
FROM THE PUBLISHER

A Time for Change and a Time of Change

Christopher J. Rawlins

By the time you have reached this page of *The Journal of Family Practice* this month, you will have realized that the look and feel of the Journal are not quite the same. As the publishers of JFP, we often hear from readers with suggestions for making the Journal easier to read and more user-friendly. Since we are competing with so many other publications for both physicians' time and editorial content, we take these suggestions seriously. With the last major change to our design almost 7 years ago, we need to keep the Journal fresh and responsive to readers' needs. Thus, we feel that now indeed is a time *for* change.

Our redesign for JFP is bold, imaginative and eye-catching. Yet at the same time we have deliberately retained many of the design elements that are admired by our readers and help to make JFP what it is—unique! Hence we have kept the striking photographs of nonmedical scenes on the front cover alongside headline summaries of topics being presented in each month's issue. The layout and readability of the main original research articles and reviews are clearer and easier, yet are familiar in their order and structure, especially the abstracts. With improved typography, placement of illustrations and tables in neat boxes and appropriate use of color, the busy reader should benefit not only in time but also in comprehension.

We have also deliberately changed the

appearance of the departments, giving them refreshingly different looks and flexible layouts to accommodate variable amounts of text or graphics. But always with the same objective in mind—to assist the reader in assimilating detailed information. The decision to change the order of departments was a difficult one for a journal that for over 20 years has committed itself to publishing the best original research for the specialty. However, we firmly believe that the needs of our readers will be better served by having the JFP Journal Club, Clinical Reviews, Editorials, Letters to the Editor, and other items likely to be read first placed at the beginning of the Journal, with the original research papers kept together and appearing later in the issue. Thus, our mission remains unchanged even if the look and design is different.

It is also a time *of* change as we enter the transition period between one Editor and his successor (see announcement, page 109). Dr Paul Nutting officially takes over as Editor with the October issue, when it will be appropriate for me to highlight some of the editorial changes being planned as well as to pay tribute to our present Editor, Dr Paul Fischer.

Readers' comments on the new look for the Journal are always welcome—either in writing or, if attending the AAFP Annual Scientific Assembly in New Orleans, in person at the JFP booth (1254,1256).