From the Associate Editor-in-Chief

With this message I am pleased to introduce myself to the readers of IEEE Micro and to thank the selection committee for appointing me to the position of associate editor-in-chief. IEEE Micro now serves a vital role among the range of journals that come across my desk (about 10 to 12 per month), and I hope that in the future my contribution, along with the contributions of the entire editorial board, will make it an indispensable publication for every practicing engineer, manager, and teacher in the microprocessor field.

Because IEEE Micro is designed to be at the leading edge of technology, some might assume that its appeal would be limited only to a select few. I do not believe that is necessarily true, however. Our focus is upon a dynamic, interesting, and high-impact area, and there are a great many engineers, computer scientists, and other technology users whose work involves microcomputers and microprocessors in some capacity. Thus, the potential readership of Micro is quite broad-based.

The IEEE has always been known for the quality and quantity of its publications. For Micro to hold its own in the competitive world of publication, it must continually produce a high-quality product with general appeal. Micro has the unique opportunity to become both a journal at the leading edge of technology and a publication that effectively transfers information about the technology to its readers. The transfer of knowledge from a medium such as a journal to an individual is, at best, a poorly defined science and a true art. It is a major accomplishment to present knowledge in a form that allows individuals to really study, assimilate, and apply it.

Having spent some 20 years in an academic environment, I have observed that learning is a topic-dependent, individual process. If this observation is true, then it seems to follow that efficient mass transfer of information is extremely difficult, if not impossible. Nevertheless, certain texts and papers have been able to bridge the gap of individual learning styles to successfully appeal to the learning interests of the majority of individuals. These classical presentations tend to have two things in common. First, the presentation reduces a difficult concept or theory to understandable terms; and second, the publication occurs early in the development of a theory or concept. Striving to be at the forefront of technology, IEEE Micro is in an excellent position to publish several such “classic” papers over the next few years. I feel that our magazine can and should strive for this type of excellence. Perhaps in the future, time and space will permit me to expand on some of these ideas.

Regards,

Joe Hootman

Joe Hootman is a professor of electrical engineering at the University of North Dakota in Grand Forks, North Dakota. He has a current interest in microcomputers, signal processing, and CAD systems. He received his BS degree in electrical engineering in 1959 from the University of Missouri at Rolla and his MS and PhD degrees from Iowa State University in 1962 and 1965, respectively. He taught at Colorado State University before assuming his present position and has had industrial experience with Collins Rockwell and the National Bureau of Standards. He is a member of ASEE, Tau Beta Pi, Eta Kappa Nu, Sigma Xi and the IEEE Computer Society.

Hootman may be contacted at PO Box 7165, Electrical Engineering Department, University of North Dakota, Grand Forks, ND 58202.

Reader Interest

Dear Readers,

June marked the first month when IEEE Micro instituted its Reader Interest Card, your direct pipeline to the magazine's editorial board and staff. To those of you who took the time to write in your comments on the card, thank you very much. Your inputs are read and considered. This is your magazine. Your opinion matters.

The reader balloting for the “Best Article of 1984” was not conclusive and did not select a clear-cut winner. We also did not get enough responses for the ballot to be statistically significant. The matter was brought in July before the assembled IEEE Micro Editorial Board at NCC in Chicago; and by secret ballot (with me abstaining) the board selected “The Motorola MC68020...” by Doug MacGregor, Dave Mothersole, and Bill Moyer (August 1984). The vote agreed with the reader poll, which was very close. Congratulations to all three authors.

Our reader poll from the June issue yielded several “atapersons” and a couple of constructive criticisms. They are all equally welcome. Those who thought the issue and/or format was good to excellent were: W.B. (Panama City, FL); A.W. (Lewisburg, PA); B.H. (Albuquerque, NM); S.S. (NY, NY); C.K. (Sunnyvale, CA); K.M. (Cranston, RI) and several others who just commented “excellent.” R.M. (Rolla, MO) felt the previous format was more effective.

By far the most popular article of the issue was Chuck Hastings’ piece on “Second-sourcing CPUs...”. D.B. (Houghton, MI) felt “Motorola’s Silver Quill Program was an inappropriate topic. W.B. (Panama City, FL) liked VLSI Packaging, the Hastings article, and MicroStandards. Of the columns, MicroStandards and MicroLaw were the hands-down favorites.

If you did not see your initials above because I have lumped your comments with similar ones, please forgive me. All comments are seriously considered.

Regards,

Jim Farrell

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