

Track & Field News
The Bible Of The Sport Since 1948
Founded by Bert & Cordner Nelson

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from the editor

“**THE DAWNING OF A NEW ERA**” was the title of a missive from us that all you loyal readers received—to great shock, I am sure—in the middle of January.

No, it wasn’t just a bad dream: the ink & paper version of *Track & Field News* is irrevocably gone after 70 years. As our letter explained, the economics just weren’t there to keep the print version alive; hence the concomitant stiff rise in subscription rates. (Would you believe this is our first increase since, no, really, the January ’01 edition? Almost 2 decades.)

So our task now, a daunting one to be sure, is to churn out a purely digital product that you will enjoy as much—or dare we dream, maybe even more?—as you have long embraced our original offering.

We’re optimistic that the timeliness of the product will win many of you—and new customers—over. Our longstanding model, with printing and mailing considerations, could mean as long as 6 weeks between something of major import happening and your receiving it from us via the postal service clearly doesn’t work in this day and age.

Starting with this issue, you’ve already received some articles in advance of the publishing date. And you’ll have received the whole thing on your computer the day after we wrap up production.

Even better, note how much easier on the eyes this all-digital version is. With no printing-process constraints in place we’ve been able to substantially increase the size of the type. It’s a “cleaner” look we can only improve on.

And there are more upgrades to come. For February’s edition, you’ll get even more stories in advance, and then for March’s, more still.

But that’s not the end. Come the conclusion of the indoor season, April will dawn with an even bigger and better online product. As promised in our announcement letter, at that point we’ll go from the monthly model to something done in a more ongoing sense. Proprietary material that when combined with our weekly *eTN* results newsletter and our website (which will remain free, providing the best in news headlines combined with yearly and all-time lists and a treasure trove of archived material) will clearly be your best one-stop shop for following the sport.

As sad as all of us at *T&FN* are about the loss of print, we’re also firm in our belief the end result will be a better—even if vastly different—product. I recently celebrated 48 years on the job here and I’m now ready to go for another 48.

This change has been nibbling at our consciousness for a long time. More than 20 years ago, before he was USATF head, Craig Masback told me, “I can envision a day when this Internet thing is really big and we don’t use paper anymore.” I just chalked it up to his irrational exuberance over a newfangled product that clearly couldn’t work, even with a speedy state-of-the-art 14.4 modem.

Silly me. The next time Craig has a stock tip, I’m buying.

Welcome to a brave new
(digital) world,
episode 1