

October 16, 1973

MEMORANDUM FOR THE RECORD

TO: Mrs. Dorothy Kerr
Dr. Nathan Maccoby
Ms. Susan Schmidt
Dr. Alfred Smith

FROM: Dr. George Gerbner

This is a record of a conference call initiated by me and held with Drs. Maccoby and Smith on October 15, 1973.

I expressed concern over the lack of clear and satisfactory record of the ICA Board's action in New Orleans on September 28-29 concerning its unanimous decision to implement the ICA-ASC agreement concluded in April 1973. Drs. Smith and Maccoby agreed that they would see to it that the record is clear and unchallengeable on that point.

We discussed the fact that some members of ICA interpret the agreement as "discontinuing" the Journal, and agreed that it was the understanding of all of us, including the Board, that the agreement was, in fact, the opposite. It was discussed that the ownership and publication arrangement for the Journal of Communication is not unusual for professional organizations, and it is in fact designed to assure continued existence on an improved level of operation.

We discussed my letter of October 10 and the points attached to it. Dr. Maccoby raised some questions about point 8 concerning possible increases in the charge for the Journal and was invited to submit improved wording, if possible. There was general agreement by all of us that the ten points of October 10 are satisfactory and will be implemented unless I hear from Dr. Maccoby concerning any suggestions or revisions this week.

It was decided that Dr. Smith will call Dan Costello in a day or two instructing him what he wishes to include in the December issue of the Journal, including membership dues and an address where membership checks should be sent. It was further agreed that I shall call Dan Costello to give him the post office box where non-member subscriptions and checks should be sent. We should have our post office number, and I shall call Costello on Friday, October 19 to give him this information and to go over other copy to make sure that the December issue carries all the necessary information.

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CC: Mr. Dan Costello