

FROM THE EDITOR

Help us help you

Recently, I helped emcee a banquet honoring associations for their publishing efforts. When you do these things, of course, you're expected to have an opening line or a joke to loosen up the audience.

I never thought I'd use this: "Ladies and gentlemen, please turn off all cell phones unless you are blogging, posting to Facebook, or tweeting this event."

The joke got a laugh—a nervous one—because the publishing industry as we know it is changing rapidly.

The magazine you are reading now has been published for 118 years, a track record unparalleled in K-12 education. Since 2006, our editorial and design have been recognized with almost 30 national honors, including nine first place awards from the Association of Educational Publishers and two from the Education Writers Association—two of the most prestigious contests in our business.

But in today's publishing climate, where newspaper icons are filing for bankruptcy and print magazines are shrinking in front of our eyes, those numbers don't translate as they once did.

Everyone thinks that, with the Internet, you should be able to get what you want, when you want it, for free. That's great for consumers, but not so great for businesses.

Despite the troubled economy, *ASBJ* is fortunate to have the staff we have and the backing of our owner, the National School Boards Association. We also are actively working to provide you with broad coverage of issues that are relevant to school leaders in a timely, cost-effective way.

Loosely translated, we are not remaining static. Our blog, *The Leading*

Source (<http://leadingsource.asbj.com>), features our editors providing you with astute commentary on the stories they are working on as well as the daily news in education.

We also are holding more webinars that are centered on the content you find in the magazine's pages. These hour-long sessions include opportunities to hear more detail about the subjects we are examining in *ASBJ*. In fact, we have three planned in the coming months on topics such as bullying, green schools and the stimulus, and the future of the STEM movement. All webinars are archived and posted on our website (www.asbj.com).

ASBJ also has a Facebook page—find us by searching at www.facebook.com and become a "fan"—and both Managing Editor Kathleen Vail and Associate Editor Joetta Sack-Min are on Twitter. We also are tiptoeing into the world of online audio and video; you can expect to see our first posts in those areas this fall.

Our mission remains to provide you with timely looks at and analyses of trends in K-12 education, and it is our stated goal to provide you with information that you can learn from and use to improve student achievement in your districts. Today, it's not just going to happen when a new issue arrives in your mailbox, but throughout the weeks, the months, and the year.

Please let us know what you think, and provide us with tips on how we can do our work better. To use Facebook-speak, our readers are our "friends," and we take what you have to say very seriously.

Until next month,

Glenn Cook, *Editor-in-Chief*
(gcook@nsba.org)

