

Viewer Questionnaire

The Media Communications Committee of the Diocese of Rochester asks readers to complete the following questionnaire and to fold and mail their answers according to instructions on Page 23.

1. Have you been made aware of the fact that the Rochester Diocese is currently presenting a television series entitled "Real to Reel"?

- Yes () (CONTINUE)
- No () (SKIP TO #12a)

2a. Have you seen any advertisements for these programs?

- Yes () (CONTINUE)
- No () (SKIP TO #3)

b. Where have you seen these advertisements? _____

3. How did you first learn that "Real to Reel" was being presented? _____

4. Have you watched any of the "Real to Reel" programs?

- Yes () (SKIP TO #6)
- No () (ANSWER #5 AND SKIP TO #11)

5. Why haven't you watched any of these programs? _____

(SKIP TO #11)

6. How many of the programs presented to date have you watched? _____

7. When have you watched?

- Saturdays at 12:00 Noon on Channel 9, Syracuse ()
- Sundays at 10:00 A.M. on Channel 31, Rochester ()
- Mondays at 7:00 P.M. on Channel 36, Elmira ()
- Wednesdays at various times on certain cable stations ()

8a. What do you particularly like about "Real to Reel"? _____

b. What do you particularly dislike? _____

9a. Aside from remedying any "dislikes" you may have, what specific recommendations do you have for improving these programs?

b. What subject matter would you like to see covered in future "Real to Reel" programs?

10. Overall, how would you rate "Real to Reel"?

- Excellent ()
- Good ()
- Fair ()
- Poor ()

11. Is there considerable, some, a little or no chance that you will watch future "Real to Reel" programs?

- Considerable ()
- Some ()
- A Little ()
- No Chance ()

12a. For classification purposes on this otherwise anonymous questionnaire, what is your sex?

- Male ()
- Female ()

b. What is your age?

- Under 12 ()
- 12-18 ()
- 19-29 ()
- 30-39 ()
- 40-49 ()
- 50-59 ()
- 60-69 ()
- 70 or over ()

Comments: _____

THANK YOU VERY MUCH FOR ANSWERING THE QUESTIONS THAT APPLY. YOUR COOPERATION IN RETURNING THIS QUESTIONNAIRE TO US WILL BE VERY HELPFUL AND, CERTAINLY, GREATLY APPRECIATED.