

## Welcome Back!

The Ohio Cardinal is pleased to announce that largely through the efforts of the members of the Greater Akron Audubon Society we are resuming publication.

Even during our lapse (Fall 1981 through Fall 1984 with the exception of Summer 1982) statewide interest in the publication continued evidencing that it filled a definite need.

Carol Tveekem first brought this to the attention of the Greater Akron Audubon Society. Their members through the encouragement of Larry Rosche volunteered to work in various capacities to publish the magazine. This solved one of the two fundamental problems that led to the lapse, person power. This issue is the result of their cooperative effort. The names of these industrious individuals and their positions on the publishing staff are on the inside cover.

This issue is for many subscribers the last due under their subscription. For others, whose subscription has expired or who have inquired about possible subscriptions, this issue is our reminder to renew. Some still have paid subscriptions which entitle them to receive additional issues. Your individual subscription status is stated in the insert mailed with this issue.

The Greater Akron Audubon Society has also offered to solve our other fundamental problem, money. Their offer is as follows: if 150 people subscribe to The Ohio Cardinal for one year the Greater Akron Audubon Society will guarantee that four timely issues will be published and mailed to all subscribers.

The subscription rate is now \$10.00 for one year (four quarterly issues). If you wish to receive the next four issues send your subscription to the address on the inside cover. If your subscription has not expired determine from your subscription status insert the number of issues still due you and multiply that number by \$1.37 (the former subscription price of one issue). Next subtract that result from \$10.00 (the new subscription rate) and send the difference for your new subscription. If you do not wish to renew the amount due you will be refunded.

Since the magazine had 159 paid subscribers at its lapse we should be able to reach 150 subscribers for one year easily and thus be guaranteed a full year's publication.

Incidentally, each issue at about thirty five pages with four photos costs approximately \$500.00 to publish. This illuminates the magnanimity of the offer of financial support by the Greater Akron Audubon Society.

Perhaps, in closing, a word should be said about the value of this magazine to the individual birder. There is in Ohio no statewide publication devoted solely to Ohio birds. Our policy is to publish timely and detailed information about Ohio birds so that the individual birder may know where and when to find such birds. We accomplish these purposes at the end of each birding season by receiving bird reports from over fifty such contributors statewide, compiling them and timely publishing the result as our seasonal report. We include in this seasonal report detailed information on location, occurrence dates and abundance. If for example, you would like to see a long-eared owl, a snowy owl, a short-eared owl, the seasonal reports will give you that information.

Equally important with the detailed information is the timeliness of that information. We want our magazine to be in the hands of the subscriber no later than 45 days after the close of the current birding season. If you now receive birding publications you realize that the longer the interval between the close of the season and the receipt of the report the less interest you have in the report. It is our goal that our magazine will reach you first with this information.

The magazine also serves educational and historical functions. We endeavor to publish photographs and articles of birds that you might not have seen yet in Ohio or elsewhere. We document first state records and other unusual occurrences through publication of photos and articles and review by the Ohio Records Committee. We give you directions to "hot" birding spots, educate you on "thorny" identification problems and keep you aware of the activities of your fellow birder.

Overall, this magazine will enhance your hobby and increase it's enjoyment.

Join us with a subscription.



Gyrfalcon at Crane Creek State Park beach on March 14, 1982 photographed by Don Tumblin.