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AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

PUBLICATIONS DEPARTMENT

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AIEE Representatives on AIEE/IRE Merger Committee

Messrs.: W.H. Chase
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Gentlemen:

Subject: Proposed Publications Program for the Institute of Electrical and Electronics Engineers (IEEE)

It is estimated that more than \$2,250,000 will be spent for publications after the AIEE/IRE merger. An enterprise of this size and importance makes it necessary to explore ways for improving the entire publication process. Such an exploration was made and resulted in the preparation of this report which covers certain basic publication considerations. Where appropriate, comments have been added as a means of reference to the publications policies outlined in the Principles of Consolidation, Draft #2 dated January 31, 1962, prepared by the Eight-Man Committee on Consolidation of AIEE and IRE. This report has been endorsed by the members of the Publications Department.

Briefly, the recommendations in the report provide for the following publications.

1. A monthly magazine "ELECTRICAL ENGINEERING" containing articles of general technical interest should be distributed to all members and student members. It should contain advertising.

Comment: This concurs with Principles of Consolidation.

2. The TRANSACTIONS papers of the Institute should be published in three separate periodicals called TRANSACTIONS ON _____. These periodicals would encompass the entire Electrical and Electronics Engineering field under the classifications of: Communications and Electronics; Power Engineering; Electrical Engineering (General). The papers of the various Technical Divisions or Professional Technical Groups would be grouped into the most applicable periodical. In addition, these periodicals should contain Industry and Institute news items. The frequency of publication would be dependent on activities, finances, advertising potential, etc. The publications should contain advertising. Each member (except student members) would be entitled to receive free one periodical, others by subscription.

Comment: The TRANSACTIONS ON _____ periodicals would replace the Principles of Consolidation proposal to issue one monthly PROCEEDINGS magazine for all fields of technical interest and for distribution to all members.

3. 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. The Professional Group Proceedings should not contain advertising.

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Comment: The Principles of Consolidation state that the Professional Technical Groups should issue TRANSACTIONS type publications. It is our recommendation that the periodicals TRANSACTIONS ON _____ not be the prime publication of these groups. However, they would contribute to the TRANSACTIONS ON _____ publications covered in recommendation #2 above. The Professional Technical Groups should be free to issue less formal publications named the PROFESSIONAL TECHNICAL GROUP PROCEEDINGS ON _____. These PROCEEDINGS should be under the control of the professional groups in that they would publish what they want when they want it.

4. The ANNUAL TRANSACTIONS OF IEEE or the permanent record of the Institute should be a society-wide publication made up of a compilation of the periodicals TRANSACTIONS ON _____. The ANNUAL TRANSACTIONS should contain only TRANSACTIONS papers and no advertising.

Comment: The Principles of Consolidation indicate that the Professional Technical Groups should publish TRANSACTIONS. No mention is made as to the form of the permanent record of the Institute.

5. Two Student Publications should be issued: One publication for Student Member use - the IEEE STUDENT JOURNAL, issued quarterly. The second, a tabloid publication called the IEEE DIGEST to be distributed free to both member and non-member students in order to promote IEEE among high school and college level students. The reproduction of this DIGEST material in non-AIEE media should be encouraged.

Comment: The Principles of Consolidation state that one periodical named the IEEE STUDENT JOURNAL be issued to students quarterly. No mention is made for publishing a student tabloid paper for promoting student membership in IEEE.

6. We concur in the Principles of Consolidation proposals for the ANNUAL DIRECTORY, SPECIAL TECHNICAL CONFERENCE Publications and STANDARDS Publications.

The detailed report of the Publications Department is as follows:

1. ELECTRICAL ENGINEERING
(Reference: Principles of Consolidation XIV a)

The Principles of Consolidation state that a monthly journal named ELECTRICAL ENGINEERING shall be sent to members and student members. This monthly journal shall contain tutorial papers of general technical interest, review papers, general abstracts, news items, etc. It may contain advertising.

We are in agreement that ELECTRICAL ENGINEERING should be the principle communication medium of the Institute and as such, will be the unifying focal point of the membership. It will be the symbol of the Institute and will reflect to other significant audiences the philosophy and substance of the Electrical and Electronics Engineering Profession. It is important that the publication have good advertising appeal.

2. PROCEEDINGS OF THE IEEE
(Reference: Principles of Consolidation XIV a)

The Principles of Consolidation, in essence, state that a second monthly

magazine named the PROCEEDINGS OF THE IEEE will be sent to each member. The publication shall contain selected original technical papers of the highest quality and may contain advertising.

An unfavorable aspect of issuing a second monthly magazine called PROCEEDINGS is that it will not be practicable to include a sufficient number of technical articles to satisfy the interests of any one professional discipline, let alone the rank and file. This comes about because the electrical and electronics profession is broad in scope and specialized in nature. Within the profession there are several disciplines each of them devoted to a different line of interests. To distribute PROCEEDINGS monthly would result in each of the 150,000 members accumulating many pounds of literature of which only a very small portion would be read. This is a great waste and may prove in the long-run to be financially prohibitive. Furthermore, in spite of the large accumulation of literature, there would remain many technical articles in other publications to which a member does not subscribe and which he would very much like to have.

There is an alternative solution to our problem for eliminating the undesirable feature of every member, regardless of his field of interests, receiving the same monthly PROCEEDINGS magazine. This alternative is that the Technical works or TRANSACTIONS papers of the Institute should be published in separate periodicals called TRANSACTIONS ON _____. These periodicals of which there would be three in number would encompass the entire field of Electrical and Electronics Engineering. They would be specifically titled TRANSACTIONS ON _____ Communications and Electronics; Power Engineering; Electrical Engineering (General). The papers of the various Technical Divisions or Professional Technical Groups would be grouped into the most applicable periodical. In addition to TRANSACTIONS papers, these publications should include Industry and Institute news items. The frequency of publication would be dependent on activities, finances, advertising potential and interest of members. The publications should contain advertising. Each member (except student members) would be entitled to receive free, one periodical covering his personal field of interest but he could subscribe to others.

To make certain that only the highest quality papers are up-graded to TRANSACTIONS status, the IEEE should establish mandatory regulations for review and evaluation procedures for accepting papers for this classification.

This proposed plan of issuing three TRANSACTIONS ON _____ publications makes it possible to publish more technical articles in any one field and to limit the distribution to those members having a major or related interest in the field. In publication circles, it is called a "vertical" publication plan since it is aimed at a segment of the membership that have common interests. Because of this, the TRANSACTIONS ON _____ periodicals offer a great opportunity to penetrate a different advertising market than that covered by a "horizontal" publication such as ELECTRICAL ENGINEERING which goes to the entire membership.

The selection of media today by advertising managers and agencies has become a highly scientific process by people who are well trained and very competent in this field of endeavor. It is therefore recommended that after

the Technical Divisions have aligned the Professional Technical Groups according to membership common interests, men familiar with marketing techniques be consulted so that the TRANSACTIONS ON _____ periodicals can best serve both membership interest and maximize advertising revenues. Furthermore, it may be desirable to canvass AIEE/IRE advertisers in order to evaluate if this change would effect their approach to use of Institute publications. Only in this way, can we 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. Our aim in establishing TRANSACTIONS ON _____ periodicals should be to provide a natural medium for the expression of our membership common technical interests and complemented to the common interests of the buyers of advertising space. The inclusion of Industry and Institute news items in addition to being a service to the members is very attractive to advertisers. The Institution of Electrical Engineers of England attempts to do this with their PROCEEDINGS which cover several magazines and each carry advertising.

3. PROFESSIONAL TECHNICAL GROUP PUBLICATIONS
(Reference: Principles of Consolidation XIV b)

The Principles of Consolidation state that the periodicals produced by the various Technical Groups be published as TRANSACTIONS ON _____. The TRANSACTIONS will not contain advertising.

The Professional Group system consists of a voluntary association of IEEE members who are interested in seeing that their field of technical endeavor is adequately covered in the IEEE. This suggests that the Institute should decentralize authority in this area of operations and not require the Professional Groups to publish TRANSACTIONS papers; but rather grant them the freedom to publish what they want, in the way they want, provided they have the money to pay for it and provided the publications conforms to the broad policies of the Institute.

As an objective, the Institute should lend a hand to the Professional Technical Groups but, at the same time, not tie them to a lot of publishing rules involving format, layout, and make up of papers which has to be followed if the Professional Technical Groups were the principal source for publishing TRANSACTIONS papers.

It is therefore recommended that these Groups be authorized to issue Professional Group Proceedings of their own for their own members, provided they can be published on a technically and financially sound basis. These PROCEEDINGS should contain selected papers of specialized interest, including some TRANSACTIONS papers, conference papers not necessarily of TRANSACTIONS quality, announcements of meetings, news items, etc. The PROCEEDINGS should not contain advertising. Initially, there will be about 30 Professional Group magazines.

4. ANNUAL TRANSACTIONS
(Reference: Principles of Consolidation XIV b)

The Principles of Consolidation does not cover the matter of a unified ANNUAL TRANSACTIONS publication.

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

It is therefore recommended that the permanent record of the Institute be its unified ANNUAL TRANSACTIONS Publication. The society-wide ANNUAL TRANSACTIONS should contain papers and discussions which have appeared in the TRANSACTIONS ON _____ Publications and such other matter as may be approved for publication by duly authorized authority. The ANNUAL TRANSACTIONS should not contain advertising.

5. STUDENT PUBLICATIONS

(Reference: Principles of Consolidation XIV c)

The Principles of Consolidation provide for one student publication named THE IEEE STUDENT JOURNAL. It will contain both technical material and news items and will be issued only to student members of the IEEE.

We concur with the Principles of Consolidation, that the IEEE should issue a STUDENT JOURNAL. However, in addition to the JOURNAL, the IEEE should issue a second student publication for the purpose of stimulating non-member student interest in the Electrical and Electronics Engineering art at both the high school and college levels.

Accordingly, it is recommended that the IEEE issue a second student publication named IEEE DIGEST containing technical articles and news items published as a tabloid type paper similar to the present AIEE Digest. This publication would be used by Student Counsellors and by the Membership Committee. The paper would be distributed free to both member and non-member students, and its reproduction in other non-IEEE student media should be encouraged.

6. ANNUAL DIRECTORY

(Reference: Principles of Consolidation XIV d)

The Principles of Consolidation provide for publishing an ANNUAL DIRECTORY containing lists of its members, lists of manufacturers, supplies and products. It may contain advertising.

We concur with the Principles of Consolidation.

7. SPECIAL TECHNICAL CONFERENCE PUBLICATIONS

(Reference: Principles of Consolidation XIV e)

The Principles of Consolidation state that the IEEE shall issue such other special publications as CONFERENCE RECORDS --- when warranted.

It is recommended that Special Technical conferences be encouraged to foster separate publications. 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 content should be selective, that is, the Special Publications will be governed by criteria of acceptance similar to those of the TRANSACTIONS although subjects on 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.

8. STANDARDS PUBLICATIONS

(Reference: Principles of Consolidation XIV e)

The Principles of Consolidation state that the IEEE shall issue such other special publications as --- STANDARDS --- when warranted.

It is recommended that the Institute issue STANDARDS publications as separate pamphlets, each dealing with a specific standard.

The STANDARDS of the Institute are devoted chiefly to defining the terms, conditions, and limits which characterize the behavior of electric apparatus, with special reference to the acceptance tests. They are of a rather specialized nature and should be published as individual pamphlets as needed. It is further recommended that only a brief notice and concise summary, with reference to where complete STANDARDS information can be obtained, be published in the regular monthly Institute publication.

9. A 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 efficiently administered and must avoid waste. We must ensure 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 constitute a necessary foundation upon which to build and strengthen the effectiveness of the AIEE/IRE merger.

Respectfully submitted,

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Director, Publications Department