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.
"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.

I didn’t know what to expect of a publisher on the Sunset Strip in Los Angeles in the 1980s when Connie Zweig, then an editorial assistant, took me to meet George McCune about a book I was writing. My work, seemingly on organizational change, didn’t fit within the social science research focus of SAGE at time but I was encouraged to come back to SAGE when it was completed. By 1990 SAGE had moved to Thousand Oaks, and its range of focus now fit my completed text. So Paths of Change came out in 1992. Two years later I came back to SAGE with a totally formatted, richly illustrated work all on a computer disk. I believe it was the first book SAGE accepted ready to go to print. It was published in a few weeks—amazing cooperatively staff.

In 2001, Sara McCune took on the interim role as president of Fielding Institute where I was on the faculty. In that role she supported my effort to hold an international conversation on transformative education and invited the 20 or so of us to dinner at her home in Montecito. The warm hospitality of that evening ‘made’ the conversation a success. Out of it came a proposal by Laural Markos, a Fielding Graduate, and myself for the Journal of Transformative Education. Sara saw it as fitting well with SAGE’s educational portfolio. Now after three years of publication, supported by the editorial and marketing staff, I am even more delighted with the McCunes’ creation, its integrity and commitment to quality publications.