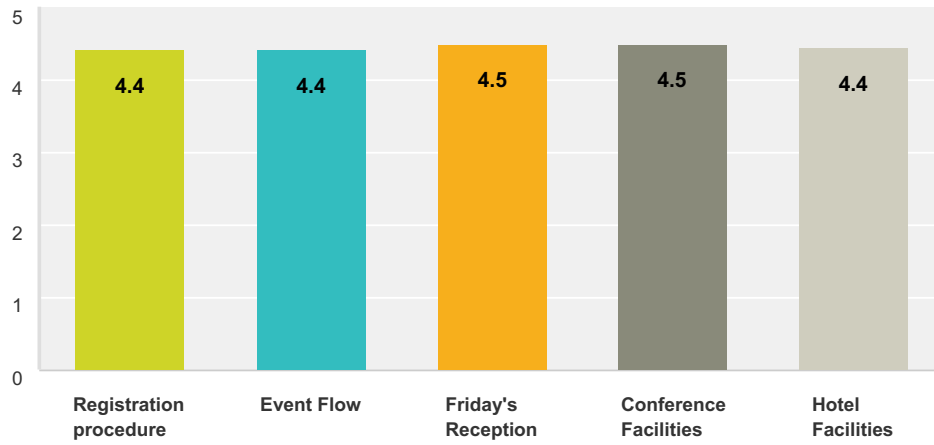
Answered: 19 Skipped: 49

#	Responses	Date
1	Really really enjoy the photographic awards. I think it would be beneficial to speak directly to EACH photo and WHY they were chosen specifically - maybe just a few notes from Judges. I think everyone really enjoys this part of the night, why not spend some time talking about each photo?	2/8/2016 1:49 PM
2	Sound system check... Did not miss having entertainment.	2/1/2016 7:17 PM
3	Pluck a duck wasn't as entertaining - lengthy and breaks - more humour? -- Meal/supper was great.	1/30/2016 5:46 PM
4	Pluck a duck was disappointing	1/30/2016 5:42 PM
5	Sorry folks, I had a toddler to put to bed and being from out of province, I'll be sitting through the BC version in a month or two.	1/30/2016 5:42 PM
6	upstairs ballroom was better - sounds quality was difficult to hear at the back.	1/30/2016 5:39 PM
7	More entertainment, dinner was fantastic, but the presentations didn't really "stand out". Need to find a way to focus more when doing the presentations.	1/30/2016 5:31 PM
8	Improve clarification as to when attendants can begin lining up for food.	1/30/2016 4:33 PM
9	Slide show of all the entrants photos is very entertaining; there's value in becoming aware of the kind of pictures that are submitted.	1/30/2016 4:26 PM
10	How do we get a copy of the slideshow? Would love to show my students this.	1/30/2016 4:15 PM
11	Photo Booth was fun.	1/30/2016 4:08 PM
12	The only issue was the sound system problems.	1/30/2016 4:01 PM
13	Missed entertainment Or a keynote speaker	1/30/2016 3:59 PM
14	The award ceremony was held run by the organization. The food and entertainment was excellent. I would come back to this event again next year. The time for the presentations was perfect and was the right amount of time for each category presented.	1/30/2016 3:56 PM
15	Speakers include recognition of students from all schools not just SAIT.	1/30/2016 3:55 PM
16	overall the dinner was pretty good but the sound issues could really use some improvement, also the there really wasnt that much to interesting happening	1/30/2016 3:55 PM
17	Like to see awards for different types of stories as they are just as important as the photos.	1/30/2016 3:48 PM
18	Entertainment: Something would have been nice during/after the awards, such as a comedian or music or something similar.	1/30/2016 3:44 PM
19	did not attend banquet	1/30/2016 2:27 PM

2016 Symposium Survey

Q17 •

Answered: 66 Skipped: 2



	1 - Poor	2	3 - OK	4	5 - Excellent	Total	Weighted Average
Registration procedure	0.00% 0	1.82% 1	12.73% 7	27.27% 15	58.18% 32	55	4.42
Event Flow	0.00% 0	0.00% 0	7.69% 5	41.54% 27	50.77% 33	65	4.43
Friday's Reception	0.00% 0	0.00% 0	8.93% 5	32.14% 18	58.93% 33	56	4.50
Conference Facilities	0.00% 0	1.52% 1	4.55% 3	36.36% 24	57.58% 38	66	4.50
Hotel Facilities	0.00% 0	3.28% 2	4.92% 3	36.07% 22	55.74% 34	61	4.44

2016 Symposium Survey

Q18 Please provide comments or suggestions.

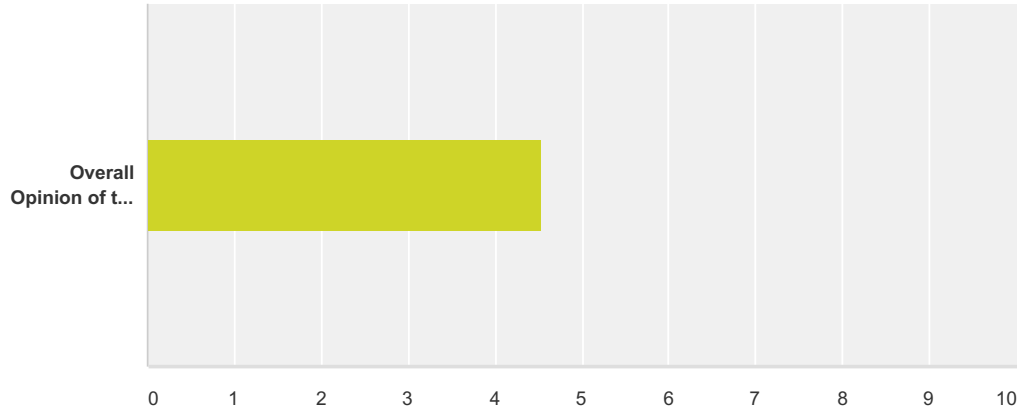
Answered: 17 Skipped: 51

#	Responses	Date
1	We had a lot of problems with our room, checking in, room key not working etc. I have had problems with this hotel in the past and would not choose to stay there again.	2/4/2016 12:14 PM
2	I personally don't care for the small corridors of Level 2.	2/2/2016 12:24 PM
3	Too bad about technical problems with the sound system last night.	1/30/2016 5:54 PM
4	disappointed with poor breakfast	1/30/2016 5:48 PM
5	Thank you for the schedule emails that was helpful! Thank you for providing this training and networking event.	1/30/2016 5:47 PM
6	Great Symposium, thanks for allowing us to attend from out-of-province!!	1/30/2016 5:43 PM
7	Great work!	1/30/2016 5:40 PM
8	Definitely going to come again next year!	1/30/2016 5:31 PM
9	It would be nice to hold sessions on one floor, for convenience. However, it worked with the Delta.	1/30/2016 4:27 PM
10	Please come to Calgary next year!	1/30/2016 4:15 PM
11	My only suggestion would be to make the sessions shorter.	1/30/2016 4:07 PM
12	The hotel was the perfect location for this event. The staff was helpful and the whole conference was awesome and I would come back next year. The speakers were amazing and were very knowledgeable.	1/30/2016 3:58 PM
13	Good facilities.	1/30/2016 3:56 PM
14	the hotel itself was great but the amount of problems that the people from my paper have had getting booked into their rooms and all sorts of things was rather ridiculous.	1/30/2016 3:56 PM
15	Breakfast would have been better if there was something hot, such as eggs and bacon. Milk would have been great for the cereal. I would have liked to have attended some of the other sessions, but they were offered back to back with other sessions. For example, Henninger's presentations were back to back with Waltner's in the afternoon. I would have liked to have heard what Waltner had to say on editorial critique.	1/30/2016 3:47 PM
16	Have open Q & A's for people to ask questions....	1/30/2016 3:30 PM
17	Much nicer venue than last year - appreciate rooms with windows!	1/30/2016 2:01 PM

2016 Symposium Survey

Q19 Please rate:

Answered: 66 Skipped: 2



	1 - Poor	2	3 - OK	4	5 - Excellent	Total	Weighted Average
Overall Opinion of the Symposium	0.00% 0	0.00% 0	4.55% 3	37.88% 25	57.58% 38	66	4.53