Food For Thought

Editor’s Questions / Readers’ Answers

When I sat down to write my editorial for this month I found I had more questions for the readers, than advice to give them.

Why are some readers thrilled with the expansion of the magazine into new sports and canine care, and others determined to think of us as nothing more than “...another American Magazine...”?

I’d like to take this time to pose to you, the reader, several questions and to clear the air.

When Andrew and Anne Douglas approached NTI Global with the prospect of selling DogSport Magazine, we were excited at the opportunity of becoming an integral part of your training. We were thrilled to be able to reach out to the community in a new way. Joyce and I immediately started going over new sports, events, and topics we could engage the readers with. We wanted to make DogSport a magazine that EVERY competitor could enjoy. Somehow though I feel this excitement has been snuffed out. We have received “unfriendly” comments on not only the articles, but also our writers (a group we are very fond of), and even our photos! I must say, the old adage of “If you can’t saying anything nice, don’t say anything at all” certainly doesn’t hold true anymore.

We welcome constructive feedback on articles, writers, new topics, and past topics. We certainly do not want to disappoint you. We work to find new and exciting articles for each issue. Our writers provide feedback and ideas for new stories. They pour hours into their work for us, and neither they nor we know everything about every sport. So, by all means tell us how you feel or what you think. You can email me directly at Letters@DogSportMagazine.com.

Our goal is to promote a healthy and long relationship between you and your dog(s). Joyce and I have agreed to give 2010 one strong push onwards! In 2010 we hope to continue to print 112 pages filled with color, excitement, and encouragement for our readers.

Having expressed my feelings, I now hope you will do the same. To contribute to DogSport Magazine please write, email, or call us with your answers to the questions below.

What articles do YOU want to see in 2010? Why?
What articles should we remove?
For our dedicated readers - what changes do you LIKE? What changes do you wish you could reverse?
For our new readers - why did you subscribe?

We greatly appreciate your continued support and look forward to growing our community of enthusiasts, trainers, and dog companions!

Visit us online at www.dogsportmagazine.com to answer these questions!