

Manifesto Echoes

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To you thoughtful people who took the time to respond to Jack's June editorial, I want to say, "thank you!" I've taken the liberty of excerpting from some of these response letters and e-mails. I hope all of our readers will find this enlightening, entertaining and perhaps inspiring; I know that I did. This editorial may have set an *S&V* record for response volume. Most of the input came from readers and contributors, several came from advertisers and a few came from publishers of related magazines. Virtually all of the letters we received were supportive. Jack wrote about nine related topics. Comments on quality and "What's Next?" dominated your responses about equally, with thoughts about a digital edition finishing a distant third. All of these communications were clearly heartfelt. Some were nearly as poignant as the manifesto itself. Here's a space-limited selection of what you had to say.

Reader **AB** voiced an oft-repeated message succinctly: "I just read the manifesto in the June issue. I want to let you know that to me *S&V* is an invaluable source of information as well as always enjoyable reading. There is really nothing like it in our community, and I would feel very sad if it disappeared."

DH: "I read your editorial in the latest *S&V*. I hope that you or someone else will continue publishing the magazine. I believe it provides a valuable service to both academia and industry. Though not technically a "peer reviewed" journal, I believe it is the most widely read NVH publication around and perhaps the most important just for that reason. Your editorial staff is second to none, and the articles are accessible, practical, and educational (a rare combination)."

CVK: "Thanks for the editorial. It gives your loyal readers (like myself) an excellent picture of the issues facing publishers today. I think my first *S&V* arrived in 1976, when I worked for Cincinnati Milacron. I still have almost all of them. It's a great collection, especially the advertisements! Its fun to go back and see how things have evolved over my career. Regarding the Internet . . . I do receive *Automotive Engineering* (SAE) in electronic format as well as in print. I find myself using both formats, but with a slight edge to the printed copy in terms of frequency."

HAG: "Needless to say, *S&V* Magazine is extremely important to me. As a conduit to our community, it has to remain a printed magazine. As a web magazine, no one will get around to looking at it. Mine initially sits on the kitchen table for a day or so while I scan every page. I only read articles that are pertinent to my work. I read virtually all

editorials, and most industry *S&V Observer* articles and all the *S&V News* to try and keep abreast of our field. I scan every ad and try to notice what is featured, revealed or hidden. Anyhow, do your best to keep the printed magazine coming at least until I die. Thanks for what you do. If ever there is something I can do to help, let me know. I'll go to the web site and re-subscribe and click on some items now."

TOH: "I read with great interest and empathy your latest editorial in *S&V*. I am not sure how many other publishers read your magazine, but I can tell you I rarely get to read such an inside look into someone else's state of being who does what I do. It was a real treat for me. First, Jack you are right, *S&V* features high-quality editorial on a consistent basis. This editorial was 'spot on.' You and your staff are to be congratulated. Second, this important editorial message does reach outside the traditional *S&V* reader to the wider maintenance audience, and we would like reprint it with absolute and full acknowledgement and linking to the source. I will also personally write an introduction to this article clearly endorsing *S&V* as an excellent magazine and one to which we should all subscribe. Thank you for writing your manifesto. I am pinning a copy to my office wall."

BM: "I recently finished reading your June 2010 editorial. As a qualified subscriber who has been forced to move companies and switch positions more frequently than I would have preferred this early in my career, I sincerely appreciate the steadfast reliability I find in your journal each month. It has proved challenging to find a dependable mentor and knowledgeable cohort in industry. The practical content that often fills the pages of *S&V* helps to fill that void. Though I may not read every sentence, I do spend a meaningful amount of time perusing the entire publication, front to back.

"The son of a graphic artist, I am keenly aware of the effort required to publish a magazine such as yours. The hours spent on meticulous, consistent, and visually appealing typesetting, figure presentation, and layout do not go unnoticed. I halted my subscription to *Machine Design*, the majority of that magazine unfortunately now lacking substance. I still browse through *Mechanical Engineering*, but only because it is included with my ASME membership. Contrary to these publications, today I find *S&V* to be very relevant. And by the way, I wouldn't read an online version either. Though I do find the occasional article postings on the web quite handy, especially in the instance when my wife threw away two years worth of hand-selected, premium articles that I had set aside for reference and posterity!"

KO: "Please know I look forward to my *S&V* issue every month. The articles are just the right technical depth, and the editorials are always worth reading. Maybe targeting a slightly wider audience and advertising base might help. I'm a structural engineer in the aircraft engine business, not exactly the target audience, but I do enough modal analysis that I find *S&V* very helpful."

MJL: "I must admit that sitting on my bookshelf, neatly stored in filing boxes, is every issue of *S&V* dating back to 1994. Every month I receive about 10 publications, but only *S&V* is worth saving. Now I am not a pack rat, nor do I have any sentimental yearning, rather the articles appearing in the magazine are used as reference material for my work."

SAH: "I read your editorial in the June issue. I truly hope that *S&V* continues to be published in hard-copy format for many years to come. I am one of those who saves the magazines (not 40 years back, but 15 or so), and often refer to them when confronted with a new problem that I recall that *S&V* addressed in the past. I also advise all of my students to subscribe. I concur with your observations on the death spirals of other publications who went purely digital then disappeared shortly thereafter."

ET: "I totally agree with your nonscientific survey regarding digital editions. I now get so many of these that I barely give them a thought as I 'delete' to make room in my inbox. In some ways I think that the plethora of these digital editions are depriving everyone of the potential information that just might be in a particular edition. The authors have spent much time creating an article, but the readers get tired of purging their inboxes and trying to find the golden nuggets hidden there."

PLW: "Thanks for your editorial. As I put this recent edition away, I made a note to remember Ungar's article on measuring the input to buildings. I do that with many of your articles. Of the publications I receive, I look forward to yours the most. I'm not sure when I got on your mailing list, but I have all the print editions back through January 1971. As I have moved, they have traveled with me to New Mexico, Arizona and now Texas. I have appreciated each one that I have received."

MR: "Your current despair over continuing *S&V* magazine and ending of your career as the best technical editor and publisher in our field, was made clear in your June manifesto. I'm writing to encourage you not to quit. Don't give up. In the words of Winston Churchill, 'Never, Never, Never give up.'"

Please visit our web site www.SandV.com to review all the comments. 