

# Journal of Communication

Editorial Office • The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA. 19174

December 6, 1973  
AIR MAIL

Telephone: 215-594-7041

Dr. Robert S. Goyer  
Director  
Center for Communication Studies  
Ohio University  
Athens, Ohio 45701

Dear Bob:

As we agreed on the phone yesterday, I am enclosing copies of my letters and memos to Fred Smith of November 26, November 2, October 19, and October 16. I am also attaching my letter and enclosure of October 10 which conveyed the details of our arrangements. Besides the conference call I initiated on October 15 (see October 16 memo) in order to get some response, I received no replies to any of these letters. (Fred's letter of October 25 only dealt with the suggested two ICA nominees to the roster of Consulting and Contributing Editors, a suggestion I welcomed.)

According to our conversation yesterday, you were now authorized by Fred to conclude whatever arrangements seemed desirable or necessary for ICA, and we agreed that all publications (including, if possible, the membership renewal notice, the December Journal, and of course subsequent issues of the Journal) will carry the following mail return instructions:

Checks should be made out to the International Communication Association and sent to the ICA, Post Office Box 13358, Philadelphia, Pa. 19101.

Let me call attention to one additional point. I was authorized on the October 15 conference call (but never in writing) to announce in the Journal that ICA dues are \$10 for students, \$25 regular, \$40 sustaining, \$100 patron and a one-time dues of \$500 for life members. I would appreciate receiving written confirmation of that too.

Many thanks for your help.

Sincerely yours,

George Gerbner

GG:kas  
encls.

CC: Mrs. Dorothy Kerr  
Ms. Susan Schmidt

Center for Communication Studies

15 December 1973

Dr. George Gerbner  
Dean, Annenberg School of Communications  
UNIVERSITY OF PENNSYLVANIA  
3620 Walnut Street  
Philadelphia, Pennsylvania 19174

Dear George:

Thank you for your letter of 6 December, plus copies of the documents outlining arrangements between ICA and ASC re the publication of the Journal of Communication.

In accordance with the December 5 telephoned instructions of Dr. Alfred G. Smith, President of ICA, I am herewith acting as the agent of the Board of Directors of ICA to formally confirm arrangements for implementing the publication of the JOC (see attached).

I am in agreement with the ten points stated in your memorandum of 10 October 1973, but suggest that they be altered slightly to increase clarity. As you will notice, I have: (1) combined your items #4 and #8 into a new #4 and added a sentence to insure adequate lead time for ICA to change its billing procedures, which are on a 1 January—30 December calendar year basis, (2) combined your items #9 and #10 into a new #8, involving only a cosmetic change of wording, and (3) added a sentence to your item #6 (new #6), which is designed to protect ICA membership. I trust you will find these minor alterations entirely consistent with the phone conversations you had with Fred Smith, Nathan Maccoby and myself last September 28, and with your conference call with Drs. Smith and Maccoby on October 15.

1. OK.  
2. OK.  
3. ? change

With regard to the ICA dues structure, my memory of the amounts to be charged as of 1 January 1974 is identical to yours: \$10.00 for students, \$25.00 regular, \$40.00 sustaining, \$100.00 patron, and one-time dues of \$500.00 for life members. Please consider this letter as written confirmation of those amounts.

With regard to the proposed members of the JOC Editorial Board,

Dr. George Gerbner  
Page 2  
15 December 1973

your nominations are approved.


With regard to the mail return instructions, the statement in your letter of 6 December is confirmed. Although I have tried several times to reach Martin Hurley by phone, I have been unsuccessful. Consequently, I don't know what return address is listed in the current issue of JOC. Regardless of that, it is appropriate for your issues to list the address you suggest.

Concerning the content of your first issue: the line-up looks very good indeed! I am somewhat struck by the "media" flavor of the contents, but understand that this is somewhat natural under the circumstances. I'm confident, however, that you and your fine editorial board will permit the JOC to become parochial only in terms of quality, and not in terms of content and perspective!

One other matter (not relating to arrangements) concerning the JOC has been brought to my attention since I talked with you on the 5th. Several members of the ICA Board of Directors are disturbed at what you have proposed to include in the Intercom section of JOC. Based upon the description of that section you provided in your letter of 26 November to Fred Smith, the expressed concern is that Intercom apparently will largely duplicate the recently revitalized ICA Newsletter. My guess is that the consternation is prompted both by surprise that your first issue will devote so much space to that section, and by a fear that the Newsletter and the JOC will be competing for, and probably duplicating, the same news. In the latter case, it would seem potentially to be something of a disservice to the bulk of the reading audience of both publications. I wonder if it isn't partly a question of the right hand and the left hand not knowing what the other is up to, since I suspect that you have something in mind that is different from John Bittner's document. Incidentally, did you know that Bittner now has Regional Editors for the Newsletter, including ones for Europe and Canada? At any rate, you and John might find it mutually advantageous to open up a channel between the two of you!

On behalf of the ICA Board of Directors, I'm delighted that arrangements for publishing the JOC are moving ahead. I sincerely hope that the trail of misunderstandings and delays is now behind us, and that the necessary ICA-ASC rapport has been achieved which will permit the JOC to flourish. Please let me know if I can be of assistance.

Best regards,

  
Robert S. Geyer, Ph. D.  
Professor and Director  
Center for Communication Studies

RSG/bjs  
ENCLOSURE

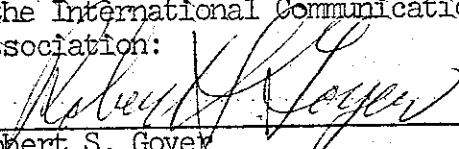
cc: Dr. A. G. Smith  
Dr. Nathan Maccoby

15 December 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 the International Communication Association and any requests received by the Annenberg School of Communications will be forwarded to ICA.
2. All advertising income beginning with the Winter 1974 issue belongs to ASC 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. As of January 1, 1974 ASC shall receive \$8.00 for each person or institution renewing a subscription to JOC regardless of the classification (students, individual, institutional). If it should become necessary at a future date to increase the charge to ICA for servicing members with the JOC, at least six months advance notice will be given ICA in order to adjust its dues structure. In any event an increased charge to ICA will not take effect until the calendar year immediately following the year in which the increased charge is announced.
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. Except for special one-time introductory offers, the non-member subscription rate shall never be less than the member charge.
7. All new subscribers to JOC shall be given the opportunity to join and/or to request additional information about ICA.
8. It is recommended that membership and subscription records be maintained in Philadelphia to economize, to provide better service for members, and to avoid confusion. In order to closely coordinate subscription and membership renewal activities, payments and a statement of activity shall be sent by ASC to ICA monthly. Updated file cards shall be provided also so that ICA would always have an up-to-date membership record.

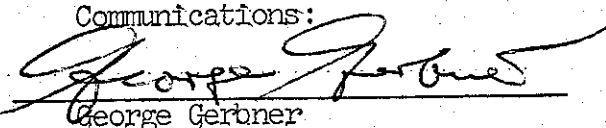
For the International Communication  
Association:

  
Robert S. Goyer

Date:

14 December 1973

For the Annenberg School of  
Communications:

  
George Gerbner

Date:

January 7, 1974

January 7, 1974

Dr. Robert S. Goyer  
Professor and Director  
Center for Communication Studies  
Ohio University  
Athens, Ohio 45701

Dear Bob:

Thank you for your letter of December 15. I am glad to get some answers to long-standing basic questions. Enclosed is the signed statement we discussed on the phone. The agreement on the question of re-acquisition is that should the ASC wish at any time in the future to discontinue publishing the Journal, ICA would be consulted about its intention to re-acquire it. If the Association is interested, the ASC will consult with the ICA regarding the terms under which ownership might be transferred. Although I expect the present arrangement to work out to the benefit of both parties, and especially of ICA, I see no reason why its termination by the ASC should not result in re-acquisition provided legal and other requirements are satisfied.

INTERCOM will in no way duplicate John Bittner's very useful Newsletter.

The primary editorial considerations are relevance to central issues of problems in communications; the significance of the contribution; lucid and concise writing; broad interdisciplinary and/or public rather than narrow specialized or purely technical interest; and relative lack of other primary outlet in the area of the contribution. The optimal breadth of content and perspective will be achieved when the Journal will have the first chance to consider the best work of people from all the related fields. Now, aside from material we seek out, we get mostly routine exercises and other's rejects, especially in the more established areas which have strong primary outlets.

Our first task is to turn this situation around. That requires an editorial mix that attracts attention and visibility. The promotion drive, which begins in February, will have to build on that. A substantial growth in circulation and membership is needed before our central position in the communication field becomes credible to the best people. Then they will begin to send us their best work.

January 7, 1974

We have attracted a bit of attention for ICA and the Journal even before publication and promotion; more will follow once the campaign gets underway. The enclosed wire stories were syndicated coast-to-coast. The Behavior Today notice, as well as the others, already resulted in some subs and membership requests. Unfortunately, ICA's business affairs are at a standstill, and there is no way even to sign up members or tell anyone (like Behavior Today) how to do it.

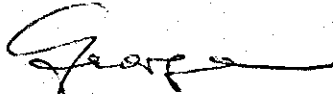
That poses a major problem. As you probably know, ICA has not sent out membership renewal notices. On December 31, all memberships expired. So, technically the organization is non-existent.

We can't reach Marty Hurley, and cannot get the membership labels so that at least we could send out a solicitation and begin to get renewals. The fall issue of the Journal is not out. Our solicitation notice should not be the official ICA renewal request. That is not our responsibility. But if it goes out first, it will be interpreted as such. And our notice must go out by February so that we can begin to take in money and meet our budget. I assume ICA can use money too.

I am sure you recognize that the situation demands drastic action. The least we need is an active, available, responsible, and responsive executive secretary. Please let me know what you or I or anyone can do before it is too late.

With best regards.

Sincerely yours,

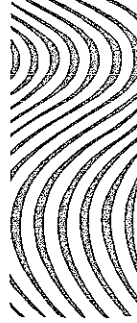


George Gerbner

GG:kas  
encl.

CC: Dr. Nathan Maccoby  
Dr. Alfred G. Smith

Ohio University Athens, Ohio 45701  
Kantner Hall



*College of Communication*

*The School of  
Interpersonal Communication*

May 14, 1975

Dr. George Gerbner  
Annenberg School of Communications  
3620 Walnut Street C5  
Philadelphia, PA. 19174

Dear George:

Just a quick note on behalf of Patricia, Susan, and myself to thank you for your hospitality at the I.C.A. conference! We all found the meeting informative, and agree that the Journal is first-class evidence of your success as Editor.

The cost problem is clearly a serious one. I would predict a generally strong negative reaction from the membership about raising dues after only a year on trial to cover the rising costs, no matter what our evidence and logic. It may be the better part of valor to cut some present JOC operation this year, and seek an increase as needed next year. What do you think?

Best regards,

Robert S. Goyer, Ph.D.  
Professor

RSG/jd

5/20/75

Dear Bob -

Thanks for your note of  
5/14. It was a pleasure to see  
you all, as always.

Enclosed is my commu-  
nication with Mark. First, it will  
have been 2 years, not one.  
Secondly, there must be a limit  
to subsidy; my budget shows some  
costs escalate. Third, if you read  
Point 7 (and page 3) of my  
Chicago report, you'll find that  
much extra cost is due to  
lack of coordination as recommen-  
ded in the Oct. 1973 implementation  
agreement that you & I  
drafted.

JOC needs to be improved and  
expanded, not cut. There are other  
economies that we can ask ICA to  
effect (such as closer coordination)  
that might help.

I will also appreciate your  
advice on his publications committee  
procedure. I have made my move;  
the next step is up to the Board.  
Best - George