

editor's note



EARLIER THIS YEAR, MY DAUGHTER, JULIA, PARTICIPATED IN A WRITING WORKSHOP FOR YOUNG PLAYWRIGHTS.

The workshop leader was a nationally known writer and a lecturer at Northwestern University. (As a sidenote, Julia had previously met the playwright. Philip Dawkins is known for writing for both kids and adults, and Julia had previously performed in the world premiere of two of his plays as well as assisted in the production of a third.)

The end result of the writing is that some of the plays are selected to be read during a "Young Playwrights" performance at Julia's high school. Selecting the plays to be read seems simple; you simply choose the best plays. But if you speak with the artistic director, you realize a lot more goes into the decisions. Which have the potential for improvement? Which are too long—or too short? Which are most likely to resonate with the audience?

Similarly, choosing which articles run in *Modern Steel Construction* is equally involved.

As with the Young Playwrights, the number-one criteria is whether the subject is of interest to the viewers (or, in our case, readers). What do we look for?

- Does the project have special requirements that needed to be met?
- Did the designers use an innovative solution to a common problem?
- Would our readers learn something about design or construction by reading about the project?

Other factors we consider are the quality of the images (everyone likes cool pictures) and whether the article meets specific needs. For example, in February we'll be looking at constructability issues, in June we'll look at exemplary bridges and next December we'll focus on international projects.

And we're always looking for cutting-edge stories. Does the project use a new structural system or does it show an advancement in BIM? Maybe the fabrication costs were reduced because of new and modern equipment. We're always looking for a hook to make the story more interesting.

If you're interested in submitting a story, you can get details by visiting www.modernsteel.com/submissions. And if you have more questions, just drop an email to me or Geoff Weisenberger at weisenberger@modernsteel.com.

But in short, ask yourself what was the most interesting fact about the project. And then let us know.

Who knows? Your story may be almost as brilliant as Julia's play!

MSC

SCOTT MELNICK
EDITOR

MSC

MODERN STEEL CONSTRUCTION

Editorial Offices

1 E. Wacker Dr., Suite 700
Chicago, IL 60601
312.670.2400 tel
312.896.9022 fax

Editorial Contacts

EDITOR & PUBLISHER
Scott L. Melnick
312.670.8314
melnick@modernsteel.com

SENIOR EDITOR
Geoff Weisenberger
312.670.8316
weisenberger@modernsteel.com

ASSISTANT EDITOR

Tasha Weiss
312.670.5439
weiss@modernsteel.com

DIRECTOR OF PUBLISHING

Arete Carter
312.670.5427
areti@modernsteel.com

GRAPHIC DESIGNER

Kristin Egan
312.670.8313
egan@modernsteel.com

AISC Officers

CHAIR
Jeffrey E. Dave, P.E.

VICE CHAIR
James G. Thompson

SECRETARY & GENERAL
COUNSEL

David B. Ratterman

PRESIDENT
Roger E. Ferch, P.E.

VICE PRESIDENT AND CHIEF
STRUCTURAL ENGINEER
Charles J. Carter, S.E., P.E., Ph.D.

VICE PRESIDENT
Jacques Cattani

VICE PRESIDENT
John P. Cross, P.E.

VICE PRESIDENT
Scott L. Melnick

Advertising Contact

Account Manager
Louis Gurthet
231.228.2274 tel
231.228.7759 fax
gurthet@modernsteel.com

For advertising information,
contact Louis Gurthet or visit
www.modernsteel.com

Address Changes and Subscription Concerns

312.670.5444 tel
312.893.2253 fax
admin@modernsteel.com

Reprints

Betsy White
The Reprint Outsource, Inc.
717.394.7350
bwhite@reprintoutsource.com