
Editorial

In July I reported that the Association had decided to end the arrangement by which the journal was published by Butterworth-Heinemann and that, in order to help ensure its financial survival, more economical means of production were being sought. I can now report on progress.

From Volume 50, starting with the March 1994 issue, the *World's Poultry Science Journal* will be produced in the United States by the WATT Publishing Company of Mount Morris, Illinois, publishers of *Poultry International* and many other poultry industry periodicals and books. The arrangement with WATT Publishing, made through Dr Charles Olentine, can be likened to a partnership rather than a traditional publisher-client relationship and will involve a number of features of benefit to the Association. In addition to the advantages of being associated with an organization so fully immersed in poultry sector publishing and having highly developed promotional and distribution networks, very favourable arrangements with regard to subscription income and advertising revenue will help to strengthen the Association's financial base.

While arrangements for the submission of material for publication in the *WPSJ* remain unchanged, there will be a number of radically new production stage procedures. These will involve edited material being converted to page format in the UK and then being sent on computer disks to WATT Publishing for compilation, printing and distribution. An aspect of this change, and the new publishing arrangements generally, will be a risk that there will be some initial difficulties to be overcome. While my new colleagues in WATT Publishing and I will be working hard to make the transition as smooth as possible and for the appearance, size and timeliness of publication of the journal to remain close to those established over the past five years, it is prudent for me to take the opportunity to offer apologies in advance for any 'hiccups' that may arise.

When a journal changes its publisher, close liaison is needed with the old, as well as the new, organization. In this context it is appropriate to pay tribute to Butterworth-Heinemann, and particularly Diane Cogan, for their understanding of the difficulties and their help in overcoming them.

For reasons associated with the changes described above, the publication of the Membership Directory (intended for the autumn of 1993) has been deferred until the first half of 1994. While this delay is regretted, it provides an opportunity for any member whose address details were not correct on the label that brought them this copy of the journal to contact their Branch Secretary. If the right information is sent without delay, such members can expect the correction to be incorporated in the 1994 Membership Directory. Non-branch members (and others in the case of difficulty) should contact the Association Secretary whose address is on page 293.

Chris Hann

Important: Please note Stop Press notice on page 296.