

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

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July 2, 1962

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

Dear Walter:

Your "Publications Program for IEEE" dated June 19th represents considerable study and appears to be a step in the right direction. The idea of making Part C. Electrical Engineering (General) at first may be a very logical approach.

Depending upon the definition of Part A. Communications and Electronics and whether or not communications is to be all inclusive with respect to the transmission of intelligence, telemetering, supervisory control, radar, navigation, and guidance and control of missiles and rockets, Part C might be the largest of the three publications. The frequency of issuance of Part C should be made at least four times a year in order to obtain Second Class Post Office Entry.

If these bimonthly Transactions publications are to carry news of the Institute and the industry to be omitted in the binding of the annual volumes, I believe their production will require a larger staff than the combined staffs of IRE and AIEE. It is also desirable to plan the parts of the Transactions in such a way that there will not be an excess of 1500-1800 pages to any part; otherwise each part will have to be bound in more than one volume which would require an additional expenditure of approximately \$1.25 per copy.

It does not seem that the best system of publications under merger can be planned at this stage until more is known about the composition, the interests and business functions of the IRE membership in combination with the primary and secondary interests of AIEE members. After merger, this may require a survey of the combined membership before the best system of publications can be planned.

There is a weakness to bimonthly publications for the best advertising program. To obtain the greatest impact, advertising should be repetitive and when spanned over a 2-month interval, the appearance of the previous advertisements are not so readily recalled.

In respect to carrying advertising in an annual directory, this would be very difficult to make profitable. The IRE Directory has not been entirely supported by advertising and recently the Hayden Publishing Company announced,



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that they would discontinue their annual catalog because it was not profitable. They are one of the smartest publishers in the business.

On the whole, the proposed system of publications represents an excellent attempt toward the solution of a very complex problem.

Very truly yours,

CSR:sg

Charles S. Rich  
Manager of Publications

Copy for N. S. Hibshman