



David Hipschman

Editor's Note: This month I'm relinquishing "my space" to my boss, David Hipschman, to update you on some of the latest happenings in the world of EAA communications. Don't worry, it's all good news.—Mary

Almost 30 years ago, in my first job in the big city, I worked on a *San Francisco Chronicle* experiment my late colleague Bob Fleming termed "The newspaper of the air." The effort had universities and several big daily newspapers behind it, as well as CompuServe and Prodigy. The idea was to deliver news stories to subscribers via computers in real time. Fleming was a brilliant wire editor who came up in the days when news services still used Teletypes. He remembered "making rainbows," his description of gluing together the paper (color-coded by news service) he had ripped from the Teletype each news cycle.

Fleming's then-disparaging comment about what we younger journalists were experimenting with was correct. After six months and tens of thousands of dollars, we pulled the plug on the "paperless newspaper" in the face of the logical conclusion that *no one would ever want to read on a computer*. It was the correct decision in those pre-Internet days of white letters on green flickering CRT screens linked by dial-up modems.

Much has changed in the world in three decades, and at EAA. Today, although print publications will remain vibrant and necessary for decades to come, an entire generation has emerged that stays

Reaching Out

Making electronic rainbows

informed, learns, communicates, and participates in community via the web, e-mail, instant messaging, text messaging, Facebook, and the like.

EAAers have been innovators for 55 years, so the communication revolution spawned by Internet technology hasn't surprised folks who build their own airplanes. In reaching out to EAA members and beyond—to those who we hope will share the Spirit of Aviation, join our organization, and grow the pilot population—EAA last month launched a redesigned

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web presence at www.EAA.org. It's the touchstone among related sites housing knowledge and community at www.SportPilot.org, www.YoungEagles.org, www.AirVenture.org, and others, all related to the passion for aviation we share. In addition to the websites, you've heard in this space and elsewhere about e-newsletters such as *Reach for the Sky*—EAA's learn to fly newsletter, *Aviation Insider*, and EAA's *e-Hotline*. More information about those is available at www.EAA.org/newsletters. Please help spread the

word; the best way to make EAA better is by sharing its spirit with others.

There's more coming. We're in what might be called the "flight-planning" stages of adding e-newsletters designed to serve the homebuilder segment of the EAA family and our Canadian members, among other initiatives. It's all about providing value to members, and that necessitates such efforts. There's even a new "official" EAA group on Facebook called *EAA—The Spirit of Aviation*.

We're still creating your monthly magazines here in the EAA Publications Department, and adding multimedia content to the print offerings Paul and Audrey Poberezny started on that old Underwood typewriter 55 years ago. Paul told me the other day that if he had had the Internet back then, he'd have been "all over it." To accomplish some of these things, we've made a few changes: Senior Editor Mary Jones, MJones@EAA.org, now leads the print publications team that produces EAA's magazines; Ric Reynolds, RReynolds@EAA.org, leads the multimedia team charged with e-newsletter and web content; and Kathleen Witman, KWitman@EAA.org, has responsibility for the department's business and member relations functions. You may contact me with questions or suggestions at DHipschman@EAA.org, or if you're still making rainbows, write to David Hipschman, Director of Publications, EAA Aviation Center, 3000 Poberezny Rd., Oshkosh, WI 54903. 

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