

# editor's page

## We Need More Subscribers

Let's consider the financial status of the *Journal of Extension*. Prudent management has resulted in modest profits in most years since the *Journal's* beginning in 1963. Initial financial support came from Epsilon Sigma Phi and the three agent associations plus a pledge of support from the state Extension organizations. Substantial help toward publication of the bicentennial issue *Heritage/Horizons* came from ES/USDA. Other than that, the *Journal's* income comes from subscriptions and the sale of back issues (especially the special theme issues) and *Heritage/Horizons*. Some income also is derived from investments that are adequate to ensure our survival for one year even with no income. (As is true of many of today's investments, however, the rate of income from ours is less than the rate of inflation.)

Subscription rates for the *Journal* have increased over the years, but not much more than has the Consumer Price Index (CPI). Your 1981 rate of \$14 is less than 8% greater, in constant dollars (1967=100), than the 1963 beginning subscription rate of \$5. In 6 of 14 years, the *Journal* rate was less than the CPI.

Subscription numbers have declined for the past three years; that's the primary cause of the latest two increases in subscription rates.

The future? If subscription numbers continue to decline, there are basically two alternatives—higher subscription rates (above and beyond inflation) or financial losses.

What can be done to avoid this dilemma? The best solution is to increase the number of subscriptions. That will solve our financial problem and lessen the need for an increase in your subscription rate. But best of all, it will put this valuable professional improvement tool in the hands of more of our colleagues.

You can help encourage your colleagues to subscribe. Here are some arguments you might find useful.

- A profession puts a high priority on improving itself. The *Journal* is tangible evidence that Extension is a profession.
- In 1980, readers received 19 valuable articles that had been reviewed for quality by their peers, 13 innovative ideas, 8 relevant research summaries, 5 thought-provoking forum items, and over a dozen references to useful tools of the trade—not to mention the 6 scintillating editor's pages.
- In the critical eyes of its Evaluation Panel, the *Journal* has been scoring higher than ever, and improvements continue to be suggested—and made.
- Your cost of subscription is tax deductible.

As we begin a new year, and a new decade, won't you help your *Journal* maintain a firm financial foundation? It will help keep your subscription rates low, too. Thanks

