



AMERICAN INSTITUTE *of* ELECTRICAL ENGINEERS

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

TECHNICAL OPERATIONS DEPARTMENT

Address Reply to F. L. Lawton
Aluminum Laboratories, Ltd.
1800 Sun Life Building
Montreal, Quebec, Canada

July 20, 1962

Mr. Walter F. Dankhaus
Bell Telephone Company of Pennsylvania
201 Stanwix Street
Pittsburgh 22, Pennsylvania

Dear Walter:

Your letter of July 16 does reveal a slight difference of opinion between the viewpoints of the Publications Department and of the Technical Operations Department, the latter having been outlined in my letter of May 29, 1962, to President Chase.

As you observed, the Technical Operations Department has recommended that each Division have its own publication rather than participation in combined division publications. You can correctly say that this means five or six publications. It could be more. You also observed that the Publications Department feels that such a publications policy might prove to be too expensive and that initially there should be three Transactions-type publications geared to reader interest, with at least two of the publications focused on penetrating a market area by stimulation of the sale of advertising space.

You observed, also, that the Publications Department is willing to resolve the difference in viewpoints on the basis of economics. So is the Technical Operations Department.

However, we believe that the most effective way of arriving at the optimum solution would be that the Technical Operations Department and the Publications Department jointly recommend that the representation from present IRE and AIEE membership on the Editorial Committee, to be appointed by the IEEE Board of Directors (Principles of Consolidation, XIV (c)), include an equal number of representatives of the two departments; and that to assist the Editorial Committee in reaching a decision, IEEE engage a consulting firm

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Mr. Walter F. Denkhaus

-2-

July 20, 1962

skilled in the advertising field to determine the number of Transactions-type periodicals that would best meet both the needs of the membership and the need for maximizing any income from advertising.

In the expectation that you would agree with this slight revision of your proposal, I am taking the liberty of sending copies of this letter to President Chase and Secretary Hibshman for use of the 14-Man Committee.

With best regards,

Yours, sincerely,

F. L. Lawton
Director, Technical Operations Department

FLL:dg/ec

cc: President W. H. Chase
Mr. H. Blackmon
Secretary N. S. Hibshman ✓
Dr. W. R. Clark
Mr. D. E. Trucksess
Mr. I. S. Coggeshall