

## **EXECUTIVE SUMMARY - Tally Ho and Member Director Survey 2023**

A survey of the BHCA membership to respond to recommendations made to reduce costs of the Tally Ho and Member Directory (currently approximately 70% of the annual operating budget) was distributed to 694 members. **318 responses (45.8% of surveys distributed) were returned.** The survey appears to have been representative of the BHCA membership's ages.

**The majority of members responding Read nearly all of the Tally Ho each issue, and 93% read at least some of the Tally Ho each issue.**

### **Responses to recommendations about the Tally Ho included:**

- Support/strong support for reducing from 6 to 4 issues annually
- Disagreement/strong disagreement with limiting pages of the Tally Ho
- Approximately 21% of the membership would prefer electronic/online access to the Tally Ho.
- Approximately 33% overall would opt in to online access, although it is not their preference.
- Overall 22% believe online access would reduce their reading of the Tally Ho.
- Finally, 25% would not opt-in to online access.
- There were some age-related differences in responses, including a stronger preference for online access among those aged 26-40, but also a lower acceptance in this age group for reducing the number of issues annually.

### **Responses to recommendations about the Member Directory included:**

- Strong support (42%) from members for developing an online directory.
- Preference for using an online directory was highest (57%) among 26-40 year old members, but support for developing an online directory was highest among those between the ages of 41-70+.

Only a relatively low percent of members responding would NOT opt in to access through a PDF or online directory (overall, 13.6%)., This varied significantly by usage.

### **Open-ended responses included three broad themes:**

- The printed Tally Ho is a very different experience than an online publication, and serves as both a “connector” for members to the Basset world, and also a tool for outreach and connecting others with our breed.
- For some members, particularly but not exclusively overseas members, electronic access is preferable for both individual cost reasons and timeliness.
- Members understand the changing costs of producing these publications, and some feel it inevitable that “the times are changing”. However, about 18% of respondents indicated a willingness to pay more to receive printed copies.
- A number of specific suggestions were made for the Board to consider on reducing costs as listed in the full report.

## Survey of BHCA Membership Tally Ho and Membership Directory - 2023

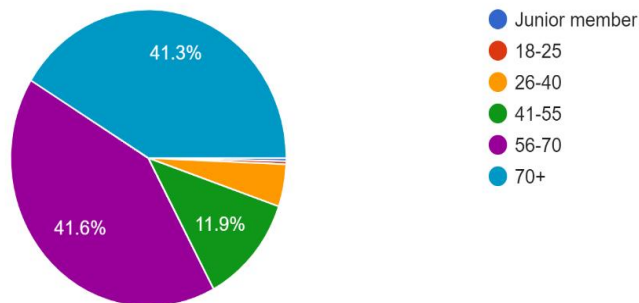
In November, 2022, the Board authorized developing a survey of the BHCA membership on two questions, prompted by discussion of the BHCA budget and the substantial percentage of the operating budget allocated to the Tally Ho and Member Directory.

The survey was developed and tested during December, and was administered in January and February, 2023. The survey was distributed using Google Forms for distribution and collection of electronic surveys, and USPS for mailed surveys. A total of 694 surveys were distributed – 671 via direct email, and 23 via USPS to members who declined electronic communications for voting. A total of 318 responses were received – a return rate of 45.8%, which is substantially higher than the norm for membership surveys of 25-30%.

Survey questions were aimed at collecting member input on recommendations made by the Ad-Hoc Committee on Tally Ho and Member Directory costs. In addition, two questions were included to allow a better understanding of the responses: one on frequency and amount members read the Tally Ho, and one of frequency of use of the Member Directory. Questions were included on speed and stability of the respondent’s internet access, and printer ownership in order to understand what limitations members might have with some of the recommendations. 61% of respondents reported they had fast, stable internet, and another 33% reported their internet was “moderately good”. 87% of respondents own printers.

Finally, a question was included on age of the respondent. This question was included to ensure that we were actually receiving a representative sample of the members in our responses, given that we were distributing the survey almost exclusively via email. The results did bear out that our sample was – at least given what we can perceive visually about our members’ ages – representative of our club’s membership in relation to age. Over 82% of those responding were 56 years of age or older, and another 12% were between the ages of 41 and 55. As a result, we can be confident that the results are not excluding our older members.

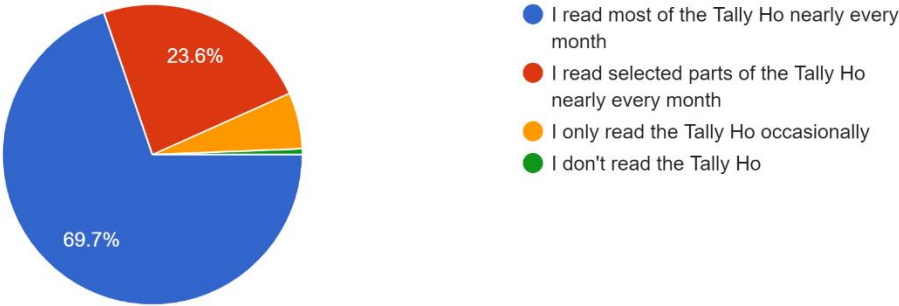
Your age  
303 responses



# Responses to Tally Ho Related Questions

The majority of members responding reported reading nearly all of the Tally Ho each issue, and another substantial portion reported reading selected parts each issue.

Tally Ho Reading Habits  
314 responses



This was important input, because analyses were run to compare responses based on reading habits.

## Response to recommendation to reduce Tally Ho from 6 to 4 Issues

Overall, 70.6% of responders reported either supporting or strongly supporting reducing Tally Ho production from six to four issues annually. However, this varied somewhat based on their reading habits. Note that in these and following tables, the respondents who reported they do not read the Tally Ho were excluded.

Reduce number of issues	Read Most/Every Issue (69.7%)	Read Selected/Every Issue (23.6%)	Read Occasionally (6.1%)
Support/Strongly Support 6 to 4 issues (70.6%)	64.4%	82.5%	89.5%
Neutral on 6 to 4 issues (15%)	18.1%	8.1%	10.5%
Disagree/Strongly Disagree 6-4 issues (14.4%)	17.6%	9.5%	-

## Response to recommendation to limit the number of pages in the Tally Ho

There was significantly less support for limiting the number of pages in each issue of the Tally Ho. Compared to overall 70.6% of members supporting reducing the number of issues, overall

only 22.3% supported limiting the number of pages per issue. The relative difference persisted across all reading habits.

Limit number of pages	Read Most/Every Issue (69.7%)	Read Selected/Every Issue (23.6%)	Read Occasionally (6.1%)
Support/Strongly Support Limiting Pages (22.3%)	18.1%	29.7%	36.9%
Neutral on Limiting Pages (30.6%)	29.2%	32.4%	47.4%
Disagree/Strongly Disagree Limiting Pages (47.1%)	53.7%	37.8%	15.8%

### Response to recommendation to transition to electronic access

Preference for electronic access overall was low, although predictably, it was higher among those who read the Tally Ho only occasionally. Despite low preference for electronic access, overall, nearly a third of the membership would opt in for electronic access for financial or environmental reasons. This was lower for those who read most of the Tally Ho each issue, but still nearly 30%. However, in both groups reporting they read at least some of the Tally Ho monthly, there was agreement that this would reduce their access – an effect that was certainly seen, as one member pointed out, when the AKC transitioned the Gazette to electronic access only. This was also reflected frequently in the open-ended responses received.

Electronic Access and Opt-In	Read Most/Every Issue (69.7%)	Read Selected/Every Issue (23.6%)	Read Occasionally (6.1%)
Prefer electronic access (21%)	14.2%	28.4%	57.9%
Would opt in for \$\$/environment (32.5%)	29.8%	40.5%	36.8%
Would really reduce access to Tally Ho (22%)	25.2%	17.6%	5.3%
Would NOT opt-in (24.5%)	30.7%	13.5%	-

### Age-related difference in responses

There were some age-related differences in responses to the recommendations on the Tally Ho. In brief some of the more significant differences were:

- Readership fidelity (how much and how frequently members read the Tally Ho) rose with age.
- Support for reducing from six to four issues was roughly the same (low 70 percentile) for all ages 41 – 70+, but was significantly lower (43%) for the 26-40 year old age group.

- Preference for electronic access to Tally Ho was significantly higher (43%) for the 26-40 age group than for other age groups, and declined by age overall.  
Reporting that electronic access would reduce access to the Tally Ho rose as age rose.

## Responses to Member Directory Related Questions

Similar to asking about Tally Ho reading habits, the survey asked about utilization of the Member Directory. Options were: use at least weekly, use at least monthly, use from time to time, and insignificant use (don't know where it is in the house). Again, these categories were used to analyze responses. In this case, "do not know where it is" responses were kept in, since they represented 15.4% of total responses.

### Response to recommendation to offer an opt-in PDF of the member directory

Most members use the directory only "from time to time". Despite this, for all members in the first three utilization categories, only around a third would opt in to the PDF directory. Predictably, preference to want to receive a printed copy of the directory was highest among those who use the directory weekly or monthly and drops off sharply for those who use it only occasionally or insignificantly.

MEMBER DIRECTORY	Use weekly (10.6%)	Use monthly (17%)	Occasional (57.1%)	Insignificant (15.4%)
Would opt-in to PDF directory (49.4%)	30.6%	30.8%	36.4%	59.3%
Would NOT opt-in to PDF/Want Printed (26.3%)	38.9%	46.2%	21.6%	8.5%

### Response to recommendation to develop an online directory

There was overall strong support for developing an online directory – 42% of all members support this, and the support ranges from 30% to 48% based on utilization. However, \*preference\* for using an online directory was much lower – 23% overall, and ranging from 9% to 24% among groups using the directory weekly, monthly, or occasionally. For those who use the directory more regularly, 40% of weekly users and 25% of monthly users reported that accessing the only version would be a problem for them.

MEMBER DIRECTORY	Use weekly (10.6%)	Use monthly (17%)	Occasional (57.1%)	Insignificant (15.4%)
Would prefer an online directory (22.9%)	9.1%	9.4%	23.6%	43.8%
Support developing an online directory (42.2%)	30.3%	34%	46.1%	47.9%
Neutral on online directory (21.3%)	21.2%	32.1%	21.9%	6.3%

<b>MEMBER DIRECTORY</b>	Use weekly (10.6%)	Use monthly (17%)	Occasional (57.1%)	Insignificant (15.4%)
Would NOT opt-in/online would be a problem (13.6%)	39.4%	24.5%	8.4%	2.1%

**Narrative Response Themes**

Beyond the “check box” responses available in the survey, an open-ended response question was provided. There were a total of 110 open-ended responses to the survey, some including multiple ideas. The narrative responses were coded, and the dominant themes that emerged follow.

**The printed Tally Ho is a very different experience than an online publication,** and a “connector” among members, especially those who are aging and no longer able to attend shows. The printed Tally Ho is also important to some members as an educational and outreach tool, and they share it with others outside the BHCA or take it to shows and events to introduce others to the breed. About 31% of the open-ended responses focused on this general theme. As one member stated *“the printed word is a powerful communication style”* and another *“I am a hands-on reader”*.

**For other members, electronic access is preferable.** This is particularly the case for our overseas members, who have additional costs and additional delays in receiving the Tally Ho. About 14% of the open-ended responses focused on this general theme of easier access and in a few cases environmental impact. As one member stated *“Please offer online Tally Ho! Would be so much easier to keep track of issues...”*

There is an understanding of the financial impact on the club of the cost of producing the Tally Ho and the Directory. Most comments focused on the costs of the Tally Ho, and **approximately 18% of the open ended responses indicated a willingness to increase dues or charge directly to offset the cost of paper copies.** As one member stated *“I definitely prefer the printed versions of both the Tally Ho and the Member Directory and would PAY EXTRA to receive these. I would like to see “pay extra” as an option to receive printed materials.”*

Several comments thanked the Board for undertaking this survey and seeking member input.

**Specific ideas offered to address costs**

A number of members made specific suggestions to reduce costs that might be considered/analyzed by the Board. These included:

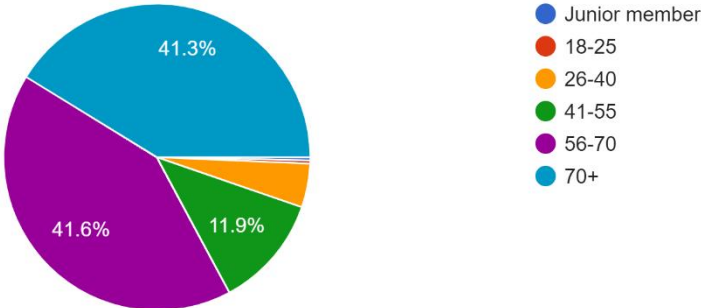
- Searching for internet printers that might be more cost effective.

- Reduce pages by not printing the show results. They could be online or even on Facebook.
- Find other ways to raise money.
- Having electronic archives improves logistics for BHCA.
- Do not send an issue to the club. As a secretary, I get my copy and another copy for the club. Why?
- Print the Directory every other year and send an addendum with corrections on alternate years.
- Alternate print and digital.
- Limit the number of issues to one per household.
- Do not have the entire magazine in color.
- Cut out corresponding secretary report and financials and post those on the website instead.
- Have both electronic and print versions as a transitional period...this might be over 5-10 years.

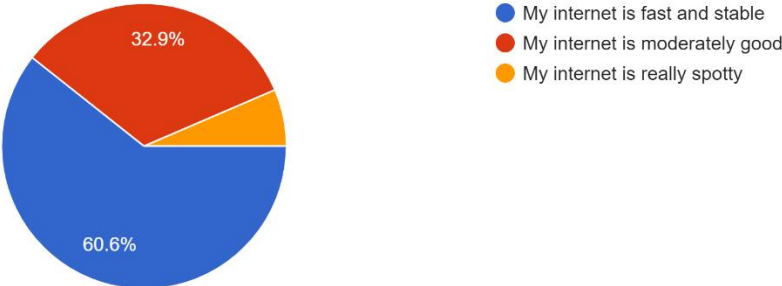
*This report, and all reference attachments, were produced and are respectfully submitted by Sylvie McGee, 1<sup>st</sup> VP, for the Board of the BHCA on 3/14/2023.*

# DEMOGRAPHICS OF RESPONDENTS

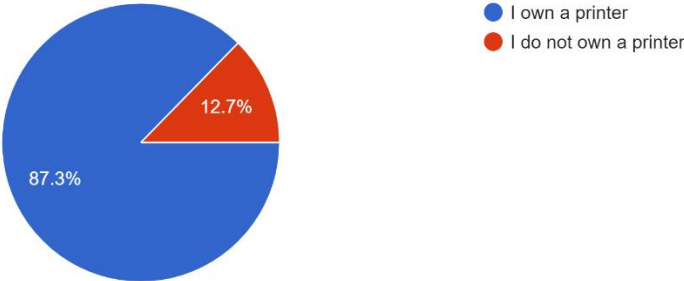
Your age  
303 responses



Internet access  
310 responses



Printer ownership  
316 responses

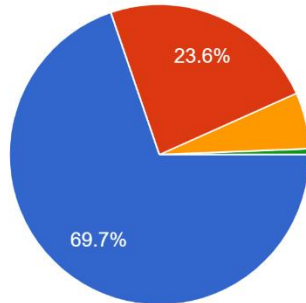




## QUESTIONS RELATED TO THE TALLY HO

### Tally Ho Reading Habits

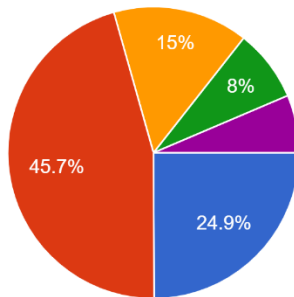
314 responses



- I read most of the Tally Ho nearly every month
- I read selected parts of the Tally Ho nearly every month
- I only read the Tally Ho occasionally
- I don't read the Tally Ho

One recommendation is to reduce Tally Ho production from the current six issues to four issues a year. Projected quarters would be: November - January, May - July, and August - October (pre-nationals)

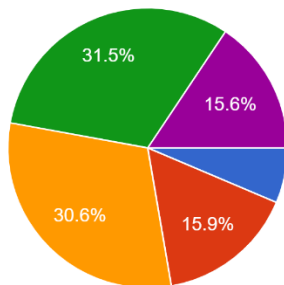
313 responses



- Strongly support
- Support
- Neutral
- Disagree
- Strongly disagree

One recommendation is to limit the page count for Tally Ho, which would affect the number and length of articles that could be included.

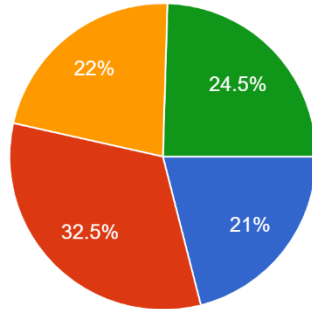
314 responses



- Strongly support
- Support
- Neutral
- Disagree
- Strongly disagree

One recommendation is to offer members the choice of not receiving a print version of the magazine, but to offer the Tally Ho online in a PDF ...s here: <https://basset-bhca.org/tally-ho-magazine>.

314 responses

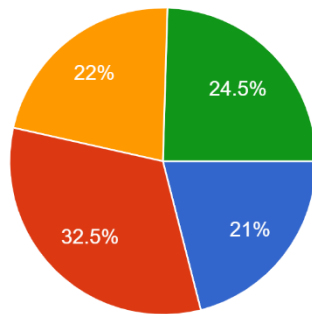


- I would prefer to access the Tally Ho electronically and would OPT-IN
- Not my real preference, but I would access the Tally Ho electronically to reduce costs and/or environmental impacts
- I think this would really reduce my accessing the Tally Ho
- I would not OPT-IN for electronic access

## QUESTIONS RELATED TO THE MEMBER DIRECTORY

One recommendation is to offer members the choice of not receiving a print version of the magazine, but to offer the Tally Ho online in a PDF ...s here: <https://basset-bhca.org/tally-ho-magazine>.

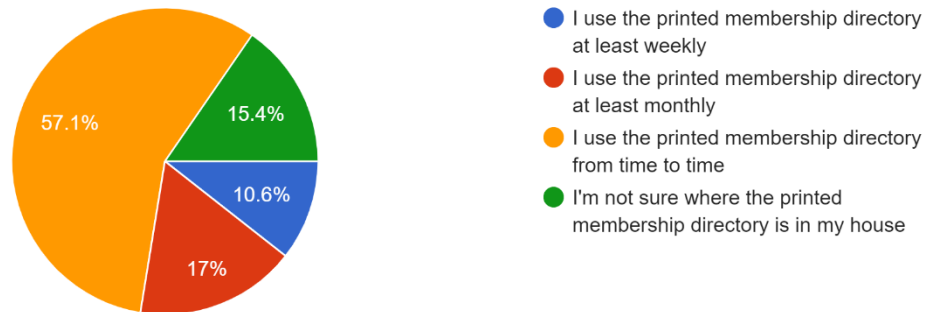
314 responses



- I would prefer to access the Tally Ho electronically and would OPT-IN
- Not my real preference, but I would access the Tally Ho electronically to reduce costs and/or environmental impacts
- I think this would really reduce my accessing the Tally Ho
- I would not OPT-IN for electronic access

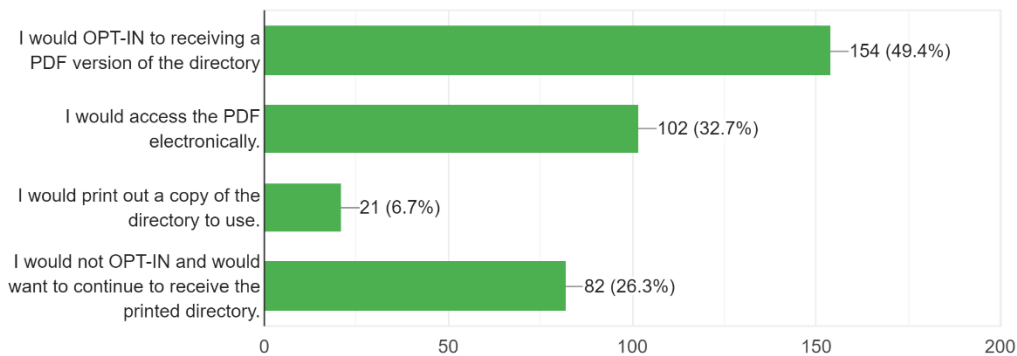
## Membership Directory Usage

312 responses



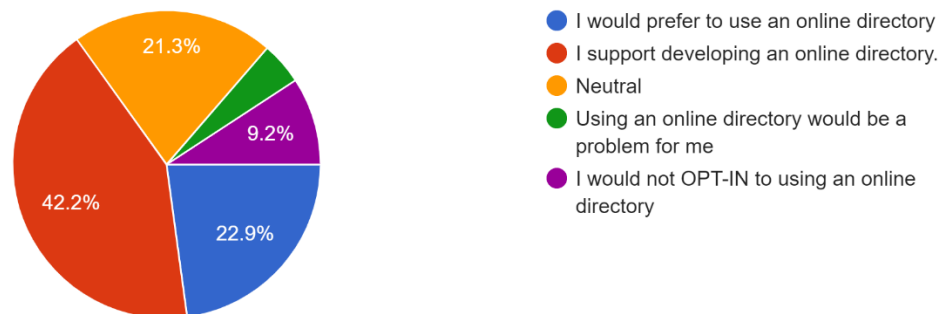
One recommendation is to offer an OPT-IN for members to receive the directory as a searchable PDF. Members could then save the PDF and reference ...t it out themselves. Please check all that apply.

312 responses



One recommendation (longer term) is to work with BHCA's web developers to sync our membership data collected online through BHCA accounts to cre...o support more frequent updates to the directory.

315 responses



<b>SUMMARY OF RESPONSES BY UTILIZATION</b>				
<b>TALLY HO</b>	<b>Read Most/Every Issue (69.7%)</b>	<b>Read Selected/Every Issue (23.6%)</b>	<b>Read Occasionally (6.1%)</b>	<b>Do Not Read (0.6%)</b>
Support/Strongly Support 6 to 4 issues (70.6%)	64.4%	82.5%	89.5%	100%
Neutral on 6 to 4 issues (15%)	18.1%	8.1%	10.5%	-
Disagree/Strongly Disagree 6-4 issues (14.4%)	17.6%	9.5%	-	-
Support/Strongly Support Limiting Pages (22.3%)	18.1%	29.7%	36.9%	50%
Neutral on Limiting Pages (30.6%)	29.2%	32.4%	47.4%	-
Disagree/Strongly Disagree Limiting Pages (47.1%)	53.7%	37.8%	15.8%	50%
Prefer electronic access (21%)	14.2%	28.4%	57.9%	100%
Would opt in for \$\$/environment (32.5%)	29.8%	40.5%	36.8%	-
Would really reduce access to Tally Ho (22%)	25.2%	17.6%	5.3%	-
Would NOT opt-in (24.5%)	30.7%	13.5%	-	-
<b>MEMBER DIRECTORY</b>	<b>Use weekly (10.6%)</b>	<b>Use monthly (17%)</b>	<b>From time to time (57.1%)</b>	<b>Do not know where it is (15.4%)</b>
Would opt-in to PDF directory (49.4%)	30.6%	30.8%	36.4%	59.3%
Would NOT opt-in to PDF/Want Printed (26.3%)	38.9%	46.2%	21.6%	8.5%
Would prefer an online directory (22.9%)	9.1%	9.4%	23.6%	43.8%
Support developing an online directory (42.2%)	30.3%	34%	46.1%	47.9%
Neutral on online directory (21.3%)	21.2%	32.1%	21.9%	6.3%
Would NOT opt-in/online would be a problem (13.6%)	39.4%	24.5%	8.4%	2.1%

<b>SUMMARY OF RESPONSES BY AGE GROUP</b>	<b>Junior (0.3%)</b>	<b>18-25 (0.3%)</b>	<b>26-40 (4.6%)</b>	<b>41-55 (11.9%)</b>	<b>56-70 (41.6%)</b>	<b>70+ (41.3%)</b>
<b>TALLY HO READING HABITS</b>						
Read most of the Tally Ho nearly every issue (69.7%)			57.1%	61.1%	67.5%	75.2%
Read selected parts of the Tally Ho nearly every issue (23.6%)	100%		42.9%	16.7%	27.0%	20.8%
I only read Tally Ho occasionally (6.1%)				19.4%	4.8%	4.0%
I don't read the Tally Ho (0.6%)		100%			0.8%	
<b>REDUCING FROM SIX to FOUR ISSUES</b>						
Support/Strongly Support 6 to 4 issues (70.6%)		100%	42.9%	72.2%	70.7%	73.6%
Neutral on 6 to 4 issues (15%)	100%		7.1%	11.1%	14.3%	16%
Disagree/Strongly Disagree 6-4 issues (14.4%)			50%	16.7%	14.2%	9.6%
<b>LIMITING PAGES</b>						
Support/Strongly Support Limiting Pages (22.3%)			28.5%	27.7%	23.8%	19.2%
Neutral on Limiting Pages (30.6%)			21.4%	30.6%	28.6%	36%
Disagree/Strongly Disagree Limiting Pages (47.1%)	100%	100%	50%	41.7%	46.9%	44.8%
<b>ELECTRONIC ACCESS TO TALLY HO</b>						
Prefer electronic access (21%)		100%	42.9%	33.3%	20.6%	16.0%
Would opt in for \$\$/environment (32.5%)	100%		35.7%	25.0%	33.3%	32.8%
Would really reduce access to Tally Ho (22%)			7.1%	11.1%	25.4%	24%
Would NOT opt-in (24.5%)			14.3%	30.6%	20.6%	20.6%
<b>OPT IN ON PDF MEMBER DIRECTORY</b>						
Would opt-in to PDF directory (49.4%)	100%	100%	85.7%	55.6%	56.3%	36.8%
Would NOT opt-in to PDF/Want Printed (26.3%)			7.1%	22.2%	25.4%	29.6%
<b>DEVELOPING AN ONLINE DIRECTORY</b>						
Would prefer an online directory (22.9%)			57.1%	22.2%	14.4%	14.4%
Support developing an online directory (42.2%)		100%	21.4%	43.7%	43.7%	48.8%
Neutral on online directory (21.3%)	100%		14.3%	16.7%	16.7%	20%
Would NOT opt-in/online would be a problem (13.6%)			7.1%	11.1%	11.9%	16.8%

## All Open Ended Responses

Electronic tally ho would severely reduce advertising wins
If the Tally Ho were to go electronic would overseas members still be charged extra as currently happens
Rumor has it that it is a forgone conclusion to go to 4 issues. I had heard this a few months ago. I would prefer an online version six times a year. This is the main ( and sometimes only ) contact from the BHCA. If these changes take place, will the Nationals be more affordable? The treasury has grown, not shrunk over the past few years. The Nationals is run to make money. Will it be run to break even if these changes take place? This is related as it is how members interact/participate with the club. If the BHCA cuts back, it should be with a goal of being better able to serve the membership. Hard to see why the BHCA is exploring cost cutting when the Treasury is growing. As an organization, increases in cost (raising dues in the middle of the pandemic) and reducing benefits is not conducive to growing the membership.
I think BHCA should continue the printed Tally HO and the current number of issues. It is an important part of membership in BHCA . Yes, it is expensive but well worth the expenditure. I would like to see an on-line reference to dogs, with pedigrees, titles, and other information about breeders and owners.
I love reading Tally Ho....but understand the need to cut costs. We are all feeling the pinch.
The internet should not manage our lives. I enjoy reading printed paper. A cup of coffee, Tally Ho is a delightful hour. I leave Tally Ho on my coffee table and pick it up often until the next issue arrives. The printed word is a powerful communication style.
Reduce the membership for those who do not wish to receive the printed version of the Tally-Ho if it continues to be in print. I did not renew my membership for this exact reason.
Sounds like Tally Ho is going the way of the AKC Gazette. Always enjoyed receiving it and picking shows to enter but change is inevitable and not for the better.
I strongly prefer to continue to receive printed versions of Tally-Ho and the membership directory, even if doing so entailed an increase in membership dues.
I would miss the magazine but understand the need to cut the significant costs..
As I am a member residing in Canada, I would expect that the online version would eliminate the extra 30 dollar fee for mailing, It also would be easier to access the magazine as I don't keep past issues forever and we always get our magazine 3 or 4 weeks later than members in the US
I would support raising advertising fees or BHCA membership fees instead of the above changes.
I am happy to pay a bit more for my Tally-Ho if that becomes a reality
Keep the Tally Ho it's the only mail I look forward too. Loose the directory

Being a Canadian it cost over \$100.00 annually to receive my magazine and membership and if things go online I hope to see my costs go down. Thank you

A lot of us oldsters have been paying dues for 45 years or more.. I would not object to price increase to have the convenience of printed materials.

Has there been a search of Internet PRINTERS that will do just as good a job as the current printer for less and not necessarily local? Members are members so there should NOT have been an AGE question on the survey! There are still other uses of BHCA funds that should be cut prior to this drastic of an action with the TH.

I love receiving the Tally Ho and displaying it on my living room table.

We love Tally Ho as it is, if a dues increase is necessary that is OK with us. It's a wonderful magazine!

Fully encourage going electronically for both the Tally Ho and membership directory

An online directory would also need to be searchable, and sortable. Especially necessary for committee members who need to use the directory for their work.

Hope it doesn't matter that my email shown isn't right. Google wouldn't change accounts.

Talley Ho and directory are clearly too much of the BHCA expenses. Thank you for looking into this.

I enjoy picking up the Tally Ho when I have time to read it. I do not enjoy reading on the computer. I used to read every AKC Gazzette in it's entirety when it was in print. Now I just glance at the top articles of interest and delete it. I think this would also be the case for the Tally Ho. It's nice to look back at printed material and often save it for another time.

Some older members are not computer savvy nor have email or pdf capability.

Thank you for putting these suggestions out to the membership! I so appreciate the BHCA Board of Directors.

As an overseas member, I usually receive the printed Tallo-Ho a few weeks later than members in the USA. An online version would therefore be a good solution for me!

I collect my copies of the Tally HO and refer back to them from time to time. I prefer to have paper copies for this purpose.

I used to read Tally Ho, cover to cover. I am no longer showing at BHCA and my circle of Basset friends and acquaintances keeps shrinking with each year. Therefore I and my husband are at that point in our lives when more of an on-line publication probably makes sense as well as "cents". This in spite of the fact that we are not particularly tech savvy either

Please offer online tally Ho! Would be so much easier to keep track of the issues etc. for those who want print... have their membership be higher to receive the print version. Thank you for doing something with this!!!

My preference is a printed version of the TallyHo. In this house, anyone of us at anytime will pull out a copy and read the articles and admire the dogs (old and new) . It is part of our dog library and has been since becoming members in 2005. We feel part of the BHCA community even if we can't make it to Nationals.

Would prefer e-versions of directory and Tally Ho
This is an environmentally positive move to go to online publication
I would like to see available dogs,puppies etc in Tally Ho magazines more frequently.
Do not, repeat NOT, attempt to produce Tally Ho only on'line.
Got my 1st BH 20+ yrs before joining BHCA. I was not in a position to join (no mentor, no showing til 2014). I *would* have subscribed to the Tally Ho had it been permitted and was disappointed I could not.
Reduce pages by not printing the show results. They could be online or even Facebook
The Tally Ho is a huge highlight for us
I definitely prefer the printed versions of both the Tally-Ho and the Member Directory and would PAY EXTRA to receive these. I would like to see "pay extra" as an option to receive printed materials
Instead of reducing the number of yearly issues of Tally-Ho, what about increasing the annual dues to cover the cost of quarterly publication? The annual dues for the BHCA are somewhat low for the amount of information and support we receive. Also, I think you might find that the participation in the Nationals would drop off quite a bit if you reduce the number of Tally-Ho issues. It might be advisable to consider the "unintended consequences" of you proceed with any of these ideas. Thank you for reaching out to the BHCA membership with this questionnaire.
What exactly is the annual cost to produce the Tally Ho and Directory ??
The club needs to think of other ways to raise money besides depending on Nationals income. Bragging that the club collected 20K of trophy money and then spent only \$500 on the actual trophies is no way to encourage fundraising or participation in the breed. Regional meet the breeds, all breed matches and other dog related events could help to pay for TH and membership directory as well as promote responsible breeding and basset ownership. The only thing the members get for their dues is the TH and directory - as a board you should think of a better way to fund it rather than take it away.
We are overdue to update our way of doing business. Sitting in my closet are copies of The Bugler which will likely be destroyed if nobody wants them. The same may happen with Tally Ho. Having electronic archives improves the logistics and costs for BHCA.
I personally love going back to old Tally Ho's and reviewing pic's and articles. I would really hate to see it go. I am a hands on reader.
The reason membership is down 72% from 2000 is that this BOD does not care about member education.....grow up, get real and do something for member education at Nationals!



For the love of God, go digital only.

People who complain about a digital Tally-Ho and directory complain about the price of anything anyway. There is no need to cater to their petty whims.

Yes, a glossy, pretty Tally-Ho has sentimental and fun qualities. But.... sentiment and quality costs a lot of money. If everyone was willing to pay for it and we massively increase the price to account for that, that would be fine, but, I don't see that price increase going over well with the crowd that "IOVes the PrINted COpy" because they cannot grasp how much the world has changed in 50 years.

I love the Tally-Ho. I always share it with an elderly Basset Hound Lover.

Do not send an issue to the club. As secretary/treasurer, I get my copy and another copy to Club. This is a waste. Why?

BHCSC sends out their MONTHLY newsletter by email as a PDF attachment. Only 8 members request a hard copy by snail mail. As to membership directory, probably privacy better protected having restricted access to view on line or continue printing and mailing to each member. Kay Haggard

Anyone remember all the negative blow back when the AKC changed the Gazette to online only?

Being an overseas member I would get Tally-Ho much earlier if on line.

If Tally Ho is not mailed out I would consider not renewing my membership.

Make it a subscription with dues

I keep a previous year directory in my car. For just in case I need a basset member's assistance while traveling.

Thank you for all the time en effort that has gone into this

My wife has dementia and can't do anything electronically. She does however, enjoy the printed Tally Ho when it arrives. That said, please continue to print.

I'd rather raise dues to support the Tally Ho in its current form.

put the tally ho online a save money

Unfortunately I do have problems with the Internet Service at times and sometimes lose information as it is coming through. But whatever club needs to do to save money at this time is totally acceptable. Being Secretary and Treasurer of a club has even had the committee thinking of how to reduce expenses drastically.

Smart move to reduce cost by going online with TH and directory

An online directory of both the membership list and the Tally Ho would be so much easier and cheaper. Can't lose them and Ramsey can't throw up a hairball on them.

The advertisement is the support of Tally Ho I will encourage to the members to advertise more (maybe reducing the price ) and have more ads to support , Maybe to have more ads allow owners of the puppies of members to put ads .Also a breeder directory (of course each breeder pay to be in the list ) other option will be articles are important but there some info we can look in BHCA website , and that will help to reduce the print pages.(such a financial reports )

You did not give an option where we might like both

Directory- print every other year- and maybe send addendum with corrections instead

I really look forward to receiving the Tally-Ho magazine and read it from cover to cover. So few paper magazines are produced any more and, as my good friend used to say, 'you can't read a PDF in the bath!' I would be disappointed if it was only available electronically but I fully understand how expensive it is to produce so would support it being produced quarterly to cut costs.

I would be open to an increase in price o cover mailing of the Tall-Ho

Would not mind getting all of the info electronically but my internet access is not as good as it was since I have moved late last year.

love the tally ho! Probably one of the only magazines I faithfully read. What about paying for a subscription for it to come in print? I'd pay a yearly subscription for it.

There is something really special and tangible about receiving a print copy of a magazine. In my "real life" I produce a national magazine so I'm very aware of all the challenges the club must be facing in considering this. I'd be willing to pay more for a print copy of the Tally-Ho and would invite the club to consider having members decide between a print copy and digital via opting in by payment structure. I already pay more since I am a Canadian member so I think that notes the value I place on the publication. Anything thing to consider is alternating print and digital. I'm the secretary of the Basset Hound Club of Canada (it's too bad I'm not eligible to serve on the BHCA or I would absolutely volunteer in more ways!!!!) but we went to a staggered print/digital plan. The end of year with standings was felt to be highly-valued by our membership so that's a print edition, others alternate between print and digital. Please feel free to contact me if you want to discuss further!! (Trina Gallop)

I will not renew my BHCA membership knowing most of the cost is for printing the magazine. Our membership dues should be better utilized.

I strongly support a digital option for Tally Ho and membership directory.

A printed edition of the Tally Ho keeps the membership directly connected to the club. On line editions have their problems as to access and downloading. AKC stopped printing the Gazette and I have spoken to many that they no longer read it when and if they can access it online.

The thinking behind these proposed changes was made clear. It really shows what a good quality communication program we have. I would miss it in the paper form. I commend the Board for coming up with some good suggestions. Has anyone contacted other breed clubs National Boards to see how they do things? It will be interesting to learn the number of member responses. The computer age is with us like it or not. Guess we have to accept some/all of the proposed changes for the cost saving but it also creates some issues which should be addressed such as access to the info if a digital device is not readily available or working. I look forward to reading the suggestions and results of the survey. Will you be alerting us when the information becomes available?

Just charge us for the Tally Ho printed version.

I understand cost are going up but the Tally-Ho is a highlight to receive and to me a great benefit of belonging to BHCA Directory is also a good asset to have as a breeder for referrals in other areas of the US

Thank you to those working on this project. Good ideas for on-line access take time to be acceptable to those with less experience or computer skills. Good luck.

Tally-Ho is a beautiful, high-quality publication in its current form and is well-supported by advertisers (compared to the other parent breed club I belong to). To quote Joni Mitchell's song, "You don't know what you've got till it's gone." Preserving the printed Tally-Ho is important,

I think many members would opt in to on-line but we should have option

For those of use who are unable to travel to Nationals, and can only travel to local shows, the Tally Ho is very informative as to what is happening to the club and to the members throughout the country and the world. By limiting production to four issues a year with limited pages should be the best and only solution.

I support scaling back on the print versions of the TH and the directory and building the Club's capacity for electronic communication. I understand that not all members are computer savvy and appreciate the need to maintain some print media. However, I have been involved in rapidly evolving projects that required quick communication with the membership. That communication happened through Constant Contact and social media. I could not wait for the bimonthly Tally-Ho to publicize the project, and used it to report a summary of what had happened.

I think an online directory is preferable, especially if a web developer could create a searchable database (or view all). This could be neat because those with websites could link the website in the directory. There is a lot of potential in an online directory. Of course, I would expect it to be restricted to members only. I would not support an open access online directory or one that anyone could pay to access. The paper Tally Ho is to me a sign of the health of our organization/club and I would like BHCA to continue producing paper copies. I would think the online "opt-in" means no paper copy. Perhaps the online opt-in option could carry a slightly reduced cost to encourage online access (but still serve as a subsidy to the production of a paper cost). I don't read the electronic books I buy and I know me well enough to know I would not read an online Tally Ho. An alternative proposal for the online Tally Ho would be not to produce a PDF, but instead to create a new version of Tally Ho in a program like flippingbook.com

You could cut down on the number of issues that you send out by limiting the number of issues to one per household.

I would not mind paying a little more in yearly dues to help cover the costs

I do support offering an electronic copy of the Tally-Ho, however, I would not opt-in for that . I do think that many members would use that version, but I am a "hard copy" reader and always will be. The directory is a whole different matter and easily accessible in an on-line version.

if TH was online would members without a computer, or lacking use of computer still be able to receive TH printed? Would the cost of ads be realigned since we would not incur the cost of printing?

I support these cost saving measures. Another option would be to have the on-line TH quarterly but have an annual special keepsake printed edition to include Nationals pictures. Even if members pay for it.

I read my Tally Ho cover to cover.
The online text for the Tally Ho is not clear-maybe too small print (readable but could be better.
Regarding reducing the number of TallyHo issues in a year from 6 to 4, new memberships and some business doesn't get codified until it is printed in the TallyHo. Decreasing the frequency between issues could affect timely business being conducted.
One way to reduce costs on printing the magazine is to not have the entire magazine in color. I also receive and work on the American Bloodhound Bulletin and we don't publish the entire magazine in color.
If you reduce page count, you could cut out corresponding secretary report and financials as those could be posted on the website. We like seeing the articles related to the breed the extra information could easily be posted online.
We are constantly trying to encourage new membership and general education, carrying the Tally-Ho with us to almost all events for that purpose. We do not think we would get the same level of interest out of an electronic version displayed on a phone. Also, despite supporting a reduction in yearly editions, we would be disappointed, as receiving the Tally-Ho is one of our highlights of membership of the club.
I would rather pay more for membership and get 6 magazines.
Having both electronic and print options available as a transitional period would be the way to move forward until there is only a small percentage of members who need printed versions. This could be a 5-10 year transition, but I would fully support that :)
Good Board study with possible solutions. I, would far prefer to have the TH in hand, but understand this may be a thing of the past.
What happens when server service is not adequate ?
Creating a directory on the web page could be costly when adding new members and changing current members information or membership status. The PDF idea would be much easier, timely, and less expensive to update.
lot of the members such as myself may not be that computer savvy. It will be important to keep things user friendly and as simple as possible.
I completely understand the want to go digital, but, i do enjoy having the Tally Ho in my hands. That i can go back years as a reference looking into the history of the breed and lines. If we are going to go digital than there should be a digital library of all past editions as well to reference there.
I really do love the print version of Tally Ho. I am willing to pay more for my printed version if need be.
when I pulled up the multiple copies of the Tally Ho on my computer even when enlarging the page to be able to read the articles they were at times unlegitable.
I appreciate the financial implications in all this. I would prefer to not mess with the print version of TallyHo (frequency, number of pages). I love the TallyHo the way it is. I agree that Directory could be electronic and I'd be fine with expanding access in the BHCA website. I don't believe the TallyHo will be as appealing in an electronic only form. You could consider adding a \$\$ fee for TallyHo above membership.
I would rather have Tally Ho 4 times a year with fewer pages than having It on line

I would hate to see articles eliminated. But there could be editing to reduce page count. I don't like reading online - I like the feel of the magazine and to read with a cup of coffee. Just like the newspaper.

Age question - really? Are you trying to find out median age, or how many oldsters like/dislike working online?

I don't really like spending a lot of time on computers. I use it when I need it - otherwise I prefer the printed page. I would be willing to pay extra if it helped to cover these costs.

Both my husband and I look forward to the Tally Ho and read it from beginning to end. I would like to see a few more common interest/historical stories, but I realize that takes money and volunteers.

I really enjoy reading the Tally Ho and save every copy for future reference. Mrs. Wittenberg is always a shining star on a dark night.

We still enjoy seeing the photos of beautiful Bassets. I use the Tally Ho to show prospective breeders and judges appropriate comparisons.

I always look forward to my Tally Ho and delighted when it arrives. My thanks to all the folks who make that happen.