

VIEWPOINT

DEATH OF A JOURNAL

Four years ago, the Journal of the Tennessee Speech Association began publication. The Journal has now come out eight times, with articles from a number of writers. Enough people have submitted articles that we now have enough articles for the next eighteen issues. Furthermore, the various institutions of learning in the state have rallied to our cause by becoming patron members and by seeing that all libraries in the state carry the Journal. Sentences one and two of this paragraph are accurate; the rest is sheer FANTASY!

From the beginning of the publication of this Journal under the capable editorship of James Brooks, down to the present, the number of writers submitting acceptable high-quality articles has been minimal. On several occasions, when it was time to publish an issue, and the Journal was short, the editor would find himself asking someone specifically to write an article for that issue. This issue is the smallest in our history. This type of response seems strange when we consider that a person's publications are often considered a criterion for his tenure, promotion, and/or raise. The state Journal is a natural for people who need to boost their credentials in this manner.

The state Journal is also an ideal forum for sharing ideas and techniques. The Journal welcomes not only the

so-called "scholarly" article, but also the "how-to-do-it" type of approach. What are you doing in your teaching that may be different--that may be helpful to others concerned with speech communication?

The Journal also needs financial support from institutions. The amount of money appropriated by the Association from membership dues covers the cost of one issue. The other must be financed through patron memberships. Last year, in order to publish the second issue, we had to sell an advertisement to one of our institutions--one that was already a patron. We need your support now in becoming a patron member.

We also need the publicity that comes from being placed in libraries. Our subscriptions to libraries are on a break-even basis. We are, however, currently only in a few libraries. We need your support in getting the Journal into your library; a letter from us to your library is easy to disregard; a request from you would be hard to ignore.

The continued life of this Journal is dependent upon you. Take some time this semester to write that article you've been putting off. A lot of readers have valuable information locked into an M.A. thesis or a Ph.D. dissertation that is profiting no one. Furthermore, help the Journal to reach the financial stability it needs.