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Open Letter to the Membership of Sponsoring Divisions of Sci-Tech News

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Open Letter to the Membership of Sponsoring Divisions of *Sci-Tech News*

This bulletin, *Sci-Tech News*, has a long and prestigious history and it continues to serve us, the sponsoring divisions, well. The question now, however, is how well are we — the sponsoring divisions — serving the bulletin and our membership.

Past Chair, Science-Technology Division, Ina Brownridge, in the August issue, discussed the financial costs that we have with *Sci-Tech News*. She put in place the *Sci-Tech News* Editorial Advisory Board last year to develop guidelines

for *S-TN* (see August issue). Camille Clark is serving as chair of the group and has taken on the project this year of investigating publishing alternatives using desk top publishing.

The following data will provide you with a cost profile of *S-TN*.

As you can see, our funding is primarily from membership allotments from each sponsoring division. Other money comes from advertising and subscriptions.

We have a fund raising letter campaign on-

Cost Profile of *S-TN* 1986-1989

(1)	Copies 2500 to 3000 copies per issue, including domestic and foreign.					
(2)	Cost per issue — \$3,100 to \$4,000.					
(3)	Cost per year — \$13,000 to \$15,000.					
(4)	Cost for typesetting(*) — \$ 800 to \$1,000 per issue: \$3,000 to \$4,000 per year.					
(5)	Cost for printing/binding(*) — \$1,600 to \$2,300 per issue: \$7,000 to \$8,000 per year.					
(6)	Cost for mailing charge — \$ 260 to \$ 400 per issue: \$1,100 to \$1,400 per year.					
(8)	Subscription income — \$2,000 per year/volume.					
(9)	Advertising income —	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	
		\$4,6335	\$1,130	\$4,005	\$3,000 (est.)	
(10)	Allotments —	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	
		\$7,536	\$7,518	\$7,452	\$7,011	
(11)	Allotments per member/historical					
		<u>1986 to Present</u>	<u>1985</u>	<u>1983-84</u>	<u>1982</u>	<u>1981</u> <u>1974-1980</u>
		\$3.00	\$2.50	\$2.25	\$1.75	\$1.50 \$1.00
(12)	Members per Division sponsoring <i>Sci-Tech News</i>					
		<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	
	Aero	248	260	260	260	
	Eng	617	581	565	588	
	Nuc Sci	128	110	106	102	
	Sci T	1519	1468	1400	1387	

*Biggest Cost Items: \$12,000 per year of \$15K total.

going now. We are requesting businesses and organizations in the information market to sponsor an issue or half an issue, or simply make a contribution in any amount. If you have suggestions for contributors please contact either Virginia A. Ford, Business Manager, (The Aerospace Corporation, P.O. Box 92957, M1-199, Los Angeles, California 90099-2957 (213) 336-5629), or N. Paul Morton, Advertising Manager (Corporate Library, G55-G01, P.O. Box 800, Rosemead, California 91770 (818) 302-8966). We will feature advertisements that are submitted through this effort.

Additionally, we will receive some money from the increase in membership allotments from the sponsoring divisions. An increase of fifty cents was approved at the Annual Conference in New York. This is an increase from \$3.00 to \$3.50 per member. This will help, but it will not solve the problem.

Currently, *Sci-Tech News* has a \$5,000 debt which is expected to increase by the end of this year. There are funds to cover this cost, but it depletes division resources to use them. Furthermore, it will continue to reduce our back-up funds and will slowly consume those funds. (It is recommended that a division have a minimum of one year's operating funds to be a financially stable and sound division.)

To avoid a financial crisis and further jeopardizing our divisions, the sponsoring division chairs have agreed that now is the time to take the steps necessary to curtail this financial drain. Additionally, we agree that it is of the utmost importance

that *Sci-Tech News* continue to be an information source of the highest possible caliber for our membership.

The editor, Bob Ballard, who has done an exceptional job with a fine management and business team, will assist with the transfer to a new editor. This will allow Bob the time to handle the current publishing cycle for 1989, and the new editor time to convert the publication to a new format.

Dr. Ellis Mount (Columbia University, School of Library Science, 516 Butler Building, New York, New York 10026 (212) 854-4011; FAX 212-749-0397) has agreed to assume editorship with the January, 1990 issue. He will begin using desk top publishing with this issue. There are lots of things to handle with a transfer of any kind, and, a transition of this type, which involves a change in personnel and technology, will require even more. We solicit your help, and your suggestions, and need your support.

**Wilda B. Newman, Chairperson
Science and Technology**

**Francis K. Wood, Chairperson
Engineering Division**

**Lynn M. Ecklund, Chairperson
Aerospace Division**

**Audrey W. Caldwell, Chairperson
Nuclear Science Division**

CALL FOR PAPERS Science and Technology Libraries Cynthia Steinke, Editor

Topics include:

- Information Seeking Behavior of Scientists
- Technology Transfer: Role of the Information Specialist
- Freedom of Scientific Information
- Social Aspects of Science
- Fund Raising in Sci-Tech Libraries

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