

Marty: For your info - AK

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.

All renewals are at H's to ICA

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.~~

determine whether a

ASC gets all of membership subscriptions

5. ASC shall receive the full (non-membership subscription rate) from membership subscriptions) regardless of the classification. Upon renewal, the ASC portion will go to \$8.00.

due increase new to cover growth the reduced amount

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.)

charge to ICA is necessary

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.

we have renewal cards of those not called on yet 10-7-73

For the International Communication Association:  
Robert S. Goyer

For the Annenberg School of Communications:  
George Gertner

Date: 14 December 1973

Date: January 7, 1974

3 representatives of ICA, appointed by the President of ICA, shall meet with representatives of ASC to arrive at a mutually agreeable increase.