

Message from Founder / Editor Emeritus -- ZOO, ZOOS' PRINT, ZOO ZEN

Greetings!

One doesn't have an opportunity like a 25th year anniversary for so many things very often. I don't think I will be editing ZOOS' PRINT in our 50th year! Surely I will be a ghost, haunting the ZOO office, pushing people to work harder, finding fault with all kinds of things, generally scaring people to death. Unfortunately, that is a pretty good description of what I do NOW! Well, be that as it may, I am grabbing the opportunity to write editorials and, with help from my loyal colleagues, start a series of changes in ZOO that are required and desirable.

One of the changes is that we have to find a "better way" for ZOOS' PRINT itself. Since the time ZOOS' PRINT divided truly into a Magazine and a Journal I have spent far too much time editing the magazine, well, not editing ... writing. I end up generating at least 25-75% of the content of ZOOS' PRINT Magazine sometimes.

When we started refusing articles that were not "journal quality" or sending them back requesting a lot of corrections, many people who wrote for us and used ZOOS' PRINT just stopped. ZOOS' PRINT Journal flourished because it became much better than the technical part of ZOOS' PRINT with good peer review and careful editing, and Journal of Threatened Taxa JoTT is flourishing even more.

But ZOOS' PRINT Magazine has never recovered from the loss of technical articles. We've had to manage with what was refused by the ZOOS' PRINT Journal and now Journal of Threatened Taxa, making them a little more appropriate for a magazine. But that is usually very few and in any case, with one journal, I wanted a zoo magazine with articles about zoos, wildlife, conservation, welfare, etc. that was interesting and easy reading. I can fill the space by reports of ZOO activities, news of WAZA, CBSG, IUCN, etc. but that shouldn't make up the bulk of the magazine. The bulk of the magazine should be about YOU ... readers, your institutions, organisation, interests, etc.

Enough people subscribe that it seems ZOOS' PRINT is interesting and useful to some, but I am not satisfied. I want more contributions by our colleagues and readers, more suggestions of the kinds of things you want to read about, more interaction ... less work for me and less expense. Printing ZOOS' PRINT is very costly ... we are going to have to move to web-based publication.

When I review the older issues, I realise that we didn't get many original, contributed articles then either. But those days were different ... ZOOS' PRINT was new and the Indian zoo community was very needy.

In the day also there was no email and internet - well not available to so many at least. Computers were just becoming something an organisation like ours could afford (and that only because of the DoE grant!) The global zoo community was not a genuine functioning body as it is now...the changes in it are immense and positive. Great list serves, like Zoo Biology and Zoo News Digest were not established and if they had been, few could have accessed them.

Anyway that is why I want a new direction starting January 2011. Sanjay and I both have some ideas ... we'd like to hear your ideas also.

Here are some of our options and ideas

- . make ZOOS' PRINT Magazine web based only
- . start paying or providing other incentives for contributions
- . go back to combining our newsletters with zoos' print magazine

I've resisted going exclusively to web-based because there are subscribers who don't have convenient computer access of their own and others who prefer tangible literature, but times are changing. So this year will be the last year of print runs.

Sanjay and I would like some response, opinions, commitments, advice on this from our readers, loyal fans and otherwise!

Suggestions will be very much appreciated. How about it?

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ZOOS' PRINT

Z.O.O. Z.E.N.