



## journalnotes

As I write this, we are preparing for the awards ceremony that will showcase some of Florida's finest communities. I am referring to the *FLCAJ/Becker & Poliakoff Communities of Excellence Awards*. The presentations are scheduled for March 18 at the Old Statehouse in Tallahassee. We are looking forward to meeting the representatives of the ten communities selected by the judges as having achieved true excellence in their submitted categories. As 2009 progresses, look for the profiles bearing the COEx logo. For more information and to see a list of the deserving winners, please see page 6.

In the midst of the economic downturn that we find ourselves in, much focus has been given in our office on new ways that we might better serve the communities of Florida. The first "new thing" will appear in next month's issue. The *FLCAJ* statewide management company directory will list management companies by

the regions of the state they serve. Judging from the inquiries we receive, it is much needed.

In the past several months, there have been some extraordinary events in the publishing industry. Many print news sources have cut much of their staff and others have closed altogether. This morning there is a report that the *San Francisco Chronicle*, Northern California's largest newspaper, might close. *The Rocky Mountain News* is next in line. None of this surprises me.

Here's why I say that. For the past few years, I have used online sources as my primary source for news. On the Internet, news and weather is reported in real-time, which is impossible for newspapers. Even television network news is hours behind the Internet. Now, with the advent of cell phone "breaking news alerts," and Internet access from anywhere in the world, there is even a greater time gap between electronic news and all other sources. As attention has shifted from newspapers to these other sources, advertising dollars have gone with them. It was only a matter of time.

But, there are still magazines I read. Not for news, but for information that I might need in order to do my job better. They are trade journals. We get two dozen or so a month here at the office. They cover printing, publishing, graphic design, and other areas of our business. Our graphic designers have them stacked up on their desks and I see them frequently flipping through the pages.

A good trade magazine will publish both articles of general interest to the industry and reference material that can enable those in the industry to do their job more efficiently. We try to do just that. And the advantage to our advertisers is that *FLCAJ* has a very long shelf life. So, yes to Internet news; yes to trade journals. Both will be here for a long time to come. Newspapers? Maybe not so much.

  
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