

Usually, this is a personal essay. Occasionally, I use this space to address an administrative matter. This is one such occasion. But, please, read on.

If you turn to page 34, you'll find our football pool. It's an open-to-everyone contest. It's easy to play. All you do is predict the winners for 25 football games (collegiate and professional) that will be played about a week after this issue arrives in the mail. The person (or people) who project the most correct results is the winner. He, she, they receive real prizes. From us.

We've been running our pool for many years. We can safely depend upon a core of 20 to 30 dedicated entrants, week-in, week-out, year after year. But our mission as a magazine, our essence, depends upon a spirit of dialogue with you, our reader. Our frequency (every two weeks) keeps the conversation current. The quality of our content makes the discussion interesting. Your ideas help us remain fresh.

The football pool is a tool for maintaining connection between us and our audience. Ideally, every household would enter. Each of you would cheer as his or her chosen teams fight to earn you the title of the current fortnight's top-prognosticator.

Let's do that. Let's all participate. Very little effort is required (or you can analyze and agonize over your se-

lections for hours if you like). You can tear page 34 from the binder and make your picks directly on its paper. Or you can copy it, either with the aid of a machine or by hand. You might choose to email us your entry. You can send it by regular mail. You can drop it at our office. Instructions for each of these methods are detailed on aforementioned page 34.

Please play along with our Pick 'Em Pool. More entrants make for stiffer competition and, ultimately, more excitement and fun. You might even win. Which would delight us. You'd get a gift and your name (embellished with an appropriately bold modifying moniker, courtesy of our own Chuck "the Epithet-artist" Hendrix) in professionally produced ink.

Good luck.



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