



CROSSTALK Goes All Electronic: Turning Necessity into Opportunity

CROSSTALK is moving to an all-electronic format beginning with our November/December 2010 issue. Many reasons and discussions have shaped our decisions to make this move, with budgets, costs, and sponsorships having a major impact.

Understandably, some of our avid readers will find the change unwelcome.

The first silver lining is that we will still have a laid out version of CROSSTALK, allowing for the full editions and individual articles to be downloaded in PDF form. Secondly, the numbers suggest that it's an opportune time for changes:

- CROSSTALK's online edition averages 1.1 million visitors per month, while our hardcopy subscribers—currently less than 1 percent of our readership—has remained steady. We can now focus our mission on the methods that a majority of our readership uses.
- CROSSTALK is making every effort to be environmentally conscious. Eliminating a print version reduces our global footprint in the neighborhood of 700,000 printed pages per issue.

Readers will also notice continuing changes to our Web site. These improvements will aid all of our readers, whether they are seeking the current issue or searching our issues archive, dating back to 1994.

We understand the print version is an important tool—the passing from colleague to colleague, the earmarked reference copies on desks—it's what CROSSTALK has always been about. I'm reminded of what I saw at this year's Systems and Software Technology Conference, from Hillel Glazer's showing off of our January/February 2010 CMMI issue to Dr. Robert Cloutier's Plenary Session kudos causing a run on the May 2005 edition. Even in the electronic age, our print versions still produce a significant impact.

But we have to change. We hope future sponsorship increases, and with that a return to distributing our journal to the tens of thousands of people and businesses that like holding CROSSTALKs in their hands.

Please visit <www.stsc.hill.af.mil/crosstalk> to sign up for an electronic notification and a link to future CROSSTALK issues.

We thank you for reading CROSSTALK and ask for your continued support in this transition.

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