



Creative change is in the air

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You can't imagine how sore my brain is trying to come up with creative solutions to my *Digital Genealogist* dilemma. On the one hand, there is a cadre of very staunch supporters of the magazine, who seem to hungrily read each issue, craving more. Thank you, and you know who you are. On the other hand, there is a large group of genealogists that are still unaware of all of the gems that lurk in the digital pages of *DG*.

From the personal perspective, time is still the most precious commodity in my life. I keep waiting for someone to invent a "[time-turner](#)," such as Harry Potter and Hermione Granger use in *Harry Potter and the Prisoner of Azkaban*. Short of that, time remains a challenge. Some have suggested that I just lessen my load, as if it's that easy to do. I have eliminated extraneous commitments, and what's left is still family, including the care of my mother, running an historical museum along with the constant challenge of making the museum more engaging to today's visitors, finishing my master's degree (I'm in my last class!), providing support for my software program *Clooz*, and editing two publications. What's an editor to do?

DG is the most tenuous issue because I spend a lot of time on the magazine but take virtually nothing from it, so where is the payoff? But I am not ready to throw in the towel. So I think I may have finally come up with a creative solution for reaching out to more subscribers.

DG is no longer accepting paid advertising. That's not a big deal because there has been no paid advertising for several issues. Advertisers were not seeing any payoff from readers clicking through to their sites and buying their wares.

One of my dreams has been to make *DG* the *Consumer Reports* of genealogy. I briefly looked into the possibility of making the company a non-profit corporation, but that costs too much and is very involved. So, instead, the magazine will not contain any corporate influence, but is opening its advertising space to the starving writers market, i.e. bloggers and podcasters, beginning with this issue. Several in that group already took me up on the offer and you'll see their ads in these pages. *Please* be sure to click through to their creative offerings and support those who give of their time and thoughts with no profit angle. Their payback to *DG* is to provide space on their Web sites for a clickable ad for this magazine. Hopefully both will benefit from this solution.

The other change that is forthcoming is a rate increase. Why does *DG* need to raise its rates? Well, I'm not sure if you realize that all of the authors in this magazine are paid. It's not top dollar, but it's not shabby either. In fact, each issue just about breaks even after paying the authors, with the current subscriber base. Since I am not able to use a "time-turner" to create more time for myself, I feel that I *should* be able to take a small wage out of the production of the magazine. So, as of 1 January 2009, the subscription rate will rise to \$25 a year. If you want to lock in the \$20 annual rate for several years, you can do so by [renewing](#) for as many years as you want, up until 31 December 2008. Thank you for your continued support! **DG**