



A SLIGHT Adjustment

When *Aviation Safety World* debuted in July, I predicted the publication would evolve as we learned how to handle the new format. Now, seven months down the road, you might have noticed a change when you picked up this journal: We have a new name, *AeroSafety World*. This isn't the sort of change I had in mind.

In many ways the situation that created our need to alter the name was similar to a classic accident scenario, the one that begins with the crew becoming distracted by a minor problem that takes up more and more of the crew's attention until there isn't enough left over to fly the airplane.

In our case so much effort was put into creating a title that had wide acceptance that when consensus finally was achieved everyone relaxed and considered the job done.

Several months after we began publishing the journal, we received a short letter from a publishing firm informing us that they owned a registered trademark on the name "Aviation Safety" and that we were violating that trademark. And, oh, yes, please stop using that title.

A quick check with legal minds expert in the arcane ways of the trademark world confirmed their claim and we started

looking for a new name. Thanks to the generosity of the name's owners we were able to continue publishing for several months under the original title while we conducted a proper search, with legal vetting, to make sure the new title was conflict-free.

From its earliest days Flight Safety Foundation was very much a cockpit and aircraft-focused organization. However, as our understanding grew about aviation system impact on safety, the Foundation has given increased attention to issues outside the cockpit. This is one of the reasons that *Flight Safety Digest* did not morph into *Flight Safety World*. "Flight" has a strong association with aircraft and the operation of aircraft. We looked at "aviation" as having a wider scope than "flight," to include air traffic control, airports and the whole aviation system. On this count, we believe "aero" to be nearly synonymous with "aviation."

An additional attribute of the word "aero" is its international flavor. The Foundation has had a global view of aviation safety for many decades, yet the perception persists that it is a North American-centric organization. This is simply not true, and we hope that the story mix in ASW helps us drive that fact home.

This new year will bring more changes to ASW as we seek an audience beyond the FSF membership base. Probably the first such change will be the launch of an electronic version of the journal, allowing us to expand readership at minimal cost. This expansion will bring ASW's safety messages to a larger number of readers, a good thing in its own right, while making the publication more attractive to advertisers wishing to reach an operations-focused aviation community around the world.

Now that the magazine is up and running we must turn our attention to selling and servicing advertisements, generating revenue to offset the cost of producing a publication of ASW's quality. However, our intention is to maintain advertising opportunities at a level below that commonly seen in commercial publications, where ads often outnumber the editorial pages. In *AeroSafety World*, the safety message will always take precedence over commercial considerations.

J.A. Dougherty