

## Tell Us What You Think

October 19, 2009 12:15 PM New Wave staff  
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*New Wave*, Tulane University's online daily news publication, now four years old, is looking for reader input. A readership survey is available online through Monday (Oct. 26.)

\* Please identify yourself (select the first match):

- ☐ Staff / administrator
- ☐ Faculty
- ☒ Undergraduate student
- ☐ Graduate / professional student
- ☐ Alumna / alumnus
- ☐ Parent / family (current, former or future)
- ☐ Fan
- ☐ Other (please specify)

\* How do you usually ACCESS the *New Wave*?

- ☐ View on Facebook
- ☒ Daily e-mail
- ☐ RSS feed or news reader
- ☐ Visit *New Wave* or Tulane website

Readers of *New Wave* can assist in the planning for improvements to the daily online news publication by answering questions to an online survey.

"We have made several improvements to *New Wave* since our last survey a year and a half ago," says Aaron Martin, web communications manager. "And we now seek feedback from our readers."

He notes three significant upgrades that occurred this past summer. *New Wave* staff started producing video inserts for many stories. Facebook users can now find *New Wave* articles on the [Tulane page](#). Also, the events listed on the *New Wave* front page pull directly from the university's redesigned online calendar of events.

Rachel Hoormann, director of web communications, adds that an updated design for *New Wave* and improvements to article publishing are in the works.

"We plan to make it easier to search for and share News Splash items and photo gallery images," she says. "We also are considering refinements to the e-mail, so reader feedback will be very helpful."

Martin notes that in the 2008 survey, respondents rated "events" as the most important topic they wanted to see covered by *New Wave*.

"We heard our readers, and put a lot of effort into revamping the Tulane calendar of events, and continue to make improvements to it," he says.

Many respondents from 2008 also expressed an interest in seeing more photos. The staff responded by developing video and multimedia inserts to compliment the news stories.

**Click [here](#) to complete the *New Wave* readership survey.**