

Following Globe Survey College Moving Towards All-Digital Communications

The recent Globe survey reported a 91% reader rate of the journal. Impact (humanitarian stories) is the most widely read segment followed by Section Reports. The clear majority (over 70%) prefers to receive [The Globe](#) in digital format. 5% would be willing to pay (< \$10) for a printed copy.

“The greater reliance on and comfort with information processed through digital media parallels the increase in frequency and reliance on e-communications produced from the [College Office](#)”, noted College Editor and Director of Global Communications Dov Sydney.

The survey results, along with major changes in the publishing industry and disproportionate rising costs of printing a worldwide edition, led to the unanimous decision of the [International Council](#) to adopt a new communications strategy that includes launching the [all-digital Globe](#). This will allow the College to increase dramatically the number of recipients of our publications, while enhancing the quality and visual impact of College communications and developing targeted publications reflecting the diversity and widely varying interests of our members.

Other highlights of the Globe Survey:

1. The majority (68%) who read Section Reports are interested in their own Section news or just glance overall.
2. Highest negative read index (45%) was dramatically seen for articles under “News about the International Council and Officers”.

3. Reliability: Majority (60%) reported that e-communications for the College Office represent their most reliable resource for information about the College; 40% selected *The Globe*.
4. Relevancy: 36% believe *The Globe* is essential reading, 54% report *The Globe* not as relevant due to the increase in e-communications from the College Office. 10% do not read *The Globe*.
5. Sharing: Only a minority (24%) of the College shares *The Globe* with others, but for those that do mostly share with friends, family and potential Fellows. Very few share with patients.