

How Is *Bloom* Doing?

I get asked that question a lot. It seems to me that people in Bloomington *really, really* want the magazine to succeed. And while it may be too early to hang out a “mission accomplished” banner, I think it’s fair to say, “So far, so good.” This is the fourth issue of *Bloom*, and on every count it is doing well.

As an editor, I’ve never had a more gratifying experience. Sometimes I feel like Mick Jagger. People approach me in restaurants or on the street, call me on the phone, and send letters and e-mails just to say how much they love *Bloom*. Some indicate it has made them appreciate Bloomington more, others say that they proudly send the magazine to far-off relatives and friends to show them the kind of town they live in. Many tell me that they are learning new things about their city and, as a result, participating more in community life.



Photo by Michael Lindsay

And, although the magazine is free, as each new issue comes out, scores of readers purchase subscriptions. They do it, they tell me, because they don’t want to miss an issue or simply because they want to support the magazine. Some readers are also collecting *Bloom*, and nearly every day I receive a request for back issues. Meanwhile, at IU, *Bloom* is being utilized by several schools to help recruit new faculty and graduate students. Likewise, corporations are sending it out to attract top executives to our city.

As a publisher, I’m not as popular as Mick, but the local business and arts communities have embraced the magazine anyway. They, too, seem really to want the magazine to succeed. In this issue alone, there are more than 100 advertisers—local businesses, arts organizations, and several divisions of IU—who feel that being in *Bloom* is a good business decision. They are also there, they tell me, because they believe *Bloom* is making an important contribution—both short and long range—to the city’s vibrancy and growth. We are appreciative of their support and encourage you to patronize them. Without these advertisers, *Bloom* would not be possible.

So, as of February 1, 2007, that’s how we are doing.

ANNOUNCEMENTS

Bob Hammel, Bloomington icon, hall of fame journalist, and all-around good guy, is joining *Bloom* as a contributor and columnist. His first column is on page 10. Bob is also the subject of our “20 Questions” interview on page 42.

I got married. The brave-hearted woman is the beauty pictured here with me—the former Jennifer Brooks, nee Schick. On December 3, we exchanged vows before family and friends at The Story Inn in Brown County. A native of Bloomington and an IU grad, “Jenny” danced ballet for many years; works at The Villages, an agency for foster and adoptive children; and has a booth at the Antique Bazaar. I am one lucky fella.

Malcolm Abrams
editor and publisher