

Editorial Advisory Group (EAG)

Board meeting summary report

Eric Bick, Editor, Chair

During this period, one member of the EAG (Renny Rozzoni) resigned and a new member (Jim Herd) joined in his place. Current membership is:

Eric Bick (Chair)

Richard Maleady

Denise Layton

Tony Condon

Jay Campbell

Bill Daniels

Jim Herd.

In May, an initial telephone conference was conducted with the EAG to discuss current content and future directions for *Soaring* magazine. This centered on prior materials sent out by the editor. There was general consensus on future directions for the magazine, which are being implemented. Additional actions have involved individual consultations with various members of the EAG regarding magazine interactions with the membership. In particular, advice has been sought from the EAG for advice in printing or responding to letters to the editor of a more sensitive nature.

The following is a brief synopsis of the first EAG meeting. The topics were wide-ranging regarding contents, and soliciting a variety of articles.

Meeting minutes summary, May 14, 2015

Magazine needs freshening. How would we do it? Leaders of SSA and EAG step up and do more innovative thinking. Have to define new ideas, SSA leadership (reflecting membership on national level). Get agreement for leadership to provide feedback.

Content – proactively identify types of people we want to write articles in specific terms. Get specific names. Leadership of SSA should help on this.

Magazine can't please everyone. Readers focus on what they are interested in. However, each issue should strive to provide content that most members can find something of interest.

Controversial subjects should be addressed, such as external cameras on planes, selfies. Texas clubs have developed procedures on how to make it work, especially for junior members.

Controversial subjects – how they are handled in follow-up. Members look to magazine as being official word of SSA, so controversial subjects need to be handled thoughtfully.

Poetry – should be in magazine, in the sport for a long time, middle aged white guys with tech degrees. Do not eliminate. Run it on occasion.

Appearance of magazine – Overall, very good. Calendar section appears hard to read. Placement of Final Glide other than right next to Milestones. Need to set it apart from Milestones.

Infomercial type article – identify the author – could include articles by Paul Remde, Richard Pfiffner, etc.

Michael Greiner wrote an article about Schleicher designs in a magazine. Denise agreed to contact dealers in USA re submitting articles in that vein.

Members agreed that about every 6 weeks would be right frequency for EAG telecons.