

April 15, 1974  
AIR MAIL

MEMORANDUM

TO: Dr. Alfred Smith  
Dr. Nathan Maccoby  
Dr. Martin Hurley

FROM: Dr. George Gerbner

This may not reach you before the New Orleans meeting, but I still want to record my reaction to Marty's letter of April 8. The points Marty is raising are serious and important. I urge that they be discussed in the meeting of the Board of Directors. I would also like to add the following considerations:

1. The Business Manager and the Executive Secretary must be responsible for bringing critical problems to the attention of the Board in a clear and forceful manner. All of these problems could have been solved if the leadership had been compelled to tackle them through the prompt and energetic action of ICA officers.
2. I offered to help solve administrative problems for at least two years in a row, and more particularly since our joint Journal project, by providing various forms of cooperation and assistance. Instead of pursuing these offers even to the point of discussing how they could advance ICA's own and our mutual interests, the situation was further complicated by giving a virtually defunct address for renewals. This not only added to Marty's burden and denied ICA members of timely service, but also ignored numerous previous requests and the recommendation contained in the implementation agreement signed by Bob Goyer on behalf of ICA on December 17, 1973.
3. Marty's letter contains no information on when and how ICA intends to honor the mandate of the membership and its agreement with ASC concerning Journal service to members.
4. The Board should fully explore the reasons for and consequences of this state of affairs.

GG:kas

BCC: Dorothy Kerr  
Susie Schmidt