
Advertising and Publicity Report

- I. Advertising for *Journal of Sport History*
 - A. Description of Year's Work
 1. Received three requests to purchase advertising space in *the Journal of Sport History*; all three were published in following issues
 2. Arranged a reciprocal agreement with the Popular Culture Association and the *Journal of Popular Culture* where we would exchange advertisements for a one year period
 - B. Recommendations
 1. Advertisement of *the Journal of Sport History* in *American Quarterly*, the *Journal of American History*, and *the American Historical Review*
 2. The general membership and specifically the Book Review Editor, should be encouraged to solicit, or at least notify the Advertising Manager, of possible advertisers for *the Journal of Sport History*

II. Publicity for *Journal of Sport History* and General NASSH Events

A. Description of Year's Work

1. Announcements concerning the Eugene Convention were placed in the following publications:
 - a. *JOPER*, (Nov.-Dec., 1975), p. 15 and (Jan., 1976), p. 20.
 - b. *American Historical Association Newsletter*, 13:9 (Dec. , 1975) p. 16 and 14:1 (Jan., 1976), p. 16.
 - c. *American Studies Newsletter*, 3:1 (Winter, 1976), p. 8.
 - d. *Sport Sociology Bulletin*, 5:1 (Spring, 1976), p. 70.
 - e. *Journal of American History*, 52:4 (March, 1976), p. 1067.
 - f. *American Studies International*, 14:1 (Autumn, 1975), p. 48 and 14:2 (Winter, 1975), p. 44.
2. Received request from the Popular Culture Association to consider holding a joint national meeting
3. Advertisement for *Journal of Sport History* appeared in *Journal of Popular Culture*, 8:4 (Spring, 1975), p. 686
4. Received several requests for information concerning the Eugene Convention
5. Received several requests for more information about sport history. Particularly apparent were requests from faculty members and department chairmen in departments of history, American studies, and popular culture.
6. Completed the *Survey of Scholars Identifying with the History of Sport, 1975-1976* project (see separate report)
7. Mailed approximately 25 application forms to prospective members

B. Recommendations

1. Place representative individuals of the *Journal of American History*, *American Historical Review* and *Abstracts of Popular Culture* on the mailing list to receive free copies of the *Journal of Sport History* in order to encourage abstraction of articles and listings in bibliographies

Respectfully submitted,
Jack W. Berryman



Eugene's Rhododendron Gardens was exquisite