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news

Talking about growing by leaps and bounds -- in our case, by new direct sales channels and products:

- * MediaCorp International, in a joint venture with us, has produced a 60 second infomercial for *Grandpa and the Computer*, for a direct TV sales campaign this spring.
- * We are also planning to release this quarter the world's first multi-format audio-MP3-eBook CD from June Marshall, for her title: *The Dirty Seven: Ladies Beware!*, that was already featured in the Fall 2001 issue.

from our authors

In the course of collecting facts, figures, and other relevant information for the *Grandpa and the Computer* infomercial, we did learn something really exciting about our 83-year-old author, Mr. Hart: How he is related to William Shakespeare. Here it is, in his own words:

"My great-great-great grandfather, William Hart, married William Shakespeare's sister, who left most of his will to them. There is a statue of William Hart and all kind of papers about his marriage. So, while I'm not a blood relation, I'm a nephew down the line."

editorial flash

The cry of the early Internet pioneers was, "Information wants to be free!" We still hear the echoes of those cries, although the folks at Napster probably wonder what that faint sound is.

The new motto of the Web generation may be "Information wants to be repurposed." What does this mean to us writers, artists, researchers, and information providers in general? For starters, it means that for information to have value, it can't be "flat" anymore. It has to be linked with other information. An article about a new drug therapy for Parkinson's disease, without links to safety information and online communities of patients, is about as appealing as a burger sandwich without lettuce, tomato, and condiments. A financial website, which provides stock quotes without the tools to move the numbers into your spreadsheet, or to initiate a trade on the spot, is going to lose the attention of visitors who will go to others that offer useful knowledge and tools, not just scrolling numbers.

What all of us must do, consequently, is to discover new ways of making information compelling, to add value, and to embed the kind of useful features that make it worthwhile for your readers, viewers, and clients to buy from you and keep your work in the formats you created for it.

Steven Kingsley
Your editor

in the entertainment corner now

showing the multimedia capabilities available to you



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