



Harvey Parker was a driving force in the formation of CHADD. As co-founder of the organization, Dr. Parker was instrumental in leading CHADD through its infancy toward the vibrant national organization that it is today. As *Attention!*® celebrates 10 years of publication, Dr. Parker reminisces about the early days of the magazine.

Attention!® in Review by Harvey C. Parker, Ph.D.

CONGRATULATIONS TO *Attention!*® magazine in celebration of its tenth anniversary of publication. *Attention!*® is CHADD's flagship publication and is a cornerstone for communicating CHADD's mission to its members and to the public. The magazine is distributed six times a year to 84,000 readers, including CHADD's 18,000 members.

In preparation for this brief article, I rummaged through my old CHADD stuff and found some of the first issues of our newsletter (printed in 1987). Reading them again brought back wonderful memories and personal stories of members' struggles with AD/HD and how our newsletter evolved.

In 1987, *Attention!*®, as we know it today, did not exist. It evolved from a homespun publication that early CHADD members will recognize as *CHADDER*. *CHADDER* was the first voice of CHADD and—along with similar newsletters prepared by other AD/HD support organizations that sprung up in the late 1980s and early 1990s—it was devoured by readers who had little else to turn to for information about AD/HD. *CHADDER* became the voice of our organization and in addition to local support group meetings that were held monthly in chapters throughout the United States, this publication empowered parents, inspired teachers and informed

professionals on what was a highly misunderstood disorder.

As the first editor of this newsletter, I was responsible for collecting articles, soliciting ads, doing the layout on my now-extinct Mac Classic II, and arranging for printing and distribution. I was helped by the CHADD board of directors (consisting of just three people: Fran Gilman, Carol Lerner and me). Our circulation was about 2,500, and each month we would go to one of our homes with mailbags in tow to get the newsletter to members and professionals.

In 1991, Wade Horn, a former CHADD executive director, hired Jeff Rosenberg (our first director of public relations) to transform *CHADDER* into a more professional looking publication. Jeff and his editorial advisory board changed the look from a newsletter to a magazine, renamed it *Attention!*® and “professionalized” it to be the premier publication on AD/HD and a proud symbol of CHADD's work. The first issue was Summer 1994.

Later, Peg Nichols and Patti Harman expanded Jeff's work to bring *Attention!*® to new heights. Never has *Attention!*® shined as brightly as a beacon of hope and help for those with AD/HD as it has in the past few years. And now, under the continued guidance of Peg and Managing Editor Petrina

Hollingsworth, *Attention!*® will continue to deliver CHADD's messages to those affected by AD/HD.

And what important messages does *Attention!*® contain? Our CEO, E. Clarke Ross, gives readers updates on CHADD policy and our efforts as an organization to reach our goals. Each issue contains an inspiring message from CHADD President Mary Durham and enlightening articles written by scientists, educators, clinicians, and families and adults affected by AD/HD. Stephen Spector, CHADD's director of public policy, provides us with important legislative updates. Book reviews, advertisers and comments from readers all combine to make this a diverse and richly rewarding publication.

CHADD is no longer a small organization run out of someone's spare bedroom or home office. It has become one of the most powerful advocacy groups in the country and is respected worldwide. But our basic principles have remained the same. We are inspired by concern for those affected by AD/HD. *Attention!*® continues to focus on issues that will improve their lives in an up close and personal way. Congratulations go to *Attention!*® and to those who have helped shape its development from a six-page newsletter to a powerhouse publication. ■