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An Update on Our Efforts To Give You Better Information

Gary Breed
Editorial Director



All publications strive to do a good job delivering the information they promise. Here at *High Frequency Electronics*, we are in the midst of a major review of how we serve the industry and the engineers who work within it. You may have detected evidence of this work, since some of our observations on how engineers obtain and use information have found their way into recent editorials.

As you might expect, different groups of engineers have different needs. Some are deeply involved in a specific technology, and look for as much information as possible related to their work. Others are curious about everything electronic and want to see things that they may not yet know about. Another group are the beginners who need to learn more about the classic high frequency subjects. Then there are managers, investors and analysts whose main objective is to learn “what’s going on” in all areas of high frequency technology.

We’re never going to please all of these people all of the time, but we do our best to stay aware of the things that each group wants. We look at other publications, professional societies and educational activities to see what they are providing to engineers. Then we try to add to their offerings and make our own distinctive contributions to the interchange of ideas.

With our ongoing analysis of readers’ needs, we continually tweak our coverage, but for the most part, we have gotten confirmation that our knowledge-based approach is still valid. We are here to serve engineers who work with the unique set of principles that is generally referred to as “RF and microwave,” but also has major overlap with high speed digital, optical, EMI/EMC, video, ultrasound, and other technologies that involve high frequency and high speed circuits. Hearing from them, observing the applications they work on, and noting active areas of academic research tells us a lot about current information needs. Then we do our best to locate authors to share their expertise on today’s engineering problems.

We try to cover a bit of everything, choosing topics based on what we hear in our interactions with the engineering community. Because of the vast range of specific applications, it is not practical to concentrate on any one of them. So, you will find many different topics covered from issue to

issue. The one thing that we do consistently is provide tutorial-level material. Long ago, I learned that new engineers need additional lessons to augment their academic work, varying work assignments require all engineers to review of the basics in different areas, and experienced engineers should regularly be reminded not to forget the fundamentals they learned many years ago.

Print vs. Online?

Although there are some gradual shifts, our printed magazine is still preferred by a large majority of readers. The usual comments in favor of a “real” magazine are the reproduction quality, and its portability with no batteries needed.

However, our online edition is growing rapidly in popularity, and our Web site has always had signif-

icant traffic. One major reason for our extra effort to analyze engineers’ needs is to enhance the site’s content and operation.

Currently, the main use of the site is access to our archive of past articles—enough gigabytes are downloaded that our internet provider has commented that we are the busiest site hosted by his company. Our ISP caters to small business, and it’s nice to hear that our site is busier than e-commerce sites with large catalogs.

Many of you will have noticed a recent upgrade to the layout and appearance of our Web site. This is part of an ongoing commitment to add features and functionality. Among the first new additions are more news, events and product information, plus easier navigation. We will soon add a better index for the archives and search

capabilities. Later this year, an expanded HFeLink™ site will be upgraded with useful links, eventually leading to a comprehensive listing of supplier companies.

I wish we could make all the desired changes overnight! But there are two reasons for slower development of a more comprehensive Web site. The first is that Web programming is not so simple. Communicating our needs, and having the programmers implement them, simply takes time.

Next, we carefully study our analysis of industry needs and use that data to determine our direction. We have been surprised at the difficulty in getting direct feedback and suggestions for new features and functions, so if you have something you would like to see (online or in print), don’t be shy... tell us!