

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

The Annenberg School
of Communications
3620 WALNUT STREET

Telephone: 594-7041

August 21, 1973

MEMORANDUM

TO: Mal McLean
Wayne Pace
Fred Smith
Ron Smith

FROM: George Gerbner

This is in response to Wayne's letter of July 27, and Fred's suggestion for a meeting (possibly including Gerry Miller) of June 29.

I see no problem in obtaining a statement from the Annenberg School, as Mr. Lines suggests in Point (1), that should the School wish to discontinue the cooperative venture, it would take steps consistent with legal and financial obligations (such as subscription fulfillment) to transfer ownership back to ICA. (If ICA wishes to discontinue, which becomes the only way to cease publication, the officers are of course obliged to get membership approval as the bylaws specify.)

We now have a large and distinguished international board of Consulting and Contributing Editors, a number of invited contributions on hand and coming, a large number of manuscripts being screened, promotion plans and literature ready to go, a new design being completed, printing contracts about to be signed, and a professional full-time Associate Editor beginning to work. So all is set to go pending whatever still needs to be clarified or arranged. It would be best to have our meeting here in case we need further ASC input. It is imperative that we settle all outstanding issues very soon. I shall try to contact Fred by phone to discuss arrangements; you should hear from him in the near future.

GG:kas

CC: Dorothy Kerr

BCC: Marvin Goldstein