

THE UNIVERSITY OF NEW MEXICO | ALBUQUERQUE, NEW MEXICO 87106

DEPARTMENT OF SPEECH COMMUNICATION
1801 ROMA, N.E.
TELEPHONE 505: 277-5305

July 27, 1973

George Gerbner, Dean
University of Pennsylvania
The Annenberg School of Communications
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Dear George:

As Chairman of the ICA ad hoc Committee on Publications, I have been working with committee members on the specific provisions of a contract for implementing the financial and organizational terms of the cooperative arrangement between ICA and the ASC. In working through the details, I found it advisable to secure an opinion of a local attorney on the status of the agreement.

As the enclosed letter indicates, it seems advisable to develop a formal contract between ICA and the ASC with one provision indicating that the ownership of the Journal would revert to ICA upon the cancellation of the joint agreement by either party. Without such a provision, it seems clear that the ICA is in fact discontinuing a regular publication, which, of course, does require a vote of the membership.

The contract should specify other editorial, publication, and financial considerations. I am asking members of this committee to provide me with a statement of the provisions that they feel should go into a contract. I would appreciate having someone from Annenberg do the same. Upon receipt of the suggestions, I shall have a local attorney draft a contract based on the recommended provisions. Hopefully, this can be accomplished before the Board meeting scheduled for New Orleans in September or October.

With a mutually acceptable contract, we can look forward to the ICA and the Journal of Communication becoming the intellectual leaders in the field of communication.

We appreciate your deep interest.

Cordially yours,

R. Wayne Pace, Chairman
Department of Speech Communication

RWP:cr

Encl.

Conf call 8/31/73

Fred Smith

Mal McKeen

D. Kent

FS says ok w/ bd.

Mal - ~~to~~ Ron Smith
will draft letter

confirming agreement.

G

①

Board has the
authority

② Report already
made - Memorial
- what to report.

③ 2 Journals -
expansion - no
fine for work.

Journal
Proc. ~~deadline~~

details?

August 27, 1973

TO: Ad Hoc Committee on ICA Publications

FROM: R. Wayne Pace

RE: Report and Next Step

I apologize for not getting a follow-up note to you sooner. Nevertheless, below is, hopefully, a fairly accurate summary of the status of action on ICA publications.

Following my last note of July 27, I wrote to Dean Gerbner of the Annenberg School, enclosing a copy of the letter from Mr. Lines. Dean Gerbner replied recently indicating that he could see no problem in obtaining a statement transferring ownership of the JOC back to ICA in the event that Annenberg wished to discontinue the cooperative venture.

Near the end of July, the ICA Executive Committee met in Los Angeles with Fred Williams (Board member), Gerald Miller (new journal editor), and me. The purpose was to take care of interim Association business and to review the status of ICA journals. I reported to the group on the activities of this committee, requesting that Prof. Miller provide the committee with a statement of guidelines for the new journal. If you have not received them earlier, a copy of the proposed guidelines is enclosed.

During an oral report and discussion of some of the guidelines, the conversation turned (quite naturally) to speculations on a possible title for the new journal. Several ideas were tossed out, but the group assembled found HUMAN COMMUNICATION RESEARCH appealing.

A discussion concerning ICA's ability to fund a new journal also developed. It was agreed that we should get cost estimates for the new journal. Prof. Miller was asked to gather information about costs. I called Allen Press about the status of current printing contracts. The JOC contract expires in December of 1973; thus, that would appear to be a good time to sign a new contract for the new journal or to change printers. This committee should receive a cost estimate from Prof. Miller to review as part of its recommendations to the Board.

President Fred Smith has asked us to prepare or have prepared a statement or statements describing the purposes, objectives, format, etc. of the JOC and of the new journal for the September issue of the Newsletter in order to inform and prepare the membership for a vote later this year.

In order to reduce the total number of individuals directly involved in preliminary details, I would like to divide this committee into two sub-committees:

- (1) Goyer and Petrie (with Gerry Miller) as a sub-committee to develop a statement of recommendations, guidelines, costs, etc. for the new journal. The Executive Committee did authorize Gerry to get some preliminary designs for a possible journal format. Although that may be premature, it seemed best at the time to continue to prepare materials so that specific ideas could be presented to this committee and to the membership.

August 27, 1973

- George 32
- (2) MacLean and Smith (with George Gerbner) as a sub-committee to develop a statement describing the new conception of the JOC and explaining the arrangements, advantages, etc. of the relationship with Annenberg. The statement should explain to the membership rather candidly and fully the action of the Board, what it does for the JOC, and how the ICA will benefit.
- edit
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Both sub-committees should exchange statements with copies to me, Fred Smith, Marty Hurley, Gerry Miller, and George Gerbner. It is my feeling that these documents will serve as the basis of this committee's report to the Board of Directors. In view of the limited time (Board is to meet in New Orleans in late September), I would like to recommend that the first issue of the Newsletter (under new editor John Bittner) be delayed until after the Board meeting. It could report action of the Board and include the statements about the journals, etc.

It appears that both Gerbner and Miller have already received manuscripts and are eager to proceed. Annenberg has appointed a large and distinguished international board of Consulting and Contributing Editors, according to Editor Gerbner. A professional, full-time Associate Editor is beginning to work, a new design is completed, and promotion literature is ready to go. Both the Board and the membership need to know how plans are developing.

Please contact me if I have left out something or if this seems unclear. I shall continue to work on the details of the agreement with Annenberg and to keep everyone informed.

I hope that this clarifies where we stand. I appreciate the assistance you are giving in these matters.

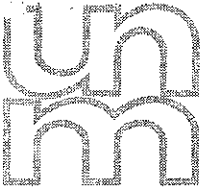
RHP:mp

cc: B. Martin Hurley, ICA Business Offices
P. O. Box 445
Flint, Michigan 48501

Prof. Alfred G. Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97403

Prof. Gerald R. Miller
Department of Communication
Michigan State University
East Lansing, Michigan 48823

Prof. George Gerbner
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pa. 19104



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DEPARTMENT OF SPEECH COMMUNICATION
1801 ROMA, N.E.
TELEPHONE 505: 277-5305

September 10, 1973

Dr. George Gerbner, Dean
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

I am in the final stages of preparing provisions for a legal contract between the ASC and the ICA concerning publication of the Journal of Communication. Enclosed is a list of eleven such entries which have been distributed to members of the ad hoc committee on ICA publications for their review. As soon as I receive replies from them, I plan to submit the acceptable provisions to an attorney with instructions to develop a form contract. The contract will be presented to the Board of Directors of ICA at its meeting in New Orleans.

Following signing of the contract, a special mailing will be made to the membership informing them of the provisions and seeking approval to publish a second journal. Guidelines, format, etc. of the new journal will be part of the information distributed to the membership. We would also like to include some pictures, diagrams, layout, etc., including a statement of guidelines for the JOC.

I have asked Ron Smith and Mal MacLean to serve as a sub-committee to prepare materials on changes of the JOC for presentation to the membership. If that material could also be available for review by the Board at the meeting in New Orleans, the period of transition will no doubt be easier.

Bob Goyer and Charles Petrie are working with Gerry Miller on the materials for the new journal.

We will appreciate any assistance you can provide in accomplishing these objectives. I look forward to hearing from you.

Cordially yours,

R. Wayne Pace, Chairman
Ad Hoc Committee on Publications

RWP:mp
Enclosure

cc: Committee, Pres. Smith, M. Hurley

PROVISIONS FOR CONTRACT BETWEEN ICA and ASC

1. The International Communication Association hereby agrees to assign authority to publish and edit the Journal of Communication to the Annenberg School of Communications, with George Garbner as editor.
2. In order to carry out publishing and editorial responsibilities, the Annenberg School of Communications shall be considered the OWNER of the Journal of Communication; however, in the event of cancellation of this agreement, the International Communication Association shall reassume ownership of the Journal of Communication and responsibility for its publication.
3. This agreement will continue until cancelled by either party to this agreement.
4. Cancellation will be effected by means of a letter of intent to cancel, at which time the necessary steps will be taken by the ICA Board of Directors to arrange for the publication of the Journal of Communication.
5. Cancellation of this agreement will be permitted no sooner than five (5) years after the effective date of this contract and each succeeding renewal of this agreement.
6. All rights, assets, and monies accruing from the publication of the JIC prior to the effective date of this agreement shall be the exclusive property of the International Communication Association.
7. Subsequent to the effective date of this agreement, all rights, assets, and monies shall accrue jointly to the ICA and the Annenberg School of Communications, to be divided as follows:

- a. \$6 of the membership fee to the ASC for providing the JOC for student members of the ICA.
 - b. \$8 of the membership fee to the ASC for providing the JOC for active members of the ICA.
 - c. The entire institutional subscription fee to the ASC.
 - d. All revenue from advertising to the ASC.
 - e. All royalties from reprints of issues of the JOC beginning with Volume 24, 1974, to the ASC.
8. The four ICA members on the editorial board of the JOC will be nominated by and approved by the ICA Board of Directors for rotating periods of three years, with two members having terms expiring in 1976 and two in 1977.
 9. The subscription rate of the JOC shall be the same as a one-journal membership in the ICA, and all individual subscribers to the JOC will be declared members of the ICA.
 10. The ASC will edit, publish, mail, and promote the JOC.
 11. The ASC will provide advertising, sales, and subscriber services for the JOC.

AIR MAIL September 14, 1973

Dr. E. Wayne Pace
Chairman
Ad Hoc Committee on Publications
Department of Speech Communication
University of New Mexico
1801 Roma, N.E.
Albuquerque, New Mexico 87106

Dear Wayne:

Thank you for your letter of September 10. I received it shortly after I mailed my letter of September 11 to Fred Smith, with copy to you. While it would have been nice to have it earlier, the information does not change the situation.

The present agreement was concluded in good faith. I assume it was proposed by the ICA Board because it presented a unique chance for a professional organization -- one that many groups seek but few, if any, actually enjoy -- to expand the scope and circulation of its journal.

Some of the issues raised in the 11 points were carefully considered and settled before ICA approval. Trying to change them afterward, and when we are pushing a deadline for January publication, implies a change of heart and raises the specter of endless last-minute quibbling. That we cannot afford.

As a member and former officer and supporter of ICA, I am sorry to see it fumble this opportunity.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas

ECC: Mrs. Dorothy Kerr
Ms. Susan Schmidt