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AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

PUBLICATIONS DEPARTMENT

8.4
July 16, 1962
Issue 2

To The
Board of Directors, AIEE

Subject: Publications Program for IEEE

Gentlemen:

The Publications Department of AIEE, in a report dated March 1, 1962 recommended a Publications Program for the Institute of Electrical and Electronic Engineers. This report was submitted to the AIEE Representatives on the 8-Man Committee and the AIEE Board of Directors. Since that time, the Technical Operations Department (T.O.D.) in a letter to President Chase, dated May 29, 1962, officially stated it favored the Publications Department program for the IEEE except in the number of TRANSACTIONS ON _____ publications.

The T.O.D. proposal provides for one TRANSACTIONS publication for each Technical Division (about six magazines). The Publications Department recommendation follows the plan of the Institution of Electrical Engineers of England which provides for three TRANSACTIONS magazines. One magazine caters to Power Engineers, another is devoted to the interests of Communications and Electronics Engineers and the third magazine covers all other technical disciplines. The aim has been to tune the TRANSACTIONS not only to the interests of the members, but also to the interests of the buyers of advertising space. The coinciding of the interests of the members with those of the advertising managers is the way to maximize income from advertising.

Because the Publications Department is convinced that the program it proposes is sound from a technical, economical and service to membership basis, it has amplified its findings and submits the following for consideration by the IEEE. (additional detail covered in Exhibit I.)

<u>Name of Publication</u>	<u>Publish</u>
1. *ELECTRICAL ENGINEERING (Free to Members excluding Student Members)	Monthly
2. *TRANSACTIONS ON _____	
Part A - Communications and Electronics	Even Months
Part B - Power Engineering	Odd Months
Part C - Electrical Engineering (General) (Each member except Student Members would be entitled to receive for a nominal charge one periodical in his personal field of interest, but he could subscribe to others at full rate)	March and Sept. or as req'd.

NOTE: Issue 2 of this letter was prepared to delete from Issue 1, Item 7, Page 2, (MEMBERSHIP DIRECTORY) the requirement to solicit advertising as experience indicates that such a venture would likely be unprofitable. Also added on Page 3, paragraph entitled "Separation of Publication of Papers from Meeting Presentation".

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<u>Name of Publication</u>	<u>Publish</u>
3. ANNUAL TRANSACTIONS OF THE IEEE (Parts A,B, & C individually bound under a cover) (Special Charge)	Annually
4. PROFESSIONAL TECHNICAL GROUP PROCEEDINGS ON _____ (Each member paying Professional Group dues would be entitled to receive free the periodical covering his Professional Group - Initially there will be about 30 Professional Groups)	Quarterly or as financially warranted
5. THE IEEE STUDENT JOURNAL (Free to Student Members)	March, June, Sept., Dec.
6. THE IEEE DIGEST (Free to both member and non-member students)	Oct., Jan., May
7. MEMBERSHIP DIRECTORY (Free to officers and committees - others may purchase copy at a nominal charge)	Bi-Yearly with supplement in intervening year
8. SPECIAL TECHNICAL PUBLICATIONS (Special Charge)	As Required
9. STANDARDS (Individual Publications) (Special Charge)	As Required
10. PREPRINTS AND REPRINTS of Author's Manuscripts Approved for Presentation at Meetings (Special Charge)	As Required

* Contains Advertising

Three criteria were considered in establishing the above Publications Program.

1. The number of publications were kept to a minimum commensurate with meeting the needs of our members and, at the same time, obtaining the maximum potential from advertising income. It is easier to expand later as necessity or demand arises, rather than to start with an overly ambitious program of too many magazines that has to be contracted because of financial difficulties.
2. The number of free publications were kept to a minimum. Over the years, publication costs have a way of increasing faster than income-raising powers of the Institute to meet them. In view of this, together with the fact that many of our members do not exhibit interest in highly technical articles but will accept them if given free, it is recommended that a charge be made for all publications except:
 - a. ELECTRICAL ENGINEERING Monthly Journal - to be given free to members except Student Members.
 - b. IEEE STUDENT JOURNAL - to be issued quarterly and to be given free to Student Members.

- c. IEEE DIGEST - to be issued three times a year as a promotional tabloid paper to be given free to selected high school and college students.
3. When establishing publication dates consideration was given to avoiding peak loads by providing as uniform a load as possible on the Editorial Staff. The recommended Publication Program provides for one monthly magazine and one issue of TRANSACTIONS to be published each month except the month of March and September when Part C of TRANSACTIONS will be published.

Separation of Publications of Papers from Meeting Presentation

In addition to the above publication program, it is recommended the EDITORIAL BOARD and Technical Committees of IEEE consider the separation of publication of papers from meetings. In many cases, the publication of technical papers should be expedited and not held up until presentation at national, regional or district meetings. When an author of a paper encounters unusual delays in publishing, he is tempted to submit the paper to an editor of a competing magazine to cut red tape. When warranted, there should not be a requirement that a paper must be presented at a meeting before publication. One can sense the delay in getting a technical paper published by briefly reviewing the AIEE procedure. Each technical paper is referred to the appropriate technical committee for review and approval; if approved, the paper is scheduled for presentation at an Institute meeting where it is open for discussion. After presentation the paper and discussions are then published. Our objective should be to release published material while the subject is "hot" and not necessarily wait for a formal presentation at a meeting to be held possibly four to six months in the future. Our recommendation is that after a top quality technical paper has been approved for TRANSACTIONS, by competent reviewers for publication it should be possible to publish the paper with no requirement for presentation at an IEEE Technical Meeting. On the other hand, should a technical committee desire that a paper be discussed at an Institute-wide meeting, then the publication of the technical paper should be held until discussion material is available for publication with the technical paper.

Concluding Thought

The success of our publication efforts rests finally on how well we can forecast the publication needs of the membership. It must be organized properly and efficiently administered to insure that IEEE operations provide a flow of up-to-date technical information to the members. We are confident that the measures recommended will contribute to these ends and will contribute a necessary foundation upon which to build and strengthen the effectiveness of the IEEE.

Respectfully submitted,

W. F. Flenthaus

Director, Publications Department

PROPOSED PUBLICATIONS PROGRAM FOR
INSTITUTE OF ELECTRICAL AND ELECTRONIC ENGINEERS

1. ELECTRICAL ENGINEERING

The ELECTRICAL ENGINEERING monthly journal should be the principle communication medium of the Institute and as such would be the unifying focal point of the membership. It should be the symbol of the Institute and reflect to other significant audiences the philosophy and substance of the Electrical and Electronic Engineering Profession.

The journal should contain articles to inform, educate and alert readers to developments of importance to them in their careers, such as technological changes having social, professional and economic significance; and management and executive problems unique with engineering firms. It should include tutorial articles and technical paper abstracts of general interest; IEEE activities including annual and regional meetings; and other information of interest to the general membership.

2. TRANSACTIONS ON _____

The TRANSACTIONS papers should be a comprehensive record of the advances in electrical sciences and technology and of important developments that are of direct interest to electrical and electronic engineers. They should be published in three separate periodicals called TRANSACTIONS ON _____. These periodicals would encompass the entire Electrical and Electronic Engineering field under the classification of:

- Part A - Communications and Electronics
- Part B - Power Engineering
- Part C - Electrical Engineering (General)

This is the plan of the Institution of Electrical Engineers of England. They publish three magazines called Proceedings. Each of the magazines carry advertising.

It is proposed that the TRANSACTIONS papers of the various IEEE Technical Divisions or Professional Technical Groups would be grouped into the most applicable of the three periodicals. In addition, these periodicals should contain Industry and Institute news items. The frequency of publication would be dependent on activities, finances, advertising potential, and interest of members. Each member (except student members) would be entitled to receive for a nominal charge one periodical in his personal field of interest, but may subscribe to others at full rate.

Each proposed TRANSACTIONS periodical should contain advertising and should be aimed to attract a segment of the membership having a common technical interest. Because of this, each periodical offers an opportunity to penetrate a different advertising market. The TRANSACTIONS OF POWER ENGINEERING, catering to power engineers, should attract advertisers having power equipment and supplies to sell. Similarly sellers of communications

and electronic equipment may find it attractive to advertise in TRANSACTIONS ON COMMUNICATIONS AND ELECTRONICS. The third periodical, Part C, covering all other technical disciplines may or may not contain advertising depending upon the demand. Thus, with three TRANSACTIONS periodicals, it is felt that we have made a good balance in serving the membership needs while striving to penetrate a definable marketing area that will result in the maximum from advertising revenues. If we expect advertisers to meet part of the cost for publishing TRANSACTIONS, we must be sensitive to the needs of the advertisers and provide in our publications the proper degree of flexibility, or ability to make needed adjustments to new conditions as they arise. The inclusion in TRANSACTIONS of Industry and Institute news in addition to being a service to the members is very attractive to advertisers.

3. ANNUAL TRANSACTIONS OF THE IEEE

The ANNUAL TRANSACTIONS OF THE IEEE should form the permanent record of the Institute. It would be a society-wide publication made up of a compilation of the periodicals TRANSACTIONS ON _____.

Consolidation of all TRANSACTIONS papers at the end of the year into a bound volume or volumes would improve the efficiency with which practicing engineers, researchers, historians, librarians and persons in associated professions can recapture the tremendous growth in technical literature pertinent to their current work. The ANNUAL TRANSACTIONS would be devoid of all news items and advertising.

4. PROFESSIONAL TECHNICAL GROUP PROCEEDINGS

Each Professional Technical Group should be free to issue its own PROFESSIONAL TECHNICAL GROUP PROCEEDINGS ON _____, provided it can be published on a technically and financially sound basis within the broad publication policies of the Institute. The Institute should guide the Professional Technical Groups but at the same time should not tie them to a maze of publishing rules involving format, layout, and make-up of papers. As a guide, it is recommended that the group publications contain selected papers of specialized interest including some TRANSACTIONS papers; conference papers not necessarily of transactions quality; announcements of meetings; new items; etc. The Professional Technical Group PROCEEDINGS ON _____ should not contain advertising. Initially there will be about 30 Professional Technical Groups.

In addition to the Professional Groups sponsoring PROCEEDINGS ON _____ publications, these groups should be the major contributors to the TRANSACTIONS ON _____ publications of the Institute.

5. THE IEEE STUDENT JOURNAL

The official publication in the Student Member area should be the IEEE STUDENT JOURNAL. It should contain both technical material and news items of interest to students. This publication should be issued on a quarterly basis and distributed free to Student Members.

6. THE IEEE DIGEST

For the purpose of stimulating interest in the Electrical and Electronic profession and IEEE among non-member students at both the high school and college levels the Institute should issue a specialized periodical called the IEEE DIGEST.

This publication would aid Student Counsellors and Membership Committees in their activities. It is proposed that this publication be a tabloid type paper containing digests of technical articles and new items. The distribution would be free to both member and non-member students and its reproduction in non-IEEE media should be encouraged.

7. MEMBERSHIP DIRECTORY

The Institute should publish a MEMBERSHIP DIRECTORY for use of officers and committees in connection with their various activities. The frequency of publication would be dependent upon need, possibly a complete membership publication bi-yearly with supplement in the intervening year.

8. SPECIAL TECHNICAL PUBLICATIONS

Technical Committees should be encouraged to issue SPECIAL PUBLICATIONS as Convention and Conference Records, as warranted. These publications should pay their own way and function as a supplement to, and an extension of, the ELECTRICAL ENGINEERING journal and the TRANSACTIONS ON _____ periodicals. The contents should be selective, that is, SPECIAL PUBLICATIONS will be governed by criteria of acceptance similar to those of the TRANSACTIONS although subjects of non-archive character, as conference papers, news letters, etc., may be covered. A very important rule is that each SPECIAL PUBLICATION should be coherent in itself as to subject matter.

9. STANDARDS PUBLICATIONS

IEEE STANDARDS should be issued, when warranted, as separate pamphlets, each dealing with a specific standard.

The STANDARDS are devoted chiefly to defining the terms, conditions, and limits which characterize the behavior of electrical apparatus, with special reference to the acceptance tests. A brief notice and concise summary, with reference to where complete STANDARDS information can be obtained, should be published in ELECTRICAL ENGINEERING, the monthly magazine on the Institute.

10. PREPRINTS AND REPRINTS

PREPRINTS AND REPRINTS should be issued, when warranted, of each technical paper in advance of technical meetings at which the papers are scheduled to be presented and discussed. The PREPRINTS should be produced only in limited quantities to encourage and facilitate discussion at national, regional and district meetings. PREPRINTS AND REPRINTS should be made available to members approximately at cost.