



AMERICAN INSTITUTE *of* ELECTRICAL ENGINEERS

(HEADQUARTERS: 345 EAST FORTY-SEVENTH STREET, NEW YORK 17, N. Y.)

PUBLICATIONS DEPARTMENT

Address Reply to

July 27, 1962

Mr. F. L. Lawton
1800 Sun Life Building
Montreal, Canada

Dear Fred:

Thank you for your comments of July 20 and 23. I recognize that we do not have the final answers to our publication problems. With the new IEEE organization we had to take a position and come up with a recommended program. Our recommendations are based on our best judgment as to what needs to be done. By outlining our program in specific terms we hope to stimulate discussion and finally develop a program that will meet the needs of our members and advertisers.

For the purpose of arriving at the optimum solution to our publication problems we concur with your suggestion of July 20 that the Technical Operations Department and the Publications Department be represented on the Editorial Board of IEEE.

Now, let me comment on your suggestions of July 23:-

Charlie Rich tells me that if we are to make our TRANSACTIONS salable to advertisers we need to expand its scope from just publishing purely technical material to including Industry and Institute news items, applicable to the divisions for which the TRANSACTIONS are prepared. Such news items will be in one section so that we can discard the news items and collect the technical articles for binding in the ANNUAL TRANSACTIONS. Rich's comment is based on experience in selling advertising not only in our periodical but also in periodicals of other technical societies. I understand the Chemical Society tried to sell advertising in a technical periodical containing no industry news. They had to give up the idea because the periodical was not attractive to buyers of advertising space.

We have indicated that the Technical Group PROCEEDINGS ON _____ should not contain advertising. This is done in order to protect the advertising rates for ELECTRICAL ENGINEERING and TRANSACTIONS periodicals. It is felt that we would have difficulty selling advertising if too many of our periodicals contain advertising. This is a matter of opinion and should be settled by experts in the advertising field.

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July 27, 1962

We indicated that the Professional Group PROCEEDINGS may carry some TRANSACTIONS papers. It would have been better for us to state that some of the Professional Technical Group PROCEEDINGS papers may be of such quality as to warrant republishing in one of the TRANSACTIONS periodicals.

In closing I want to express my appreciation for your fine cooperation. During our many discussions and debates there has been a spirit of goodwill and fair play that has made my dealings with you challenging and enjoyable.

Thanks again for your help and friendship.

Sincerely,



cc;

Mr. H. Blackmon
Secretary, N. S. Hibshman
Director, W. R. Clark
Mr. D.E.Trucksess
Mr. C. S. Rich
Mr. I. S. Coggeshall