

APPENDIX II. PUBLICATION POLICY

(Voir texte français, page lv)

I. TRANSACTIONS, SYMPOSIA, INFORMATION BULLETINS

All IAU publications have to be edited, printed, distributed, and sold. These four principal operations are accompanied by secondary ones, such as publicity.

The IAU publications may be divided into three groups, excluding those subsidized by the Union on a non-profit basis along with the technical problems to which they lead. Payments in respect of the latter are normally included among the 'Specific Projects of Commissions' (headings 4 and 12 of the Budget and Accounts), or in heading 8.

(a) *Transactions of the IAU*

(i) The IAU is responsible for the editing of its publications, the scientific editing in the proper sense of the word being the province of the Presidents of Commissions, organizers of Discussions, etc.

The manuscript, sub-edited by the IAU, is printed by the British printers Willmer Brothers, whose outstanding achievements are generally appreciated by Members. The contact between printer and authors (proofs, orders for reprints) is maintained through the IAU Publication Service in Meudon.

Binding, covers, publicity and sales are looked after by Academic Press, with whom the Union has a contract.

The *Agenda and Draft Reports*, published with paper covers, are simultaneously the page proofs of Volume A of the *Transactions*.

The *Transactions* of the eleventh General Assembly were published in two volumes, distributed free of charge to Members of the Union.

The *Transactions* of the twelfth General Assembly were published in three volumes, of which Volumes B and C were distributed free of charge to Members of the Union. Volume A included the re-imposed Draft Reports and the Invited Discourses of which reprints, unbound and without covers, were also distributed to Members free of charge.

It should be noted that Volume B was distributed free only to those Members who belonged to the Union at the time of the twelfth General Assembly, while Volume C was distributed also to new Members, that is those admitted at that General Assembly.

From the economic standpoint, the *Transactions* are obviously a heavy burden on IAU finances, sales making up for only an insignificant part of the large-scale courtesy distribution.

(ii) Thus, steps have already been taken to reduce the expenses of the publication of the *Transactions* by discontinuing the free distribution of volumes other than Volume B, the only one required by the Statutes for such distribution.

It should be emphasized that the amount of IAU printed matter increases in proportion to the number of Members, if not faster, and that the rise in production costs is considerable. This gives the following balance:

Transactions	Pages	Cost (in \$)	Sales (in \$)
Volumes XI A, B (Draft Reports included)	1112	21 930·17 (1961-64)	Approx. 6 000* (1961-66)
Volumes XII A, B, C (Draft Reports included)	1690	38 378·52 (1964-66) 4 599·63 (1967)	5 533·47*(1966) + 4 000 (1967) ?
Volumes XIII A, B, C (Draft Reports included)	2000?	15 000·00 (1967) ? 50 000·00 (1968-69) ?	0 30 000 (1968-70) ?

* to which one has to add about \$2500, coming from the forfairy contribution paid by the Institutions on the Distribution List (1964-66).

The balance on 31 December 1966 for the period from 1964 to 1966 shows an excess of expenditures of about \$28 000.

(b) IAU Symposia

(i) Symposia up to and including no. 23.

Scientific editing is the responsibility of the organizers of the particular symposium or, more precisely, of one of them, selected with the approval of the Executive Committee as Scientific Editor. Since 1961, the arrangements for the designation of Scientific Editors have been made by the Assistant General Secretary.

Up to and including Symposium no. 23, publication was the exclusive responsibility of different private publishers or scientific journals. The contracts of the Union with such publishers varied widely in scope.

Without going into more details, it should be said that this system led to serious trouble: the distribution dates of symposium volumes were irregular, their presentation and format were non-uniform, IAU prerogatives were not mentioned on them, etc. Complaints by librarians and scientific libraries were numerous, and sales diminished as the symposium volumes formed no uniform series in the proper sense of the word.

The following table shows that, no matter how economical, this system resulted in considerable expenses for each volume.

Symposium no.	IAU contribution
12	\$2750 (1961)
13	600 (1961)
14	4300 (1962)
15	100 (1962)
16	2600 (1963)
17	0 (1962)
18	1500 (1963)
19	1650 (1965)
20	2250 (1964)
21	1000 (1965)
22	3000 (1965)
23	5100 (1966)

Sales brought virtually no financial return to the IAU. In most cases they were limited to the purchase made by the Union for free distribution, benefits going to the publisher. In other cases, the records show some very small benefit. Altogether, the income from the

sales (although difficult to estimate in detail) brought to the IAU, for the period 1961-66, about \$8000.

Subscriptions (heading 3 of Receipts) by institutions on the Distribution List were obviously insufficient to balance expenditure.

Subscriptions from 1961 to 1966

1963	\$3271.61
1964}	6367.70
1965}	
1966	30.11
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	\$9669.42

This corresponds to about 215 subscribers, while publications were distributed to 264 institutions. The figures are illustrative of the difficulty of collecting outstanding subscriptions.

A number of symposium volumes still in stock may represent some future income to the Union, but probably quite insignificant.

(ii) The above considerations called for suppression of the existing system from and including Symposium no. 24. The Executive Committee had hoped for more regularity in production and more efficient sales.

The system adopted for and from Symposium no. 24 onwards is the same as for the *Transactions*. Editing has become an IAU service, and is done at Meudon. The volumes have been printed by Willmer Brothers. Academic Press has been responsible for binding, covers, publicity, distribution and sales.

Many a hope based on this new system was frustrated. Publication was not speeded up (nor slackened, either): so far only Symposia nos. 24, 25 and 26 have come from the press.

Sales were better than previously, but the improvement is not very marked. On the other hand, there still remains a stock of volumes to be sold, and the income may be appreciable. It has been estimated from the sales effected during the summer of 1966.

The quality of the publications has unanimously been considered very satisfactory.

For these Symposia, the following details are given:

Symposium no.	Printing \$	Binding, Distribution \$	Sales in 1966 \$	Future sales \$
24	5990.25	738.55	2411	About 1000
25	7800.94	728.34	2434	About 1000
26	6102.81	716.00	2336	About 1000
Payments:	22 076.89		Receipts:	10 400
out of which	14 112.92 paid in 1966		out of which about	8 000 in 1967
and about	8 000.00 to be paid in 1967		and	2 400 in 1968
			(sales of reprints included)	

It should be noted that about \$2000 must be added to the product of sales (1964-65) coming from the forfaiary contribution of the Institutions on the Distribution List.

The balance (rounded off) as on 31 December 1966 shows an excess of \$14 100 over revenue. However, it is expected that the years 1967 and 1968 will bring an excess of \$2400 over expenditure. Nevertheless, the overall balance shows a large deficit.

The figures given for the sales in 1966 are exact. But they will only be credited to the accounts in 1967.

It is not easy to compare these estimates with the actual accounts, the amounts resulting from sales having, in certain cases, been subtracted from the invoices of Academic Press; thus the figures under heading 2 of Receipts and under heading 8 of Payments are actually underestimates, but the balance is correct.

The estimates for Symposia volume 27 to 31, printed in 1966 or 1967, are about \$7000 for production and \$6000 as revenue, as an average for each volume.

(iii) As to Symposium volumes from and including no. 32 onwards, the Executive Committee is examining the possibility of introducing a new policy.

Experience with Symposium no. 24 showed that sales are insufficient (adding to the insecurity of the IAU) owing to two facts: the long publication delay and the too liberal courtesy distribution, often unjustified. The abolition of the Distribution List may be a partial solution of the problem.

The long delay in the publication of Symposia nos. 24, 25, and 26 was due, in part, to insufficient coordination between printers and publishers. After lengthy discussions it has been considered to negotiate a contract of limited duration with Academic Press by which it would be fully responsible for publication, so that the Union's only responsibility would consist in arranging contact between authors and publishers. The Union would receive part of the revenue from sales, but would pay for the volumes distributed free. Members would be entitled to purchase IAU publications at reduced prices. It is expected that publication of each Symposium volume would not cost the IAU more than \$1000 in such conditions, compensated, the year following publication, by an income of the same order of magnitude, though not very large.

In 1967, this expenditure will be zero. In 1968, for Symposia nos. 32 to 35, it will be of the order of \$4000. Payments of the same order have to be expected for the years to come (\$4000 in 1969).

In this connection it should be noted that astronomical publications have a thin market in comparison with those of other branches, such as chemistry or even mathematics. A professional publisher may balance his losses in one branch by gains in another, but the Union may only lose as its own publisher.

The present report, and especially the above paragraph, are only tentative. Discussions now under way with Academic Press and other publishers will permit the Executive Committee to prepare a more definitive report before the General Assembly in August 1967.

(c) *IAU Information Bulletin*

This publication, which appears twice a year (not, however, compulsorily), is edited and distributed by the Administrative Office. It has been printed by Messrs. Pierotti, Nice, since 1965. It is distributed free of charge. The present system is satisfactory and should be maintained. The balance for 1965 and 1966 is as follows (prior to 1965, the corresponding expenditure was included under heading 1):

1965	\$2146.89 (nos. 13 and 14)
1966	1226.72 (nos. 15 and 16)

Estimates:

1967	no. 17 printed in 1966 and about two further editions	\$3000
1968-1969	about 4 editions	\$6000

The total paid in 1966 is reasonably low, the distribution having been made by the Administrative Office from no. 15 onwards, not by the printer. However, postage for 1966 has been included under heading 1 of Payments, not heading 8 as in 1965.

The estimates have taken into account the anticipated increase in the number of IAU Members, and assume that the costs of printing in Czechoslovakia will be the same as in France.

2. OFFPRINTS AND REPRINTS

The production of offprints and reprints is partly compensated by their sale (a number of offprints is ordered for the use of the Administrative Office).

The balance in this respect is as follows:

	Payments	Receipts
Transactions XII A	£147 10 0	£0 0 0
XII B	1042 3 2	805 17 7
XII C	64 18 0	0 0 0
Symposium no. 24	519 11 6	627 10 3
25	327 18 3	453 9 3
26	453 4 9	592 11 9
Struve Requiem	9 5 0	0 0 0
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Total	£2564 10 8	£2479 8 10

Payments and receipts are virtually in balance. It is seen that the prices, as given in the price lists and paid by the authors, are, on the average, slightly above production costs.

The system of ordering and selling prints has been much complicated by the distinction between 'offprints' and 'reprints'. Unfortunately, this distinction, of a purely technical character, does not always indicate whether a certain paper is better printed as an 'offprint' or a 'reprint'; and the price difference is appreciable. The Secretariat undertook to establish two different price lists; these lists, however, could not be applied strictly, and hence the difference between outlay and revenue.

It is certain that excessive distribution of offprints, though welcomed by minor libraries and isolated scientists, is a heavy burden to the Union. Moreover, it reduces the volume of sales and gives much trouble to the Administrative Office.

This prompted the Executive Committee to adopt the following principles for and from Symposium 27 and *Transactions* XIII onwards:

(a) Offprints are standardized.

Henceforward only offprints will be used, with no cover, without re-pagination and without added material (in contradistinction to reprints, which are re-paginated and sometimes partly re-composed).

(b) Each Commission President will obtain, without charge, 25 copies of the Report of his Commission (Volume A) and of the proceedings of its meetings (Volume B). This number may be sufficient, the Members of the Union receiving all this material, either in advance or in Volume B.

(c) The Presidents of Joint Discussions will obtain free of charge 50 copies of the complete Discussion over which they presided. All IAU Members will receive these texts in Volume B of the *Transactions*.

(d) The authors of the Invited Discourses will obtain free of charge 25 copies of their discourses. All IAU Members will receive these texts simultaneously with Volume B (or C in the case of *Transactions* XII) of the *Transactions*.

- (e) The authors of contributions to symposia may obtain any desired number of copies of their contributions: the respective prices will be marked on the order sheet they will receive with the proofs. No offprints will be made of the discussions held during symposia.
- (f) IAU publications other than those mentioned above, will not be available as offprints (especially not Volume C of *Transactions*).

3. DISTRIBUTION AND SALES OF IAU PUBLICATIONS

The traditional policy of the IAU has been that of generosity. For, actually, what is more generous than to distribute the *Draft Reports* and *Transactions* to all Members without reciprocity?

Moreover, all IAU publications have been sold to Members at reduced prices for years. Ever since it started, the *Information Bulletin* has also been distributed free of charge.

In 1962 it appeared reasonable to maintain the advantage of this generosity as regards the institutions which make up the IAU Distribution List, but to moderate it by introducing a subscription system, very favourable for the subscribers. The Distribution List included 264 subscribers in 1966, of which about 20% failed to pay their fees, in spite of numerous reminders. In addition, it became evident that the list was not up to date and did not represent that state of astronomical libraries the world over. And, eventually, the Administrative Office was faced with difficult administrative problems, for many institutions on the list did not pay, and the list itself was changing continuously.

The ever-increasing responsibilities of the Union (for general notes, see end of the main report) led the Executive Committee to reconsider the position. Although completely reluctant to renounce the tradition of generosity, the Executive Committee resolved to reduce the expenditure incurred through publication in three ways.

(a) *Distribution List*

The first step consisted in abolishing the advantages of the institutions on the Distribution List. The institutions concerned, advised of this regrettable but necessary step by circular letters, will have to purchase IAU publications through normal commercial channels, as from Symposium 27 and *Transactions XIII* onwards; they will continue receiving the *IAU Information Bulletin* free of charge.

However, 21 institutions in developing countries were exempt from this measure. A new, curtailed Distribution List was prepared. The institutions of this list will obtain all IAU publications without any subscription fee: the Executive Committee is fully aware that resources vary widely between countries, and that the institutions on the curtailed list have especially great difficulties.

Other institutions, that is those in countries with strict currencies, have difficulties in subscribing to controlled international publications, though they do not lack funds. For such countries (not excluding others), the Executive Committee has proposed that the respective National Committees of Astronomy should contribute to the distribution of IAU publications to their institutions by adhering to the Union in a slightly increased category (b). So far only seven such institutions have responded favourably, the other countries having not yet replied and notified their final decision.

The curtailed Distribution List includes also the members and advisors of the Executive Committee (11), UNESCO (10 copies) and certain international organizations, such as ICSU. The curtailed Distribution List thus contains about a hundred addresses.

It should be realized that the publication system proposed as from Symposium 32 onwards

(i.e. to use the services of a professional publisher) implies that the Union will have to purchase the volumes distributed to the institutions on the curtailed Distribution List.

The Executive Committee felt that the new distribution policy, much more economical and simpler from the administrative standpoint, is also much fairer than the previous system, as it only favours those institutions facing real difficulties. A certain injustice cannot be avoided (some institutions of developed countries may be very low in funds), but the Executive Committee feels that the new distribution policy, imperative indeed, is also the best solution.

(b) *IAU Members*

Article 24 of the By-laws reads as follows:

'The volume of the *Transactions* of the Union containing the Proceedings of the General Assembly is distributed free of cost to:

- (a) all those who, at the time of the meeting of the General Assembly, were Members of the Union including those co-opted by virtue of article 2 of the present By-laws;
- (b) institutions on a list approved by the Executive Committee;
- (c) Adhering Organizations or National Committees.'

Hence it follows that only Volume B of the *Transactions*, in their present form, has to be distributed free to Members. The Executive Committee has unfortunately to agree to a reduction of free distribution as much as possible. Only Volume XIII B will be distributed free of charge; it should be remembered that the first volume distributed through normal commercial channels, and thus exempt from free distribution, was Volume XII A. The *Draft Reports*, which actually are the page proofs of Volume A will continue to be distributed free of charge; the preparation for the General Assembly so requires it.

(c) *Participants in IAU Symposia*

The Executive Committee has also agreed to discontinue free distribution of Symposium volumes to participants, often very numerous, in IAU Symposia, and to present courtesy copies only to a limited number (about 10) of them. This decision is very regrettable, but it is a step the Executive Committee felt imperative.

4. FINANCIAL ESTIMATES IN RESPECT OF PUBLICATIONS

An analysis of the figures given above permits the following estimates to be made of receipts from and payments for IAU publications for 1967 and the following years:

Continued overleaf.

REPORT OF THE EXECUTIVE COMMITTEE

	Receipts	Payments	Balance
	\$	\$	\$
1967 Transactions XII A, B, C	4 000	4 600	
Draft Reports and Transactions XIII A	0	15 000	
Symposia 24, 25, 26	8 000	8 000	
Symposia 27 to 31	0	33 000	
Information Bulletins	0	3 000	
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	12 000	63 600	+ 51 600
1968 Transactions XIII A, B, C	26 000	50 000	
Symposia 24, 25, 26	2 400	0	
Symposia 27 to 31	30 000	2 000	
Symposia 32 to 36	0	4 000	
Information Bulletins	0	3 000	+ 600
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1969 Transactions XIII A, B, C	2 000	0	
4 Symposia	4 000	4 000	
Information Bulletins	0	3 000	+ 1 000
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1970 Transactions XIII A, B, C	2 000	0	
Draft Reports and Transactions XIV A	3 000	25 000	
4 Symposia	4 000	4 000	
Information Bulletins	0	4 000	+ 24 000
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	\$73 400	\$99 000	+\$25 600

The figures are commented upon in more detail in paragraph (d) of the Financial Report, Appendix I. Naturally, such estimates are rather inaccurate and may be either over-optimistic or too pessimistic. They have been taken as basis for the Budget which will be submitted to the Finance Committee during the thirteenth General Assembly and to the General Assembly itself (see above, pages li and liii).

NOTE ADDED IN PROOF

A re-estimation of some of the above values has been made by the General Secretary and the Assistant General Secretary before the meeting in Prague and has been used as a basis for the discussions of the Finance Committee. These new estimations are incorporated in the report of the Finance Committee, volume XIII B.