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Letters to the Editor: Authors and Subject Matter of Articles

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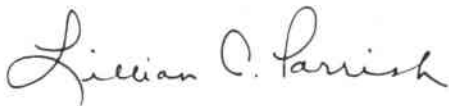
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entering into a contract with Networking. Even though the contract will generate some revenue, it will be a nominal amount. Since revenue is not a major consideration in this decision, the boards are rightfully concerned with appearance.

What the boards are most interested in knowing is your opinion of the effect of the advertising on our journal. Does it detract? Does it undermine our professionalism? What is your reaction? Let the board know. I have. My recommendation, made over a year ago, was to enter into the contract. I like what I see.

Changes in Content. Even though the joint committee is committed to making changes in content, unfortunately, that has not occurred yet. That's a disappointment to me. Recently, I received a letter from one of our members who expressed dissatisfaction with *The Woman CPA*. I believe her comments speak for many of our readers. I'm glad she wrote. See sidebar for her letter.



Authors and Subject Matter of Articles

As I have received the last few issues of *The Woman CPA*, I have been looking at the authors of various articles as well as the subject matter. The most recent issue, April 1988, seems to be a fairly typical example.

In the April issue of the magazine, there is only one female author listed for any of the articles. Where are the women in the profession who are writing? If our organization does not attract these writers, where are they going for publication and why? Could we have some information about this issue?

The topics chosen for the articles should, presumably, relate to the CPA profession. I work in a small firm in public accounting. *The Woman CPA* arrived on the same day as the *Journal of Accountancy*. Comparing the two journals for topical interest to my daily work, I find a far higher percentage of pertinent articles in the *Journal of Accountancy*.

If we are not addressing unique issues for women in the profession, and we are not using women for writing our article, then the journal of our organization should have a high percentage of work-related topics. Why are we spending our limited funds to print a statistical analysis of accounting grades that

provides us with no new conclusions? Do we need yet another copy of records retention lists?

There are probably reasons for selection of articles and authors that affect the publication. I would like to know more about what these are.

Thank you for your help.

Linda M. Williams
Scott Depot, WV

Manuscripts submitted to our journal go through a review process. Each manuscript, other than those submitted to department editors, is reviewed by two members of the editorial board. (Reviewers do not know the identity of the author(s).) If the two reviewers favor publication, the manuscript is forwarded to the editor for consideration for publication. Thus, the number of manuscripts forwarded to the editor is limited and, thereby, the selection process is limited. Articles appearing in the journal are those the editor believes are of greatest interest.