

August 21, 1975

Implementation Agreement Between ICA and ASC Governing Ownership and Publication
of the Journal of Communications

1. All rights to the Journal of Communication through 1973 shall belong to the International Communication Association. Such rights include microfilm, microfiche, or other similar reproduction techniques as may be developed, reprint rights, advertising income, back copy sales, and any debts owed ICA relative to such rights. *All rights*
2. Beginning January 1, 1974, all advertising income belongs to ASC and all billing and collecting of funds for advertising will be done by ASC. ICA shall forward to ASC all inquiries about advertising rates, any order for space in the Journal, and any advertising copy ICA might receive.
3. ~~All non-member subscription rights from January 1, 1974, shall belong to ASC. ICA shall forward any subscription request not including membership in ICA to ASC. ICA may solicit institutional subscriptions to the Journal after a mutually agreeable plan has been reached by ASC and ICA parties.~~
4. Effective January 1, 1976, ICA will forward to ASC, for each member of ICA, regardless of member classification, an amount equivalent to two-thirds of the annual non-member individual JOC subscription rate. Payments shall be made quarterly, thirty days prior to the publication of each issue of the Journal. A complete set of mailing labels of the current ICA membership shall accompany this payment. *Amount*
5. All requests from ICA to send back issues of the Journal will be accompanied by appropriate payment.
6. Effective January 1, 1976, upon renewal, ASC will forward to ICA the equivalent of one-third of the institutional subscription base rate *(minus agency discount, if any)* for each institutional subscriber, ~~allowing for agency discounts~~. ASC shall retain the full institutional subscription rate during the initial year of the subscription. ASC shall provide ICA support documents verifying payment of the agreed upon amount for institutional subscriptions. These payments will be made on a monthly basis.

7. ASC shall have authority to solicit non-member subscribers, 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. ICA shall immediately forward all requests ^{and/or payments} for subscriptions ~~by libraries~~ to ASC. ~~If an individual's request for a subscription to the Journal arrives at ICA, ICA retains the right to solicit that person one time for membership in ICA.~~ ASC shall send any requests and/or accompanying payment for membership directly to ICA. ~~All ASC and ICA promotional materials from January 1, 1976, forward will contain notices which instruct readers to send membership requests to the ICA and subscription requests to ASC.~~ ^{Promotional} Such materials will instruct readers to make checks payable to ASC for subscriptions and ICA for membership. ASC shall, upon request from ICA, provide ICA with a list of the non-member subscribers for the purpose of ICA soliciting those on the list for membership in the Association. ICA agrees to provide these labels in the form and format specified by ASC and at ICA's expense. The labels will be accompanied by support documents.

8. ASC and ICA shall provide to each other membership or subscription lists in mailing label format. These labels shall be provided quarterly and at other mutually agreed upon times. ASC and ICA shall provide each other materials which will explain ~~thoroughly~~ any coding which may be used in providing service to members and/or subscribers.

~~9. This agreement shall be reviewed jointly by representatives of ASC and by the executive committee of ICA at the annual ICA conference. Should it become necessary, following this review, to amend this agreement, three representatives of ICA, appointed by the President of ICA, shall meet with representatives of ASC to arrive at a mutually agreeable solution. Amendments to this agreement shall become effective after approval by the respective governing bodies of ICA and ASC.~~