

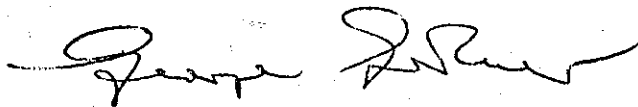
FROM: George Gerbner, Editor, Journal of Communication

TO: ICA Board of Directors  
JOC Editorial Board

Report and recommendations

April 23, 1975

1. The first year of ASC's publication of the Journal has been successful. The new format and content met with general approval. 467 manuscripts have been received and processed. No response required more than two months, and the average response time was three weeks.
2. Institutional subscriptions increased from 1435 to 1693, providing ICA with substantial additional income. Individual (non-member) subscriptions climbed to 2180, reducing the deficit and thus the actual cost of the Journal, and providing ICA with a prime list for new members. Total subscriptions stood at 5576 in the fall, including 1777 ICA members. This compares favorably with about 3000 combined ICA and institutional subscriptions prior to shift of the publication to ASC.
3. The list of symposia is shown on page 2.
4. "Problems in present set-up between ICA and ASC" -- see page 3. That page also contains specific proposals for resolving some of the problems of coordination.
5. Journal budget for 1974-75, based on actual income and expenditures, is shown on page 4. The deficit of \$70,000 per year is supplied by the publisher.
6. The actual cost of supplying the Journal to each ICA member is calculated on page 5. Even if promotion costs (which benefit ICA through visibility and recruiting) are eliminated, the annual cost is \$19.24 per member, and the net cost to the publisher (actual cost minus \$8.00 received) is \$11.24 for each ICA member. While it is understood that the academic nature of the Annenberg School Press makes a subsidy to ICA appropriate to its purposes, the amount is excessive and needs to be reduced. Furthermore, some of the costs (as noted on page 3) are unnecessary and could be eliminated.
7. According to Point 4 of the Implementation Agreement, I hereby give notice of the necessity to increase the charge to ICA for servicing members with the Journal from \$8.00 to \$10.00 per year, effective with the calendar year 1976. Furthermore, if the closer coordination suggested on page 3 and in Point 8 of the Implementation Agreement is not implemented by the time of the fall 1975 meeting of the Board of Directors, it will be necessary to increase the charge to \$11.00 instead of \$10.00 effective the calendar year 1976. In the meantime, such additional charges as have to be incurred due to late billing and lack of close coordination will be billed to ICA at cost (as documented) by the end of this (1975) calendar year.



List of symposia in the Journal of Communication

April 21, 1975

- Winter 1974: Cultural Exchange -- or Invasion?
- Spring 1974: Women: Nine Reports on Role, Image, and Message.
- Summer 1974: Due Process: Studies in Legislative and Judicial Communications.
- Autumn 1974: The Myths of Old Age Are the Myths of the Young: A Symposium.
- Winter 1975: Paranormal Communication.
- Spring 1975: Forms of Cultural Dependency.
- Summer 1975: Media and Medicine.
- Autumn 1975: Research on Children (title tentative).
- Winter 1976: Communication, Sex, and Culture (title tentative).
- Spring 1976: Setting the Political Agenda.
- Summer 1976: On Humor.
- Autumn 1976: Revolutions 1776-1976.
- Winter 1977: Stereotyping Revisited (title tentative).

## PROBLEMS IN PRESENT SET-UP BETWEEN ICA AND ASC

1. ASC has not been notified of new membership monthly as agreed.
2. Billing for renewal membership did not go out until December. Winter issue had to be sent to entire 1974 list without assurance that all members would renew.
3. By the first week in April when the second issue of the membership year is mailed we have heard from only 70% of the membership. If the subscriptions are cut off, the members who have renewed and whom we don't know about will be unhappy. So we have mailed the second issue to the entire 1974 membership, and will have to bill ICA for all journals mailed to members who do not renew.

When subscriptions are cut off and ICA then tells us the members have renewed, journal mailings will have to be processed at the office. This process is very costly and we will have to bill ICA for the cost.

4. The membership information received from ICA is not always complete. Problems in this area can cause delays in processing subscriptions. Unless corrected, this also will become an additional cost item.

## PROPOSALS

1. A two-part renewal and/or membership form with duplicate information should be used by ICA. When the two-part form arrives at ICA with payment one part is immediately torn off and popped into an envelope eventually destined for ASC. Every two weeks or so the envelope containing these parts is sent to ASC. No lists need be compiled. This two-part form will not only cut down on the amount of work ICA must do to get the renewals to ASC but it will also help eliminate error because ASC will be getting the actual information as printed by the computer.
2. Either renewals should be coordinated with quarterly journal mailings, or the first notice of membership renewal time should be sent in September. With this space of time before the termination of JOC subscriptions the question of mailing journals to members who have not renewed would be much less serious because members would have more time to renew before the deadline. In any case, no journals will be sent in the future to those whose memberships expired by mailing time.

JOURNAL OF COMMUNICATIONS  
1974-1975

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ESTIMATED EXPENSES BASED ON ACTUAL MONIES SPENT AS OF 3/31/75

INCOME:

SUBSCRIPTIONS		
1) ICA MEMBERS	15978-	
2) INSTITUTIONS	16434-	
3) NON MEMBERS SUB.	22595-	
TOTAL SUBSCRIPTIONS	55007-	
SINGLE COPIES	3396-	
ADVERTISING	1750-	
REPRINTS	750-	

TOTAL INCOME 60903-

EXPENSE:

SALARIES	31572-
AUTHOR'S EXPENSE	300-
BUSINESS & PROMOTION MGMT.	12000-
PRINTING & MAILING	45000-
SUBSCRIPTION FULFILLMENT & LIST MAINT.	4800-
PROMOTION & PUBLICITY INC. RENEWALS	23500-
ADVERTISING SALES PROMOTION	1000-
OFFICE SUPPLIES & POSTAGE	4700-
DESIGN	1976-
COMMUNICATIONS & TRAVEL	2350-
HOURLY WAGES & BENEFITS	3552-
ADVERTISING INCOME EXPENSE	95-
BAD CHECKS	34-

TOTAL EXPENSE 130879-

(69976-) DEFICIT

What it costs ASC for each member of ICA to receive four issues of JOC per year:

1. Issue sold totals for the summer and fall '74 issues and the winter and spring '75 issues have been used in these calculations because JOC expenses are figured on a July 1 - June 30 basis.
2. Since actual '75 renewal figures for ICA are incomplete the presumption that everyone who was a member in '74 will be a member in '75 has been made.

Total expense for '74 - '75 divided by total issues sold give cost of each issue sold.

$$\frac{19,813}{130,879.00} \quad \text{\$6.61 cost of each issue sold}$$

\$6.61 x 4 issues per year.....	\$26.44	Cost per year per
Income per ICA member to ASC.....	8.00	subscription
	<u>\$18.44</u>	What it costs ASC for
		each ICA renewal member
		to receive JOC

If the cost of business and promotion management and promotion and publicity are eliminated from expenses because they do not directly benefit ICA members the cost per ICA member drops as follows:

\$130,879	74 - 75 expenses
- 12,000	business and promotion management
<u>118,879</u>	
- 23,500	promotion and publicity
<u>95,379</u>	adjusted expenses 74 - 75 JOC

$$\frac{19,813}{95,379.00} \quad \text{4.81 cost of each issue sold not including promotion}$$

\$4.81 x 4 issues per year.....	\$19.24	
Income per ICA member to ASC....	8.00	
	<u>\$11.24</u>	What it costs ASC for each
		ASC for each ICA renewal
		member to receive JOC
		with promotion costs eliminated.

The actual cost to ASC per ICA renewal member per year falls somewhere between \$11.24 (cost using adjusted figures) and \$18.44 (cost using total JOC yearly expenses).