

editor's page

Hallelujah—A Revival

With the great variety of religious programs seen on local and national television nowadays, I don't need to define the commonly used words of "hellfire" and "revival." Yet in a fascinating way I find these two words closely identified with *Journal* activities now taking place all over the nation.

I won't spend any time on "hellfire" for it appears that if we as Extension professionals fail to subscribe to our own *Journal*, someone ought to give us a little static along the way—whatever you care to call it. In the final analysis, however, no matter what the *Journal* staff does or even what the Board of Directors does in giving guidance to the *Journal*, it's still up to each of us as professionals to ultimately determine the *Journal's* future.

This is probably the reason I'm so excited, not because of hellfire consequences, but because I sense a real *Journal* revival taking place. I saw new evidence of this at the recent board meeting. I sense it in the letters that come my way everyday. While a very small number are critical, the greatest majority are complimentary. Both kinds, however, I believe are necessary to stimulate continued *Journal* growth. I find this revival spirit in the article content submitted and in the cooperation I receive from the Editorial Committee, Research in Brief editors, and Tools of the Trade editor.

The interest taken by our Evaluation Committee and the comments they send to me after each *Journal* issue show it. I also observe it in letters from liaison chairmen published in the "Liaison Link." All these signs tell me a revival is taking place and *Journal* fever is sweeping the profession.

There are other strong indicators as well. First, since I'm a confirmed optimist, I firmly believe our 1979 *Journal* subscriptions will increase significantly over 1978. There isn't real evidence to indicate otherwise.

Secondly, we already have a number of pluses presently going for us. The *Journal* has worldwide distribution. It's recognized as an outstanding educational publication. The articles appearing in each issue are relevant to our subscribers' interests, and the *Journal* articles are current.

Lastly, and to me the most important plus, the *Journal* is our own official professional publication.

Paraphrasing an old TV commercial, "Do you believe in . . . the *Journal*," to which we must add, "If not, why not?" Why not now revive your own *Journal* fever, and by George, after you've got it, pass it on to a friend.

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