

## FROM THE EDITORS

### TO OUR FRIENDS

On the 35th anniversary of the founding of our journal, *RADIOCARBON* faces financial crisis. We informed attendees of the 15th International Radiocarbon Conference of the situation, and asked for their suggestions. Many valuable ideas were gathered during the week of the conference. Since our return to Arizona, we have been occupied with little else than financial analysis and problem-solving. We think we have devised a workable recovery plan, but the bottom line is that we cannot do it alone—*RADIOCARBON* needs your help.

We appreciate the general response of concern, support and encouragement to proceed with a plan for building a stable financial future for *RADIOCARBON*. The proposal for a Radiocarbon Society, discussed at the Business Meeting, has been withdrawn, in lieu of a strong business plan. Participants were eager to see a detailed account of our budget and our proposed remedies. Therefore, we have distributed copies of a newly designed conservative recovery plan for both the short and long term. With your help, we should be able to exceed these minimal goals.

The two areas of disproportional increases are personnel and printing. We are publishing more special issues and volumes outside the regular journal series, which, in turn, require more qualified personnel. Eliminating one staff member would severely hamper our productivity, endanger our commitments, and eventually destroy our image. We are determined to avoid this alternative. Although revenue has increased somewhat, our expenses far exceed our income. Part of the problem lies in library budget cuts; our subscriptions, mostly from libraries, have decreased by 13%. This is a great deal when the maximum number of subscribers is only 600. Collection of page charges has also shrunk to *ca.* 50% of what we received in previous years.

With a new, broad-based marketing scheme and a restructured journal, we plan to regain vitality by ensuring financial stability, growth and development, drawing from the strengths of the radiocarbon community. Our first dramatic change is that we have invited Tim Jull to join us in the capacity of Consulting Editor. He will monitor our budget and oversee present and future projects. We will institute theme issues, managed by Associate Editors in more participatory roles. The Governing Board will also take on new responsibilities; these innovations will ultimately improve the profile of the journal. We are engaging in a promotional campaign to enlarge our subscriber base. We have put together an all-new schedule of subscription categories, which includes, for the first time, electronically accessed datelists. This will cut printing costs substantially and increase possibilities for database construction.

Striking changes are being made to launch *RADIOCARBON* onto its new mission. It is our conviction that our journal is headed in the right direction, and that we are merely experiencing growing pains. Please support us by selecting a subscription package, ordering a full set of back issues (all laboratories **should** have current subscriptions **and** at least one full set), becoming a lifetime subscriber and/or making a tax-deductible contribution. Please encourage other members of your department or library to subscribe as well. Finally, give us your pledge to support *RADIOCARBON* in its time of need. Your immediate response (before the end of 1994) will determine the future of the journal.

*Austin Long, Renee S. Kra and A. J. T. Jull*