

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS
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July 3, 1962

Mr. W. F. Denkhaus, Chairman
AIEE Publications Dept.
The Bell Telephone Co. of Pa.
201 Stanwix Street
Pittsburgh 22, Pa.

Dear Walter:

You certainly have given considerable thought to "Implementation of the Publications Program" under merger and what practically amounts to the functions of an editorial board.

If such a board is to function in a manner similar to the IRE Editorial Board, then I believe its functions are to actually review and decide on which papers really constitute contributions to advance the theory and practice of the electrical-electronic industry and the allied arts. This function of an editorial board does not seem to be stated in the Implementation.

Outside of the broad general functions of publication policy and the decisions with respect to what material shall be published, I do not believe that an editorial board can function effectively in the detailed area of operations such as printing costs, the most economical alternatives, system of cost control and advertising trends unless the board were comprised entirely of experienced publishers. Some of these functions as stated in paragraphs 5, 6, and 8 appear to be more in the nature of staff management. I do not mean to imply, of course, that the editorial board should not be kept fully informed by the staff editors and manager as well as act on suggested changes in major policy as proposed by the staff. The execution of publishing operations requires considerable knowledge of the graphic arts, services of supply available, timing, and the abilities of the staff as well as a broad knowledge of the many competing publications and how they serve the industry. These are vital factors in a sound financial publishing operation, which cannot very well be carried out by an editorial board unless they are in a competitive publishing operation in which case their own interests would be primary.

Very truly yours,

CSR:sg

Charles S. Rich
Manager of Publications

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