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Something Old, Something New, Something Borrowed, Sing the Blues

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EDITORIAL

SOMETHING OLD, SOMETHING NEW, SOMETHING BORROWED, SING THE BLUES

You may wonder what the slight revision of the old adage "something old, something new, something borrowed, something blue" has to do with the *Journal of Aviation/Aerospace Education and Research (JAAER)*. Actually, each of the four items listed in the title of this editorial relate very closely to the conceptualization and development of the Journal.

The "something old" is **JAAER** - three challenging years in fact. The first year was spent gathering data in the form of two marketing surveys. One survey went to over 100 members of the University Aviation Association (UAA) and the other was sent to 75 editors of new scholarly journals. The second year was spent developing publication procedures and practices, soliciting and reviewing articles for the initial printing, and preparing for the first issue (Spring 1990) of the Journal. Year number three saw Vol. 1, Number 1, 2, 3 in print, as was promised to all subscribers, and in the hands of key aviation/aerospace education professionals.

Something "new" is a major production decision made recently that, with this issue of **JAAER**, a full-size page format will be utilized. This decision was based on a number of factors related to questions concerning readability, set-up costs, and production expenses. Interestingly, readers will find that, although the total number of pages has decreased, the same amount of text is still included. This was accomplished by the use of multiple fonts as well as different line spacing.

In reviewing the previous issues of the Journal, it became immediately clear that the editorial staff was not making use of all the

desktop publishing power available with our word-processing program. After consulting *Looking Good in Print*, a 1988 publication by Roger Parker, we were able to "borrow" some good ideas and avoid many of the "ten common design pitfalls in desktop publishing" (pp. 77 - 87). Most readers will not notice any major differences but the trained eye will see that we are judiciously attempting to avoid using irregularly shaped blocks of text, unequal spacing, and excessive amounts of "white space." We would appreciate your feedback on our new format and style.

A recent item in *USA Today* stated that only approximately 33% of all magazines are still in production within five years of inception. Although the study cited did not say why this high fatality rate exists, the statistic is quite sobering. If the *USA Today* data are accurate, the Journal may be in production for only two more years.

How can we avoid an early demise of this publication? The answer is simple, we need your support in a number of ways. Among those ways is your continued submission of manuscripts as well as your continuing financial support. With all the good news associated with getting **JAAER** from its infancy stage to production and through one year of publication (done with a minimum of cost), we do not want to have to "sing the blues."

HRL