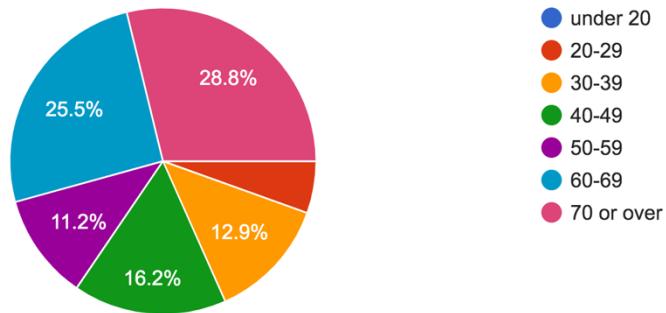


2025 Journal Survey Results

(Note: Due to the platform used, the complete answers for questions #3, 9, and 12 are not currently viewable.)

1. What is your age range?

420 responses



2. Currently, how do you usually read your monthly issue of the Journal?

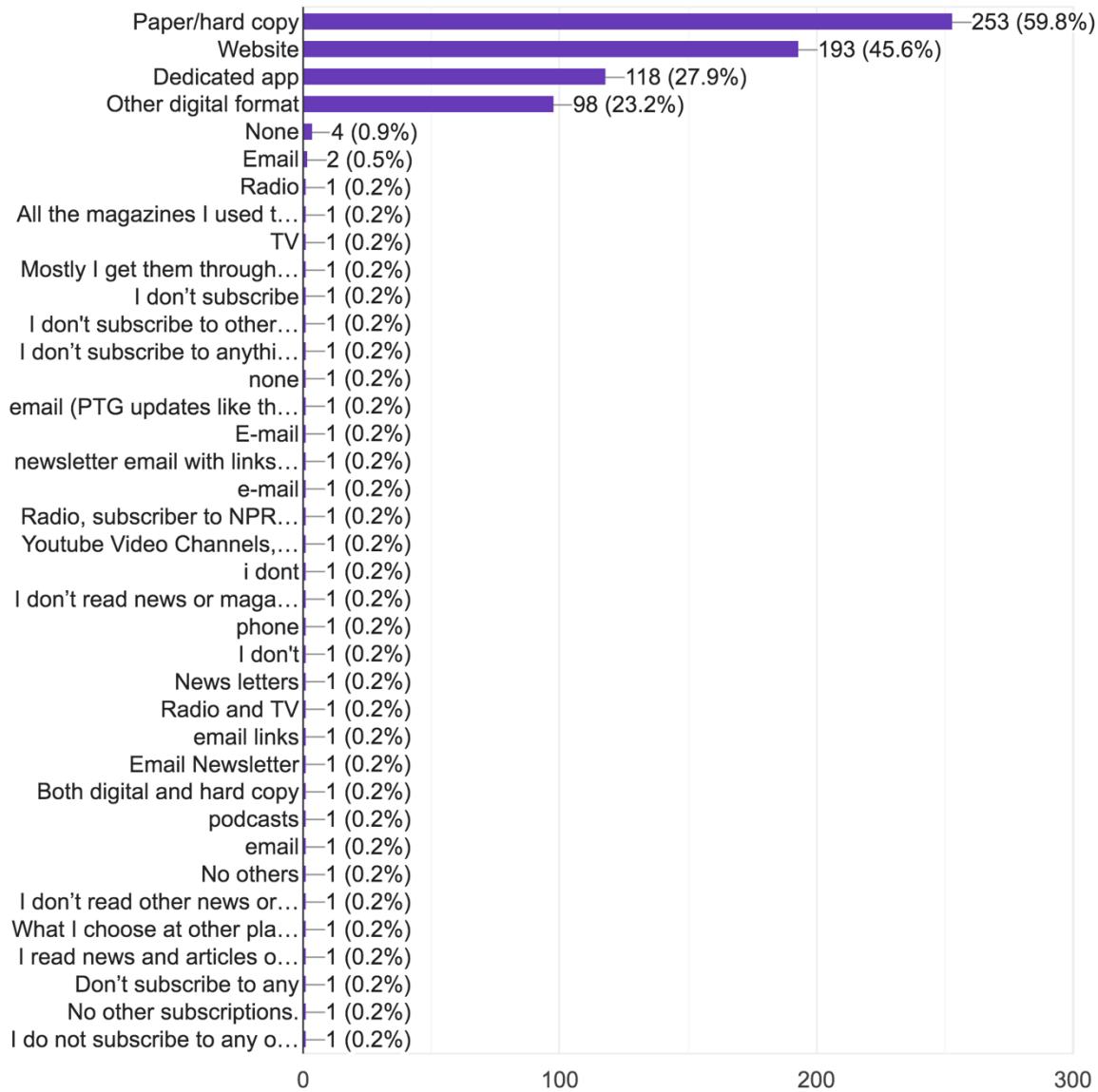
423 responses



▲ 1/3 ▼

3. How do you currently receive other news and magazines that you subscribe to? (check as many as apply)

423 responses



4: If you read other digital publications, what features do you like/dislike about the formats they use? Are there any publications that you think are particularly well-designed?

Of the 173 members who responded to this question, 33 reported that they dislike digital formats and/or prefer reading on paper, with two people specifically requesting that we do not go “all digital.” Some noted that digital publications are often cumbersome and difficult to navigate, and that it can be harder to remember information read in a digital format. One person noted that a poor internet connection would prohibit reading a digital publication. Two people noted the benefit of having a physical archive of Journals. Overall, these comments in favor of keeping the print *Journal* as it is represented around 21% of the responses.

Other respondents noted the following benefits of a digital publication and features they would like to see in a digital Journal format (number of mentions for each feature in parentheses):

- Search functionality (13)
- Embedded videos (12)
- Links within articles (9)
- Ability to zoom or adapt to any screen size (7)
- Ability to download and print articles/issues (6)
- Ability to comment on articles (4)
- Ability to highlight/bookmark/favorite (3)
- Similar articles feature (2)
- Donate/support button
- Audio narration ability (2)
- Ability to share articles (2)
- Good digital archive (2)
- A “donate” or “support” button (1)
- Digital classified ads (1)
- Teacher resources (1)

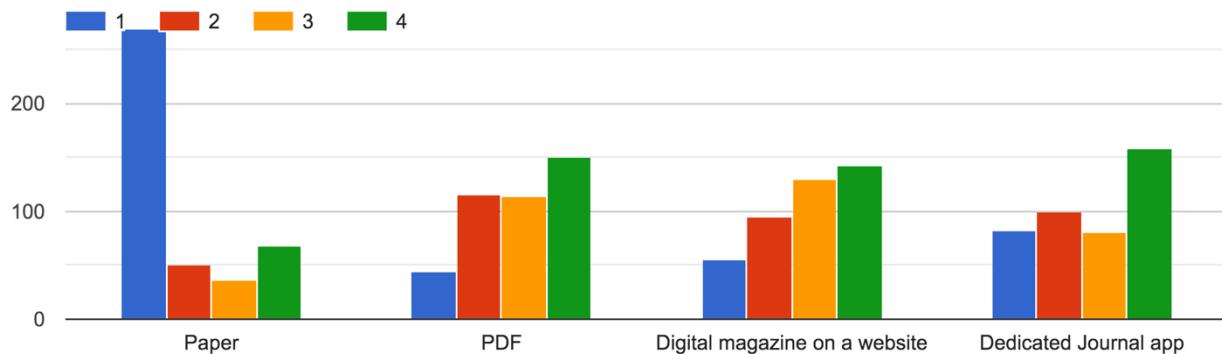
As far as format suggestions, the overwhelming request was to keep it simple: Respondents expressed a desire for a clean design (5) with easy navigation (7), logical organization of articles (2), and a simple login process. Others asked for including short summaries of articles (3), keeping the entire article on one page to avoid the need for multiple clicks (3), and using a news site model, rather than a “fake magazine” or “flip book” format (3). Many respondents (13) expressed a dislike for ads (specifically pop-up ads) interrupting articles, as well as overly complicated styles or fonts that distract from article content.

Six respondents specifically requested a dedicated *Journal* app, and five others noted the positive feature of having an app or website that is accessible anywhere. However, others (5) noted potential problems with apps, including not working on all platforms and not being accessible without a device. While two people suggested simply sending out a pdf attached to an email, three others specifically recommended against this format.

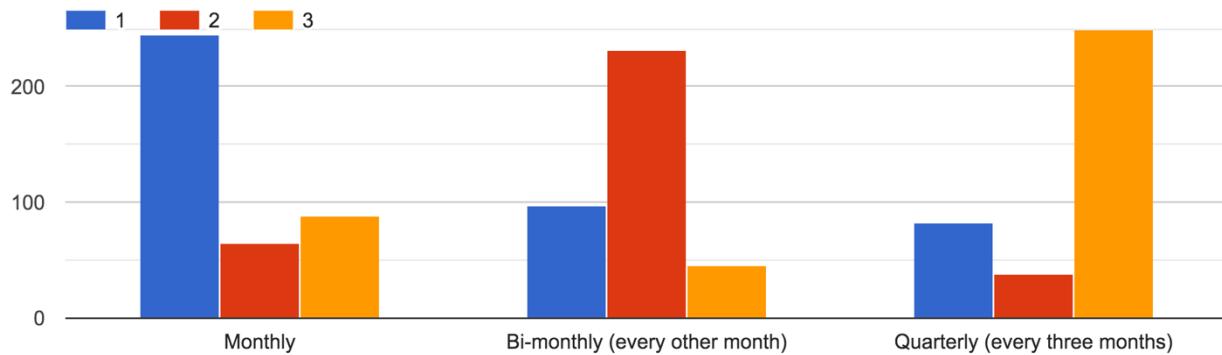
Respondents listed the following digital publications as potential models for a digital *Journal* format (listed in order of number of times mentioned, then alphabetically):

New York Times (6)
The Atlantic (3)
The Guardian (2)
The New Yorker (2)
Slate (2)
Wall Street Journal (2)
AARP
American Gardener
Chatelane
Chicago Sun Times
Colorado Field Ornithologists
Consumer Reports
Epoch Times
Fidelity Insight
Fine Woodworking
Golf Course Management Magazine
The Gramophone
Japan Times
JHU Magazine
The Journal of the American Philosophical Association
Knack (Belgian)
Mother Earth News
Mother Jones
Music Merchandise Review
New York Magazine
NZ Piano Tuners Guild newsletter
Pro PTN
Sierra Club
USA Today
Vox
Woodwork
Yamaha Technical Bulletins

5. How would you prefer to read the Journal? Please rank the following options in order of preference, with 1 being most preferred and 4 being least preferred.

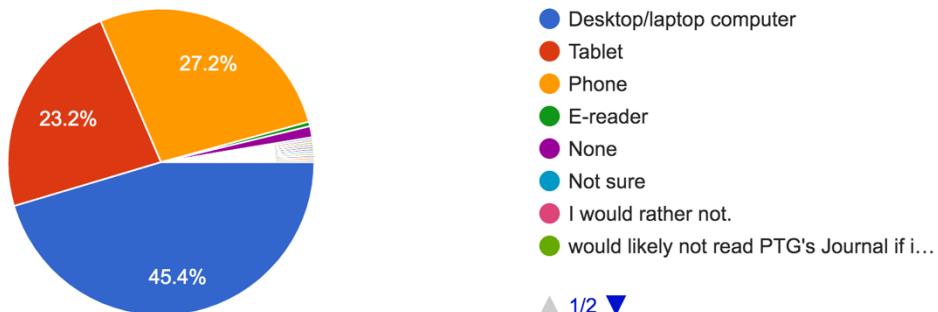


6. Which of the following potential publication schedules for a print Journal would you prefer? Please rank in order of preference (1 = most preferred).



7. What type of device would you be most likely to use to access a digital Journal?

423 responses



Desktop/laptop computer

Tablet

Phone

E-reader

None

Not sure

I would rather not.

would likely not read PTG's Journal if i...

▲ 1/2 ▼

8. Do you use the TT&T or Journal Article Index? If so, would you find it convenient to access these resources through a dedicated Journal app?

423 responses



Yes, I have used these resources, and...

Yes, I have used them, but would not...

No, I have not used these resources,...

No, I have not used them and would n...

Unsure

If there is a login required, I wouldn't u...

A dedicated app is a big upfront expen...

Sorry, I don't own a Smartphone!

▲ 1/4 ▼

Blue (30.3%): Yes, I have used these resources, and would like to use a dedicated app.

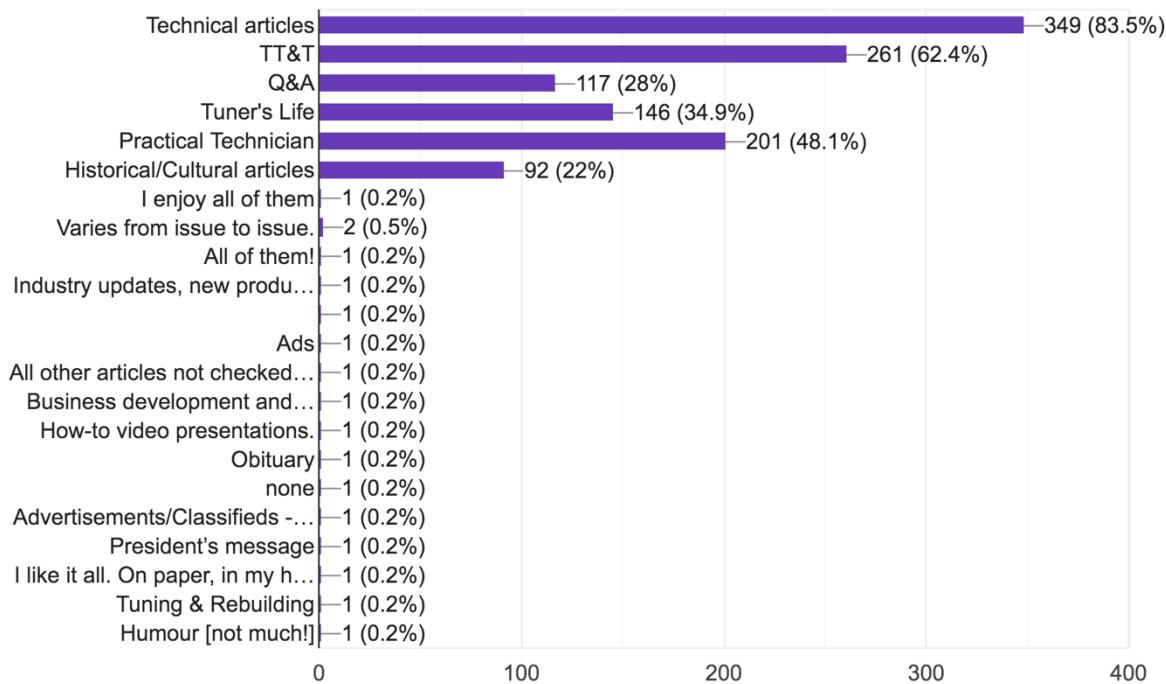
Red (20.6%): Yes, I have used them, but would not use an app.

Orange (27.9%): No, I have not used these resources, but I might if there was a dedicated app.

Green (14.9%): No, I have not used them and would not use them in an app.

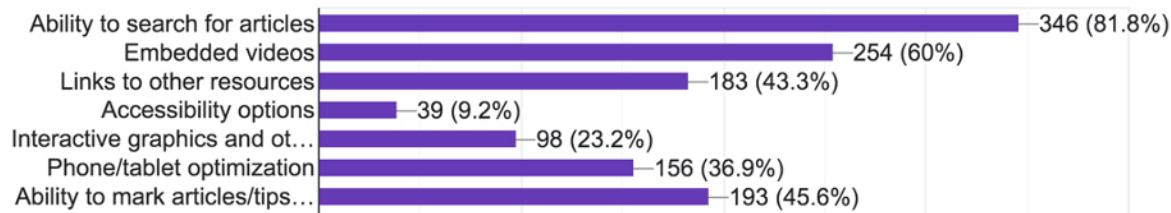
9. What are your favorite Journal sections? (check up to three)

418 responses

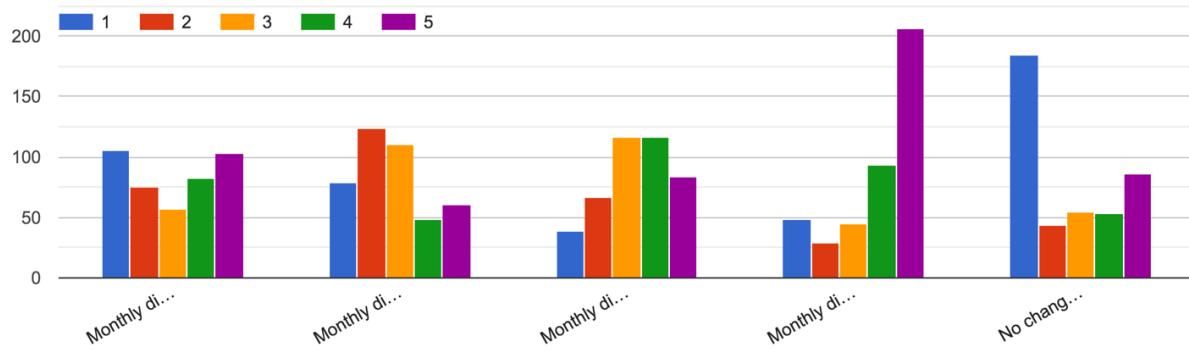


10. What features would you like to see in a digital Journal? Please check the three features most important to you.

423 responses



11. Please rank the following options in order of preference from 1-5, with 1 being most preferred. As a reminder, the term "digital Journal" in these options refers, please include them in your comments in question 13.



Full text of options, from left to right on graph:

Monthly digital Journal with the option to pay extra for a printed copy.

Monthly digital Journal with a quarterly print compilation.

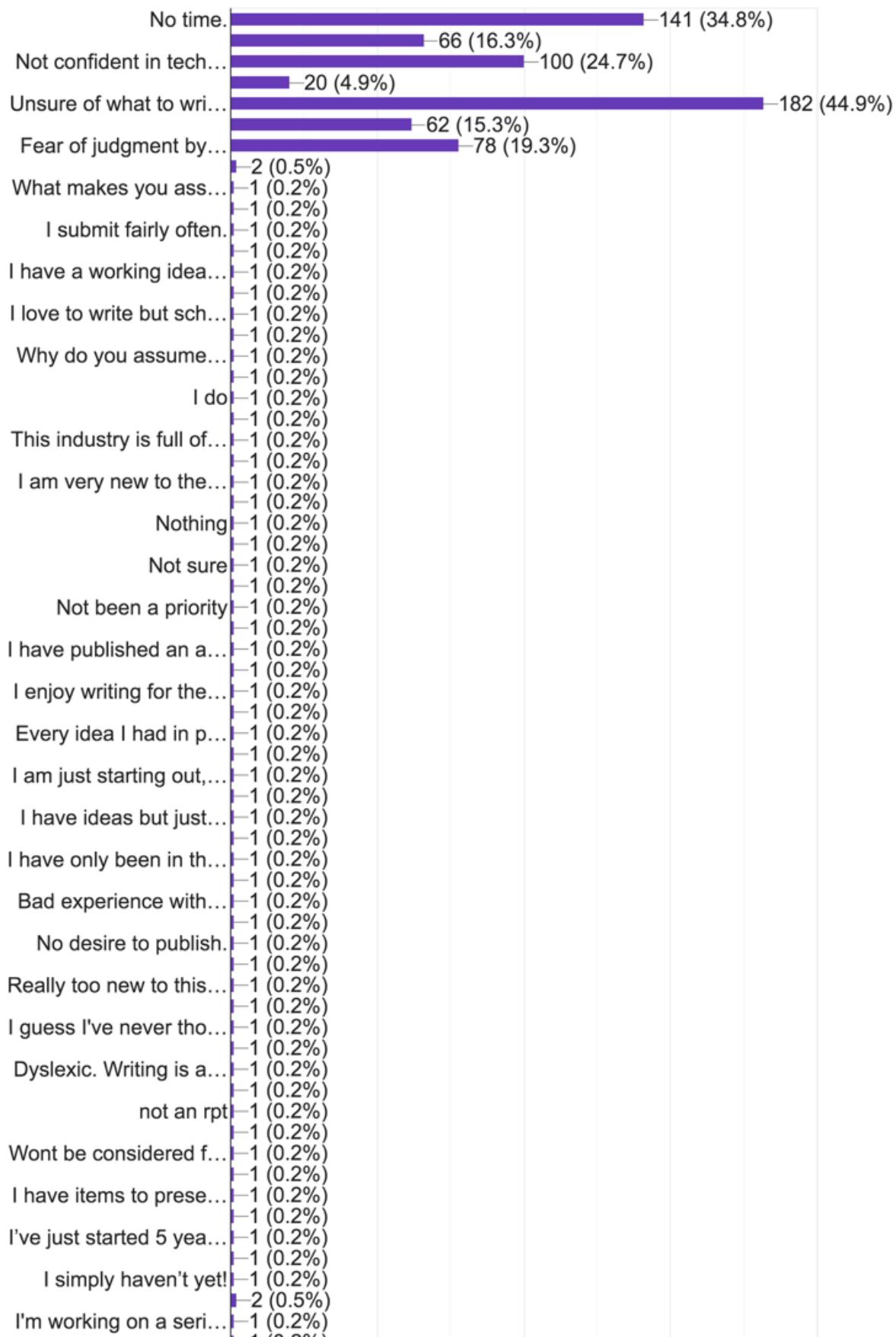
Monthly digital Journal with a yearly print compilation.

Monthly digital Journal with no printed options.

No changes to current Journal production (monthly print Journal with option to print a pdf).

12. Regardless of what format the Journal is published in, we need submissions from you to keep publishing good content. What keeps you from submitting to the Journal?

405 responses



Question #13: Any other comments? 191 responses

(Note: Some answers that Journal staff considered irrelevant were redacted. The following answers have not been edited.)

The *Journal* – despite that we know the print version doesn't get nearly as much use these days and appears to be a waste of money – signifies a VALUE of this organization; it is physical proof of this powerful establishment. What other piano-tech org. has the resource to make a print magazine? The content almost doesn't matter (but honestly, content could be better, compared to PTJ of the past). We've been driving that sports car on the road that others envy and that makes us appear rich. The efficient/optimized vehicle for *transport* is not exciting. Please primarily consider the *Journal*'s 2nd, 3rd, and 4th degree effects, not just its 1st degree effects. (1st degree is entirely this whole survey is focused on. 2nd & beyond "butterfly" effects are the subtle/subconscious value signifiers, which the red lines on your balance sheet can't calculate. These are so often more impactful than the 1st degree effects.) For the record, I have little emotional investment in the print *Journal*; this is about the potential negative impacts to the organization, not my personal feelings. Please start considering this or at least form a committee to explore the deeper impacts of the *Journal*. Doing this may very well jeopardize all the other PTG-solidifying volunteer efforts that have been making progress.

From the way the questions and answer choices are worded it seems this issue is not a question *whether* members would like the *Journal* in digital format, but how and what type of format that takes. The option of offering members a choice between digital and print (without cost-burdening members of a print version) was not mentioned. This is a huge oversight. If the organization needs to cut costs, why look to cutting the #1 benefit members have? Why not instead look to cut Home Office overhead costs by trimming staff, selling the building, and working from home? The Foundation needs to cover the expenses of the museum space and storage of materials; and the education program needs to be self-sustaining and not subsidized by members. I think most people are supportive of both the museum and educational initiatives, but these need to be funded outside of member dues. There are 25% fewer members today than when I joined 40 years ago. While dues increase every year, the cost of serving fewer members should be going down, not up. Please don't cover misguided budget priorities or a projected budget shortfall by trying to eliminate the print version of the #1 member benefit.

I love the *Journal* and would love digital format(s) to make reading anywhere convenient. If I find I have a moment I can read on my phone in a waiting room or other situation where some unstructured time arrives. I like the print version for home and as a collection on my bookshelf. Maybe not everyone saves the print *Journal* like I do, but for me, seeing the *Journal* on my shelf reminds me that I'm part of a special group of people with a really unique and cool skill set; and that's particularly meaningful to me since we spend so much time on our own in this profession. I don't think a digital-only format will have the same ability to make me feel connected in the same way. I'm all for adding to (not replacing) the print *Journal* with a well-developed digital format. But bear in mind that an app or web version of the *Journal* that has lots of bugs will quickly ruin the experience of reading the *Journal*. That is the problem with digital formats — they can be buggy and not work right, and it's so frustrating when that happens. A print version may have a typo or two, but it is always user friendly.

I am a senior technician, PTG's monthly publication(s) should attract the widest audience. There is a difference between trying to be everything to everyone and being meaningful to most. Too many things about PTG give the impression of "cheap" or "can't afford better." If this is true, why are we encouraging more to join our ranks? We should expect fair value for payment made and we should desire to become better than we are. Considering the cost of a Model S Steinway and a model 308 Fazioli, our dues should be double of what they are. Doing that might make a smaller, leaner organization. But properly explained with better quality throughout, we might have a more meaningful organization with much better administration. We would be able to afford forward-thinking organizational leadership. No doubt all of these thoughts and more have been thought about, but maybe it is time to revisit that which we dare not afford. Of course, I would say this right after PTG hired a new administrator. That's okay; show this to him. Maybe he has a thought worth exploring. Thanks for listening.

I personally think a PTG app would only be worthwhile if the searchable magazine index is easily usable through it, too. Other ideas off the cuff are: piano serial number lookup, features specific to local chapters (maybe so people in local chapters can communicate), quick repair advice that is searchable/organized by topic...probably too much work for what is realistic, but thought I'd mention them in case. I don't think I'd download the app just to read the magazine, but I also do just enjoy reading physical media. Currently I read the hard copy magazine, but if it got discontinued and only was published digitally, I'd switch over without much fuss. The only thing I think would be a headache for many people would be if a new app was the only option to read it, and things took way too long to load on a phone. Thanks for taking the time with this survey!

Considering how abysmal the current PTG website is, I can't imagine PTG staff being able to maintain a monthly digital *Journal*. I realize how helpful some technical videos can sometimes be, but I would generally rather read about a procedure, at my own pace, with acceptable photos, in a comfortable chair, than hold an electronic device or try to watch how it's done in a video that has been badly produced by a person who is untrained in the process of producing video. Look at YouTube and you will see hundreds of horribly produced videos all created by people who think they are providing usable information. They may be providing useful information, but the quality, and ego generally involved, makes them unwatchable. I understand that print is expensive, and I understand the need for PTG to cut expenses. You're going to go digital no matter my opinion. And being over 70, I know that I am no longer your target audience. When the move happens, I will very likely abandon PTG and retire.

I am not opposed to a move to a digital format for the *Journal*, and I understand the reasons why the PTG would want to make that change. I am just one person, but personally, I feel I am much more likely to read the *Journal* if I receive a printed copy in the mail. The online world is so far beyond oversaturated with content, I fear that the *Journal* would get lost in the sauce. I think a move to digital would have to be accompanied by a strong system of notifying PTG members of new issues. Also, I

recommend giving the option to simply download or view in-browser a PDF of the *Journal* as opposed to a specific viewer applet in a website or app. I know the *Journal* staff is always looking for articles. I would really love to contribute. I have only been a technician for a little over three years, and feel I still have a lot to learn before I have something to offer to others beyond repeating the basics... If whoever is reading this disagrees, I would love to know. You have my email!

Guys, a digital *Journal* for \$400 a year is not a bright idea. Yes I know *Journals* are expensive, but what else is my money going to? A website that will not function on my old phone? It won't. I've tried many times. I live in the middle of nowhere, and online access is spotty at best and impossible at worst. Downloading anything takes a ridiculous amount of time. If you need article ideas, republish some of the old articles and state it as a reprint. Some of us haven't been members long enough to see the old stuff. That would be neat. If I have to pay for a physical *Journal* on top of a rather ridiculous fee of \$400 per year I will most likely reconsider membership altogether and I know I'm not the only one with that in mind. If one is going to pay \$400 a year for membership then the Guild must be worth \$400 a year. Driving three hours for meetings and a website that won't work on my old devices...the printed *Journal* is almost the ONLY thing left that keeps me paying the \$400.

I do not want a purely digital *Journal*. I understand that print and mail delivery are becoming more expensive, and I don't pretend to know the solution for that... but I enjoy being able to read a physical *Journal*, because I usually read the *Journal* while waiting at car repair appointments, on my front porch, or when I'm on vacation. I don't always have a laptop or tablet with me, and reading such a large amount of content on a tiny phone screen would hurt my eyes; I would probably stop reading the *Journal* consistently. I enjoy having my stack of physical *Journal* copies, and I look forward to sharing them with my children down the road. I have used the online *Journal* index to look up past articles (and it's great! huge props to the developers who worked on that), but I do not want this feature to entirely replace what we have now. I think an app akin to Kindle would be the best way to go about it, but I wouldn't prefer that by any means.

In our digital world, it is SO refreshing to have something in hard copy which arrives every month. As a profession and as a guild of technicians, there is inevitably a part of us which is a smidgen old-fashioned... our love of this craft and the art form of piano repair, design, and maintenance makes it so. Given this, and speaking for myself, I feel honored to be a part of something which isn't digital... something that is REAL. On a practical front, it is very handy to have the printed copy, especially if I am working on a new repair tip, a new aural tuning technique, etc., and can have the *Journal* with me at the piano. This is key! It is really crucial to be able to have a printed copy of this technical *Journal* in the shop, at jobs, or even at my practice piano here at home (it would also be great to have a re-print of certain articles from the past). I love it, please save the *Journal*! Thanks for reading :-)

Do what you want with the digital *Journal*, but please don't take away my hard copies. I have complete sets going back many decades (from previous techs, etc.) and wish to continue in that trend. To me, even many of these *Journals*' covers are frameable art in themselves, and I usually read in their entirety, front to back. I will NOT pay extra for something which I think should be included in yearly dues. This would be a deal breaker for even membership in our esteemed organization. Call me

old-fashioned (I am old, I'll admit) but I very much prefer holding a copy in my hands and to also have the ability to hand-reference information at a later date from the vast collection of piano tech literature I have on my shelf, including very valued books, brochures, and the PTG *Journals*. Thanks.

If we had another non-profit designated as an Education Organization 501(c)(3) under the umbrella of the PTG 501(c)(6), we would better be in a position to seek funding from foundations, trusts, and corporations to help us in our educational efforts. While this may or may not impact the *Journal* directly, it could free up funds now spent on our education wing. Covering the costs of professional video production, for example, or paying instructors. There is no reason why we should shoulder the entire cost of continuing ed., outreach, and educating the next generation of technicians ourselves. It is of great benefit to the music industry, music teachers, and the culture at large, and we deserve financial support. I've contacted our president and VP about this idea and never heard back.

I understand the *Journal* is a way to communicate with the members. There are ways to make the existing print version more cost-effective, AND intriguing to read. Please stop the plastic wrap. I literally have *Journals* for the last 5 years that 80% are still in their wrapping, because I never take that step just to skim through it. If there were no plastic, I would read it immediately upon arrival in the mail. We also don't need such fancy paper. I've loved Jason's "Interactive" articles, with links to videos/sound files. I've loved searching the archive online for resources. But I think that an organized place for "Blogs" is a much more accessible, searchable, interesting to hang out kind of location.

I think I am in the minority, especially as a younger person, but I find I am significantly less likely to read things on a screen than on paper. The main reason I read the current *Journal* so thoroughly is that it's on paper. That said, I understand all the reasons that it probably makes more sense for the PTG to transition to a digital *Journal*, and don't hold that decision against anyone. Unfortunately, I will probably read the *Journal* less as a result. Or maybe I will need to get in the habit of printing it myself at home. In that case, it would be good if whatever digital format is ultimately chosen is easily printable so we Luddites can still read it :)

Going to non-print format will cause me to not renew my membership. Even this survey is very cumbersome. Not interested. I want to spend less time looking at phones and computer screens, not more. It seems half the articles are directed to persons with higher math degrees. These are useless to me as I am an aural tuner, self-taught. I guess you really don't want people like me in your group. When I go to chapter meetings I am frowned upon as being old fashioned and unqualified. Hardly inclusive in my opinion. Tuning for 50 years is worth more than all your articles combined. Just one man's opinion. I feel like I'm being asked to leave your guild.

I strongly recommend keeping the printed version of the PTG *Journal* available as an option for those of us who do not have the technology available to access a digital version. I like to read a hard copy of any book or magazine since I don't own a smartphone or tablet, and I try to limit my time at the computer. A hard copy is reliable, easy to read, and is not dependent on technology, which I feel is progressing too rapidly and often doesn't work anyway. I realize I'm in the minority regarding

technology, but I enjoy the simplicity of my life without Smartphones, tablets, texting, or social media. Matthew Dickerson, Avon, IN

What about just going to an every-other-month or once-a-quarter format? I know it takes a lot of effort to put out a monthly printed magazine. I was part of an organization that did that, and they just couldn't keep it going. I do think paper is such a better format because it's larger and easier to view than on a device or even the laptop. It's also very portable, and I keep it in my backpack as my reading material whenever I go out of the house somewhere, so that I have it available if there is time to read. I am already five months behind in reading the *Journal*, hence why I am just now filling out this questionnaire!

TBH, I want both worlds: a searchable *Journal* app with all the features, and a monthly mailed issue. And I want to get paid to read it. ...j/k. If I had to make a hard black & white choice, I'd take the paper copy. I'm so sick of holding this little screen in my hand, I don't think I'd read the digital copy much, I love getting mail (this is my only subscription), and I love grabbing my *Journal* as I head out the door so I can read something real while I'm waiting someplace. I want people to see me reading real material, not blending in with addicted gamers and scrollers. If cash is king, paper is queen.

While I would prefer to continue having a printed *Journal* for personal reasons, I realize that printing and shipping costs are likely quite high. Not to mention that I have spoken with other techs who have said that after reading the *Journal*, they chuck the thing in the trash. A digital *Journal* would certainly produce less waste. Having a dedicated app would seem annoying to me because of how much time I would spend staring at my phone. An online interactive *Journal* with links to videos and other resources (or possibly AI capabilities that pull up related articles) would be my next preference.

First a summary of my personal priorities. I like the print *Journal*. I would pay more to receive it. A digital version is also invaluable for searchability, accessibility, and archival reasons. Second, making the *Journal* open access in digital form (and really easy to find on the PTG website) might be a good idea. I don't think access to the *Journal* is driving membership in the PTG (there are lots of good reasons to join), and showing it off might help the field of piano technology to be that much more approachable to prospective technicians.

Our profession benefits from careful and focused attention. We do our best work when we do unhurried and methodical work. The printed *Journal* supports this sort of learning and professionalism. Please understand that the printed *Journal* is the most important aspect of the PTG for me. I will likely drop my PTG membership if the *Journal* becomes like the e-magazines you referenced as examples. Again, I am not interested in PTG membership if the *Journal* becomes simply one more part of life where I must interact with a screen.

I probably won't read the *Journal* if it is digital, except for when I search the article index looking for information. Presently, the paper *Journal* is a welcome break from having to look at a screen. Whatever you do with the *Journal*, please do not make it into an app; I will not install it. I have had a 25-year career as a software engineer. I am not technophobic or unfamiliar with current technology.

There are already too many apps, and none of them do a better job than a boring, old, easily-searchable, website.

A digital *Journal* might save some money in the long run, but then again it might not. At least it may save loading drawers and closets with scads of paper copies which are not easy to search and use after the first reading. More importantly, a digital *Journal* becomes much more of a tool to those who are comfortable or willing to learn to be comfortable with the format. But it should be done in such a way that it is not merely a difficult to search PDF version offering nothing beyond simply reading what's there on the page.

I think getting away from a monthly print *Journal* is a bad idea. The print *Journal* is one of the few things the organization has that can't be replicated or easily replaced by other organizations. There are already PLENTY of digital options for the piano tech trade (ProPTN, Piano Technician Masterclasses, Chuck Behm, Facebook groups, etc.). Trying to compete with these is foolish. Getting rid of a monthly print *Journal* just waters down any reason to join an expensive trade organization.

I enjoy having my monthly *Journal* arrive and being able to read it at my own pace. I can see how the digital version would be a great addition to what we already have IF it can be accomplished!? The examples shown are professionally produced by a team of professionals! Our *Journal* is published by a group of volunteers who I feel do a fantastic job! Can or should we ask them to produce something of this quality as unpaid volunteers? Which to my mind is going to require a learning curve!

Is reducing the size of the *Journal* (whether monthly, or bimonthly, or whatever) an option? Current *Journal* is pretty good, but there have been issues in past years where a subject that could be covered in one page has been dragged on to five to fill up space. Only half joking here to say that we don't need a five-page article on the historical, social and political details of turning a letoff screw. Perhaps going to a bi-monthly schedule will, in essence, accomplish that.

Thanks for all the hard work that goes into the *Journal*. I know it's hard to get submissions; perhaps a 1/4 email with specific questions to prompt an article. One of the most useful parts of our meetings is the "Butts & Flanges" (name borrowed from the Cleveland chapter) where we offer up to each other questions about a tech/business/customer relations problem for discussion amongst the group or share a solution to a unique problem or just a funny story.

Although I still like reading a paper *Journal*, digital makes more sense, especially from a financial standpoint. I don't think it makes sense to continue investing in a paper copy. Piano technicians seem to be technically savvy so I'm hoping this cost cutting measure can be taken. Thanks for all of the time you devote to PTG. The amount I've learned during my membership is unmeasurable and I'm forever grateful for what I've learned from this organization.

As an active CPA, I read my state society and national association industry magazines religiously, until they discontinued the print versions. Moving to a digital *Journal* will ease the PTG budget, but eliminating all print options will alienate many older members. Let those who want a printed copy pay

extra. You erred in not explaining “quarterly print compilation”: we can only assume it means three monthly issues bound as one.

I love this organization. Please keep printing the *Journal* as I love to read and re-read them. I live in a location with poor technical connectivity, and I am an older person who did not grow up in the digital age. I will be gone someday but the printed *Journals* that I have will still be there waiting until someone picks one up and reads something interesting. The *Journal* has been the number one reason that I belong to the PTG.

As noted in question #10, the ability to mark articles/tips as “read/save-for later,” “read/not read,” or “favorite,” along with good search-ability and a clear, intuitive layout would be must-haves in my opinion for a successful digital version of the *Journal*. The current PTG website and online resources are very convoluted and difficult to use, and I hope that a potential digital *Journal* will be the opposite.

I would be okay with a dedicated app and no print, but not a website with no print, and not a website as confusing as the current PTG website with no print. Currently I find myself giving up on the website because I have to login, then login again to get to my portal, and then when I click on links from my portal and then go “back” to my portal after the link, I have to login again. It’s extremely frustrating.

Digital formats always benefit the publisher more than the end user. It’s a hassle to try to read a pdf file on a phone or have to put up with Adobe’s desktop app. E-readers force you to turn on a computer, sit and stare at a screen. Like the acoustic pianos we maintain, there is a warmth in a paper magazine, where one can relax and read without the stress of electronics.

The paper *Journal* version I found in a library is how I found PTG in the first place. It is a marketing tool, and some people or groups purchase the *Journal* without joining PTG, and that should continue but w/o the extras. You are thinking inside the box. Think outside the box. Until people know who we are. What is PTG? Most people do not know.

I think switching to digital is very necessary for our industry. We are falling behind the available technology and need to do things like this to attract younger techs to the PTG. Very supportive of this. Especially if app format is in play. I would read and learn more if I had it all on my phone to pull up during down times in my day.

I most prefer the printed version; however, we all understand the enormous financial burden involved in printed matter, and so would understand if PTG goes the way of numerous organizations and moves to reduce this enormous expense. The luxury of having a print *Journal* is not worth imperiling PTG’s financial solvency.

I like the printed monthly *Journal* but would consider the digital option. I feel that instead of adding to the yearly dues for a printed copy, the savings realized from choosing a digital option should be

passed on to that subscriber. The *Journal* is an excellent resource in any form and should stay the way it is.

I would prefer a digital *Journal* if the membership dues went down in price. Otherwise, I am unlikely to rejoin if dues stay the same and member benefits are removed. I am concerned about the readability of digital *Journal* on the website because the website already has so many problematic organizational issues.

68 years old, 38 years in the business, not sure my opinion matters much but I would love a kick a\$\$ website that is EASY (intuitive) to use. I don't imagine it would be hard to accomplish. I believe websites/mobile apps have been around for a little while (sarcasm). A sincere thanks for all your good work.

We are currently paying for a beautiful published written *Journal*. Don't charge us extra while trying to go digital. Make digital conveniently available like you already have but continue publishing the written *Journal*. Thank you. Floyd Barlow 11. All other options 5. No changes to *Journal* 1.

I don't mind downloading PDFs of the *Journal*, but my biggest issue with the current web archive is that embedded images are generally much lower quality than print and text in the *Journal* images is often illegible. The file size needs to be a higher quality archival, with full OCR capability.

To the extent that the move from print to digital is expected to save the PTG money, PLEASE allocate funds, in whatever way is necessary, to expedite the google search issue, i.e. capture searches for "tuner" rather than only "technician." It is very bizarre that this is still an issue.

I love how the *Journal* has taught me quite a few things I have never thought of. Plus sometimes it's easier to read a hard copy. It would have to have a digital app for me to read digitally with notification of new *Journals*, otherwise I might not realize as I get so many emails etc.

A digital *Journal* is a good idea. A typical technical article is usually pages of dense text that's taxing on the reader. A digital version would be able to be easily formatted with more photos and videos which would make these kinds of dense articles easier to stay engaged with.

You know, if the overwhelming vote is to cancel the printed *Journal*, we don't have to. Keeping the printed *Journal* identifies our group as a warrior for class and quality. Getting rid of the printed *Journal* is akin to saying we don't need acoustic pianos. Electronic pianos are fine.

If the *Journal* goes digital, I would expect a reduction in PTG dues, especially since I am an international member and cannot make use of a number of member benefits. I hate reading articles online; I like to put my feet up on the couch and flick through the pages (sorry trees!).

Digital is great; in order to be attractive to young technicians, the information needs to be readily accessible and not require so much digging. The ProPTN app is a GREAT example of how this should be done. Why isn't the PTG leading this, rather than following other innovators??

My three articles on tuning would be good for aural training, and general understanding of temperament. One is titled "Notes on tuning the small piano." I do not remember the exact titles of the other two. Steve Brady was the editor when they were published. Bill Clayton

The physical paper copy of the *Journal* is quite possibly the most meaningful feature of my PTG membership. Old school as it may seem, the act of clipping out articles, three-hole punching them, placing them in my binder, and keeping them handy is a personal comfort zone.

If there is going to be a *Journal* app, I hope this means there'll be an inbox or PTG communications app. I would like to be able to highlight or note details in some articles for future reference. If it goes on the phone I can easily reference it on the road, so to speak.

I love the idea of a hybrid approach. I do love receiving a hard copy, but overtime they just start to collect dust. To search through old *Journals* for the topic I need is powerful. I think a monthly digital *Journal* with a quarterly print installment feels about right.

As long as the website and myPTG are confusing and difficult to manipulate for older non-computer folks, they will always want a printed *Journal*. You are working two problems at once, that will be challenging! I'll take whatever you have in any format. Good luck!

If we move toward an app, rather than having a monthly issue, a weekly article release will keep me more engaged. If I know that a new article will come out every Wednesday, I'll know to look for it rather than waiting for the *Journal* to show up.

I love the hardcopy *Journals*. They're beautiful and I can lend them to piano tech friends. I am comfortable writing articles but am not sure I can bring much to the table as I've only been a technician for a few years and am not yet an RPT.

The printed *Journal* is beautiful, but I wouldn't mind if it was printed on paper with recycled content (even though it may be a little less slick). Also, I wouldn't mind if it didn't have the plastic wrap. Thanks for doing what you do.

I would definitely still want a printed compilation, either quarterly or yearly. Especially as I submit content, I'm more motivated about seeing my writing in print, vs. online. I would definitely use an app more than a website.

Each time a good article is submitted, it would be a good idea for the editor to assign that writer immediately another topic to write about and a three-month deadline. Waiting for submissions is very difficult for the staff.

The last question made me think it might be nice to have a dedicated section for online questions and discussions but I also think people are probably used to social media so I think it would be harder to make the switch.

Part of the draw to PTG membership is physical copies of the *Journal* that I can keep in a library at home and read forever, even if I am at some point unable to pay dues and remain a member due to financial reasons.

1) I really like every part of the *Journal*. 2) You might have to wean us off the print copies. Give us an enhanced digital copy, then we realize we prefer it. But some will never prefer digital, I'm afraid.

I think it would be interesting to have a section of the *Journal* devoted to technical articles and tips from yesteryear. There are so many great articles from 20 years ago or more, but who remembers them.

I'd predict that membership will fall if a digital alone platform is chosen. I know several techs who are essentially 5-10 years from retirement and really only renew for the printed copy of the *Journal*.

I submitted a "Tuners Life" article last year and was told it was good, but it was never published. I assume the editorial staff did not find it appropriate, and that's fine; but I have wondered about it.

Good survey. It was difficult to answer some questions, but I understand the need to reimagine. I don't know what the *Journal* costs PTG to produce but it is a great resource. We're always better for it.

I would rather see an app with articles like a news app. I'd prefer continuing with a paper mag over a clunky e-zine like the Schaff catalogs. E-zines combine the worst of both worlds. Don't go there.

I have found that when publications or newsletters switch from paper to digital, I tend not to bother downloading and reading them. A well-designed app might make me more likely to read the *Journal*.

A dedicated PTG app with tools, resources, videos, articles, account page, membership info and payment options would be a great, versatile way for newer generations to stay connected to PTG.

I am concerned about copyright infringement. There are many many people who would love to read and share *Journal* publications without paying chapter dues or respecting the trade in general.

I would prefer a quarterly print/digital *Journal*. There are other means of sharing information, and limiting it to quarterly would hopefully bring it back to a *Journal* rich with content.

Need and require uploading and printing files opportunities, audio files easy to access, don't need passwords to download, and most important the autofill screen no pinching or zooming.

My difficulty is perhaps generational: I strain toward the digital technology without really understanding how to access it and make it useful. I need ample training to make it usable.

It seems as if the proverbial die is cast that the printed *Journal* is being replaced by digital. I guess next up may be getting rid of all acoustic pianos in favor of digitals too.

Would still want the ability to download and archive for future reference. Not a subscription that provides access to online content only. I paid for it; I want to HAVE it.

Not specifically *Journal*-focused: Address the privacy issues (cookies and trackers with no opt-out) and the disorganization of ptg.org. It takes forever to find anything.

If the PTG is willing to go electronic for the *Journal* because we have to “move with the times,” maybe it means it’s time to consider allowing ETDs for RPT tuning exams?

Better artistic judgment for the cover - the color choices are horrendously garish. Check out the October 1987 issue as an example of a tasteful and interesting cover.

Do we need to save money and not publish a monthly *Journal*? That would be pretty sad. It seems like our annual dues should be able to handle publication and mailing.

Please consider removing the plastic bag that the *Journal* is sent in. No other magazine out of the very few I receive arrive in the mail with a plastic bag covering.

I truly value our *Journal* editors and the time they all have put in thru the years. I think I have every print *Journal* produced ever since I joined in 1985!

You’re trying to fix something that ain’t broke. I find the PTG *Journal* a valuable resource but would probably not access it if published in a digital format.

The *Journal* is a quality publication. I love it. One way to save money would be to print on lesser quality paper, though I do love the current quality!

I receive publications from four different organizations. One moved from hard copy magazine to digital a year ago, and I haven’t read their publication since.

This may be beyond the scope of a professional/technical *Journal*, but I could use, pay-to-play, instructional videos that demonstrate hand-on techniques.

Going 100% digital will enable far more interactive and searchable information and will drastically reduce the waste of printing and mailing hard copies.

I'm a very new tech and I absolutely love the *Journal* — it is one of the main reasons I am becoming an RPT. Keep up the good work; it is much appreciated!

I forget digital content is there. I am a visual organizer; and I need to see my copy of the *Journal* out on the table to remember it's there to read.

Perhaps updating the current piano tuning schools, list of mentors, overview of all seminars for the whole year so people can choose and plan.

I would be happy to pay for a quarterly *PTJ* in print. I think having the *PTJ* be a quarterly publication would make life easier for the staff.

I do really like the print version of the *Journal*. It's very comfortable to read, and I do like the paper feel much more than a digital copy.

As a transit operator, I prefer to take the printed copy with me because it's more convenient than using my phone to read during layovers.

Please keep the *Journal* in print form. It's the primary benefit PTG offers, and I don't do well with trying to read digital stuff online.

Will dues be affected either way? I think there is an understanding that part of our dues goes toward production of the printed *Journal*.

I would dearly like to continue receiving a hard copy of the monthly *Journal* as part of the benefit for being a PTG member. Thank you!

The searchable database and online pdfs are fabulous resources and I appreciate the folks who put all the time in to make that happen!

Going digital with a pay for print option sounds good as long as the cost savings of eliminating print can be passed onto the members

I wouldn't mind it if I could download the *Journal* to my kindle app. Getting used to using it with manuals for some of my instruments.

I love reading the *Journal* and read it immediately on arrival. And I appreciate the authors' efforts for writing the articles.

While I understand the advantages of digital search, I keep the printed *Journals* to be able to have a reference to return to.

Please don't stop publishing in print at least periodically! However that has to happen, the tangible format is invaluable.

I love the *Journal*, but they are piled up in boxes. Please cut the printing costs and go digital like the rest of the world.

With *Journal* archives there is no need for a print *Journal* that just takes up space and hard to search through old issues.

Thank you to PTG editorial staff for all your work providing solid content and efforts to stay current in communication.

Keep the print *Journal*; it's the only mail I enjoy receiving. Digital things get lost with all the other digital things...

I'm almost 72 years old and find it way easier to read a *Journal* magazine than finding my way through digital content.

I like a printed *Journal*. But reduced frequency is a reasonable option. Bi-monthly or quarterly would be acceptable.

I like the monthly *Journal*. Having said that, I have all copies since joining and not sure what I will do with them...

Having to pay extra for a printed *Journal* copy would tempt me to leave the PTG after 17 years of loyal membership.

I like the way you are thinking! These are excellent thoughts to keep us up to date with the current culture.

Take inspiration from ProPTN. Re-publishing past articles in easier to digest sections like that would be huge

I look forward to the *Journal* every month; it is one of the main benefits of my PTG membership, in my estimate.

I like a blend; but in fairness, I doubt choosing it will stand the test of time for the decision-making team.

Post office is so unreliable in delivering *Journals*, I think going digital may be necessary for that reason.

I like the idea of saving money by not printing an expensive magazine. They just pile up on my shelves.

I prefer the printed *Journal*. We can highlight or underline certain thoughts/points to help us remember.

Never thought of the option of two or a quarterly print one. Seems like a win-win towards eco-friendly.

One major dislike about online formats is collection of analytics about who spends time reading what.

Eliminating the print *Journal* is the worst idea since New Coke. Or ever in the history of mankind.

Thank you for your efforts to improve the *Journal* and the PTG website! I personally appreciate it.

I currently read every article, cover to cover. If the *Journal* goes digital, I may seldom read it.

Thank you for all your work — I know it is a huge undertaking to create a *Journal* every month!

My main reason for being in the PTG is for the *Journal* and the referrals that come from ptg.org.

There should be at least some mechanism so that those without web access can get the *Journal*.

Don't charge extra for print as it is the standard practice. Offer discount for digital only.

Not *Journal* related, but I wish there were fewer hoops to jump through to take the RPT exam.

Based on where I see other publications going, *PTJ* needs to follow suit to keep costs down.

I really like the hard copy. It is nice to access various items and topics on the website.

The *Journal* is my lifeline to the larger community and a great educational publication.

If the Guild decides to go digital, this needs to reflect in a reduction to yearly dues.

Having both paper/printed and digital would be best with no extra charge for printed.

None of the samples were from professional association journals, which is a concern.

I'm glad you're looking at changing the way we read the *Journal*. Times have changed!

I am extremely pleased with the current content and professionalism of the *Journal*.

Current *Journal* is GREAT. However, I'm open to a digital format if others want it!

A solution that is economical and encourages great content on a sustainable level.

Thank you for continuing to put out the *Journal*. I look forward to reading it!

I think a bi-monthly print version would be fine or digital monthly is okay too.

Please keep sending me monthly hard copy, whatever digital offerings develop.

I will miss a print *Journal* but welcome the change for environmental reasons.

I am thankful for all the great work done by the *PTJ* staff and volunteers.

I like the *Journal*. Good job to those who work so hard to keep it going.

Nice that you're asking for our thoughts before making sweeping changes.

Searchable online resource is golden. E version only is a poor concept.

Just a personal thank you to the *Journal* staff for all your hard work.

Make sure there is a clear consensus. The *Journal* is the #1 benefit.

No hard copy directory, no hard copy *Journal*, why pay \$400 for dues?

I have wished for a long time I could read the *Journal* on my phone.

I would hope that a digital *Journal* would save money for the Guild.

If you went to a digital *Journal*, would that lower our yearly dues?

Please keep the existing print option for hard copy old timers.

The *PTJ* is one of the finest trade publications I have ever seen.

Love what you do and hugely appreciative of the community.

I really like having a printed hard copy of the *Journal*.

I think I'm just more comfortable reading a paper copy.

I'm all in for a digital version only. Save trees!

No. Retired. Do what is best for everyone else.

Appreciate all you do to keep the *Journal* alive.

Do what's best for the PTG- not the complainers.

I would most enjoy a paper *Journal* biannually.

A good variety of technicians contributing.

Please retain the monthly printed *Journal*

Should have gone digital 10 years ago.

Love holding it and reading printed page.

Keep mailing me the beautiful magazines!

I prefer to read hard copy materials.

Collaborate w/PRO PTN.

Thank you for the survey/your work (x11)

Keep up the good work! (x2)

Love the *Journal*!

Go with the app!

Long overdue.