

July 20, 1962

M E M O

TO: N.S. Hibshman

FROM: L.D. Leonard

SUBJECT: Meeting at IRE Headquarters between E.K. Gannett, R. Crone
R. Mayer and L.D. Leonard - July 18, 1962

948.423

It was found feasible to publish a single student publication for September, 1962. The basic format will be a magazine type and it will be entitled "The IRE Student Quarterly and AIEE EE Digest". The cover of the Student Quarterly will be changed to reflect both Society names. The table of contents will show equal prominence of the EE Digest with other features of the magazine. The magazine will reflect the sponsorship of both Societies. The article "How to Join the IRE", originally planned for the back cover of the September Student Quarterly will be dropped.

The probable contents of the magazine will be two or possibly three articles in the beginning, then the complete EE Digest, than a center insert of 24 pages on careers followed the the remainder of articles already prepared. The size of a page of EE Digest is roughly equivalent to two pages in the Student Quarterly, therefore, the EE Digest contents of this issue will be 16 pages. The cover of the EE Digest will also be changed to show both Society symbols and to indicate that it is co-sponsored. Present plans call for a magazine issue of 92 pages. To avoid duplication of news items, the "New Developments" section of the Student Quarterly will be dropped.

The deadline for EE Digest will be August 17 and Ray Mayer feels that this will give him sufficient time. The quantity of the printing will be 40,000 copies; 20,000 of these to be distributed to IRE Student Members, approximately 10,000 to be distributed to AIEE Student Members and the remaining 10,000 to be mailed in bulk to counselors for promotional purposes. Because of the fact that IRE currently has second class mailing privileges for their magazine, it was agreed that we would supply a dick strip of our student's names and addresses to them.

The first available issue for an article on developments in electrical power will be November, 1962 and it was suggested that Reed Crone contact Ron Jurgen of AIEE for any papers that Mr. Jurgen may have available.

It was also agreed that each publication would discontinue the volume and number designation and that the September issue would be Volume I, Number 1.

cc: R. Krezdorn
C.J. Grimm
J.J. Anderson
R. Mayer
R. Crone

*Xcopy to WH Chase
BR. Teare, Jr.
7/22/62*