



INTERNATIONAL COMMUNICATION ASSOCIATION

*Publishers of the Journal of Communication*

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October 5, 1973

Dear Fellow I C A Member,

A unique, exciting opportunity is at hand, and I feel strongly that we should seize it! Through a combination of circumstances, we have been afforded the chance to strike out on a new venture: the publication of a journal that can serve as a cutting edge for theory development and empirical research in our field. Moreover, our recent agreement with the Annenberg Press enables us to replace one journal having a somewhat troubled history with two, first-rate scholarly publications.

If I C A is to realize its potential for leadership in the study of communication, it needs a strong foundation for publication. An affirmative vote on the enclosed proposal to begin a new journal constitutes one giant step in this direction. Of course, no journal can be stronger than the contributions comprising it. My faith in the success of a new journal reflects not only my confidence in those charged with its editorial supervision, but also my belief that our field has reached a level of scholarly maturity sufficient to support the launching of this project.

I have requested Gerald Miller to supply a description of the editorial guidelines of the new journal. I think they are sound guidelines, mirroring a character for the new journal consistent with our desire to continue to move forward. After reading them yourself, it is my sincere hope that you will agree and that you will approve this proposal which has been endorsed enthusiastically and unanimously by your I C A Board of Directors.

Sincerely,

*Nathan Maccoby* [Maccoby]  
President Elect of ICA