



# VIRTUAL Face

**M**uch of what Flight Safety Foundation does is related to communications, the gathering and retransmitting of safety-enhancing information to the global aviation community. Our ability to fulfill this function is directly related to our ability to be effective in reducing the risks of accidents.

A little more than three years ago, the Foundation took a big step in changing how it communicates by creating this journal. The combination of seven specialist publications into a single colorful, glossy magazine signaled a change in attitude. The previous publications' style reflected the engineer-driven birth of the Foundation. Eventually, some members of the Foundation's board of governors began to believe that a change was needed in the style of the FSF publications, which led to my joining the organization and the creation of this magazine.

By most accounts, *AeroSafety World* is considered a success, increasing the number of people who read and pass along material originating at or passing through the Foundation, some of it stories from the magazine staff, some material from safety specialists throughout the industry and some created by committees and working groups coordinated by the

Foundation. In this issue, you can find material from all three sources.

The Foundation's Web site, however, has lagged, presenting the same FSF face to the world for nearly a decade in an era when a Web site three years old is thought to be antique. The material on the site has evolved with the workings of the Foundation, but getting to that material has not been easy, with the viewer forced to work through the pages covered in dense text to find the correct links.

Beginning in September, however, the Foundation will present a new virtual face to the world as the new FSF Web site is launched.

The home page announces the change immediately, with a wide view and an uncluttered design colored from a palette keyed to our new logo. The site focus is based on what people historically have come to <[www.flightsafety.org](http://www.flightsafety.org)> to view, so the magazine, the subject of tens of thousands of downloads every month, is front and center, next to a new graphic that, when clicked, expands to a map of the world where the Foundation's major safety concerns, affiliated organizations and regional office are identified, with links to more data. Above the magazine is a row of large navigation tabs that are easier to operate and more helpful than

the old style menus. At the top of the page is information about the Foundation and various ways to communicate with us. And the middle dark blue bar has buttons leading to information on joining Flight Safety Foundation, our store and a place where those considering donating to our safety cause can examine the contribution options available.

At the center bottom of the home page is an innovation for the Foundation, a news section, featuring aviation safety news from our associate Aviation Safety Network, plus general media stories from respected aviation specialist journalists. To the left of the news is a listing of those elements of the site viewed by the largest number of visitors; on the bottom right are our upcoming seminars and what is new at the Foundation.

We hope, once you have had time to get to know the site, our improvements enhance your ability to find out what we have to communicate.

A handwritten signature in black ink that reads "J.A. Donoghue".

*J.A. Donoghue*  
Editor-in-Chief  
AeroSafety World