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Publishing the Association Journal:

JANUARY 1, 1962—DECEMBER 31, 1966

COLLEGE & RESEARCH LIBRARIES, along with its parent body, ACRL, has grown in the past five years. This period, January 1962 through December 1966, has brought nearly 50 per cent increase in ACRL membership and consequently, in *CRL* circulation. Figure 1 shows the membership picture as it relates to the number of copies of the journal that are needed.

The actual size of the journal (number of pages) fell off in 1963—partially because changes of editors in May 1962 and again in March 1963 resulted in a dearth of publishable papers—but rose steadily in 1964 and 1965, and sharply in 1966 on account of initiating the *ACRL News*, a supplement to *College & Research Libraries* (hereinafter referred to as *CRL News*).¹ Figure 2 shows the annual number of pages printed.

The editor of *CRL* has indicated that he is able to obtain enough publishable papers to maintain a bimonthly schedule, and current budget now provides for producing that number of issues annually, plus, since March 1966, *CRL News*, beginning in March 1966.

CRL has undergone considerable or-

¹ Changes in title have been necessary to resolve varying interpretations of postal regulations. Beginning with January 1967 the official title became *College & Research Libraries News*. Issues indicated by (A) are those issues published during the same months that the journal issues are published. Issues indicated by (B) are those issues published in intervening months.

Mrs. Falvey is Publications Officer of ACRL. This essay is an adaptation of her report, covering the five-year period 1962-1966, made to the ACRL Publications Committee in 1967.

ganizational change during the five years covered by this report. The beginning of this period almost exactly corresponds to the incumbency of the present publications officer, whose first production effort in the position was the March 1962 issue. The editorship was resigned by Maurice Tauber (Columbia University school of library service) effective with the March 1962 issue, and May saw the first issue edited by Richard Harwell (Bowdoin College). Mr. Harwell's resignation became effective with the January 1963 issue. David Kaser (Joint University Libraries, Nashville) has served as editor since March 1963. John Batsel served as assistant editor for several months; when Mr. Batsel accepted another library position, Dr. Kaser appointed Mrs. Elizabeth Swint as assistant editor.

Effective with the January 1963 issue, *CRL* was returned to The Ovid Bell Press, Inc. in Fulton, Missouri, for printing, where the journal had been printed by The Ovid Bell Press for four years, 1956-59. The cover design was changed with the change of printers, and this design was modified in 1964. Then, at the St. Louis Conference in 1964, the ACRL Publications Committee authorized a complete redesign. Ward Ritchie of Simon and Ritchie, Los Angeles, was commissioned to redesign and respecify the entire journal—produce a new cover layout, and specify new format, typography, and paper. Production of the newly designed journal was begun with the January 1965 issue, although budget had been established to provide only for the

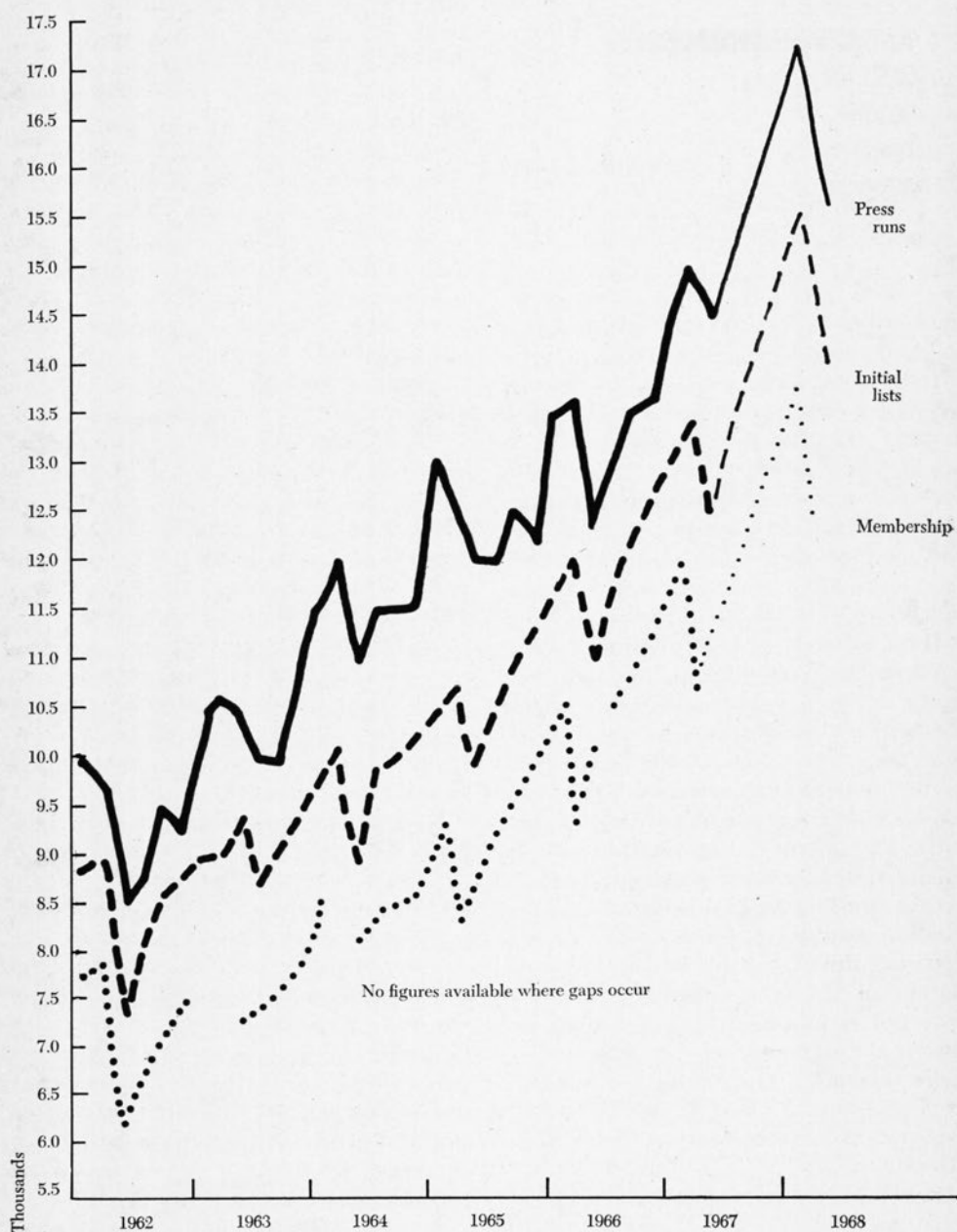


FIG. 1. Membership, initial lists, and press runs of CRL.

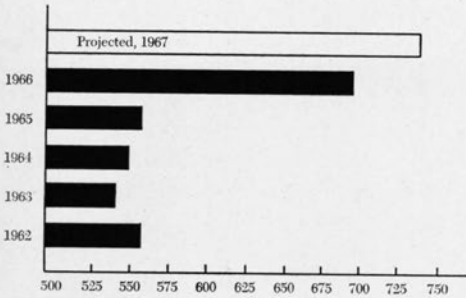


FIG. 2. Number of pages produced.

lower costs of the previous specifications for the first four issues of 1965.

In 1966 the journal became completely scholarly, with removal of news, "official matter," classified advertising, and extraneous filler material from its pages. This material is now published in *CRL News* eleven times a year (monthly, combined July/August issue). In addition to the desire to have a truly scholarly publication there were practical reasons for this authorization. (1) News material and official matter published in the bimonthly issues often did not reach the reader for three months or more, since "lead" time for preparation of the journal requires, minimally, six weeks. Lead time for *CRL News* is about two weeks, and extremely important information may be included in an issue if received two days before press time. (2) Additional issues provide additional opportunity for advertising insertions; and in the less rigid format of the *News* issues, advertisers may purchase guaranteed or special positions throughout each issue—providing more revenue. (3) Classified advertising appears not only oftener but also sooner; this not only better serves the library-advertisers looking for staff or for positions, but also produces additional revenue for *CRL*. (4) Increased and still increasing costs of producing the journal made most welcome a less costly way of publishing materials the value of which is likely to be temporary.

CRL News was authorized by the

ACRL Board of Directors at Midwinter 1966, for a trial period of six months, to run from March 1966 to August 31, 1966. This trial period was established to provide facts concerning costs and income, distribution problems, and acceptance by membership. The first two items are discussed below. In regard to the third item only a few comments have been unfavorable; most of this few concerned post office handling early in the trial period. On the other hand, there have been numerous written and oral accolades.

The trial period, as authorized, precluded adjusting the subscription rate to include *CRL News*. When continuation of *CRL News* was authorized at the New York Conference in July 1966, no authorization for accepting subscriptions was asked for or given. (At Midwinter 1967 in New Orleans, the inclusion of *CRL News* with subscriptions was authorized and the subscriptions rate was increased to \$10 per year, the first increase since 1956 when the \$5 rate was approved. Authorization was to be implemented as soon as possible, and the new rate became effective on July 1.)

CRL News is printed on the same "long-life" paper used for the body of the journal issues. Revamping of the *News* masthead has been suggested, and admittedly the present masthead may leave something to be desired, although the design was established purposely to suggest continuity of *CRL News* with the journal design of an earlier period of publication. Several immediate changes have been required because of varying interpretations of postal regulations but further changes might well be postponed for a little while.

In 1964 a policy was established of not accepting retroactive subscriptions to the journal. This conforms to the policy of most other divisional publications of ALA that accept subscriptions. More importantly, it already had become

de facto in 1962 when two successive issues of *CRL* went out of print shortly after publication. The new policy spreads subscription expirations around the calendar, and relieves the bottleneck, to some extent, of thousands of membership and subscription renewals all having to be processed in the same three-month period by the ALA Membership and Subscription Records office. The policy also makes unnecessary expensive back-issue mailings to subscribers.

To make possible for subscribers (and

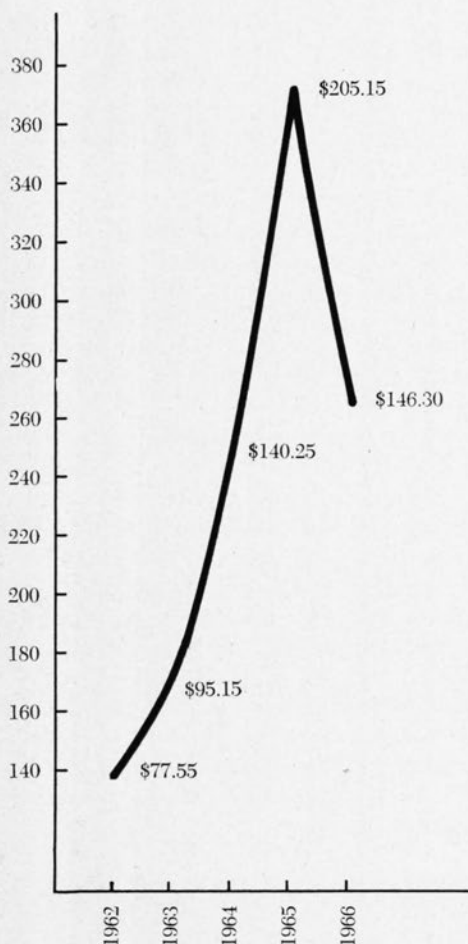


FIG. 3. Back issue copies sold and resulting *CRL* income.

others) completion of annual volumes of the journal, back issues of the journal are available on a sale basis. In 1962 the *ACRL* Executive Secretary contracted with the ALA Publishing Department to store, invoice, and ship back issue copies as ordered. At that time other storage space for stocks of back issues was absolutely unavailable. The ALA Publishing Department retains 70¢ of the \$1.25 per copy price, and *ACRL* receives 55¢ per copy, furnishes 2nd class envelopes and pays postage in addition to providing back-issue copies. Figure 3 shows income to *CRL*, and number of copies sold during the past five years. (In July 1967, the ALA Publishing Department began the same service in handling *CRL News* at \$1.00 per copy, returning 30¢ for each copy to *CRL*.)

In 1962 an existing contract with University Microfilms was extended retroactively, to include microfilming of the first ten volumes of *CRL*, and continues currently to provide for microfilm and paper copies of journal issues. Beginning in 1967, royalty payments from UMI for 1966 sales have increased from the original 10 per cent to 15 per cent of sales. These payments are credited to *CRL* sale of extra copies. (*CRL News* issues will also be made available on microfilm.)

Also in 1962 an agreement was concluded with Kraus Reprint Corporation for reprinting volumes I-XV (1939-1954) of *CRL*, much of which had long been out of print. In 1966 the agreement was extended to include volumes XVI-XX (1955-1959). In 1967 an agreement was concluded with Kraus for reprinting volumes XXI-XXV (1960-1964). This period includes two 1962 issues which have been out of print since shortly after publication. Kraus has purchased the stock of back issues for the volumes being reprinted. Royalty payments have been credited to *CRL* reprint account and amount to 10 per cent of sales.

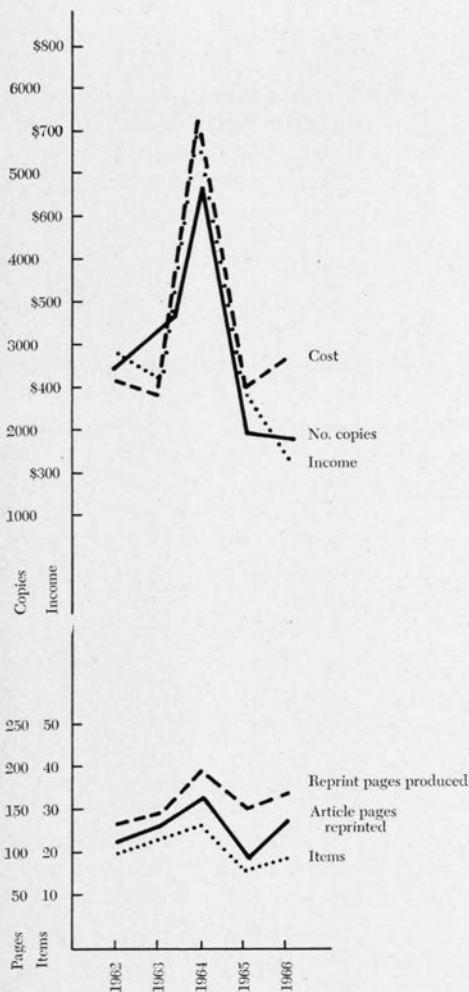


FIG. 4. Reprints produced for authors.

Reprints produced by *CRL* are of two types: those made for authors of articles in *CRL*, and items reprinted for distribution by headquarters—both single-copy-free and multicopy-invoiced orders. Figure 4 shows the number of journal pages reprinted for authors, the number of items, the number of reprint pages, and number of copies produced. Figure 5 shows the same information for “stock” reprints for distribution by headquarters.

Costs of producing reprints for authors—mostly very short press runs—are much

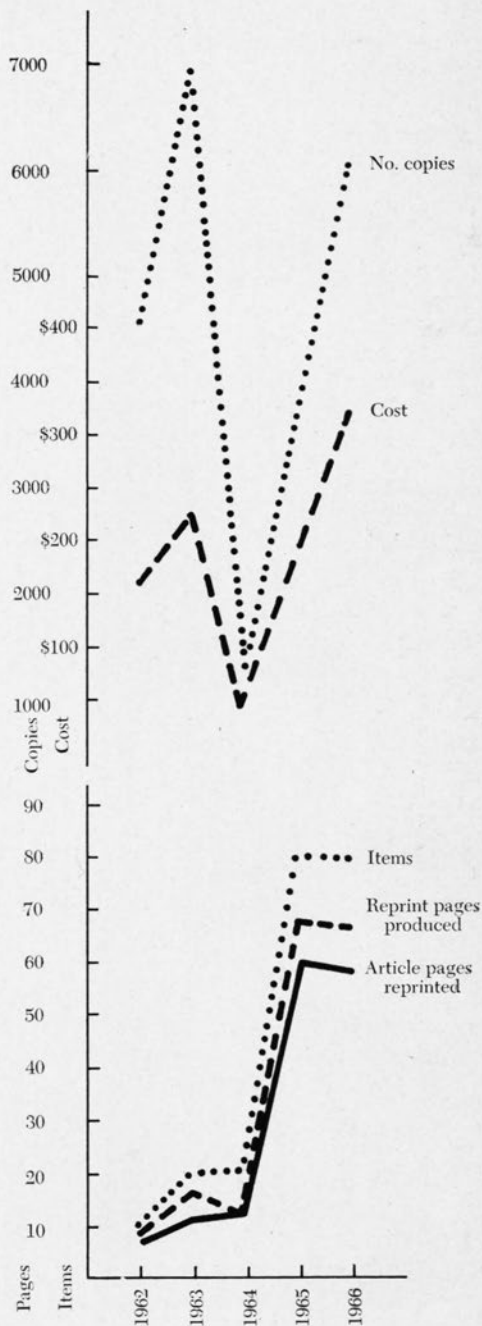


FIG. 5. Reprints for “stock.”

too high but numerous requests for price estimates have not brought any schedule of lower prices. Authors are billed at cost only—still too high a figure. Most reprints for authors are produced by the Xerox Itek process; some, at even higher prices, are made from type by the journal printer.

Beginning late in 1966, mailing of stock reprint items has been assumed by the ALA Central Mailing Service. Orders to be invoiced still come to CRL for preparation of invoices and labels, a small part indeed of the reprint distribution effort. About twenty reprint items are currently available.

Manufacturing costs of the publication during the five-year period are shown in Figure 6, with a comparison of the estimated costs for producing the same news material in the journal for 1966.

Figure 7 shows the annual numbers of copies of the publication distributed in supplemental mailings. Distribution charges are budgeted annually, and

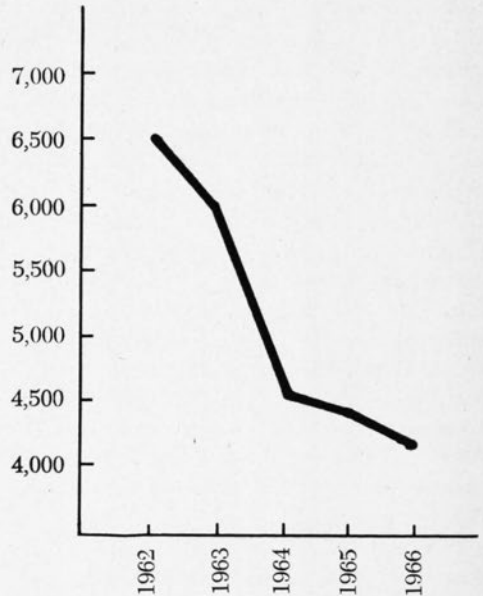


FIG. 7. Supplementary "back issue" mailings.

comprise the costs of distributing claimed and late-membership copies, warehousing of stocks, sorting and mail handling. Hand wrapping of individual copies

White area of bars, 1966, show cost of News issues over estimated cost of publishing same material in journal issues. See also Fig. 8.

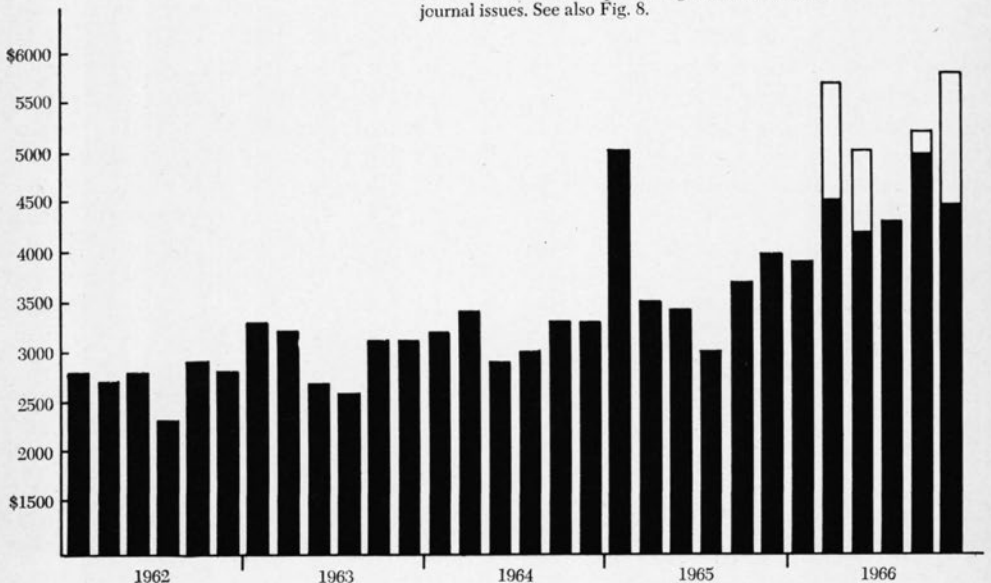


FIG. 6. Costs of production.

where there are fewer than five to a single post office has been required by postal regulations since January 1965 and costs of this service in regular mailings at the time of publication is also a distribution charge. Labels for regular mailings have been prepared by the Data Processing unit since January 1963. Claimed and late membership fulfillment, warehousing, and sorting and handling has been done by the printer since March 1964, using labels prepared by ALA's Data Processing unit for late membership copies, and for claimed copies under the supervision of the ACRL Publications Officer. For this mailing service the printer receives 7¢ per copy mailed.

Zoning charges ceased when the contract for printing the periodical was let to The Ovid Bell Press in 1963. A one-time cost occurred in 1965 for conversion of the *CRL* list to zip-code order by the Data Processing unit as required by postal regulations and sorting and zoning of the regular list is no longer required.

Postage rates for *CRL* mailings increased by 1/15 in January 1963; 1/16 in 1964, and 1/17 in 1965, a total of 1/5 in three years. Another postal increase is now pending but was not known nor budgeted for 1967/68 in March 1967.

Certain items, such as unforeseen postage increases, tend to unbalance budgets; so does upward revision of paper prices and other production costs after budgets are prepared; heavy requests for free single copies of stock reprint items; an unexpectedly high percentage of increase in number of copies required because of corresponding increases in membership; and in the case of late memberships, increase in distribution costs for mailing late copies; and more stringent postal regulations pertaining to the mailing of all copies. Since *CRL* does not receive direct funds to produce the membership copies required, but

rather is allocated funds—an amount included in the budget request which is prepared when figures are available for less than half of the previous year—a large membership increase such as occurred in 1966 might cause serious dislocation of budget.

Part of this dislocation can be cushioned by an increase in advertising revenue above budgeted amounts. Advertising rate increases, however, must necessarily await establishment over a period of at least six months and require the expenditure of funds for issuing a new rate card at the end of that period; even then the increase does not affect contracts current at the time. An estimated two-thirds of our advertising revenue is from contracts. In 1962 a new, increased advertising rate schedule was issued; in 1965, rates were again increased and specifications altered to conform to the new design specifications of the journal. (In 1967 a new rate schedule including ad insertions in *News* issues was established but rates were not raised.)

Advertising income for the period of this report is charted in Figure 8 and the number of pages of advertising in Figure 9. The amount of advertising *CRL* can use is limited by (1) advertiser acceptance—particularly of *CRL News*, which thus far has been very good; (2) postal regulations—75 per cent of any issue; (3) a stated portion of each journal issue—16 pages for issues of up to 96 pages, and one page of advertising for each four additional pages of text in any issue. Occasionally advertising has exceeded this ratio in order to “make out” an issue; more often fewer advertising pages than the prescribed ratio have been used, when editorial matter scheduled for a larger issue outruns advertising orders.

No advertising promotion list was available in 1962, hence there was no way to try to sell more advertising. By

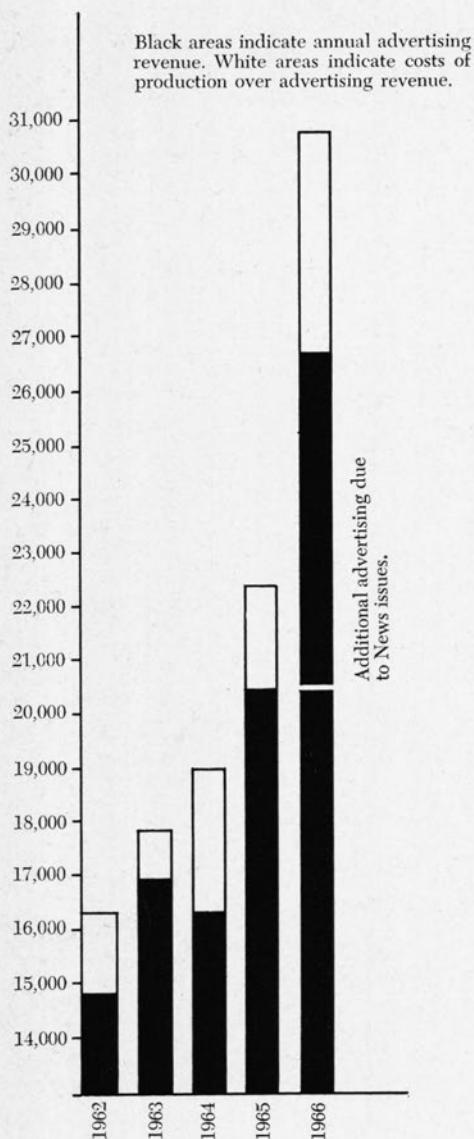


FIG. 8. Advertising revenue (annual) compared to costs.

the end of 1966 a list of approximately six hundred fifty potential advertisers of equipment, services, and publications had been compiled, all of them valid. An advertising promotion in 1962 used a short list; in 1964, a finely screened list was used; and in 1965 a promotion

went to an enlarged list. In December 1966 a promotion piece was mailed to the entire, much augmented list. Contracts and single insertion orders from new advertisers reached by the list now total nearly \$10,000.

In addition to paid advertising the journal and *CRL News* carry unpaid "house" advertising for *CHOICE* (which furnishes its own mechanicals), ALA Publishing Department (which pays its typesetting charges only), Library Technology Program (which furnishes plates), and the ALA Membership Promotion Office. *CHOICE* reciprocates by using ads for ACRL, and for *CRL* reprints and subscriptions. ALA Publishing Department has in the past listed our journal issues (which they sell) in their catalog. (Starting in 1967, however,

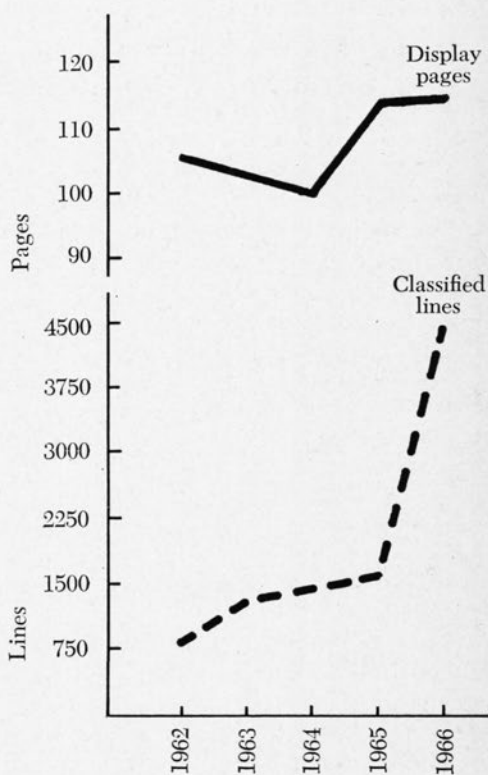


FIG. 9. Classified and display advertising.

we are being charged for these listings). The Library Technology Program and Membership Promotion do not reciprocate directly, having no means to do so. In 1966 *CRL* ran three times the total of such advertising for other units of ALA as had been run in the three previous years.

Five pages of such "house advertising" were included in the five-year index to Vols. XXI-XXV (1960-1964) published in December 1965. The index had not been budgeted but was produced from regular *CRL* funds. No other advertising was authorized. The five-year index was sent to the membership list then current, as an extra issue; availability to others at \$1.00 per copy was announced in July 1965.

At present *CRL* is indexed in *Library Literature* and *PAIS*, abstracted for *Library Science Abstracts*, and book reviews are indexed in *Book Review Index*.

In 1964 the annual title page and index for 1963 was published in the January issue, following the practice initiated in 1954 (Vol. XV). In November 1964 the 1964 annual index was published and in the November issue in 1965 the index for that year appeared. In 1966 the annual index was published in the December *CRL News*. Since subscribers did not receive *CRL News* the availability of the 1966 TPI, was publicized and it has been furnished on request to subscribers who have asked for it. (The 1967 annual index will be published in the December *CRL News* issue; subscriptions will at that time include *CRL News*). Since 1955 Richard Schimmelpfeng has provided indexing of the publication.

In 1962 the *CRL* list of free and exchange subscriptions included many which were no longer valid. The Publications Officer obtained authorization from the ACRL Executive Secretary to retain a few of these, and started with a fresh list of editor's free copy authoriza-

tions from Dr. Kaser. All other such subscriptions were discontinued. Exchange and gift subscriptions since that time have been authorized only by the Editor or the ACRL Executive Secretary. The Headquarters Librarian and the Director of IRO have occasionally requested such authorization. In addition the ALA staff has authorized additional lists, including Executive Board and PEBCO members, and a list of state agencies arranged by the Deputy Executive Director in 1965. (The *CRL* free and exchange list is constantly changing; it is completely controlled, and frequently updated by the Publications Officer.)

In October of 1966 half-time clerical assistance for the Publications Officer, which had been budgeted for the fiscal year 1966/67, was implemented. Relieved of 750 hours of clerical work per year, the Publications Officer became able to initiate and to bring and keep up to date advertising and circulation analyses and records; to enlarge the advertising promotion list; to maintain better inventories; and to furnish more and better information to the ACRL Executive Secretary concerning the publications program.

One such activity is the preparation and maintenance of a directory file of position appointments as reported since January 1966 in the publication, arranged both alphabetically by personal name, and geographically by institution. This just-completed project will be kept current. In addition other routine activities such as fulfilling claims, producing reprints, and invoicing advertising are kept more nearly current.

Production of editorial style sheets to extend, fill lacunae in, or vary the application of the University of Chicago Manual of Style (the established authority) is a current project. In August 1963 the Editor and the Publications Officer prepared a statement of editorial policy for *CRL*; this statement has been up-

dated to reflect addition of the *News* issues; and a statement of the Editorial Board for distribution to authors of personnel profiles has been duplicated.

Since May 1962 the Publications Officer has gleaned information and written all of the news copy, has obtained profile copy and written all other personnel copy used in the journal (and now in the *News* issues); has prepared official matter for publication and has produced copy of required length or brevity on a variety of pertinent subjects for filler or informational items.

Attendance at both Midwinter and Annual Conferences by the Publications Officer was requested by the Publications Committee in 1963, and in the 1964/65 budget travel expenses for such attendance were authorized, chargeable to the *CRL* budget. Conference attendance is most useful in carrying out the duties of the position; it is a rewarding responsibility, a challenge, and a pleasure.

Although the Publications Officer's salary is now charged entirely to *CRL*, until 1965 30 per cent of the position salary was charged to general funds; and 30 per cent of the time continues to be allocated for assisting the ACRL Executive Secretary. This is not on a weekly or monthly basis, but is totaled annually, and amounts to 71½ working days per year.

Examples of tasks performed by the Publications Officer for the Executive Secretary are: assistance in answering correspondence; preparation of biographical information copy for ballots; until 1967, tally of ballots; preparation and updating of a card file of officers of state chapters of ACRL, and/or sections of state associations; preparation of ACRL copy for the *ALA Bulletin* "Information and Organization Issue," *Bowker Annual*, and other directories; production of ACRL grants program applications; and processing of grants applications for yearly programs. ■■

