

# editor's page

## Eye on the Doughnut

I can't remember the place or even when, but somewhere I ran across a little ditty that when paraphrased reminded me I was to keep my eye on the doughnut and not on the hole.

This seems an odd way to begin an editorial and perhaps I should have started with WDYSDNAPAAFTJ. I'll pause briefly while you unscramble its acronymic meaning. You're right! It simply says, "Why don't you sit down now and prepare an article for the *Journal*?" This invitation is of course extended to all our professionals, but in particular to our Extension field staff who make up the bulk of *Journal* subscribers.

We know we have an excellent professional *Journal*. It has been so judged in competition with others over the years. But in order to continue making *Journal* improvements, we need a wider latitude of article and author input. The following, I believe, illustrates my concern.

From a random selection of 79 *Journal* articles, I found only 3 written by individual field staff agents. Shuffling through the articles on my desk awaiting review, I now find only one submitted by a field staff professional. This analysis tells me we have a void of valuable authorships from the grass-roots level. It tells me there's a need for a leavening process of field staff and non-field staff inputs.

It also tells me we're facing an arduous and intricate, but solvable problem. The solution is simple for it involves more input from field staff. The problem is more difficult for it involves motivating field staff to contribute to the *Journal*. We do, however, understand clearly both the problem and the solution.

I'd like nothing better now than to be flooded with articles from our field staff. If so, you can bet that I'll welcome each and every one. All will be treated with editorial respect. Each, however, will have to stand on its own merits and in keeping with prescribed *Journal* standards.

Let's briefly comment on our random sample of articles once again for there's a significant *Journal* plus side I don't want to overlook. A quick scanning of the 79 articles, written mostly by Extension specialists, showed 62 of them oriented towards the problems, activities, and concerns encountered by field staff professionals. In keeping with the *Journal's* purpose and philosophy, we're headed in the right direction. We encourage more field staff article input. We need more field staff support to constantly keep our eye focused on the doughnut and not on the hole.

We'd like to introduce two new *Journal* staff members—Rick Crowley, editorial assistant, University of Wisconsin, and Maxine Ferris, Michigan State University, the new Tools of the Trade editor. "Welcome to the *Journal* family, Rick and Maxine."

GB