

PUBLICITY REPORT

- I. Advertising for the *Journal of Sport History*
 - A. Description of year's work
 1. Received three inquiries concerning rates for advertising space - two contracts for inclusion were processed.
 2. Continued reciprocal agreement with the *Journal of Popular Culture* to exchange advertisements.
 - B. Recommendations
 1. A new "rate card" must be developed to show changes in cost, etc.
 2. A new Advertising Manager for the *JSH* must be named.
- II. Publicity for the *Journal of Sport History* and General NASSH Events
 - A. Description of year's work
 1. Announcements concerning the College Park Convention were placed in the following publications:
 - a. *Organization of American Historians Newsletter*, 5:2 (January, 1978), p. 10
 - b. *American Studies Association Newsletter*, Circular No. 2 (December, 1977), p. 3.
 - c. *American Historical Association Newsletter*, 15:9 (December, 1977), p. 16.
 - d. Announcements were also submitted to the following publications but verification of printing was not possible - *Popular Culture Association Newsletter*, *Journal of Physical Education and Recreation*, *Historical Methods Newsletter*, *Journal of Sport and Social Issues*, *Review of Sport and Leisure*, *Chronicle of Higher Education*, *Journal of Social History*, *Journal of Interdisciplinary History*, *Societas*, *Phi Delta Kappa*, and *Journal of Urban History*.
 2. Received approximately forty (40) requests concerning the College Park Convention and NASSH membership.
 3. Received several requests for more information about sport history in general.
 4. Mailed approximately thirty (30) membership application forms to prospective members.
 - B. Recommendations
 1. Continue to send free copies of the *JSH* to *Journal of American History*, *American Historical Review*, *Abstracts of Popular Culture*, etc. to encourage abstraction of articles and listings in bibliographies.
 2. A new NASSH Publicity Director must be named to deal with all aspects of the promotion of the Society. This position should be separate from the Advertising Manager for the *JSH*.
 3. Specific information about *the JSH* and calls for manuscripts should be placed in appropriate journals.

Respectfully submitted,
Jack W. Berryman