

Substance and Style

Change. Can there be any doubt that this will be the watchword for the new year? As you read this editorial, you will no doubt be pondering the changes you see on these pages. Change for the sake of change is never a good thing, but too much hesitancy to move with the times and take some chances does not serve us well either.

Long-time readers of the *Oncology Nursing Forum* know that January typically brings a change in the overall look of the journal. Usually this has been a simple change of color scheme for the cover. Those of us who keep the hard copies of the journal on a shelf have always appreciated the color coding. We may not have been able to remember a specific volume or issue for a well-loved article, but we could remember the color! It also helped us stay organized, and for those who served in prior years on the Editorial Board, you will remember (fondly, I hope) the process we endured each year to choose just the right color. This year, we have changed more than the color. Once the surprise has worn off, perhaps some insight into our decision-making will be appreciated.

First, let me say that it is important to distinguish substance over style. We enjoy a strongly positive reputation as a research/clinical journal, and despite this new, updated look to the journal, the quality of the content will not change. Based on our long-range planning last summer and the inevitable economic pressures that every person, organization, and business is facing, the next few years will find us rebalancing the print and online exclusive content in an effort to remain financially healthy and be able to meet the needs of our membership with a wide range of articles, types of content, and delivery preferences. Why then did we decide to change the overall appearance of the journal?

This was not a simple decision. We needed to balance our desire to inject

some modernity and freshness into the journal while at the same time maintaining a dignity that befits our mission and philosophy and to do all that in a cost-effective manner. The talent and expertise to accomplish the redesign were in-house. Members of our own Oncology Nursing Society Periodicals Publishing Team flexed their creative muscles and suggested most of the adjustments that you will see reflected on these pages. The Editorial Board made the final decisions

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after lengthy discussion last August. The new design opens up the pages a bit to increase readability, and the color added to the pages makes the presentation more pleasing to the eye.

The biggest change, however, is the addition of artwork to our cover. As you will see, the choice of artwork along with its complementary color scheme will be different with each issue. And it is not just any artwork! As you will see when reading the table of contents, the artwork has been chosen based on its association with patients with cancer, their caregivers (professional and family), and cancer-related advocacy groups. We begin with images from artwork executed as part of the Lilly Oncology on Canvas: Expressions of a Cancer Journey program in association with the National Coalition for Cancer Survivorship. Lilly graciously offered us use of these images without requiring compensation. In future issues, we also hope to present artwork in a variety of media that come from a variety of sources, perhaps even from our own members.

Sharing this art with you accomplishes a number of goals. I am reminded

of that old adage: "A picture is worth a thousand words." Each issue of the journal includes in-depth scientific exploration of the experience of cancer from many perspectives, but none of us can dispute the particular impact of a visual image of that experience from the unique point of view of the creator. These images offer us the opportunity to put a new face on our journal while offering relevant insights and perspectives to our professional audience. Lastly, the artwork is one way for us to inject a long-held desire on my part to deliver something for our hearts instead of just for our minds. In redesigning the journal's presentation in this way, we are, on some level, also acknowledging that all of our sensibilities are important in reaching and improving our approach to the care of patients with cancer.

Finally, to those of you who note that other research-based journals do not look this way, I would say this: The Oncology Nursing Society benefits from not only a membership and reputation that support the production of high-quality professional journals but also from a staff that enables us to expand our presentation in ways that many other journals simply cannot afford. That is something to celebrate, appreciate, and acknowledge.

I admit to a certain degree of breath-holding as this issue reaches your desks. My hope is that more of you will enjoy the changes than not, but regardless, we very much look forward to hearing your reactions, be they positive, negative, or somewhere in between. We will share your responses in future issues and consider all points of view carefully as we go forward. Change, for good or bad, provides an opportunity and a challenge that we should embrace.

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