



SPREAD THE Word

AeroSafety World reminds me in a weird way of the Soviet Union's doomsday machine that was about to be activated in the classic Stanley Kubrick movie, *Dr. Strangelove*. "The whole point of the doomsday machine is lost," the eponymous Dr. Strangelove rails at the Soviet ambassador, "if you keep it a secret! Why didn't you tell the world?"

AeroSafety World is, we hope, more of a positive force than the movie's doomsday machine, but like the machine in the movie, not enough people know about it, even though the more widespread the knowledge the better off the world might be.

The beneficial impact of ASW so far has been restricted by a distribution system that is a legacy of the seven specialist FSF publications that preceded it. That is about to change.

Late last year, we moved the downloadable digital version of ASW to the Flight Safety Foundation home page, doing away with password protection so that search engines such as Google or Yahoo can find the journal and its stories. The result has been a dramatic rise in the number of people downloading

the issue each month, now nearly double the number that get the printed magazine.

The Foundation offers subscriptions to the digital version. Every month, subscribers receive an e-mail with a link to download the new issue when it is available. However, we were not satisfied with the subscription management facility we were using, and so did not actively seek to enlarge that subscription base. We didn't even advertise that it was free.

However, now that a new, more robust facility has been installed, it is time to invite our readers to get their own digital subscriptions. We also invite you to send that link to friends and others who might also benefit from ASW's range of safety coverage. Go to www.flightsafety.org. The link to the subscription page is on our home page.

We have had requests for digital subscriptions for groups of people. If anyone still wants to do this, and can send out the link over an internal company communication system to avoid anti-spam filters, we can assist in this effort.

We also will be asking our industry safety partners, especially associations,

to send their members our invitation to subscribe to the digital ASW.

The subscription process is quick and non-invasive, requiring just name, e-mail address, company and position. The Foundation will protect the privacy of our members and ASW readers, but we want to build a powerful case for advertisers to buy space in ASW by showing the number of executives, managers, pilots and such who subscribe. The more revenue the Foundation can bring in that way, the better-financed it will be to do its job of promoting safety.

Ultimately, we will be making it easier to buy the printed version of ASW, moving to broaden that circulation, as well. Our goal is to make certain that everyone with an aviation safety responsibility — and that's nearly everyone connected with the industry — knows what ASW is and how to get it.

A handwritten signature in black ink that reads "J.A. Donoghue". The signature is fluid and cursive.

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