

Frontiers

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Editor's note: For this month's letters, Boeing Frontiers offers the answers to some frequently asked questions about the magazine.

Q: What is *Frontiers*?

A: *Boeing Frontiers* is a magazine committed to telling Boeing's global story and relaying news and information about the company. Our charter is to employ the highest journalistic standards to provide news and information—most notably, analysis and context about Boeing's activities—in high-quality print and online formats that comply with standards of fairness, accuracy and objectivity.

Q: When does the magazine come out?

A: The magazine is printed 11 times a year—each month from February through November, along with a December/January edition. In general, it's released on the first Friday of each month and then is posted online on the Boeing external Web site at www.boeing.com/frontiers.

Q: How is *Frontiers* distributed?

A: Distribution varies slightly at each Boeing site, but generally, it is distributed via kiosks or bins located in work areas where there is heavy foot traffic. *Frontiers* is mailed to retirees who have chosen to receive it and to certain other stakeholders who do not work at Boeing. To contain costs, *Frontiers* is not mailed to the homes of individual employees. For detailed information on distribution at your site, please check with your Communications focal.

Q: Why doesn't *Frontiers* list retirees' deaths?

A: Unfortunately, the magazine does not have space to accommodate these numerous requests, nor does it have the resources to track them for accuracy.

Q: How do I submit a story idea or article?

A: *Frontiers* gets a lot of its story ideas from readers and encourages people to send them in by e-mail to boeingfrontiers@boeing.com, or by mail at *Boeing Frontiers*, 100 N. Riverside, MC 5003-0983, Chicago, IL 60606. However, it is best to go through your business unit's Communications focal (see panel at left) with your story ideas. They will take stories through the proper channels and then forward them to the *Frontiers*

editorial staff. This way, the business units can evaluate the editorial content to determine accuracy and newsworthiness. We also encourage letters to the editor as another way to get information into the magazine.

CALENDAR

July 14–20: Farnborough International Airshow. Farnborough, U.K. See www.farnborough.com

Aug. 23–26: 2008 Air Carriers Purchasing Conference. Chicago. See www.acpc.com

Sept. 9–11: American Institute of Aeronautics and Astronautics' Space 2007 Conference and Exhibition. San Diego. See www.aiaa.org/content.cfm?pageid=230&lumeetingid=1872

Sept. 9–11: World Airline Entertainment Association 29th Annual Conference & Exhibition. Long Beach, Calif. See www.waea.org/events/conference/2008

Sept. 15–17: Cargo Facts 2008. Miami. See www.cargofacts.com

Sept. 17–21: Africa Aerospace and Defence Exhibition. Cape Town, South Africa. See www.aadexpo.co.za

Sept. 23: Aviation Week Green Aviation forum. Madrid, Spain. See www.aviationweek.com/forums/greenmain.htm

Oct. 1–5: Japan International Aerospace Exhibition 2008. Yokohama, Japan. See www.japanaerospace.jp

Oct. 6–8: National Business Aviation Association 61st Annual Meeting & Convention. Orlando, Fla. See www.nbaa.org

Oct. 12–14: Routes. The World Route Development Forum will conduct its 14th annual conference. Kuala Lumpur, Malaysia. See www.routesonline.com

Nov. 19–20: Aviation Week Aerospace & Defense Finance Conference. New York. See www.aviationweek.com/conferences/finmain.htm

Boeing Frontiers assembles the above listings for the convenience of its readers, and they do not constitute an endorsement by The Boeing Company. Times, dates and subject matter are subject to change or cancellation. If you have any items you wish *Frontiers* to consider for the Calendar, please e-mail them to boeingfrontiers@boeing.com, or send them by regular mail to *Boeing Frontiers* magazine, 100 N. Riverside, MC 5003-0983, Chicago, IL 60606-1596.

The opinions may not necessarily reflect those of The Boeing Company. Letters must include name, organization and a telephone number for verification purposes. Letters may be edited for grammar, syntax and size.

Letters guidelines

Boeing Frontiers provides its letters page for readers to state their opinions. The page is intended to encourage an exchange of ideas and information that stimulates dialogue on issues or events in the company or the aerospace industry.