

October 10, 1973  
AIR MAIL

TO: Dr. Nathan Maccoby

FROM: Dr. George Gerbner  
Mrs. Dorothy Kerr  
Ms. Susan Schmidt

On the following page are our suggestions for arrangements to implement the decisions of the April 1973 meetings of the Board of Directors, International Communication Association and Trustees of The Annenberg School of Communications, confirmed at the September 28, 1973 meeting of the ICA Board of Directors.

The arrangements are those discussed in Montreal. The membership and financial projections presented in Montreal were based on these arrangements. The delay in their implementation has created problems; and any further delay would be critical. By or about October 15 we must give Dan Costello copy for the December issue of the Journal to avoid confusion and serious membership and financial losses.

In this connection, we are also attaching suggested Page 3 (opposite ICA logo) copy for the December issue. Please note the blanks that must be filled in time for Dan's deadline.

GG:kas  
encl.

CC: Mr. Dan Costello  
Mr. Mortimer Goldstein  
Dr. Alfred Smith

October 10, 1973

ARRANGEMENTS TO IMPLEMENT THE ICA-ASC  
AGREEMENT CONCERNING OWNERSHIP AND  
PUBLICATION OF THE JOURNAL OF COMMUNICATION

1. All rights to the Journal of Communication such as microform, reprints, advertising income and back copy sales through 1973 shall belong to ICA and any requests received by ASC will be forwarded to ICA.
2. All advertising income beginning with the Winter 1974 issue belongs to The Annenberg School of Communications and all billing and collecting of funds will be done by ASC. ICA shall forward all orders, inquiries and copies received by them to Dorothy Kerr and Associates and shall instruct Allen Press to do the same.
3. All rights from January 1, 1974 on shall belong to ASC. ICA shall forward any requests or inquiries to ASC.
4. ASC shall receive \$8.00 for each person or institution renewing a subscription to JOC regardless of the classification (students, individual, institutional).
5. ASC shall receive the full non-membership subscription rate from new membership subscriptions regardless of the classification. Upon renewal, the ASC portion will go to \$8.00.
6. ASC shall have the authority to solicit non-member subscribers, to set subscription rates for non-members, and make special introductory offers to subscriber prospects.
7. All new subscribers to JOC shall be given the opportunity to join and/or to request additional information about ICA.
8. If it should become necessary at a future date to increase the charge to ICA for servicing members with the JOC notice will be given in time for ICA to adjust its dues structure if it wishes to do so before the increased charge becomes effective.
9. It is recommended that membership and subscription records be maintained in Philadelphia to economize, to provide better service for members, and to avoid confusion. Payments and a statement of activity would be sent to ICA monthly. Updated file cards would be provided also so that ICA would always have an up-to-date membership record.
10. Subscription and membership renewal activities should be closely coordinated.

WORKING AGREEMENT BETWEEN ICA-ASC  
FOR PUBLICATION OF THE JOURNAL OF COMMUNICATION

1. All rights to the JOURNAL OF COMMUNICATION through 1973 shall belong to the International Communication Association. Such rights include microfilm, microfiche, or other similar reproduction techniques as may be developed, reprint rights, advertising income, back copy sales, and any debts owed ICA relative to such rights. Any dispute about receipt of such funds will be settled by negotiation among representatives appointed by the executive official of the respective ICA-ASC governing boards. Any requests for information about reproduction permission or back issue sales shall be forwarded by ASC to ICA.
2. Beginning January 1, 1974, all advertising income belongs to ASC and all billing and collecting of funds for advertising will be done by ASC. ICA shall forward to ASC all inquiries about advertising rates, any order for space in the Journal, and any advertising copy ICA might receive. ICA will not solicit advertising for the Journal unless agreed in writing by ASC and ICA.
3. All non-member subscription rights from January 1, 1974 shall belong to ASC. ICA shall forward any subscription request not including membership in ICA to ASC. ICA will solicit institutional subscriptions to the Journal after a mutually agreeable plan has been reached by ASC and ICA parties. ICA agrees to notify ASC at a mutually agreed upon deadline of new memberships which require subscriptions to the Journal. ICA agrees to provide support documents which ASC can utilize in verifying that ICA has paid ASC in advance for the membership subscription. ASC agrees to process such memberships quarterly and to provide ICA members their initial copy of the Journal in the quarter ASC receives payment for said membership subscriptions. If an ICA

member fails to pay dues during the quarter in which those dues are payable, ICA will notify ASC to suspend the subscription. ASC will not provide ICA members "grace" issues of the Journal unless specifically agreed to in writing at least \_\_\_\_\_ in advance. As of January 1, 1974 ASC shall receive \$8.00 for each person or institution renewing a subscription to the Journal regardless of the classification (individual or institutional). ASC shall receive from ICA the full \$12.00 non-membership subscription rate regardless of the classification. Upon renewal, the ASC portion will revert to \$8.00. ASC shall retain the full \$15.00 institutional subscription rate during the initial year of the subscription. Upon renewal, ASC will pay ICA the portion of the subscription fee that exceeds the \$8.00 per annum renewal rate.

4. ASC shall have authority to solicit non-member subscribers, set subscription rates for non-members, and make special introductory offers to subscriber prospects. Except for special one-time introductory offers, the non-member subscription rate shall never be less than the member charge. ICA shall immediately forward all requests for subscriptions by libraries to ASC. If an individual's request for a subscription to the Journal arrives at ICA, ICA retains the right to solicit that person one time for membership in ICA. If the individual restates a desire only for a Journal subscription, ICA shall send the individual's request immediately to ASC. ASC shall send any requests and/or accompanying payment for membership directly to ICA. All ASC and ICA promotional materials from August 1, 1975 forward will contain notices which instruct readers to send membership requests to the ICA and subscription requests to ASC. Such materials will instruct readers to make checks payable to ASC for subscriptions and ICA for membership. ASC shall upon request from ICA provide ICA with a list of the non-member subscribers

for the purpose of ICA soliciting those on the list for membership in the Association. ICA shall provide to ASC quarterly a set of mailing labels whose names and addresses are of the currently paid up membership of ICA. ICA agrees to provide these labels in the form and format specified by ASC and at ICA's expense. The labels will be accompanied by support documents as specified in item three (3) above.

5. ASC and ICA shall provide to each other membership or subscription lists in computer printout form within seven working days of receipt of a written request. ASC and ICA shall provide each other materials which will explain thoroughly any coding which may be used in providing service to members and/or subscribers.

6. ICA and ASC shall provide each other with quarterly financial statements regarding expenditures and incomes derived from publishing the Journal. ICA and ASC shall provide each other any supporting documents as may be requested by either party relative to publishing the Journal. ICA and ASC shall provide each other with annual audits statements as prepared by the ASC and ICA auditors of record. ASC shall provide ICA support documents verifying payment of the agreed upon amount for institutional subscriptions.

7. ASC shall recover costs of publishing the Journal across all types of subscribers and shall not have authority to increase charges to one type of subscriber without a similar proportionate increase to other types of subscribers. If ICA or ASC determines a need for increasing charges for subscriptions to the Journal, representatives of each governing board will be appointed by the executive official of those boards. Said representatives will comprise a committee to judge the validity of the request to increase costs. Six months notice will be given ASC and ICA that increased charges will be applied for the next calendar year.