

## ABA *Field Notes* SUBSCRIBER SURVEY

The American Birding Association is committed to gathering the records of North American bird distribution and disseminating that information to the subscribers of *Field Notes*. With a small readership and a high publication cost, we are working on cost-effective ways to maintain this service. We ask your help to better understand your needs so that we may continue to deliver what you most want from this publication at a price you can afford. Please complete and return this questionnaire as soon as possible. Thank you.

- 1) Please rank the importance to you of the following six sections of *Field Notes*:  
(1 = Most important; 6 = Least important)

<input type="text"/> Editor's Notebook <input type="text"/> Feature Article <input type="text"/> Regional Reports	<input type="text"/> Rarities Photo Section <input type="text"/> "Changing Seasons" <input type="text"/> Pictorial Highlights
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- 2) How do you use the information in the Regional Reports?

For research                       To plan birding trips  
 To learn about bird distribution  
 To compare the birds you're seeing with past seasons  
 Other \_\_\_\_\_

- 3) (If you answer yes to any of the following questions, please indicate, in the blank provided, the subscription price you would be willing to pay for the described version of *Field Notes*)

a) Would you continue to subscribe if *Field Notes* contained ONLY "Changing Seasons" and the Regional Reports?  No  Yes \$ \_\_\_\_\_

b) Would you continue to subscribe if *Field Notes* contained no color images?  No  Yes \$ \_\_\_\_\_

c) Would you continue to subscribe if *Field Notes* contained no color images and was printed on newsprint?  No  Yes \$ \_\_\_\_\_

d) Would you continue to subscribe if *Field Notes* came as a CD-ROM only rather than a printed magazine?  No  Yes \$ \_\_\_\_\_

e) Would you subscribe to a WEB only electronic version of *Field Notes*?  No  Yes \$ \_\_\_\_\_

f) Would you subscribe if *Field Notes* came as four newsletters of approximately 32 pages each featuring regional highlights with a year end compilation of complete regional reports on a CD-ROM?  No  Yes \$ \_\_\_\_\_

Or a year end compilation of complete regional reports in a magazine format?

No  Yes \$ \_\_\_\_\_

- 4) What would you be prepared to pay for an annual subscription in order to maintain the format as you see it in this issue of *Field Notes*?

\$25  \$30  \$35  \$40  \$45  \$50  Other \_\_\_\_\_

- 5) If *Field Notes* could not be published in its present format, what format would you prefer?

\_\_\_\_\_

\_\_\_\_\_

- 6a) How many years have you been a *Field Notes*/*American Birds* subscriber? \_\_\_\_\_

- 6b) Do you report your observations to your *Field Notes*' Regional Editor?  No  Yes

- 7) Please mark the organizations of which you are a member

ABA                       Wilson Ornithological Society  
 AOU                       Cooper Ornithological Society  
 AFO                       State/Regional Ornithological Society

- 8) How did you learn about *Field Notes*?

Mail solicitation                       Another ABA publication  
 Birding friends                       Non-ABA publication  
 Audubon Society                       Teacher                       Other \_\_\_\_\_

- 9a) Are you  Female?  Male?

- 9b) In what state/province is your residence? \_\_\_\_\_

- 9c) Your age? \_\_\_\_\_

- 9d) How long have you been birding? \_\_\_\_\_ Years

- 10) What is your current or highest level of education?

Some high school                       High school graduate or equivalent  
 Associate degree                       Bachelor's degree  
 Post graduate degree

- 11) Which of the following best describes your employment position?

Service                       Mechanical                       Manual Laborer  
 Professional                       Managerial                       Educational  
 Technical                       Homemaker                       Retired  
 Ornithologist by profession                       Ornithologist by degree  
 Other \_\_\_\_\_

- 12) Do you derive a substantial portion of your income from birding?  No  Yes

- 13a) Do you have e-mail?  No  Yes

- 13b) Do you have access to the Internet?  No  Yes

Additional Comments:

\_\_\_\_\_

\_\_\_\_\_

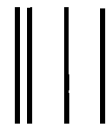
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*Thank You!*

We appreciate you taking time to fill out this questionnaire and to return it to us. Your input is invaluable as we determine our future plans for Field Notes. Thank you for making your voice heard. We're listening!

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# ABA Sales

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Web Site: americanbirding.org



ABA Sales is proud to have been selected by Britain's foremost birding optics manufacturer to be their exclusive North American distributor. Opticron supplies optics solely and specifically for birding applications. They have a full-range of porro-prism and roof-prism binoculars and spotting scopes designed with the specifications most important to birders. All Opticron optics come with a 30-year warranty against defects. ABA Sales is offering the entire Opticron line in addition to the binoculars featured below. Call ABA Sales for complete information about Opticron binoculars and spotting scopes.

## Roof Prism BGA Waterproof Binoculars

These phase corrected, nitrogen-purged waterproof binoculars have a 2-meter (~6') close focus. The all new distinctively styled rubber armoring is specially shaped to reduce weight. The prisms are silver-coated to reduce intra-prismatic light loss. All models have long eye-relief, click-stop diopter adjustment, molded thumb grips and rainguard. All models, except the 10x50, weigh less than 700 grams (24½ ounces).

**Opticron BGA 7x36:** Item #30314, ABA Sales Price \$590.00

**Opticron BGA 8x42:** Item #30315, ABA Sales Price \$595.00

**Opticron BGA 10x42:** Item #30316, ABA Sales Price \$605.00

**Opticron BGA 10x50:** Item #30317, ABA Sales Price \$625.00

## Porro Prism *imagic* Binoculars

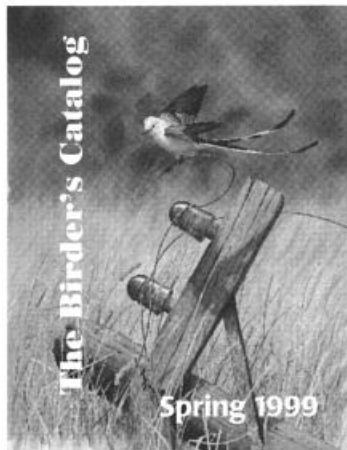
The *Imagic*® line of porro prism binoculars are specially designed with an ergonomic focusing system that allows both close focus and long eye-relief. The 8x32 model focuses to 3 meters, while the other models focus to 4 meters. They use fully multicoated (BAK-4) optics, and offer wide-angle eyepieces on the 8x32 and 10x42 models. The full 30-year warranty on parts and workmanship is an exceptional testament to the ruggedness of a mid-priced porro prism binocular.

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## Roof Prism BGA *imagic* Waterproof Binoculars

Packed with features often found only in more expensive models, the new *Imagic* line is fully multicoated, with close focus of 2-meters, long eye relief with retractable eyecups, click stop diopter adjustment, and molded thumb grips. All three models are light-weight at 23¾ ounces.

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### It's 21 degrees.

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Yes, a bird.

But not just any bird – a White-tailed Ptarmigan. *Lagopus leucurus*. And the little thing is all white, because it's winter and that's its winter color. Which of course, makes it nearly impossible to see it in the snow.

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Out of the 900 species in North America, he's one of the



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few that's eluded your "life list." But today you'll catch the shadowy movement – practically a ghost image in the snow – that finally reveals the Ptarmigan.

And once again, you congratulate yourself for choosing a Bausch & Lomb® binocular. It's one of the finest quality optics in the world.

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The plumage of the White-tailed Ptarmigan changes constantly with the seasons of the year. From its pure white appearance in November through February, it molts into breeding plumage around March. The colors are generally black and grey with many white-tipped feathers. Another molt in August brings autumn plumage of grey, brown and white, which helps the Ptarmigan blend in with the gray, lichen-stained rocks.



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