TO: Governing Board, Cognitive Science Society
FROM: Donald A. Norman, Chairman
DATE: November 17, 1982

I received the following two letters from publishing organizations asking if we would be interested in participating in two ventures with them. I am passing them onto you for your opinion.

One letter comes from Comtex Scientific Corporation which is selling things such as the collection of the MIT AI Lab on microfiche. That seems fine, but what they would like us to do is to market them. That is, if we were to send out their brochures to our mailing list, and then work with the company on the marketing (the details are unclear), we would get both a discount on the price and also a 10% royalty.

I am not particularly happy with this arrangement. Yes, it might bring in some funds for the Society, but it does not seem appropriate to me that the Society should tie itself in with any commercial organization, no matter how benign the intention. What is your view?

The second offer is a proposal by Ed Immergut, representing M.E. Sharpe, that they publish the conference proceedings. I discussed this matter at the last Governing Board meeting and relayed the questions of the Board to Immergut. His reply is appended. Note that although I received his letter on October 11 and that it says that he will call me "in a week or so" I have not yet received a telephone call. Opinions on this matter would also be welcomed.

You can get to me either by mail, telephone, or by arpanet (norman@nprdc).

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Donald A. Norman
Chairman

Note: John Raatman and Ned Block have agreed to be candidates for the governing board.

It best to call me early in the morning (between 6 a.m. and 10 a.m. California time) at home: (619) 481-0115.
October 2, 1982

Dr. Donald A. Norman,
Secretary/Treasurer
Program in Cognitive Science, C-015
Cognitive Science Society
University of California, San Diego
La Jolla, CA 92093

Dear Don:

I returned last week from a five week trip to Europe and found your letter of August 12th awaiting me. First of all, let me say that I am very pleased that your book "Learning and Memory" has been published. After all the work you put into it, it certainly deserves a good reception by reviewers and especially by readers. I am looking forward to receiving a copy from Freeman. Although several of the books I worked on have now appeared, they have not seen fit to send me any. Perhaps your request that they send me a copy of "Learning and Memory" will make them aware of that fact.

Concerning the publication of the proceedings of the Cognitive Science Society Conference in May, '83, we plan to prepare a publishing proposal for consideration by you and the Governing Board. In order to formulate a useful proposal, I would like to first get your suggestions on a few points. I have checked with M.E. Sharpe concerning the question of publication of papers both in the conference proceedings and in an archival journal. Sharpe would raise no objections to such publications by the authors in journals of their choice. It seems to me the shoe is on the other foot, namely, would a journal editor who is aware of the fact that the conference proceedings appear in book-form accept a paper for publication in the journal. As you know, many journals have a policy of publishing only original and not previously published articles. However, I think this hurdle could be overcome by the following strategy. The conference proceedings in paperback would be made available to conference participants only at the time of the conference. A hard-bound edition would be published by M.E. Sharpe six months after the conference itself. It seems to me that if the authors submit their articles to journals at the same time that they submit them to the proceedings' editor, most of them would appear in the journals of their choice before official publication of the hard-cover proceedings by Sharpe. Does this approach make sense to you, and do you think that it overcomes the objections raised by members of the Governing Board?

My other questions concern mechanical details. I am assuming that there would be a proceedings' editor who would exercise some measure of quality control. How was this handled in the past? Do articles actually go back from editor to authors for improvements or were the articles in...
the proceedings taken as received and the authors then improved their papers when they submitted them for publication in a archival journal?

In this age of word processors is it feasible for all the papers to be typed in the same type-face and delivered to us either as a print-out or as a disc or via telephone lines? We would, of course, agree on appropriate specifications so that no interfacing problems arise at the last minute.

I assume that you build in the cost of the proceedings into your registration fee for the conference. Do you know at this point how much money would be available for the 500-odd copies that you need for the participants?

I thought I would get down some of these questions on paper and then perhaps call you in a week or so and discuss everything by telephone.

In the meantime, best personal regards.

Sincerely,

Dr. Donald A. Norman
Cognitive Science Society

October 2, 1982
COMPUTER SCIENCE PROJECTS

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Microcomputers in Business Applications
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Computer Voice Synthesis
Social Impact of Computers

Monograph Series:
Series on Cognitive Science/ Artificial Intelligence
Sharpe Library of Computer Science
August 2, 1982

Donald A. Norman, Sec.-Tres.
Program in Cognitive Science
Center for Human Information Processing
C-009
University of California, San Diego
La Jolla, CA 92039

Dear Dr. Norman:

Comtex Scientific Corporation, a leading online and electronic database publisher is proud to announce publication on microfiche of the complete report collection of the MIT Artificial Intelligence Laboratory. For the first time since its inception, this significant archive, collected and edited by Marvin Minsky, will be made available both in microfiche and in an online computer searchable service.

We believe that this collection is of interest to the membership of the Cognitive Science Society as a significant research tool. It is in this connection that we hope to enlist your collaboration in announcing the availability of the MIT Artificial Intelligence collection to your membership.

The list price of the collection on microfiche is $2450.00 for 500 fiches. For the members (and their institutions) of the Cognitive Science Society, Comtex is prepared to offer a 25% discount on orders which result from a mailing made by the society to its members. Furthermore, Comtex is prepared to provide the Cognitive Science Society a 10% royalty on sales receipts. Comtex shall provide brochures for this mailing, at no cost, and shall reimburse the Cognitive Science Society for the postage and handling of the letters which go out under their cover.
We look forward to working with you in this regard.

Sincerely yours,

[Signature]

Thomas Siolek