

A LOOK BACK—50 YEARS OF PUBLISHING TAPPI'S MAGAZINE

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A HISTORY OF TAPPI'S EARLY PUBLICATIONS AND THE EVOLUTION OF TAPPI JOURNAL

FEW TAPPI MEMBERS STILL REMEMBER A TIME WHEN the Association didn't publish its own magazine. For most of its first 35 years, however, news and reports from TAPPI were published through other magazines.

"When the Association was organized in 1915 its first secretary, Thomas J. Keenan, was editor of a magazine called *Paper*. Because of this relationship the early records and papers of the Association were largely published in [that] magazine," recounted Ronald G. Macdonald, TAPPI secretary, in the June 28, 1948 *TAPPI Bulletin*. "In 1921 *Paper* was purchased by the *Paper Trade Journal* and provision was made to include within the contents of that magazine a regular section devoted to Technical Association meeting papers and contributed articles." Arrangements were also made to publish and distribute to members a bound volume of the published papers annually.

TAPPI's association with the *Paper Trade Journal* lasted through 1948. From 1918 through 1948, TAPPI also published a series of *Technical Association Papers* containing the convention papers and proceedings of its annual meetings. During the 1930s and 1940s, Macdonald served as editor for the papers.

THE WAR YEARS

During World War II, TAPPI joined the war effort through publication of the *TAPPI Bulletin*. Macdonald and Arno W. Nickerson worked together to collect and disseminate information through the bulletins. The first bulletin was issued Nov. 20, 1942. The series ended in May, 1949, with No. 91, an index. The bulletins described test methods and materials that could benefit papermaking processes. They were set up to include a question and answer section and abstracts from other publications.

The bulletins were issued almost monthly and served to give the Association a taste for publishing its own magazine. By 1948, the decision was made and recounted in the first issue of Tappi:



"For several years a number of members have urged the Association to publish its papers in its own technical journal. It was felt that the Association had acquired sufficient size and strength to conform to the practices of such other professional organizations as the ASME, ACS, AIChE, ASCE, and other well-known engineering societies.

"It was further felt that such a magazine devoted to the manufacturing problems of mill-operating executives, engineers, superintendents, chemists, and other



The changing face of TAPPI's magazine

technical men could do much to advance the industry along the technical lines that are vital to its existence and progress."

At the heart of the publication was its technical papers "and they are of a high quality and worthy of permanent record." But there was undoubtedly some concern whether there would be an adequate supply of good papers to sustain a monthly publication. "The future standing of *Tappi* depends mostly on the initiative and willingness of each individual member to share his knowledge with his fellow members, not only at Association meetings but throughout the year."

There was also the question of how to pay for the publication. "The problems involved in creating a new magazine of this type were by no means minor ones. In times of rising prices the problem of financing is one of considerable magnitude. The advertisers in this issue and those to appear in subsequent issue have helped greatly."

VOLUME 82???

So, if TAPPI's been publishing a magazine for 50 years, why is this volume 82? The answer was given in the January 1949 issue of *Tappi*:

"Some may express surprise to note that this new magazine is Volume 32, No. 1. This does not mean that the Editor feels as if he had worked on thirty-two volumes instead of one. Volume 32 would be the designation of the next issue of *Technical Association Papers*, the time-honored name given to the volumes of transactions issued by the Association....

"It is felt that this designation for *Tappi* will minimize some confusion that might otherwise exist in the bibliography and magazine indexing field..."

EDITORS AND STAFF

Macdonald continued his involvement with TAPPI's publications, serving as the first editor of the new *Tappi* magazine. He ended his career at TAPPI in the spring of 1963 as editorial director of *Tappi*. Throughout that period, R.T. Bingham served first as assistant editor and then editor.

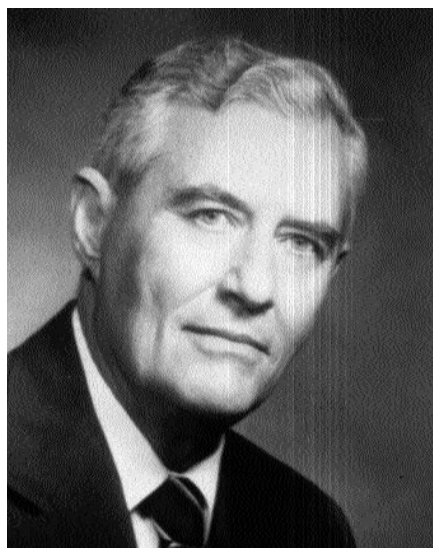
Outside of Macdonald, the person who shaped TAPPI's magazine the most was Michael Kouris. Beginning in 1959 as assistant editor, he became technical editor in 1961, editorial director in 1963, director of publications in 1970, publisher in 1976, and editor-in-chief in 1979. After his retirement in 1989, Kouris continued to consult and freelance for TAPPI, with the title of Editor Emeritus. He died in 1996.

Various other "editors" have held the title, though responsibilities differed over the years: William M. Callinan served from August 1963 through the October 1964 issue, followed by Paul D. Van Derveer.

Bengt Leopold, former director of the Empire State Paper Research Institute (ESPRI) in Syracuse, NY, and former chairman of the State University of New York's paper sciences department, served for roughly 20 years, beginning in 1966, as editor of the papers and later as technical editor for *Tappi* magazine and *Tappi Journal*.

Rolf Viertel joined the staff as assistant editor in the fall of 1964. As news editor, he redesigned the magazine's cover and news sections in 1972. He became editor in 1976 and in July 1979 was appointed public relations manager for TAPPI. In later years he continued his association with the magazine as a freelance proofreader.

Matthew J. Coleman, now publisher, was first listed on the masthead in October 1988 as editor. He took over as the driving force behind the journal once Kouris retired. Donald G. Meadows, the current editor, was hired as associate editor in 1991. He was soon named senior editor and became editor in 1992.



Ronald G. Macdonald (left) in a 1934 photo, served as TAPPI's secretary-treasurer and was editor for TAPPI's early publications as well as Tappi magazine; Michael Kouris (center) shown in an early photo, served as editorial director and editor-in-chief of TAPPI's journal for many years and had a significant impact on the magazine's development; Matthew J. Coleman (right) became editor after Kouris and now serves as publisher.

25 YEARS AGO

The results of a membership survey were reported in the April 1974 *Tappi* magazine. One of the suggestions at the time was that the magazine should give more emphasis "to practical articles, particularly those dealing with corrugated and other converting operations. Highly theoretical manuscripts are of very limited value." Readability and timeliness were other concerns.

During 1973, the ratio of pages devoted to technical manuscripts and those devoted to Association news and nontechnical reports was almost exactly 50:50. Of 3900 survey respondents, 61% voted to keep that balance, while 21% wanted more emphasis on technical manuscripts and 18% favored more news and features.

"As printing and mailing costs have climbed, the Publications Committee has considered the feasibility of publishing a separate journal or series of journals. These would contain most, though not all, of the more theoretical manuscripts which are of interest to only a fraction of the total membership," *Tappi* reported in 1974. Surveyed members did not favor separating technical manuscripts from the magazine at that time, however. "Certainly for the time being the Association has no plans to split the present magazine into two or more separate journals, though this possibility will probably be reviewed again in the future as printing and mailing costs continue to climb."

Rising costs also prompted the Board of Directors to look at limiting the length of papers published in the journal 25 years ago. At the same time it opened the selection to include non-conference papers:

"Henceforth, all papers submitted to *Tappi*, regardless of source, will be selected on the basis of merit alone. Any paper which merits publication in some form will be published, but depending upon the amount of available space, a certain proportion would be published as extended abstracts not exceeding four magazine pages in length."

In 1989, the Publications Committee adopted the following policy on length of papers:

"To use the pages of the journal most effectively, *Tappi* Journal edits papers for length, readability, and style. Brevity is encouraged and enforced. Papers are selected for publication based on technical merit through a system of peer review. Papers longer than average can be published based on review and editorial recommendations for merit and space availability in the journal. There is no arbitrary maximum length for papers."

The question of paper length, as well as overall interest, continue to be concerns today. The growth of the Internet is opening a number of opportunities to provide information to TAPPI members in more timely and more accessible formats.

A NEW LOOK, A NEW NAME

Tappi became *Tappi Journal* with the September 1982 issue. The redesigned magazine got a new look as well as a new name.

"For some time now, the journal has been striving to broaden its scope of information to keep pace with the multiplying demands made on readers in different fields of work," wrote Michael Kouris, editor-in-chief. "Its goal is



The most recent group of technical editors include (front row, from left), John Walkinshaw, William S. Fuller, J. Robert Wagner (now retired), David J. Bentley, Jr.; (back row, from left) David A. Carlson, Jere Crouse, Richard Spangenberg, John E. Pinkerton, John S. Polacek, James E. Luce, and Thomas W. Joyce. Missing from the photo is Philip C. Clark.

to publish on-the-job-useful information to more than 25,000 (documented) manager, scientist, and engineer readers worldwide."

The redesign included new formatting for articles and papers, a more extensive contents page, more use of graphics and an overall restructuring of the regular features. Papers were divided into "three equally balanced broad categories: descriptive articles of general interest, those reporting on practical and technological innovation, and papers on basic advances in science and engineering that underpin technology."

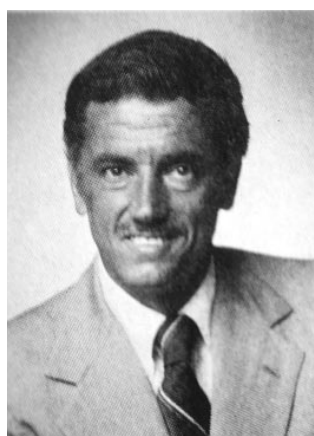
Kouris noted that the success on the journal in maintaining its course depended on feedback from readers. "With your help the journal will retain its acknowledged reputation as being the primary source of information of the world's pulp, paper, converting, and allied industries."

The March 1996 issue inaugurated another redesign, transforming *Tappi Journal* into *TAPPI JOURNAL*. "The process included a review of reader surveys and section-by-section evaluation of the contents," we explained to readers." We wanted to retain the best elements of the journal and strengthen the publication where necessary...Overall the

goal has been to make *TAPPI JOURNAL* more useful, more interesting, and more inviting to our readers."

THE TECHNICAL EDITORS

In 1985, TAPPI's Publications Committee approved the concept of contributing editors to represent different subject areas. The committee felt it was too much for one person to be expert in the variety of topics dealt with in the journal. Leopold and six other volunteer members—Russell O. Blosser, George L. Booth, Leroy H. Busker, William S. Fuller, Dan Manson and Donald G. Margotta—



A few of the many people who've had a part in shaping TAPPI JOURNAL: from left, Kathleen Bennett, current chairman of the Publications Committee; Bengt Leopold handled technical reviews for the journal for more than 20 years; Donald Margotti, former financial editor for the journal; Rolf Viertel worked as news editor and then editor of Tappi with Michael Kouris.

shared the responsibility of reviewing papers.

Currently, *TAPPI JOURNAL* has 11 technical editors who coordinate the reviews in 12 topic areas of papers submitted to the journal and serve as advisors to the editorial staff. They are all volunteers with industry experience in the topic areas they oversee. They are selected by the Publications Committee through nominations to serve two-year terms.

Although much of the intent and the primary mission for TAPPI's magazine remain the same as 50 years ago, the magazine has evolved considerably over the years, and it will continue to evolve to best serve member interests on a worldwide basis. TAPPI members are, in fact, now served by a family of publications published directly by TAPPI or with other associations. Those include *TAPPI JOURNAL*, *TAPPI JOURNAL*Over-the-wire*, *Corrugating International*, the *Journal of Pulp and Paper Science (JPPS)*, and the *International Nonwovens Journal*. Feature articles from the journal are also available on TAPPI's web site (<http://www.tappi.org>). **TJ**

Meadows is editor of *TAPPI JOURNAL*



TAPPI's original magazine has evolved into a family of publications, including the newest quarterly, *CORRUGATING INTERNATIONAL*, previously a supplement to *TAPPI JOURNAL*.

THANKS TO OUR SUPPORTERS

Advertising was an essential component of *Tappi* magazine when it was begun 50 years ago—and it continues to be a key component of *TAPPI JOURNAL* today. Here's how the first companies to advertise in TAPPI's new magazine were acknowledged 50 years ago:

"Throughout the pages of this magazine are advertisements of the companies that serve the needs of our pulp and paper mills. Most of the advertisers are also sustaining members of the Technical Association.

"They advertise to sell their products. However, in soliciting these companies to purchase advertising space, we quickly became cognizant of an underlying sentiment in the response. It was one of good will...

"The Technical Association is proud of the companies that are associated with it as sustaining members and advertisers....

"The job of selling advertising space in these current issues should have been difficult and expensive. We had no magazine to show and, in effect, called on our allied industries to have faith in the merits of this

unborn publication. Over the years these companies and TAPPI have become good friends, rich in mutual respect. They know that the Association is deeply serious in its endeavors. They know that the Association is a hard taskmaster in its demands for quality and good workmanship. They know that the Association is organized for the search and dissemination of knowledge about everything that will improve the paper and pulp-making processes, raise quality, and lower costs. Their aim is to assist in this objective. Their advertisements reflect this attitude. Their advertisements are part of the technical literature and will help the readers of *Tappi* to keep up to date with the technical progress, quite as much as the more detailed technical reports that constitute the great service of this magazine to the industry."

Many of those companies that supported TAPPI's first magazine have continued to advertise in the magazine through a half century of publications. In this anniversary issue, you'll notice commemorative advertisements from many long-time supporters.