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# Editor's Corner

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## What's in a Name?

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For a good many years the quarterly issues of *PS: Political Science & Politics* have been demarcated by the seasons: winter, spring, summer, and fall. While the practice has the virtue of poetry, it lacks considerable clarity. What conferences can be properly listed in the winter issue? If the spring issue is received in June, shouldn't it be called the summer issue?

To clarify matters we will adopt with this issue the practice of our sister publication *The American Political Science Review*. Henceforth issues of *PS* will be identified by months not seasons. The winter issue will be the *March* issue; spring will be the *June* issue; summer will be the *September* issue; and fall will be the *December* issue.

## Political Consultancy

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In this issue's symposium, Petracca, Sabato, Ginsberg, De Vries and Lake share their observations on political consultants and democratic governance. The selections are drawn from their roundtable presentation at the 1988 annual meeting. Special thanks must be extended to Mark Petracca for his instrumental role in putting together this issue's symposium.

All the symposium authors emphasize the growing importance of consultants in political campaigns. Petracca, Sabato, Ginsberg, and De Vries stress the impact on campaign organization, campaign spending and issue formation. Ginsberg attributes the rise in political consultants to the decline in political parties. The symposium authors suggest that representation takes on a new and less desirable form when shaped by consultants through media events and sound bites.

Celinda Lake cautions us to not be too quick to condemn consultants because

they do provide an alternative route to political power. Issues and individuals not readily embraced by the regular party organizations become politically viable because consultants provide direction and resources outside the conventional party structure. Lake points to the successful campaign of Maryland's Senator Barbara Mikulski as a case in point.

## Features

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The 1988 presidential election is the subject of three articles in the Features section of this issue. With apologies to A Wuffle, Robert Erikson questions why Democrats lose presidential elections. You may be surprised to learn that it is intentional. Just as Erikson gives new meaning to defeat, Sigelman helps explain the limited power of campaign propulsion of the "Big Mo."

Jo Freeman continues with the second part of her two-part series on women at the national party conventions. In this issue Freeman examines the role of women and feminist issues in the Republican national convention and the Republican party platform.

Along a very different line, Robert Weissberg gives us an alternative look at the issue of political censorship first raised in a *PS* symposium in the winter 1988 issue. Weissberg describes the subtle forms of censorship and self-censorship textbook authors experience as they are forced by publishers to conform to a liberal orthodoxy.

## The Profession

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Paul Dawson's article on external reviews bears special attention. The theme is taken up again in *Association News*. As many of you know the APSA will assist departments engaged in evaluations. The

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Departmental Services Committee will identify prospective external reviewers for departments as well as make available a self-evaluation guide. Dawson's article guides departments in how to make the best use of external reviewers and get the best out of the self-evaluation exercise.

### Annual Meeting

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Finally, it is never too early to start planning to attend the 1989 annual meeting. Mark your calendars so that you can be in Atlanta from August 31 to September 3. The 1989 program promises to be particularly intellectually rich and diverse. Special sessions will focus on the Bill of Rights, civil rights, Hobbes, the French revolution, and

political science in Washington. On a lighter side your knowledge of political trivia will be put to a test and you will be challenged to stump some of the best repositories of political trivia in the profession.

Travel discounts and attractive hotel rates will make your annual meeting attendance easy and affordable.

### Correction

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The credit line of the McNelly cartoon on page 855 of the fall issue of *PS* was inadvertently cut off during the printing process. We wish to acknowledge that the cartoon was reprinted with the permission of Tribune Media Services.

### **PS Deadlines**

The deadlines for *PS*, published quarterly, are as follows:

<b>Issue</b>	<b>Submission Deadline</b>
March	December 1
June	March 1
September	June 1
December	September 1

Please indicate in which section submitted material should be placed. Also, items for *PS* should be submitted in *PS* format, whenever possible.