

# PROGRAM MANAGER TO MORPH

The original predecessor of *Program Manager* magazine was the *Program Manager's Newsletter*, started by the Defense Systems Management School (DSMS) in 1972. Published quarterly, each issue consisted of eight pages. From its inception, the *Newsletter* quickly became the principal means of communicating with the acquisition community. Within two years, its distribution reached 7,000 copies per issue, with an average of 32 pages. Though the target audience was originally envisioned as mainly the graduates of DSMS courses, other acquisition professionals soon began requesting copies.

In 1976, DSMS was realigned, reorganized, and renamed the Defense Systems Management College (DSMC). The *Newsletter*, now under the auspices of DSMC, was changed in 1978 from a quarterly to a bimonthly publication with an enhanced format and image, and an increased number of pages. In 1979, the name became *Program Manager: the Defense Systems Management College Newsletter*. It contained a more reader-friendly, two-color format, and is the immediate ancestor of today's magazine.

In September 2000, *Program Manager* became the bimonthly magazine of the Defense Acquisition University, averaging 80 to 120 pages and reaching around 22,000 domestic and international readers in hard copy, and a growing readership in cyberspace.

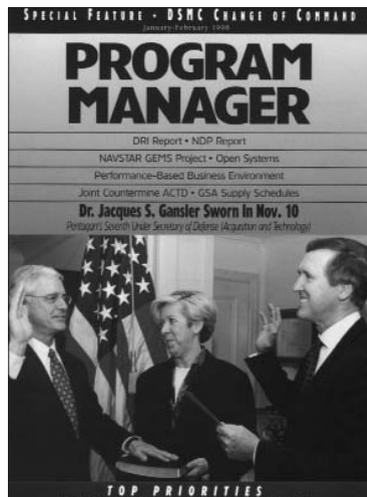
Effective Jan. 1, 2004, *Program Manager* will morph into *Defense AT&L* to reflect the broader audience and expanded scope of the articles published by the Defense Acquisition University Press on behalf of the DoD Acquisition, Technology, and Logistics workforce.



March-April 2003



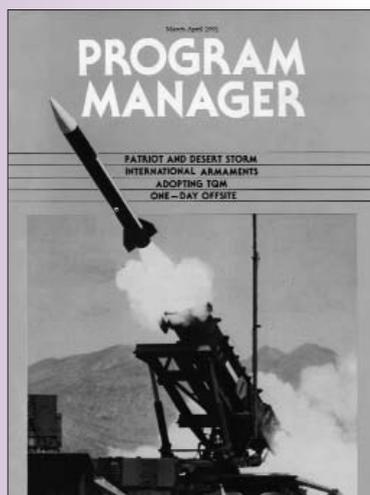
January-February 2003



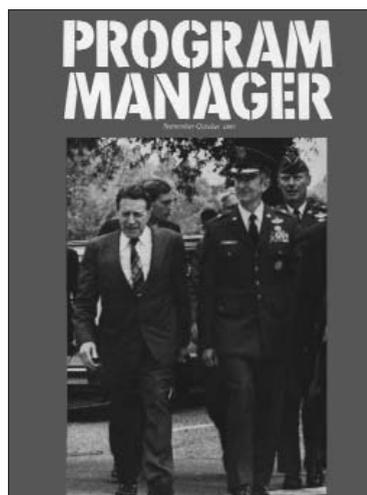
January-February 1998



September-October 1996



March-April 1991



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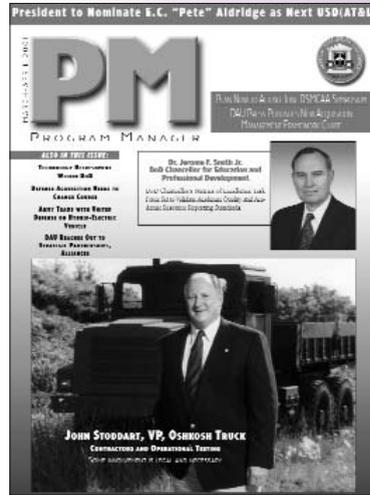
# INTO DEFENSE AT&L MAGAZINE



March-April 2002



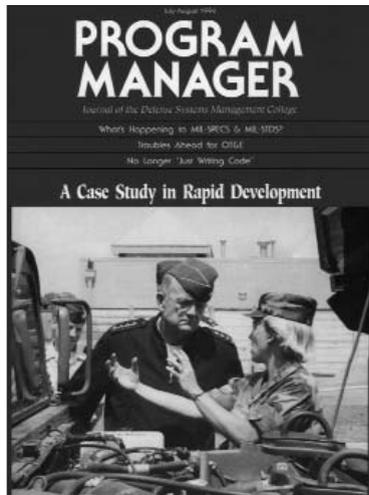
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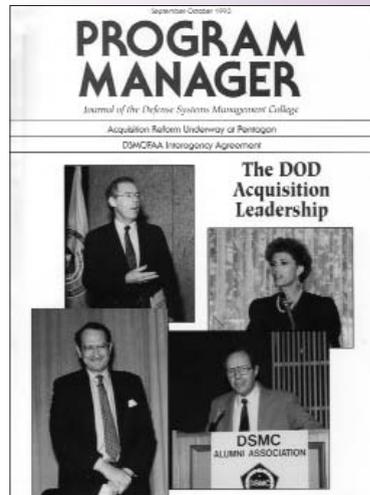
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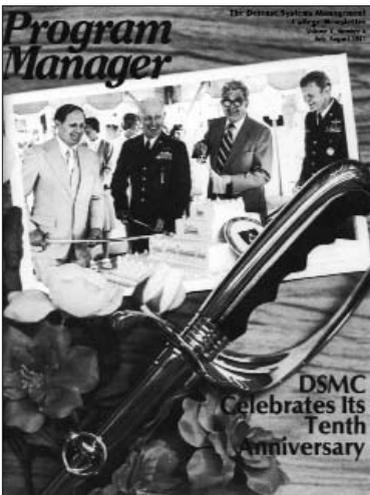
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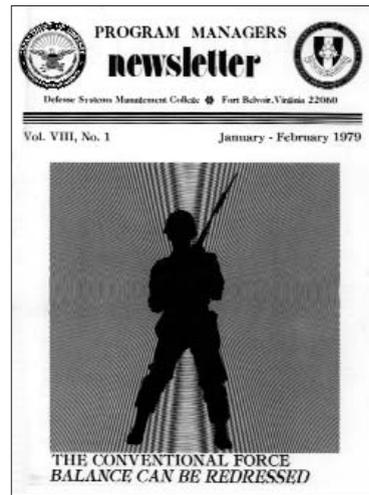
July-August 1994



September-October 1993



July-August 1981



January-February 1979



April 1972