

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

PUBLICATIONS DEPARTMENT

June 19, 1962

To The  
Board of Directors, AIEE

Subject: Publications Program for IEEE

Gentlemen:

The Publications Department of AIEE, in a report dated March 1, 1962 recommended a Publications Program for the Institute of Electrical and Electronic Engineers. This report was submitted to the AIEE Representatives on the 8-Man Committee and the AIEE Board of Directors. Since that time, the Technical Operations Department (T.O.D.) in a letter to President Chase, dated May 29, 1962, officially stated it favored the Publications Department program for the IEEE except in the number of TRANSACTIONS ON \_\_\_\_\_ publications.

The T.O.D. proposal provides for one TRANSACTIONS publication for each Technical Division (about six magazines). The Publications Department recommendation follows the plan of the Institution of Electrical Engineers of England which provides for three TRANSACTIONS magazines. One magazine caters to Power Engineers, another is devoted to the interests of Communications and Electronics Engineers and the third magazine covers all other technical disciplines. The aim has been to tune the TRANSACTIONS not only to the interests of the members but also to the interests of the buyers of advertising space. The coinciding of the interests of the members with those of the advertising managers is the way to maximize income from advertising.

Because the Publications Department is convinced that the program it proposes is sound from a technical, economical and service to membership basis, it has amplified its findings and submits the following for consideration by the IEEE. (additional detail covered in Exhibit I.)

| <u>Name of Publication</u>   | <u>Publish</u>   |
|--|--|
| 1. *ELECTRICAL ENGINEERING<br>(Free to Members excluding Student Members)  | Monthly  |
| 2. *TRANSACTIONS ON _____<br><br>Part A - Communications and Electronics<br>Part B - Power Engineering<br>Part C - Electrical Engineering (General)<br>(Each member except Student Members would be entitled to receive for a nominal charge one periodical in his personal field of interest but he could subscribe to others at full rate) | Even Months<br>Odd Months<br>March and Sept.<br>or as req'd. |
| 3. ANNUAL TRANSACTIONS OF THE IEEE<br>(Parts A, B, & C individually bound under a cover)<br>(Special Charge)   | Annually   |
| 4. PROFESSIONAL TECHNICAL GROUP PROCEEDINGS ON _____<br>(Each member paying Professional Group dues would be entitled to receive free the periodical covering his Professional Group - Initially there will be about 30 Professional Groups)   | Quarterly or as financially warranted                        |
| 5. THE IEEE STUDENT JOURNAL<br>(Free to Student Members)   | March, June, Sept., Dec.                                     |
| 6. THE IEEE DIGEST<br>(Free to both member and non-member students)  | Oct., Jan., May  |



| <u>Name of Publication</u>  | <u>Publish</u> |
|---|----------------|
| 7. *ANNUAL DIRECTORY<br>(Each member except Student Members would receive one copy at a nominal charge)         | Yearly         |
| 8. SPECIAL TECHNICAL PUBLICATIONS<br>(Special Charge)   | As Required    |
| 9. STANDARDS (Individual Publications)<br>(Special Charge)  | As Required    |
| 10. PREPRINTS AND REPRINTS of Author's Manuscripts<br>Approved for Presentation at Meetings<br>(Special Charge) | As Required    |

\* Contains Advertising

Three criteria were considered in establishing the above Publications Program.

1. The number of publications were kept to a minimum commensurate with meeting the needs of our members and , at the same time, obtaining the maximum potential from advertising income. It is easier to expand later as necessity or demand arises, rather than to start with an overly ambitious program of too many magazines that has to be contracted because of financial difficulties.
2. The number of free publications were kept to a minimum. Over the years, publication costs have a way of increasing faster than income-raising powers of the Institute to meet them. In view of this, together with the fact that many of our members do not exhibit interest in highly technical articles but will accept them if given free, it is recommended that a charge be made for all publications except:
  - a. ELECTRICAL ENGINEERING Monthly Journal - to be given free to members except Student Members.
  - b. IEEE STUDENT JOURNAL - to be issued quarterly and to be given free to Student Members.
  - c. IEEE DIGEST - to be issued three times a year as a promotional tabloid paper to be given free to selected high school and college students.
3. When establishing publication dates consideration was given to avoiding peak loads by providing as uniform a load as possible on the Editorial Staff. The recommended Publication Program provides for one monthly magazine and one issue of TRANSACTIONS to be published each month except the month of March and September when Part C of TRANSACTIONS will be published.

The success of our publication efforts rests finally on how well we can forecast the publication needs of the membership. It must be organized properly and efficiently administered to insure that IEEE operations provide a flow of up-to-date technical information to the members. We are confident that the measures recommended will contribute to these ends and will constitute a necessary foundation upon which to build and strengthen the effectiveness of the IEEE.

Respectfully submitted,

/s/ W. F. DENKHAUS  
Director, Publications Department