

PLANS FOR SOARING MAGAZINE

The July issue of SOARING magazine will mark another milestone in the history of this publication. With that issue we will resume monthly publication for the first time since 1939. Since its founding in 1937, SOARING has reflected the health, both good and bad, of the SSA. Today we believe we are well over the threshold of a period of new growth of the Society, and the resumption of a monthly publication schedule is indicative of the confidence which we have in the future of the soaring movement in the United States and the continued progress of the SSA.

This is an appropriate time to tell our readers of the policies which we expect to follow in the months to come. One of the most important concerns our choice of material. I am sure every SSA director and officer can testify as to the interest of our members in the content of SOARING. We all get our share of complaints about how there aren't enough technical articles, but no sooner is one published than we are cornered by equally earnest souls inquiring as to who do we think our audience is, a bunch of calculus teachers? The SSA is an organization of individuals with many diversified interests, and we are going to make every effort to publish a balanced magazine. We hope everyone will find many things of interest to him in each issue.

With our monthly schedule we are going to need the help of our members in getting more good material. The publication committee is soliciting articles on specific subjects from various members, but we hope that we will receive many more unsolicited articles. Through a process of selection we can thus hope to upgrade the quality of material published to even higher standards than in the past. All material will be promptly acknowledged, but contributors must realize that it will not always be possible to publish every article which is received.

In order to reduce somewhat the added costs for the new monthly schedule, we will start out by printing a magazine with a slightly lesser number of pages per issue than in the past. It is our plan, however, to increase the number of pages whenever our financial situation permits. This could come about in two ways. The first is by enrolling more members. There are still many individuals interested in soaring who do not belong to SSA. Our efforts to get them into the fold must continue unabated. A second means of expansion would be through the booking of additional advertising. You may note that we have appointed Anna Saudek as Advertising Manager of SOARING. This is the start of a concerted campaign to get more advertising than we have had in the past. Here is a place where our individual members could help. If you can think of any company which ought to advertise in SOARING, see them about it, or let us know. We will go right after them. There is more information on this in later pages of this issue.

Our experiment with limited newsstand sales of the January-February issue seems to have been a success, and we are going to continue the test for several more months. This will make the problem of material deadlines tougher for both Editors and contributors, but it is part of the price you pay for getting into the big-time. Our cover change of the first of the year seems to have been well received, and we plan to make some more changes of the inside make-up in the months to come. Maybe it will be so gradual that you won't notice it, but it will be there.

With our next issue we welcome a new Associate Editor, Pete Bowers of Seattle. He is well known to SOARING readers as a frequent contributor to this and other aviation magazines, but for newcomers his biography will be found in the July issue which will be the first his help applies to. The activation of this post was authorized by the SSA Directors in recognition of the increased editorial load entailed by a monthly publication schedule. We expect this step will enable us to meet this challenge and continue the growth and improvement of SOARING magazine.

—HS.