

Naga Readership

Recipients of Naga, the ICLARM Quarterly are predominantly professionals, Asian and engaged in research in a government department or an educational or research institution. Some seven persons read each copy. Total readership is up to 28,000 persons. Details follow.

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Naga readers were asked to fill in a questionnaire in the July 1986 issue so that we could find out what their interests were and how we might improve the magazine. Most readers forgot about it, and a reminder was sent to them in August 1987. Here are the questions and the answers. The answers are presented as percentages of those giving a positive response to some of the various alternatives. Since there was an overlap between the categories and alternatives, the sum of percentages exceeds 100%. There were 883 respondents up to October 1987.

Q. Most of your time is spent in _____
research _____ teaching _____ adminis-
tration _____ extension _____ private
business _____ others (specify) _____

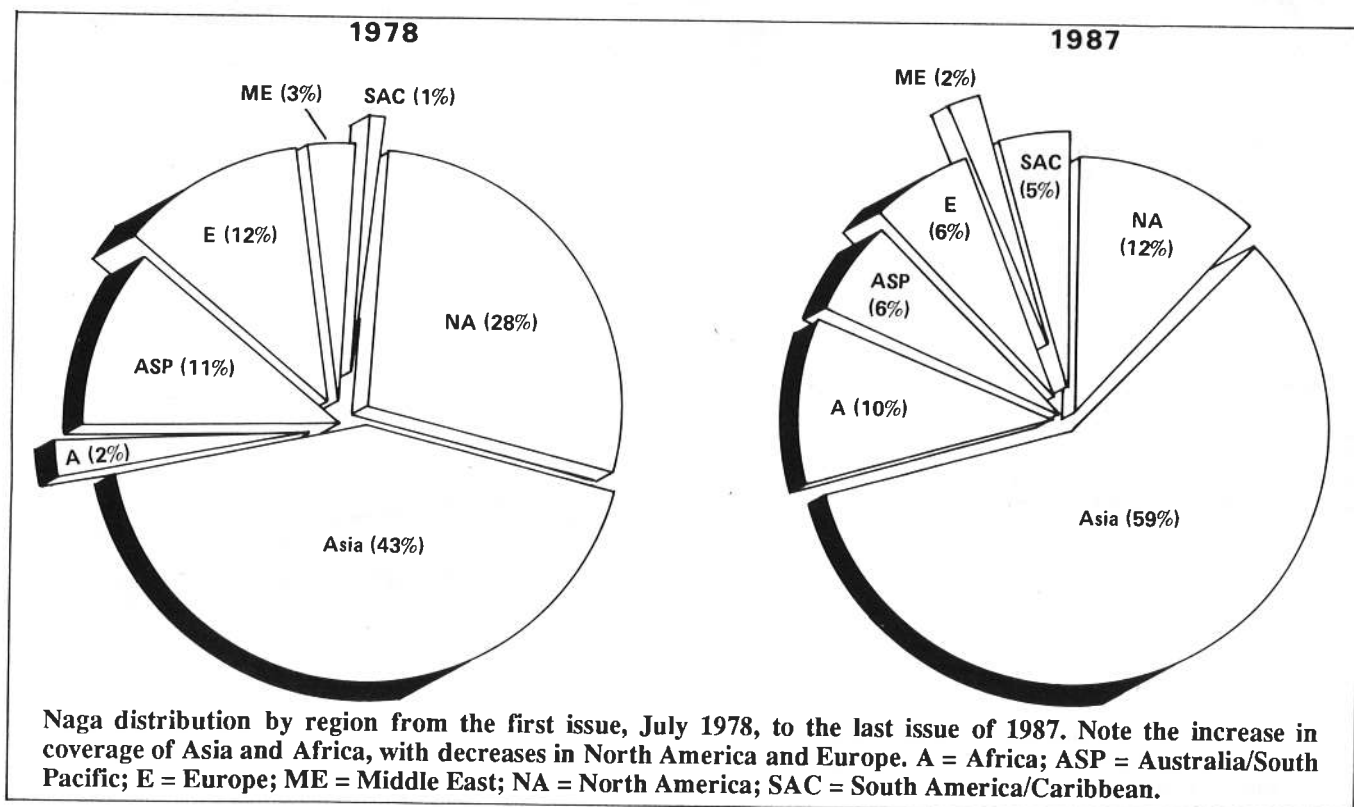
A. The majority of readers are primarily researchers (60%), while 29% are engaged in teaching, 21% in administration and 8% in extension work. Eight percent indicated that they are in private business. However, 15% specified jobs (in the "others" category) such as consultancy work, which may also be "private business".

Q. Fields of interest: _____ fisheries _____
aquaculture _____ water resources _____
environment _____ marine policy _____
education _____ management _____
technology _____ anthropology _____ others
(specify) _____

A. Most readers selected more than one of these broad fields of interest. In fact, the average was three per respondent. Roughly equal numbers reported interest in fisheries (63%) and aquaculture (69%). This

is a most interesting result. World aquaculture production is only about one-tenth that of (capture) fisheries and in the past, aquaculture sessions were usually a minor topic at big fisheries conferences. There were virtually no books on aquaculture before the 1960s. If Naga readership reflects the global situation, then the shift to aquaculture is indeed remarkable.

About one-third (35%) of Naga readers ticked environment issues as a field of interest, another sign of the times. Not so long ago, "environment" was a word used mainly by ecologists examining tidal pools or forest leaf litter. Marine policy matters are a field of interest to 27% of readers; technological aspects, to 26%. Education was ticked by 22%; presumably this means that most of the 29% involved in some teaching activities (see first question) are interested in the educational process itself or are more than just casual teachers. "Water resources" was ticked by 21% but we were perhaps at fault for not putting it more succinctly as "water as a resource", and so there was probably confusion on this item. Only 8% were interested in anthropology/sociology. The "others" accounted for 12% and include economics, general biology, disease, and others.



Q.Type of organization: ___ government department ___ educational institution ___ research institution ___ private business/industry ___ financial institution ___ international organization ___ voluntary agency ___ others (specify) _____.

A.The responses are listed below.

Government department	26%
Educational institution	34%
Research institution	27%
Private business/industry	10%
Financial institution	1%
International institution	7%
Voluntary agency	3%
Others	2%

Q.Highest academic degree (if applicable) _____

At least 70% of respondents are professionals, having some degree or diploma. Here are the details:

Ph.D.	21%
Master's	24%
Bachelor's	18%
Others	7%

A."Others" includes many postgraduate students as well as some diploma holders. The 30% of respondents who left this item blank include a number of students as well as persons in the industry and government.

Q.Do you share your copy of Naga? ___ Yes ___ No. To how many people? ___ 1-5 ___ 6-10 ___ 11 and above. These people are mainly ___ colleagues ___ businessmen ___ students ___ fishermen ___ fish farmers ___ others (specify) _____.

A.Most recipients, it seems, do share their Naga. We estimate that about 7 persons (6.7) on average read each copy of Naga. The estimate was derived by assuming averages of 3 if the 1-5 box was ticked; 7 for the 6-10 range; and 12 for "11 and above".

This gratifying figure is not surprising when one considers that there are many libraries in the distribution list and it is common practice to circulate institutional copies of such magazines to departmental personnel.

Distribution of Naga (and the previous ICLARM Newsletter) has fluctuated between 2,000 and 4,000 copies/issue. Readership, therefore, probably ranges between 14,000 and 28,000 persons. ●

Reminiscing Naga's Beginnings



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When Jay Maclean, Director of the Information Program of ICLARM, contacted me and invited me to submit my reflections on the early evolution of the ICLARM Newsletter, memories of many exciting days came flooding back. These were days of high hopes and boundless dreams, tempered with the inevitable frustration of not having sufficient resources to accomplish everything one wanted. Nonetheless, even small steps forward brought satisfaction and rewards.

In late 1977, shortly after my arrival in Manila to work with ICLARM as Director, Information Service, a general focus and format for the newsletter began to take shape in my mind, and over the next four months, I began to translate the ideas into substance. Following many discussions with colleagues, I first identified the newsletter's purpose and target audience. The purpose was essentially the same then as it is now -- to serve as a forum for discussion of issues regarding living aquatic resource management in developing nations, and to disseminate information on same in the form of news, feature articles, listings of recent publications, notices of meetings, and other pertinent items. It was targeted at a broad audience, including government officials, industry, the scientific community, policymakers, planners, and educated laypersons interested in resource management in developing nations. We hoped that it would disseminate useful information in a form not duplicated by existing magazines, journals and newsletters, and spark the interest of readers such that they would want to submit contributions of their own for publication.

The first few issues of the newsletter were written almost solely by the the editor and sent to a commercial printer for typesetting and printing. In-house

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NEW INTERNATIONAL ORGANIZATION SERVES DEVELOPING COUNTRIES

The International Center for Living Aquatic Resource Management (ICLARM) is a non-governmental, scientific center with the primary goal of assisting developing nations in developing and managing their aquatic resources in such areas as marine, estuarine and inland waters. Incorporated in Manila in January 1977, ICLARM conducts and maintains research, education and training, advisory, extension and information services, and other activities in the field of living aquatic resource management. ICLARM also assists in technical training, transfer of technology, and other activities in the field of living aquatic resource management.

ICLARM is pleased to announce the publication of a quarterly newsletter, the maiden issue of which is being prepared by members of the ICLARM community in the Manila office and other parts of the world.

The mission of a newsletter is to serve as a forum for information exchange among scientists and related persons engaged in research, planning, development and management. It was strongly endorsed by ICLARM's Program Advisory Committee at its March 1977 meeting, and was approved by the organization of the Department of Fisheries and Aquaculture in Manila and other parts of the world.

ICLARM Staff Profile: John C. Marr

ICLARM takes pride in recognizing as first Director General, John C. Marr, who has been named in Fisheries News University as one of the most successful managers for some of his career and in a recognized manner in developing research and development programs. He was appointed to the position at the first meeting of the ICLARM Board of Trustees on 2 November 1976 and served as Director General from 1976 to 1978. He is the recipient of ICLARM's highest honor, being staff and serving as

Director of Development and Action for the new organization. A native of Chicago, Mr. Marr was graduated from Stanford University with a B.S. in 1941 and an M.A. in 1944, both of which degrees were in marine fisheries, and assumed the post of a series of directorships in 1945 when he became Chief of the South Pacific Fishery Administration, U.S. Bureau of Commercial Fisheries (BCF), Honolulu. In 1951, Mr. Marr's laboratory moved to La Jolla, California, and he

Chief of staff page

The maiden issue of the Newsletter

typesetting capability was developed about one year later; with the acquisition of an IBM magnetic card composer, Letty Dizon (who is now Managing Editor of the Information Program) was able to produce camera copy for us competently and rapidly. At about that same time I hired an editorial assistant who relieved me from having to contract out newsletter layout and copyediting. This greatly facilitated quality control and production.

Format of the newsletter matured and improved as the publication aged. As ICLARM staff numbers increased, so did the number of submitted research reports and photographs. External submissions were beginning to be received as well, but only sporadically, as the newsletter was still not well established in the region.

As I read the ICLARM Newsletter (now Naga) today, I glow with pleasure to see what has been built on the foundation I laid in those formative years. ICLARM can be proud of Naga in every way -- its content, coverage, layout and distribution. It was a privilege for me to have been involved in the newsletter's development, and I wish Naga and its staff all success in the succeeding years. ●