Trade Press News

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As Won Kim mentioned at the past SIGMOD business meeting in Minneapolis, he asked me to contact a number of trade publications in order to encourage closer ties between them and the database research community. We have now mailed letters to the editors of approximately twenty-five trade magazines. These publications range from obvious ones such as *Database*, *Datamation*, *DBMS*, and *Database Programming & Design*, to some whose interest in database systems is less central (e.g., *Open Systems Today* and *SunWorld Magazine*). We also approached general readership magazines such as *BYTE*. Together with a cover letter, we enclosed a sample copy of the RECORD.

The substance of our message to these editors was that, although our members are well aware of research-oriented publications, many of us are not equally acquainted with trade publications. To remedy this imbalance we would like to encourage cross-publication of articles between the RECORD and their publications. Specifically, we would like the SIGMOD RECORD to publish reprints or summaries of articles already published in trade journals that we deem to be of interest to the database research community. We are willing to reciprocate by allowing cooperating publications to reprint SIGMOD RECORD articles or present summaries of their contents.

The types of trade press articles which we mentioned as probably being of most interest include the technical description of significant new products, technical descriptions of important database features or tools not well-known to researchers, and perhaps industry surveys. As far as reprinting RECORD articles, we do not expect that there would be as much interest on their part in presenting research papers, but that summary articles will be the primary interest of their audience.

If you disagree with my list of interesting topics, or know a trade press contact that may be willing to help (perhaps some of them are among our readers?), please contact me directly via electronic mail. Most importantly, if you have recently read a trade press article that you feel would be of interest to SIGMOD RECORD readers, please notify me as soon as possible. I will follow up the initial contact letter with phone calls, and I hope we can have our first trade press reprint as early as the next issue of the RECORD.