

August 27, 1975

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

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 debts owed ICA relatives to such rights. All rights to the JOC beginning January 1, 1974, shall belong to ASC.
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. Effective January 1, 1976, ICA shall 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 printing of each issue of the Journal. ASC will notify ICA of the exact
at least 45 days prior to the deadline.
deadlines. A complete set of mailing labels of the current ICA membership shall accompany this payment. 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. Receipts of payment and labels by the specified deadlines is understood to be required before copies can be mailed to members.

4. All requests from ICA to send back issues of the Journal shall be accompanied by appropriate payment.
5. Effective January 1, 1975, upon renewal, ASC shall forward to ICA the equivalent of one-third of the institutional subscription base rate, minus agency discount if any, for each institutional subscriber. ASC shall retain the full institutional subscriber payment 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 shall be made on a monthly basis.
6. ASC shall have authority to solicit non-member subscribers, set subscription rates for non-members, and make special introductory offers, the non-member subscription rate shall never be less than the ICA member charge. ICA shall immediately forward all requests and/or accompanying payment for subscriptions to ASC. ASC shall send any requests and/or accompanying payments for membership directly to ICA. Promotional materials will instruct readers to make checks payable to ASC for subscriptions and ICA for membership where applicable.
7. ASC and ICA shall provide to each other membership or subscription lists in mailing labels 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 any coding which may be used in providing service to members and/or subscribers.
8. This implementation agreement shall replace the implementation agreement of December 15, 1973 signed by R. Goyer for ICA and G. Gerbner for ASC and shall run concurrently with the basic agreement (Joint statement approved by ICA April 28, 1973) and subject to the same terms of renewal or amendment (one year's notice).