A. COMPUTER-BASED PUBLICATIONS ON SALE


The second edition to be produced by computer is now almost out of print. The sales have not been seriously affected by the parallel publication of the French edition for the first time, although the precaution had been taken to print somewhat fewer copies of the English edition to compensate for the expected switch by some purchasers to the French edition.


Following financial support from the French Ministry of Foreign Affairs, the Canadian Government and the Agence de Niamey, a French translation of the Yearbook of International Organizations was published at the same time as the English edition. Over 65% have been sold or distributed under the agreement with the bodies from whom financial support was obtained.

In preparing the French edition, full advantage was taken of the computer system and general organization of the English edition.

Comment on computer system

The procedure used to prepare the two publications consisted of:

- editorial work in the UIA offices in Brussels
- keying of new text and corrections on mini-computer in UIA offices
- computer processing of text and corrections in Brussels (CITAF) for proof production
- computer sorting and processing to produce indexes in England (ICL)
- production of film for offset printing in England (ICL)
- printing in Belgium (Snoaek)

Considerable delays were incurred because of difficulties at the computer service bureau in Brussels (CITAF). This led to:

- increase in the amount of editorial work on corrections
- increase in the amount of keying
- production of a computer tape containing errors which caused problems in the computer processing in England (at ICL). These errors were corrected in England but at extra charge to the UIA; the amount of these charges is under dispute due to different interpretation of the provision for such eventualities in the original contract.

As described in the previous publication report (March 1974), these difficulties have been overcome in preparation for future publications, but in a manner which obliges the UIA to switch to another service bureau for further operations. The opportunity of this transfer has been used to eliminate remaining difficulties with
the system, and to adapt it to permit the production of a variety of other publications.

The new provisions are briefly described below under the section on Future Publications.

B.- PERIODICAL PUBLICATIONS ON SALE

   This was published in October 1970 and is practically out of print.
   Numerous orders for the 3rd edition continue to be received. It is hoped to produce this by the computer system.

2. Directory of Periodicals (3rd edition)
   This publication off the press in October 1969 continues to sell slowly. A new edition is not yet justified, although 85% of the stock has now been sold.
   It is possible that the 4th edition should be combined with a restructured Proceedings volume.

3. International Associations.
   The UAI periodical is now in its fourth year in the improved format. Much greater effort has been made to obtain articles. Sales have increased slightly and the expected loss of some subscriptions because the Annual Calendar is no longer incorporated has not proved significant. The new format is proving very attractive to advertisers. A number of special issues have been negotiated: Ivory Coast, Japan, Paris.

   International Associations continues to be distributed free to non-subscribing international organizations. The computer based mailing system facilitates distribution of alternative issues to organizations in different countries on a rotation basis.

4. Annual International Congress Calendar.
   The Calendar has been produced for the third time (January 1975) in its new expanded format separate from International Associations (the monthly supplements continue to be included there however).

   The Calendar now has a complete geographical sequence of meetings as well as the usual chronological sequence. (One advantage is to provide positions in the Calendar attractive to advertisers interested in particular cities or countries). Organization and subject indexes complete the volume.

   Although only 30% of the print order has been sold, this level of sales very satisfactorily covers the cost of production. It is hoped that a suitable occasion may be found to distribute unsold copies to the international organizations whose meetings are listed in the Calendar as a means of encouraging such organizations in their efforts to send new information for future editions.
This publication has not reduced sales of International Associations.

C.- IRREGULAR PUBLICATIONS ON SALE

1. International Congress Science Series
Sales of these publications are now very slow. The last edition in the series was published in 1970. It may well be useful to reduce the stocks completely by some form of special offer before such publications become completely unusable.

2. Documents for the Study of International Non Governmental Organizations.
The last volume, in six language editions (English, French, German, Dutch, Italian and Spanish), added to this series as a result of the assistance of the Belgian Ministry of Foreign Affairs, is entitled "The Open Society of the Future", and constitutes the report of the UIA's seminar in Milan in 1972.

3. Other Printed Publications
Sales of the 1957, 1958 and 1959 Bibliographies of Proceedings of International Meetings have almost ceased.
Other publications continue to sell slowly.

D.- FUTURE COMPUTER-BASED PUBLICATIONS ENVISAGED

1. Yearbook of International Organizations (16th edition)
In view of the fact that the 15th edition is now almost out of print it is necessary to undertake editorial work in the near future with a view to early publication. The concerns with regard to the selection of publication date are:

- cash flow within the UIA
  This favours pushing editorial work towards the autumn months with publication in early spring 1976.
- evolution of general economic situation
  This has the effect of continually pushing up publication production costs, but delay has the advantage of clarifying the state of the market.
- cutbacks in library acquisitions (particularly in the USA).
  Such cutbacks have not yet been felt in UIA sales although they are frequently reported. Our distributors are in no way discouraged however, and it may be that such cutbacks will mainly affect publication categories other than those into which the Yearbook falls.
- necessity of parallelism with French edition
  As explained earlier this complicates production, particularly at the printing stage. The main difficulty however is ensuring that an adequate number of French copies are sold before a decision is taken to proceed with the publication programme for both editions.
- immediate priority for the Yearbook of World Problems (see below). Given the early publication desired for this volume, it was decided in February 1975 to give priority to work on this within the UIA (mainly keyboarding texts and corrections) during the summer months, namely before major work is required on the Yearbook of International Organizations.

Possible alternatives which could be considered are:

- switch back to a two-yearly rhythm.
  This switch is in effect in the process of being made due to the delays in publication. However it would seem that it is in the UIA interest to maintain an annual rhythm unless the economic situation forces such a switch.

- production of a slightly updated edition only.
  For the sake of speed, it would be possible to update names and addresses in include new organizations, but avoid extensive rewriting. This policy might be adopted for every alternative edition, for example. The Yearbook could then be available for the end of 1975.


The remarks made for the English edition also apply here, provided the principle of parallelism is maintained for production of the two editions.


Work on this publication is now in its final phases and efforts are being made to have the publication available for September 1975. It will be of comparable size to the existing Yearbooks. (A general description is given in a separate note).

The editorial work on this publication has been entirely funded by Mankind 2000, co-publisher of this volume, and substantial private loans. These loans will have to be repaid from the revenue from the initial sales during the course of 1976. Some non-printing costs of publication are being borne by the UIA, The actually costs of printing this publication are being financed through a new contract negotiated with a printer, as described below. This means that there is no immediate financial outlay for the actual publication of this volume.

After considerable discussion and advice from our distributors in the USA (the main market for this publication), it was decided to price this relatively specialized publication much higher than usual for UIA publications, namely at $ 80.00 for institutions, whilst reserving the possibility of selling the publication at a much lower price (e.g. $ 20.00) to non-institutional buyers (e.g. individuals, nonprofit groups, organizations in developing countries). The main reason for the high price are:

- general inflation over the period of sale
- need to cover the investment
- probability that, in the first instance whilst this project is still financially vulnerable, it may be easier to sell a relatively small number at a high price, rather than hope to sell a large number at a lower price.
risks associated with the production of a new kind of publication.

4. Other publications

As described in some detail in the previous publication report (March 1974), the UIA is now in a position to produce many kinds of publication by making imaginative use of the computer system. Examples cited were:

Mini-directories: namely extracts of portions of any of the existing Yearbooks, possibly combined with portions of other Yearbooks. This can be done by subject area, by country or by any other method of selection. So that, for example, the organizations in a particular subject area could be combined with the problems descriptions associated with that area. Development of this possibility awaits stabilization of our work on the existing Yearbooks.

International Organization Membership: (as a Supplement to the Yearbook of International Organizations) namely a membership index to the main Yearbook. Codification has been done for this, but again development awaits the stabilization of the work on the existing Yearbooks.

Yearbook of International Congress Proceedings (3rd edition): as mentioned it is hoped that this can be produced by computer as soon as possible to meet the demands made for this bibliographical tool.

Yearbook of Multinational Enterprises: in effect steps are being taken towards this publication within the framework of the Yearbook of World Problems in which there is a special section which will list names, addresses and subsidiary countries for some 600 such bodies. This section may later be developed into a full directory.

Who's Who in International Organizations: this effort has been temporarily allocated a much lower priority pending the publication of a rather comprehensive Who's Who in the United Nations by a commercial publisher.

Comment on computer system and new printing arrangements

Following the difficulties experienced with the previous editions of the Yearbook of International Organizations, use has been made of the flexibility derived from maintaining all the texts on computer magnetic tapes to switch the system into a new configuration so that production will occur as follows:

- editorial work in the UIA offices in Brussels
- keyboarding of new text and corrections on mini-computer in UIA offices
- computer processing of text and corrections in Brussels (SOGAM) for proof production
- computer sorting and processing to produce indexes in England (Kynoch Press)
- production of film for offset printing in England (Kynoch Press)
- printing in England (Kynoch Press)
This change considerably simplifies the difficulties encountered in interlinking the different phases and ensures that the printer (a subsidiary of Imperial Chemical Industries) is completely responsible for all work once the tape leaves Brussels.

The contract negotiated is a departure from normal UIA practice for the following reasons:

- it covers the production of 8000 pages-units, in whatever form the UIA chooses to produce them (namely for whatever computer-based publication) for a four year period.
- prices are worked out on a unit price basis and not on a price per publication, given that UIA can build up a variety of publications from standard units
- financing is ensured for 6 months following delivery of the publication, as opposed to the existing situation in which the intermediate production costs were payable in effect before the publication had been produced or sold, and the printing costs were payable immediately after delivery.
- the investment in the conversion cost is absorbed in the unit costs so that no further investment by the UIA is required.

The financial arrangements are most important because they enable the UIA to produce publications and pay for their publication when a substantial number have already been sold rather than prior to receipt of any sales revenue when the UIA cash flow situation is weak. It is expected that this new departure will make the publishing situation much more healthy.