

Memo

July 18, 1973

To: R. Wayne Pace, with copies to Alfred Smith, Charles Petrie, Robert Coyer, Martin Hurley and Ronald Smith

From: Malcolm S. MacLean, Jr.

Re: Pace Memo on ICA Publications

Webster's: Continue: v.i. 1. To abide; stay. 2. To endure; last. 3. To persevere; persist. 4. To resume a story, speech or the like -- v.t. 1. To carry onward; extend; persist in. 2. To resume, as a story. 3. Of a legal case, to keep undecided or on the calendar. 4. To allow or cause to remain; as, to continue the treasurer in office.

I am damned if I can understand your interpretation of "...no regular publication shall be discontinued..."

In no sense that I can understand are we discontinuing the Journal of Communication.

The move of the Journal of Communication from interim editor Dan Costello to George Gerbner and the basic guidelines of the arrangement with the Annenberg School have already been agreed to by the ICA board, in accord with the By-Laws.

It is the task of our committee, as I understand it, simply to work out details within those guidelines.

We do need a membership vote to add the new publication. And we will need Board approval of a dues raise in order to get money for that new journal.

I agree with you that we need to get the job done quickly. So, please, let's not get sidetracked from the main task.