

# editor's page

## The Journal Is Ours

I suspect that every person who has taken pen to paper has faced my present dilemma—how to begin. How many times have you pondered—even agonized—over the lead sentence in a news release or report? Have you found that first sentences are like olives in a bottle—or kisses? The first one is hard to get, but after that, the rest are pretty easy.

I thought of reviewing editorial pages from earlier issues in an effort to avoid duplication. I rejected that idea. Better to repeat some of the thoughts my predecessors and I share as significant than to search for new, but less important, concepts.

The *Journal of Extension* is ours. It's ours both collectively and individually.

Collectively, the *Journal* exemplifies one of the cardinal principles of Extension: people involvement. I was reminded of that during my first meeting of the *Journal*'s Board of Directors. All of us were represented, and the commitment by our representatives to make the *Journal* an even more effective professional improvement tool was obvious.

I recall earlier involvement efforts, too. Even before the *Journal* began, I responded to a survey asking whether I'd be willing to pay five dollars a year for a professional Extension journal. A formal readership study a few years ago sampled all Extension people as another way of involving us.

The *Journal* is written, reviewed, edited, and published by, for, and about Extension professionals. Look at the lists of people who are involved—the Board of Directors, the Editorial Committee, liaison people, Research in Brief editors, the Tools of the Trade editor—welcome, Doris Smith—and the Evaluation Committee.

The *Journal* is ours individually, too. Though not every article appeals equally to each of us, an effort is made to publish materials that will provide ideas that most of us will find useful. Consider the articles in this issue. How many ideas can you find that will make your job more rewarding, enjoyable, and meaningful?

The ample margins expedite your own notes and comments in your own copy. If you're reading an office or library copy right now, you can't do that, can you?

Which brings up another point. Now is subscription time. If you have your own subscription, you know its value . . . renew now! If you aren't now a subscriber, I think the cost of this important part of your profession is quite reasonable. Why not invest in it now? And encourage nonsubscribing co-workers to make the *Journal* part of their personal libraries.

Just one more note. George Blume, who has done such a fine job as editor for the past 2 years, told me that the ratio of smiles to frowns as editor was about 10,000 to 1. That's good enough for me!

Ray