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Editor's Notes: Philosophy and Change

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It is with pleasure and trepidation that I become your new editor. I can remember the surprise I experienced upon being asked to assume such an awesome assignment. Also, I had moments of regret and fear. Regret that I had committed myself to a task so time-consuming that I might have no time for myself. Fear of the unknown because the field of publishing is outside my expertise. I can remember the morning I awoke realizing that I did not know how to assemble and edit articles for a professional journal. Upon inquiry, I determined that The University of Toledo, where I teach accounting, offered an eight week seminar on graphic arts. I promptly signed up for the course although the spring quarter was my heaviest teaching schedule of the year. I had three large classes to teach plus the overlap of going off the national board of AWSCPA and assuming this editorship. By June, upon completing the course, I had an elementary knowledge of the publishing field.

I wish to gratefully acknowledge the help of Bobbi Weber, production coordinator, and Thomas H. Durnford, director of publications and graphics, at The University of Toledo. Bobbi introduced me to the course and Tom taught it and has offered me his assistance and advice whenever I need it. I am most thankful to both of them. They have eliminated my fear.

A public "thank you" is due Constance Barcelona, editor of The Woman CPA for the past three years. She graciously gave several days of her valuable time teaching me the procedure of organizing the articles into a thirty-two page journal. Following in Connie's footsteps will be a formidable task.

Each new editor, I am sure, brings a slightly different philosophy to the position. One of my goals is to maintain the standards of excellence already incorporated into the fine journal we have. The Woman CPA is a

nationally known magazine well-accepted in the academic and professional world. The manuscripts are reviewed by three members of the editorial board and rated according to excellent, good, marginal and poor. The publication acceptance rate is about 40 per cent. Of those accepted, an editor will naturally choose the articles with the highest rating. Other considerations in selecting articles for publication are timing and content (subject matter). Some articles are timely because of their topic, i.e., tax articles which with the passage of time may become obsolete and articles which might become outdated by a new FASB pronouncement. Articles of different content are selected to provide interest to accountants in public practice, industry, government, education, other non-profit areas and to students.

My first consideration in selecting manuscripts for publication always will be quality. The second consideration will be timeliness coupled with a variety of topics to serve the many and varied interests of our readers.

I would like to add some new features and to expand on some we already have. Many of these ideas have been submitted by members of ASWA and AWSCPA. I do respect and value these suggestions and requests.

You may expect to see some of the following changes taking place with the 1984 issues:

- An annual index, appearing in each October issue, of articles and departmental columns by author, title, and topic;
- A cover illustrating the feature article and tempting the reader to open those pages and look within;
- Articles of a shorter nature so that more may be published (a historical background and a multitude of footnotes do not necessarily improve the content of an article);

- More book reviews to help our busy readers save time and decide what is worth reading (write Jewel Shane if you wish to do a book review);
- A "practical information" column for sharing procedures and ideas from firm to firm and it would give our journal a nice balance between theory and practice; and
- Letters to the editor which are always welcome and will be published when space permits.

The staff of The Woman CPA is excellent and experienced. You can be proud of their effort in publishing a professional, non-sexist, nationally-recognized journal. Over 13,000 issues come off the press for each publication. As many articles are written by non-members of ASWA and AWSCPA as are written by members. Approximately half the articles published are written by men and the other half by women. The many reprints requested each year are, in themselves, a testimony to the quality of The Woman CPA.

Thomas Peters and Robert Waterman, authors of "In Search of Excellence," state that the best run companies have a simple goal or mission. I would like to think our mission is "to disseminate information." A broad, single, simple goal is far easier to achieve than many goals. Won't you help us achieve our goal by submitting your manuscripts, your book reviews, your practical advice, and your letters. Your involvement is most welcome.

Glenda E. Ried