From the Computer Society vice-president for publications

Much has happened regarding IEEE Computer Society publications since my last message in the May 1979 issue. Not one, as indicated in that message, but two new quarterly publications have been created to address the topics of computer graphics and microprocessors. Michael J. Wozny of Rensselaer Polytechnic Institute has been appointed senior editor of IEEE Computer Graphics and Applications. Richard Jaeger of Auburn University has been appointed senior editor of IEEE MICRO. Pete Rony of Virginia Polytechnic Institute and State University will serve MICRO as a senior associate editor, specializing in applications. True Seaborn will be the editor/publisher of both of these new publications which will be produced at the publications office in Long Beach, California.

Although most of the Computer Society Publications Committee's attention has been focused on initiating these two publications, we haven't forgotten about our existing ones. Raymond Yeh—who established the IEEE Transactions on Software Engineering and piloted its progress for the first five years—has retired as senior editor. He deserves the society's highest praise for so successfully inaugurating this outstanding publication, which today has over 13,000 paid subscribers. We are pleased to have Laszlo Belady of IBM's Thomas J. Watson Research Center assume the senior editorship of IEEE-TSE, and we anticipate continued growth in both technical content and subscribers under his guidance.

Turning next to the IEEE Transactions on Computers, we are fortunate that Senior Editor Taylor Booth has agreed to serve a second two-year term. Taylor has brought IEEE-TC through a difficult period when the publication lost papers due to the establishment of the IEEE Transactions on Pattern Analysis and Machine Intelligence (PAMI). In spite of a few "thin" issues in late '79 and early '80, Taylor has nursed this publication back to health. Presenting a number of special issues involving collaboration with other IEEE societies and councils is a major new endeavor for this publication.

We are all indebted to Senior Editor King-Sun Fu, who has successfully launched PAMI in collaboration with other IEEE societies. PAMI is progressing well, having grown from four to six issues after just one year of operation. We look forward to seeing the success continue.

From the Computer Advisory Board chairman

To better understand the interests and needs of its members, the IEEE Computer Society conducted a publications survey in late 1979. Standard sampling techniques were used within three membership groups—regular, academic, and student members. Presented below are the key results regarding Computer, as compiled by Burke Marketing Research, Inc.

(1) Computer is considered a "good" or "great" magazine by most Computer Society members—14% of those polled rated it as "great," 71% as "good," 13% as "fair," and 2% expressed a lack of interest in the magazine.

(2) Of the four society publications—Computer, Transactions on Software Engineering, Transactions on Computers, and Transactions on Pattern Analysis and Machine Intelligence—Computer best serves the technical needs of its readers. In meeting these technical needs, Computer does "very well" according to 31% of those polled and "well enough" according to 55%; 14% feel Computer does not meet these needs at all well.

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publication. We expect PAMI to continue its growth into a premier publication within this rapidly expanding technological area.

Last but not least, while the Publications Committee doesn't directly manage Computer, we are delighted with the manner in which Senior Editor Portia Isaacson and Editor/Publisher True Seaborn have continued to improve this publication. (The accompanying special message from Computer Advisory Board Chairman Rex Rice elaborates on these accomplishments.)

Another major development in the publication area is the establishment of the IEEE Computer Society Press to manage our burgeoning increase in non-periodical publications. These primarily include conference publications and tutorials which constitute a major source of income for the Computer Society. The IEEE Computer Society Press will be jointly housed with the executive secretary's office in newly rented office space in Silver Spring, Maryland. Chip Stockton, formerly with the Society for Computer Simulation, has been selected to manage the IEEE Computer Society Press.

In the future, we will be considering several additional proposals for quarterly publications in collaboration with IEEE technical societies. In this regard, discussions have been held with representatives from both the Aerospace and Electronic Systems Society and the Engineering in Medicine and Biology Society.

In closing, I want to thank the members of the Publications Committee for the support that they have given the Computer Society in launching new publications as well as in managing and improving existing publications.

Richard E. Merwin
Vice-President—Publications

3 Readers rely on Computer for current state-of-the-art information regarding computer technology.

4 Society members are generally satisfied with Computer's current article and department coverage.

5 The survey measured reader interest regarding the types of articles published in Computer. Rated as "most important" or "important" were tutorial-type articles, surveys of current developments and trends, technical articles of broad interest, and applications-oriented technical articles. Rated as "somewhat important" were standards and technical research papers. Rated as "least important" were bibliographies and workshop and conference reports.

6 Although most members were reluctant to suggest major alterations, a general correlation exists in the survey results between the ranking of article types by interest and the ranking of them in terms of desire for increased or decreased coverage. That is, a desire for increased coverage was most strongly expressed for those article types rated as "most important" or "important," and desire for decreased coverage was most often expressed for those types rated as "least important."

7 Interest in Computer's departments was also measured. New Applications, New Products, Microsystem Announcements, and IC Announcements were ranked as "most important", rated as "least important" were service advertisements and special messages from society officers; other departments were ranked as "somewhat important."

Computer's technical and associate editors, editor and publisher, advisory board, and the Publications Committee are analyzing the survey results and will be guided by this input from the members.

Naturally, there is always room for improvement. Still, it is gratifying to everyone involved with Computer to have the survey results give a vote of thanks to their past efforts.

When you read Computer, you may not realize that the technical and associate technical editors often are working well over a year in advance, generating material and special issues. These society members are volunteers, and they do this work out of interest in their field and to further our knowledge. They put in many long and hard hours, helping to get the technical work of others published.

At the Long Beach Publications Office, the Computer staff also devotes a lot of time, creativity, patience, and effort to providing the members with each issue. As chairman of CAB, I wish to take this opportunity to thank those most directly involved in generating and publishing Computer: Technical Editor Portia Isaacson; Associate Technical Editors Dennis R. Allison, Oscar N. Garcia, James H. Haynes, Samir S. Husson, Egil Juliusen, Ted G. Lewis, Francis P. Mathur, Demitri A. Michalopoulos, Edward F. Miller, Jr., Arthur V. Pohm, and Bruce D. Shriver; Editor and Publisher True Seaborn; Issue Editors Marilyn Potes and Joseph B. Schallan; Advertising Director Dawn Peck; and the entire supporting staff at the Long Beach office.

By the way, if you are still reading this message, I will add that the least interesting department according to the survey was Special Messages. About 29% of you said you wanted the space devoted to Special Messages decreased; only 2% of you said you wanted the space increased. Since I agree with the 29% group, I couldn't help but chuckle when I was "requested" to contribute one of the messages for this issue.

Rex Rice, Chairman
Computer Advisory Board

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