

Implementation Agreement Between
the International Communication Association (ICA) and
the Annenberg School of Communications (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 relative to such rights. All rights to the JOURNAL OF COMMUNICATION 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, 1984, ICA agrees to provide to ASC two complete sets of mailing labels in the form and format specified by ASC of the current ICA membership thirty days prior to the printing of each issue at ICA expense. ASC will notify ICA of the exact deadlines.
4. Effective January 1, 1984, ICA will forward to ASC the sum of \$15,000.00 on a yearly basis to be paid in (monthly/quarterly) installments of \$-----. This amount covers the difference between ASC-held institutional subscribers (1/3 of the base rate was formerly forwarded to ICA) and ICA members (2/3 of the annual non member JOC subscription rate was formerly forwarded to ASC). ICA agrees to keep records of ICA membership for verification. ASC agrees to keep records of ASC-held institutional subscription renewals for verification. These records may be inspected by either party upon request.
5. ICA requests to send back copies of JOC for membership purposes will not exceed one year from the present publication date. ICA member requests for JOC back copies prior to one year from the present publication date will be forwarded to ASC and are payable at the single copy price established by ASC.

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. The terms of cooperation shall be subject to renewal every ten years from the approval of this statement, and shall be cancellable by either party upon one year's notice.