

ASOR COMMITTEE ON PUBLICATIONS

Annual Meeting

November 19, 1998

Orlando, Florida

Present: Eric Cline, Billie Jean Collins, Rudy Dornemann, Peter Feinman, Larry Herr, Bob Hohlfelder, David Hopkins, Nancy Lapp, Al Leonard, Gloria London, Victor Matthews, David Schloen, Jim Weinstein; Ex-officio: P.E. MacAllister, Joe Seger, R. Thomas Schaub

1. Al Leonard, Chair and Presiding Officer, called the meeting to order, 3:30 P.M.

2. Al Leonard announced that Brian Hesse and Paula Wapnish would be the new editors of NEA and he praised David Hopkins, the outgoing editor, for the job he had done.

3 Bob Hohlfelder called for nominations for the two positions for the class of 2001. In the absence of any suggestions, board members were asked to contact either him or Al Leonard.

- ASOR would have free advertising space in the bi-monthly magazine which could be used to promote ASOR activities and publications;

- ASOR members would serve on the editorial board of the publication.

(ii) Hubert Chicou, Bayard Presse - He reviewed the status of the publication in France (28,000 circulation) and stated that the marketing goals for the United States were for 30,000 in the first year at a price a \$25/year for 6 issues with a \$19.95 promotional rate. Layouts for the 1998 test issue were distributed and plans to begin regular publication in March 1999 were announced. Chicou expressed a desire for the endorsement of ASOR and for the active participation of ASOR members on the editorial board and in the writing of articles.

In answer to a question from Bob Hohlfelder, he stated that the new magazine was a non-academic journal seeking a broad popular audience and therefore would not be competition with NEA. David Hopkins added that NEA couldn't match that level of circulation without a professional staff and more money.

In answer to a series of questions from Jim Weinstein about the length of the agreement (3 years), the financial risk to ASOR, and the final approval of the advisnthat Ns.3(board)-83.4 for

production of an English language magazine "The World of the Bible" to published in partnership with ASOR on terms to be determined conditional on the approval of competent legal and financial counsel.

The vote was 12 for, 1 opposed (Gloria London)

7. Publications Opportunity Fund (see Attachment III)

The status of these funds is contingent upon the Bayard Presse negotiations since they could be applied towards the ASOR investment in the publication venture.

8. Luce Center Offices - Joe Seger provided an update on the situation and the connection with Scholars Press. Gloria London and Jim Weinstein raised the question if a similar situation couldn't be repeated with Bayard Presse. legal counsel will be pursued to resolve the issue.

9. Book Program (see Attachment IV) - Billie Jean Collins present the case that ASOR was not receiving its money's worth from Scholars Press and that there were potential cost savings of approximately \$10,000 by doing the work in-house.

Tom Schaub raised the issue of the impact on journal subscriptions of severing the book tie with Scholars Press and sought more cost analysis.

Dave Hopkins noted that bringing the work in-house would increase the work of Billie Jean Collins herself.

Jim Weinstein asked about accounting software, advertising costs, and using Eisenbrauns.

The issue was reverted to Billie Jean Collins investigation and reporting to the Committee.

10. Additional COP Meetings (see Attachment V)

It was agreed by general consent that a committee of Al Leonard, Billie Jean Collins, and Tom Schaub would meet up to four times annually to discuss ongoing issues that can not wait for the annual November conference meeting. The prime and immediate example was the Bayard Presse negotiation where it was decided that COP should approve any agreement prior to the review by the Executive Committee at the January board meeting.

11. Al Leonard adjourned the meeting at 6:30.

Respectfully submitted,

Peter Feinman
Class of 1999