

FROM THE EDITOR

The Rest of the Story

The relationship between writers and copy editors is sometimes akin to that of boards and superintendents. Most of the time it's about working together to achieve a common goal, but occasional conflicts surface from time to time.

One of the largest conflicts is over space. Writers obviously love words. Readers enjoy them, but less is often more. Copy editors are caught in the middle.

Fortunately, as Web 2.0 technology continues to improve, we have the opportunity (and, increasingly, the responsibility) to branch out and report more of the story online. Our Q&As, which usually take up a page in the print magazine, are often longer online because we can add more content. This month's interview with Laurie Olsen, author of *Made in America: Immigrant Students in Our Public Schools*, on Page 16, is a good example of how we are doing that.

In *ASBJ's* blog, *The Leading Source*, our staff members write at least two entries per month that are related to the stories you see in print. In the coming month, for example, you will see entries on the stories that make up "Immigration and Diversity," a fascinating special report that starts on Page 22.

"Immigration and Diversity," a project six months in the making, represents one of the largest editorial commitments we have made to a single topic. Every writer on staff contributed original on-location reporting and writing, fanning out to states across the country, for this examination of how districts are dealing with these critical

issues. It would be a shame not to have more information about this online.

This month, we have embarked on another first for the magazine. Working with NSBA's National Affiliate program, we are taking an in-depth look at the consolidation of four California school districts.

"The Long Road to Unity," which begins on Page 48, examines the history and challenges facing the Twin Rivers Unified School District in northern Sacramento County. The story goes into detail about the animosity that resulted in six failed attempts to unify the elementary and high school districts into a single K-12 entity, as well as some of the challenges the new district faces.

Over the past two months, we logged more than 10 hours of interviews with key figures in the unification effort. Even with four pages and 2,500 words, it was impossible to describe in detail what the district's leadership has faced en route to merger. Trust me, the outtakes alone would fill an entire magazine.

Our plan is to look at various facets of the consolidation through the eyes of school and community leaders in a multimedia format that includes podcasts, webinars, and a blog posted at www.nsba.org/natwinrivers. The project will continue with regular updates—in print and online—before it concludes with another feature in *ASBJ* next July.

We hope you enjoy our attempts to tell you more of the story. Until next month ...

Glenn Cook, Editor-in-Chief

