

# CHOICE MAGAZINE LISTENING

SELECTED MAGAZINE ARTICLES, STORIES AND POETRY ON CASSETTES • FREE FOR THE BLIND • PROJECT OF LUCERNA FUND

## **For Immediate Release**

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## New editor in chief Pamela Loeser to bring ‘fourth’ technological change to Choice Magazine Listening

Port Washington, NY – When the New Year arrives, the fourth editor in the nearly 50-year history of Choice Magazine Listening will begin to usher in the literary service’s fourth technological format.

Pamela Loeser of Baldwin will lead the year-long transition from four-track cassette tapes to digital flash memory cartridges as she assumes her role as the nonprofit organization’s new editor in chief on January 1.

Since 1962, Choice Magazine Listening has been providing blind, visually impaired, physically disabled, and dyslexic readers with free audio recordings of the best articles, stories, and poetry from current magazines. When CML first began, selections were recorded onto 12-inch, 16 2/3 RPM records, the same special format used at the time by the National Library Service for the Blind and Physically Handicapped, Library of Congress (NLS).

Through the years, as the NLS upgraded its technology, so too did CML. In 1978, CML switched to 8 RPM flexible records. And in 1990, the organization began using 4-track cassette tapes.

“We’re excited to be able to offer our loyal subscribers the same exceptional, unabridged magazine writing in a high-quality digital format,” Ms. Loeser said. “And the new free machine is easier for visually impaired people to use. It’s a win-win situation.”

To prepare for the transition, CML will change its distribution schedule from bimonthly to quarterly. Each issue will now contain 12 hours of listening. CML still will provide the same 48 hours a year of fine contemporary magazine literature, read by professional narrators, at no cost to subscribers.

“We’re still producing CML on four-track tapes,” Ms. Loeser said. “The transition to flash memory cartridges will be gradual as our subscribers receive the new digital machine during the next year or two. And of course, print-disabled subscribers will always receive our service for free. That will never change.”

### **About Choice Magazine Listening**

Choice Magazine Listening is a free audio anthology for a special audience of blind, visually impaired, physically disabled, or dyslexic subscribers. CML was created in 1962 by the non-profit Lucerna Fund to offer the best of contemporary magazine writing, completely without charge, to adults unable to read standard print. CML selects and records memorable writing from approximately 100 leading magazines.

For more information, please call 516-883-8280 or log on to [www.choicemagazinelisting.org](http://www.choicemagazinelisting.org)