

Advertising and Publicity Report

- I. Advertising for *Journal of Sport History*
 - A. Description of Year's Work
 1. Sent approximately 60 letters to publishers who had published sport related books.
 2. Mailed 8 complimentary copies of the *Journal* to inquiring publishers.
 3. Received 6 requests for advertising rates
 4. Received one request for purchase of mailing list (NASSH membership list)
 - a. It was decided by the Sec.-Treas. with confirmation from the President that the cost would be \$50.00 for the list plus \$20.00 mandatory fee for preparation of gummed labels. Total cost therefore was \$70.00.
 5. Received one request for $\frac{1}{4}$ or $\frac{1}{3}$ page advertising space.
 6. Received requests for exchanging advertising space with other journals (for example, *Journal of Popular Culture* and *Sport Sociology Bulletin*).
 7. Received requests for exchanging free subscriptions with other journals (for example, *Swimming World*).
 8. Received *no* advertisements for Vol. II, No. 1.
 - B. Questions for NASSH Council
 1. Should we accept offers for trading free subscriptions? If so, where do we deposit such journals? Does NASSH have an official repository?
 2. Should we lower our advertising rates?
 3. Should we add additional choices like $\frac{1}{4}$ page, $\frac{1}{3}$ page, etc. to our rate card?
 4. Should we accept requests in the form of "announcements" which pertain to selling something? For instance, selling proceedings from other symposia, etc.
 5. Is the Advertising and Publicity Manager an officer of NASSH? Chairperson of a Presidential Committee? Or what? Perhaps this should be an elected office; or should it be appointed by the President? As decided by the Council last year, this person serves both the *Journal* and the general NASSH organization.
 - C. Suggestions and Observations
 1. No advertisements for the upcoming issue of the *Journal* can be explained by a number of factors such as:
 - a. Decline in publishers spending for promotion
 - b. Lack of knowledge about the *Journal of Sport History*
 - c. High advertising rates
 - d. Publishers use of other more popular and greater-circulation journals.
 2. We are capable of solving (b) and (c) ourselves by working more on publicity and by lowering our advertising rates. Do we want to receive a smaller income from advertising or perhaps receive none at all? Perhaps in these bad economic times, we should think about revising our rate card.
 3. It would be helpful if the entire NASSH membership sent information concerning the publication of new sport books to the Advertising Manager. This would greatly enhance our chances of selling advertising space since we could contact more publishers.
- II. Publicity for *Journal of Sport History* and General NASSH Events
 - A. Description of Year's Work
 1. Announcements concerning the Boston Convention and the *Journal of Sport History* were placed in the following publications:
 - a. *AHA Newsletter*, 12 (Dec., 1974), p. 16.
 - b. *American Studies: An International Newsletter*, 13 (Winter, 1974), p. 45.
 - c. *Journal of American History*, 61 (Dec., 1974), p. 868.

- d. *American Studies Newsletter*, 1 (Oct., 1974), p. 10.
- e. *American History and Culture*, 1 (Nov., 1974), p. 449.
- f. *Journal of Health, Physical Education and Recreation*, 45 (Nov./Dec., 1974), p. 13.
- g. *Popular Culture Newsletter* (Mid-Atlantic Chapter), 1:2(Jan., 1975), p. 2.
- 2. The *Journal of Sport History* was reviewed in "Book Reviews" of *Journal of Popular Culture*, 8 (Summer, 1974), p. 216.
- 3. Entire 1974 NASSH convention program appeared in *American History and Culture*, 1 (Aug./Sept., 1974), pp. 358-359.
- 4. Official Library of Congress call number for *Journal of Sport History* is GV 571.J68.
- 5. Wrote letter to H. H. Wilson Co. Concerning indexing *Journal of Sport History* in the following:
 - a. *Reader's Guide to Periodical Literature*
 - b. *Education Index*
 - c. *Social Sciences and Humanities Index*
- 6. Conducted "Survey of Scholars Identifying with the History of Sport" by mail.
- 7. Mailed approximately 40 application forms to prospective members.
- B. Questions for NASSH Council
 - 1. Do we want to purchase advertising space in any publications to advertise our *Journal*?
 - 2. Do you recommend another mailing to libraries in the U.S. and Canada concerning membership in NASSH?
 - 3. Will there be any funds available for the typing and reproduction of the NASSH "Survey of Scholars" to be distributed to the general membership?
 - 4. See Question #5 in Advertising Report Part B.
- C. Suggestions and Observations
 - 1. The establishment of a NASSH "Awards Committee" to serve a variety of functions:
 - a. Annual awards for best dissertation, master's thesis, and article appearing in the *Journal*.
 - b. Possible "Honor Awards" for outstanding contributions to the field.
 - 2. Part of *Journal* devoted to special manuscript collections, library holdings, completed theses and dissertations, and theses and dissertations in progress.
 - 3. We need more input from the membership for items to appear in section entitled "Announcements" in the *Journal*.

Respectfully submitted,

Jack W. Berryman
