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MEMORANDUM

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Confidential

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To: Mr. N. S. Hibshman

February 27, 1962

From: Charles S. Rich

Subject: Comments on Publications Department Proposal for Publications Under Merger

In the second paragraph, the total expenditure for publications by both Institutes at present is nearer $2,200,000 than $3,000,000.

2. The proposal to institute Division Transactions to be issued every two months and carry advertising is a step in the right direction but needs further study.

a. The American Chemical Society told the meeting of secretaries never to attempt to carry advertising in archive publications and that advertising should only be carried in complete magazines (society journals).

b. Publications on a bimonthly frequency are not good mediums for advertising because the interval between issues is too long. Most advertisers agree that to be fully effective advertising should be repetitive and it sometimes takes as many as three to four repetitive insertions before an advertisement becomes fully effective.

c. Division Transactions must have enough material periodically to maintain frequency; otherwise Second Class mailing privileges would be lost.

d. AIEE by itself does not have sufficient material in the fields of instrumentation, general applications and industry to maintain periodical status for separate publications by each division.

The proposal calls for the abandonment of sending the Proceedings of the IRE to every member; but this publication with a $1,300,000 income for 1961 is the bread basket of the entire publications program.

Page 6, paragraph 7. I agree that the annual directory should carry the advertising, and there is no complete Electrical Engineering Directory today. As informed by Mr. Baily, the IRE Directory is not self-supporting and in 1961 expenses are estimated to exceed income by $70,000. Another point about a Directory with advertising carrying over 150,000 names and addresses, has anybody thought how thick and unwieldly such a directory would be?

On the whole, I believe the proposal is a step in the right direction with some modifications. I understand that Walter Denkhaus has discussed the matter with Hendley Blackmon.

Personally, I would recommend at the moment starting with 3 complete magazines -- 1. Communication and Electronics, 2. Power and Industry, 3. Instrumentation and Control (automation), and a fourth biweekly to carry news of the IEEE, abstracts of papers, and a section comprised of current

releases similar to Technology on the Move in EE. On the whole, I believe that such a program 2 or 3 years after establishment would have the greatest advertising appeal. The ACS and large commercial publishers do not expect new publications to become profitable until after 3-5 years.

We have a situation now where we are not competitive because of our large 70,000 circulation. The Fanner Electron Division has printed up a large number of 3-color inserts which cost $18 per M. They can go in Electrical World for about $700, in Light and Power at $650, and in Transmission and Distribution at $450; but our space rates when taken into consideration with the cost of 72,000 insert pieces at $18 per M becomes far more expensive than the cost of going in other publications with less than half the circulation. More detail on this later.

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CSR:sg

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