

Editorial

Zoo's Print completes 31 years! As we step into the new year, the collective heads of this long-serving publication reached a consensus on realigning the magazine to a friendlier format. Most readers are used to Zoo's Print for its pretty straightforward presentation style of articles, notes, reports and news. We present them with no major changes, check for facts, and retain as much originality of the authors' writing, including colloquial styles. We have retained this style of presentation since Zoo's Print is of the readers as much as it is for the readers as an in-house dossier of activities and a platform for semi-technical materials. Some complaints notwithstanding, we have marched along keeping the best of intentions at the forefront. For, when Sally published the first Zoo's Print on 21 January 1985, she had one objective in mind—regularity of materials relevant for zoos and conservation published and distributed far and wide at an extremely reasonable cost (and mostly free). We've stuck to that and wish to continue in the same spirit in the new era of the magazine.

It's all about communicating science today. What the social media has done in its ambit of reach and innovativeness has increased the spread of free knowledge far and wide. A lot of players and a lot of committed individuals and organizations have been putting out tidbits of information most valued in this present day context. On the flip side, equally powerfully, wrong (incorrect and inaccurate) information is spread at best out of ignorance and at worst to promote one's beliefs, sometimes with malicious intent.

Zoo's Print is not intended to be a panacea for the ills, nor is our intention to be an all encompassing communicator of science — we have struck a balance (or rather, trying to ... since this is the first issue in the new format). We present the content in some clear and cleverly designed usable packages.

We present to you, starting with this issue, a section for children and citizen called 'Fantastic Facts' and 'Activity'. This section is all about presenting facts in a simple and humorous (if possible) way. We have started it small (12 pages) and look forward to your response.

The next major change is in the way we present all our Newsletters. We are getting away from our separate newsletters, instead, we present under each masthead (e.g., Small Mammal Mail, Reptile Rap), we present to you on a regular basis articles from authors. The presentation style is different from the previous format of newsletters; notice the inclusion of simple taxonomic hierarchy and other facts for citizens and children also to learn and understand. We have a newsletter for some taxonomic groups, but not for all; so the new mastheads include (as the names suggest) -- Plantasia, Bird-o-soar, Funguy etc. Again, your inputs are critical.

We continue with our reports and technical sections for the more seasoned readers as the latter half or quarter of the magazine.

We hope you like the new cover avatar — it is all about change and being communicative for the benefit of science, in our case for wildlife science! We aim to be motivators of change — to make citizens fall in love with the natural world and its wonders.

Participate, comment, like us on FaceBook, check out our sites, write for our blog and Zoo's Print, and generally make this publication truly yours and everybody's to proudly promote conservation in South Asia.

Also remember to spread this magazine far and wide, get your local schools and your children to participate, and promote us on your networks. Importantly, also remember all of this is a labour of love with no support. So, your financial contributions will help us survive and provide more to promote conservation. Check out the 'Donate' button on the site and do your bit. Thank you! and a Happy New Year!

Sally Walker and Sanjay Molur