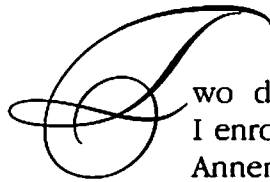


Arvind  
Singhal, Ph.D.  
*Ohio University*



Two decades ago, in the fall of 1985, I enrolled in the doctoral program at the Annenberg School for Communication, University of Southern California. In our first doctoral pro-seminar, I was made responsible for a session titled "Getting Your Book Published."

"Who can we invite to be on this panel," I asked Professor Everett M. Rogers, who was coordinating this doctoral pro-seminar.

"Why not ask Ms. Sara McCune of SAGE Publications," he replied. "She founded SAGE Publications and may agree to join us," added Professor Rogers.

Nervously, I dialed the telephone number of SAGE Publications. I asked for Ms. McCune. She accepted the invitation right away. I was thrilled.

We had a glorious two-hour pro-seminar session with Sara on the nuts and bolts of book publishing. She provided the publisher's point-of-view. Professor Rogers provided the author's point-of-view. I moderated the session.

After our session, Professor Rogers hosted a lunch for Sara in the University of Southern California Faculty Club. Sara and her husband George had just returned from New Delhi, and talked excitedly about how the new SAGE affiliate in New Delhi was gathering momentum under the leadership of Mr. Tejeshwar Singh.

Over this lunch, I remember saying to Sara: "The communication landscape is changing so rapidly in India. Television has gone black-and-white to color . . . there are highly popular indigenous television soap operas. . . . And somebody ought to be writing a book on that topic."

Without batting an eyelid, Sara replied: "You should write that book with Ev Rogers."

"Me, me," I stammered.

*Embracing Risk and Vision: The Guidance of Sara and George*

“Yes, you, Arvind, you,” Sara replied.

That was the beginning, some twenty years ago, of my first book project with SAGE India.

Thank you, Sara McCune.