

ANACONDA WIRE AND CABLE COMPANY

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CONFIDENTIAL

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HASTINGS-ON-HUDSON, 6
NEW YORK

VICE PRESIDENT-ENGINEERING

IEEE - EDITORIAL POLICY COMMITTEE
Meeting, New York City, 11/16/62

November 19, 1962

Mr. N. S. Hibshman
Executive Secretary, AIEE

Dear Nelson:

Here is a brief summary of subject meeting.

Attendance

IRE:

Ryder (Chairman)
Woodson (spelling?)
Sinclair
Pettit
Jones, T. A. Jr.
Herwald
Fink (from 2:00 PM)

AIEE:

McAdam
Lewis
Hatcher (from about noon)
Hickernell (until 4:25 PM)

Agenda

Ryder read his agenda (no written copies):

- 1) Review of present publications
- 2) IEEE tentative budget
- 3) Potential advertising and income
- 4) General policy
- 5) Future of:
 - AIEE - Electrical Engineering
 - Bimonthly Publications
 - Transactions
 - IRE - Proceedings
 - Student Quarterly
- 6) Publication of papers, preprints

ANACONDA WIRE & CABLE COMPANY

Hastings-on-Hudson 6, New York

NSH from LFH - 11/19/62
IEEE - Editorial Policy Committee

2.

1) Review of Present Publications

Attached is copy of a financial summary on "IRE & AIEE Publications", 11/16/62, which was distributed and discussed in detail with reference to sample copies of each. I doubt that the costs of IRE publications are truly comparable with those shown for AIEE. For example, no "Rent" is included, because IRE pays no rent!

This consumed most of the morning.

Re IRE Proceedings, it seemed to be the view of the IRE'ers that:

- a) Very few members read the technical papers, but all of them keep the book for reference (implication being that after reading EE, if they do, AIEE members throw it away).
- b) Lots of advertisers are afraid to drop out.
- c) AIEE made a mistake in separating technical papers from monthly magazine; present EE does not attract advertisers (this view held mostly by Sinclair).

Herwald was under the impression that the Bimonthlies are comparable in quality to P/G Transactions. I did my best to refute this idea.

There is no doubt how Ryder, et al, are thinking. Unfortunately, the financial picture, if it is true, supports their view.

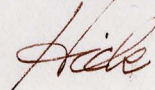
Interestingly, the IRE Directory is in the red \$40,000 to \$50,000/yr. I remember so well when Dr. Green wanted us to put advertising in our Directory and make money as IRE does, instead of losing it! No 63, 161

The Student Quarterly costs \$50,000 (including salary of student advisor); \$30,000 in printing. IRE spends \$12/Student Member; receives \$5 dues.

2) IEEE Tentative Budget

Fink arrived as we were finishing luncheon (12:30-2:00 PM), and discussed the budget and various publication matters. He was still talking when I left at 4:25 PM.

Sincerely,



L. F. Hickernell

PS: Returned herewith is the copy of the 1961-62 Budget which you loaned me prior to the meeting.

IRE AND AIEE PUBLICATIONS

11/16/62

Avg. nearer 95,847

Publication	PROC. IRE	ELECTRICAL ENGINEERING	IRE TRANS.	AIEE BIMONTHLIES	AIEE TRANS.	<i>Reprints</i> AIEE PREPRINTS	IRE CONV. RECORD
Year	1961	5/61 - 4/62	1962	5/61 - 4/62	5/61 - 4/62	5/61-4/62	1961
Circulation	105,000 ?	68,000	^{29 PGS} 2,000-12,000	5,000-10,000*	3200	300-500	10 Parts 2200 each
Annual Pages: Editorial Advertising TOTAL	2234 2070 4304	1048 ✓ 514 ✓ 1562	10,000	2308* ✓	2308 ✓	Equivalent of 6000	2164
Cost	\$1,553,000 ?	\$438,000 ✓	^{Printing only} \$500,000	\$130,300 ✓	\$49,200 ✓	\$80,000 ✓	\$24,900
Gain or (Loss)	\$88,000	(- \$139,000) ✓	^{to IRE} (- \$55,000)	(- \$31,300)	(- \$9,500)	(- \$12,000)	\$27,400
Source of Revenue	Ads: 1,550,000 Subs: 91,000 (418 MAY) (13.50 Jnl) (" M-2nd copy)	Ads: 254,600 ✓ Subs: 44,400 ✓	PGs: 270,000 IRE: 230,000 IRE recovers \$175,000 on subs.	Subs: 99,000 ✓ <i>Actual</i> Cost 126,396 Income 99,227 (27,169)	Subs: 39,700 ✓ <i>Actual</i> Cost 47,207 Income 39,967 (7,240)	Subs: 68,000 ✓ <i>Actual</i> Cost 82,251 Income 65,977 (16,274)	Subs: 52,300 (Note: Over- head not incl. in above.)

*20 typeset
9 offset*

*Breakdown of AIEE Bimonthlies:

	Pages	Copies	<i>Average</i> Copies
Part 1 - Communication and Electronics	740	10,000	9650
Part 2 - Applications and Industry:	408	5,000	5567
Part 3 - Power Apparatus and Systems:	1160	7,300	7383

AIEE Miscellaneous Publications during 5/61-4/62 cost \$46,700 and lost \$31,800 ✓

*Net income of \$8,390 from sale of transactions
income disregarded here*

21,912

*checked
CSR
11/23/62*

*including 17,788 for
Year Book and Organization
Manual*

INSTITUTE OF ELECTRICAL AND ELECTRONIC ENGINEERS

Proposed
PUBLICATION POLICY

	<u>Published</u>
1. <u>JOURNAL OF IEEE</u> [Principle XIV(c)] General Interest Articles & Papers Addresses Paper Abstracts Institute News & Activities etc.	Monthly
2. <u>QUARTERLY PROCEEDINGS</u> [Principle XIV(c)] I Electronics II Power III Science & General	Jan, Apr, Jul, Oct Feb, May, Aug, Nov Mar, Jun, Sep, Dec
3. <u>GROUP TRANSACTIONS</u> [Principle XIV(d)] Specialized Technical Papers	As Available
4. <u>STUDENT PUBLICATION</u> [Principle XIV(e)] Technical Material News Items	Biannually (Sep & Feb?)
5. <u>MEMBERSHIP DIRECTORY</u> [Principle XIV(f)]	Annually (Sep)
6. <u>SPECIAL PUBLICATIONS</u> [Principle XIV(g)] Conference Reports Bibliographies etc.	As Available
7. <u>STANDARDS</u> [Principle XIV(g)]	As Available