

## A changed publication for changed times

The new ABA Banking Journal

In about a week, the new ABA Banking Journal will be in the mail. While the name is the same, the magazine has been completely redesigned and reformatted. It represents the combination of ABA's two general circulation monthly magazines—ABA Banking Journal and Community Banker.

Both magazines had a rich and long-standing tradition, and the combination kept the best of both publications. The truth is, however, readers will be looking at a publication that has many new features along with its new reader-friendly look.

Rather than merely stitching together a patchwork affair, we took the opportunity to conduct research among our readers. What they told us guided the decisions of what to keep and what to let go, what to add, what to change, what to leave intact.

One of the early decisions we made was that the new publication should have an updated look. The decision was made also to keep the name ABA Banking Journal because it is representative of the association's fundamental principle: to represent the interests of the entire banking industry.

The integration of Community Banker, however, has brought an enhanced focus on the needs and interests of community banks and savings institutions, and we are fortunate to be able to work with two former staff members of that publication on a freelance basis.

Here's some of what's new about the new ABABJ:

- Easier reading. A new font and layout make the type and stories more readable.

- Quick, easy reads on hot issues in the new Bank Notes section.

- First Person—an exciting new page that tells compelling stories of bankers' lives outside of the office. Get a sneak preview of First Person. [\[link\]](#)

- Short Q&A on relevant issues in the revamped ABA Resources department.

- Popular columns from Community Banker magazine are retained, including Board Matters, Legal Briefs, Investment Management, and Surveys & Trends.

- Popular columns and departments from ABA Banking Journal also continue, including: Community Banking, Pass the Aspirin, Tech Topics, The Economy, Compliance Clinic, and Compliance Inbox.

What you'll soon be seeing is the culmination of the efforts of a group of people at the ABA and at Simmons-Boardman Publishing Corp. to combine magazines of quite different "personalities" into the new product you see before you. The task is not over by any means. Improvements are also in the works to ababj.com, as well as the digital version of the magazine.

Equally important, however, will be adjustments made in response to reader feedback. We will reach out to you, but we also heartily encourage you to let us know what you think of the new publication—the depth of content, the writing, the look, the scope of coverage, anything at all.

Executive Editor, Steve Cocheo, and I look forward to your comments.

Bill Streeter  
Editor-in-Chief

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