



disconnect

anmaree osmond
now she just wants ken

When I was 7 years old, I wanted a Barbie Doll for my birthday (now I just want to look like one, a brunette one). I knew where my mom had hidden my present. It was wrapped and waiting to be opened on December 19. I was so curious as to what was in that beautifully wrapped package. On December 18, I decided I could wait no longer; I just had to know if that package contained a Barbie Doll. When no one was around, armed with scotch tape to cover up my soon-to-be crime, I quietly took the box from its hiding place and carefully pulled back the top. The familiar jagged, round, red Mattel logo was all I needed to see in order to know it was my Barbie Doll in that box. I was thrilled! I re-taped the wrapping paper and went about my business, which was undoubtedly doing something else I didn't want my mom to know about, such as watching MTV.

On December 19, when I legitimately opened my gift, I was so excited. Yet that element of surprise was gone. I had spoiled it with my impatience.

Well, when people ask me, "What articles will be in the October issue of **connect**?" as managing editor of **connect** I should know the answer to that question, right? Wrong. I shouldn't and don't want to know the answer, at least not until August or so when we start working on the October issue. We, at **connect** don't keep an editorial calendar because we don't want to spoil the surprise! Okay, that's not really the reason, but I personally like to think of it that way. So basically, my Barbie story was totally unnecessary but this is the Disconnect and I really wanted my Disconnect to live up to that name.

We don't keep an editorial calendar because we want to be timely. We want to be able to react to new events and trends, and we also like to be able to incorporate suggestions from you, our readers. You have excellent ideas and should be involved in our editorial planning. We don't want to be tied down to an editorial calendar; we want to be free to make changes anytime something newsworthy comes along.

Some of our advertisers and potential advertisers really want us to have an editorial calendar so they can plan to advertise when articles that are relevant to the services they provide will be running. I guess I can see where they are coming from, but branding and reputation-building are the major reasons for advertising in magazines.

People like to read **connect** cover to cover and when they read it, they see ads. The more people see a logo or brand, whether in magazines, on billboards or on TV, the more they will remember the company. How else do you think I recognized that jagged, round, red Mattel logo? MTV wasn't all I watched. I watched cartoons too and was bombarded with Mattel toy commercials. I guess my Barbie story wasn't so unnecessary after all.

connect

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