

November 6, 1972

Joseph M. First, Esquire
Vice President and General Counsel
Triangle Publications, Inc.
250 King of Prussia Road, Box 750
Radnor, Pennsylvania 19088

Dear Joe:

Enclosed is a draft prospectus and agreement concerning The Journal of Communication.

The advantages of publishing an organ of a scholarly association are (1) an assured circulation base from which to start; (2) a solid professional image rather than that of a house organ or other self-aggrandizement; and (3) helping to build a strong professional organization, as well as organ, for the benefit of our field, students, and graduates.

I have commissioned a design study and a study of promotion and circulation costs and prospects. We should have the results in about a week. The ICA Board members expect to meet and consider our proposal at the end of November.

I would appreciate your comments and an opportunity to discuss with you any points you may wish to question.

Sincerely yours,

GG:kas
enclosure

George Gerbner,
Professor of Communications
and Dean

11/6/72

TENTATIVE AND CONFIDENTIAL

NOT FOR REPRODUCTION OR CIRCULATION

THE JOURNAL OF COMMUNICATION

The Journal of Communication is an organ of the International Communication Association published by The Annenberg School of Communications Press in cooperation with the ICA and centers of communication research around the world. The Journal is devoted to the advancement of communication scholarship, practice and policy. Among its concerns are the role of communication codes and modes in life and society; the media and institutions of communication; interpersonal, intergroup, organizational, intercultural, and international communication behavior.

The issues of communication are lively and urgent. Although The Journal is written and edited primarily for scholars, researchers, and others professionally concerned with communication study, practice, and policy, The Journal seeks to publish material of broad human and public interest as well as of scholarly significance and professional usefulness. In addition to major studies and articles, The Journal publishes brief research reports, reviews of current books in the field, notices of significant scholarly activity and work in progress, and news of organizations, programs, publications and conferences of wide professional interest. Comments on and critiques of recent articles will also be considered.

The Journal is international in scope and will consider contributions from any source, point of view, and methodological orientation. Typewritten double-spaced manuscripts following the style of The Journal should be submitted to the Editor in two copies. Manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope. The receipt of the manuscripts will be promptly acknowledged, and an editorial decision concerning publication will be reached within three months.

Editorial Board (Affiliation for identification only. Members serve as consulting and contributing editors, and as referees and reviewers in their areas of special interest.) Herminia Alfonso, University of the Philippines; Ana Barbic, University of Ljubljana; Hendrik Barnard, Human Sciences Research Center, Pretoria, South Africa; Judith Beinstein, Oberlin College; Marten Brouwer, University of Amsterdam; Kenneth Burke, Andover, N.J.; Muriel Cantor, The American University; James W. Carey, University of Illinois; Colin Cherry, University of London; Heli de Sagasti, Lima, Peru; Thorrel Fest, National Center of Communication Arts and Sciences, Denver, Colo.; Georges Friedmann, University of Paris; Steliana Fumarel, Bucharest, Rumania; Rose Goldsen, Cornell University; Larry P. Gross, University of Pennsylvania; Michael Gurevitch, Hebrew University, Jerusalem; Edward T. Hall, Northwestern University; James D. Halloran, International Association for Mass Communication Research and the University of Leicester, England; Kenneth Harwood, Temple University; Hilde T. Himmelweit, London School of Economics and Political Science; Paul D. Holtzman, Pennsylvania State University; Olof Hulten, etc. etc. -- probably about 100 names.

(There will be an Executive Committee of about 12.)

DRAFT AGREEMENT CONCERNING THE PUBLICATION OF THE JOURNAL OF COMMUNICATION

1. The International Communication Association and The Annenberg School of Communications agree to cooperate in the publication of The Journal of Communication.
2. The Editor of The Journal will be appointed jointly by the ICA Board of Directors and the Trustees of The Annenberg School of Communications.
3. The Editor will name an Editorial Board representing active scholars and other professionals at outstanding centers of activity in the field of communications study. Members of the Board serve as consulting and contributing editors, and as referees and reviewers in their areas of special interest.
4. An Editorial Executive Committee will be composed of 12 members of the Editorial Board. The Editor will serve as chairman and will nominate the members of the Committee for approval by the ICA Board of Directors and the ASC Trustees. The Committee shall include 4 members representing the ICA, 4 members representing the ASC, and 4 members at large. The Committee shall periodically review editorial policy and make recommendations as it sees fit.
5. The publisher of The Journal will be The Annenberg School of Communications Press in cooperation with the International Communication Association and other scholarly associations that may in the future be invited by joint agreement of ASC and ICA. The Annenberg School of Communications Press will assume the cost of publishing, mailing, and promoting The Journal, and of providing advertising sales and subscriber service.

6. The ASC Press will maintain an editorial and business office for The Journal. That office will handle publication, financial, and subscription arrangements and transactions for The Journal.
7. The ASC Press will provide a newly designed and enlarged Journal to all ICA members and institutional and other subscribers. The ASC Press will receive \$5 for each ICA member subscription and \$7.50 for each institutional subscription as ICA's contribution toward the cost of publication. Should the dues structure, change, the same proportion of contribution (50% of regular dues and fees) would be maintained.
8. The ASC Press will undertake a vigorous subscription and advertising sales effort as soon as the "new" Journal is available for promotional purposes. All advertising revenues will go to The Journal to help defray the expenses of this campaign.
9. Every new subscriber to The Journal paying established dues would automatically become a member of ICA unless such membership is specifically declined. The Journal may offer subscriptions to non-members at a reduced rate provided it contributes to ICA the difference between the regular membership dues and the reduced subscription rate.
10. Ownership of The Journal (the right to its name, subscription and mailing lists, and assets, if any) shall be vested in an independent non-profit corporation bound to both ICA and ASC by this agreement to publish The Journal according to its terms. This agreement or any part thereof can be revoked or renegotiated by any of the three parties involved by notifying the other parties of intention to do so one year in advance.