



McGill
University

Graduate Program in Communications
Macdonald-Harrington Building

10 July 1984

Dr. George Gerbner
Director, The Annenberg School of
Communications
3620 Walnut St. C5
Philadelphia, Pa. 19104
USA

Dear George,

At the Executive Committee meeting in Tampere we talked briefly about increasing IAMCR membership and the need for the organization to offer its members more than a congress every two years. Various proposals for a newsletter were discussed as well as the idea that we might offer the Journal of Communication at a reduced price. In my discussion with you, you seemed to indicate that:

1. the Journal already has a newsletter section which could be expanded;
2. you might be interested in internationalizing Journal content;
3. a reduced subscription rate would depend on the size of our membership and their location.

Enclosed you will find this breakdown just recently supplied from Leicester, with the expectation that the total will probably reach 1,500 by the end of 1984. Would it be possible for you to provide me with a response and perhaps a proposal by August 23, 1984, so that I may bring it before the next Executive Meeting in Prague on August 27, 1984?

Thank you very much for your help on this matter.

Sincerely,

Gertrude J. Robinson, Professor
Graduate Program in Communications

COUNTRY/GROUP OF COUNTRIESMEMBERSHIP AS AT JUNE 8 1984

	<u>I</u>	<u>IN</u>	<u>N</u>	<u>IO</u>	<u>TOTAL MEMBERS</u> *	**
NORTH AMERICA (Canada & USA)	99	12			219	(256)
LATIN AMERICA	17	3			32	(109)
GREAT BRITAIN	22	5			52	(52)
FRG	34	5			67	(84)
NETHERLANDS	11	7			60	(66)
SCANDINAVIA including Iceland & Finland	31	15	1		150	(317)
FRANCE	35	4	1		89	(150)
ITALY/SWITZERLAND/BELGIUM	13	6			49	(64)
SPAIN	5	6			103	(105)
YUGOSLAVIA			1		1	(19)
EASTERN EUROPE including USSR	3	6	2		53	(66)
ALL OTHER COUNTRIES	74	19			203	(246)
	<u>344</u>	<u>88</u>	<u>5</u>		<u>1078</u>	<u>(1534)</u>
I= Individual member						
IN= Institutional member						
N= National Council						
IO= International Organization						

* These figures do not reflect actual membership of the Association in the countries, for some institutions do and some do not provide a list of their members. We can only record what members provide

** These figures represent the situation before the lapsation clause was rigorously applied in 1983

Of course, we are not half-way through the year yet, and there is always an increase in membership in a Conference year. By the end of 1984 I should think the figures will be over 1,500.

August 7, 1984

Professor Gertrude J. Robinson
Graduate Program in Communications
McGill University
Macdonald-Harrington Building
815 Sherbrooke Street West
Montreal, PQ, CANADA H3A 2K6

Dear Gee Gee:

Thank you for your letter of July 10 in which you invite me to comment on the Executive Committee's discussion concerning increasing the size and improving the scholarly benefits of IAMCR. You also mentioned three specific points you and I discussed in Tampere. Let me respond to those first.

1. The INTERCOM section of the Journal is open to news and announcements of scholarly and professional interest. About half the items in a given issue are devoted to international topics (reports, conferences, ongoing projects and so on) and we do our best to publish all the international items that we receive.

2. The Journal's international coverage exceeds the combined total of such material published in all other journals in our field. In 1983, for example, about one-third of our total article space--almost 250 pages--was devoted to international issues, discussions of non-U.S. media, and articles by non-U.S. authors. As you know, we seek and publish material from all countries that meets the criteria of scholarly quality, readable and economical style, and theoretical relevance.

3. Provided that all IAMCR members receive the Journal, a reduced price for the Journal to IAMCR would be feasible on the same basis that we currently serve the members of ICA. ICA pays us for member subscriptions from membership dues; we assume that something similar could be arranged. Special arrangements may also have to be made for members of both ICA and IAMCR, as well as for the individuals who are listed as institutional members of IAMCR.

The important question is the place the Journal or any journal might play in the future of IAMCR. The Journal already has a large international circulation (about 30 percent of the total) and plays an important role in disseminating research from many countries. In my opinion, to make the Journal a specific benefit of IAMCR membership would make sense only as a part of a new thrust by IAMCR to increase and improve its contribution to communications research around the world.

Journal of
Communication

Editorial Office

The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA 19104-3858

Editorial: 215-898-6685

Business: 215-898-3406

As to an overall approach for IAMCR, I believe that IAMCR should launch an intensive promotion drive. That requires financial contributions; investment in a direct mail campaign for individual members; a carefully organized effort to solicit institutional and country memberships; and a substantially strengthened package of services, including a leading journal.

The Journal of Communication could be a part of such an effort. From our own experience, we have learned that it is almost impossible to finance a scholarly journal of the desired international scope and quality on the basis of fees or subscriptions alone. This is why our publication receives additional support from The Annenberg School and the University of Pennsylvania. This support that the Journal receives would thus prove an indirect benefit to IAMCR.

The details of an association between IAMCR and the Journal would have to be worked out jointly before such an arrangement could be concluded and formalized. The first step, however, is a decision by the Executive Committee that such an arrangement is, in principle, desirable. Given that agreement, it is quite possible that we can work out the details in a mutually affordable and beneficial way.

Sincerely yours,



George Gerbner
Professor of Communications
and Dean

GG:ab

cc: James Halloran
Tomo Martelano
Kaarle Nordenstreng
Herb Schiller
Marsha Siefert

Szececi

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McGill University

Graduate Program in Communications
Macdonald-Harrington Building

November 26, 1984

Dr. George Gerbner, Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut St., C5
Philadelphia, Pa. 19104
U.S.A.

Dear George,

At its meeting on September 1, 1984 the International Council gave its approval in principle for an association between the Journal of Communication and the IAMCR. This agreement was based on the following considerations:

1. receipt of the Journal will benefit the majority of members since at present there is only a 10% overlap in ICA and IAMCR memberships.
2. the Journal's promise to increase its international coverage (1/3 of all article space at present), will provide additional publishing possibilities to non-US researchers.
3. Journal distribution will be part of a package effort to provide services to members between bi-annual conventions. (a Newsletter and advertising brochure are also being considered).
4. The Journal will be offered to members at a reduced rate of \$15.00 instead of \$22.00, and to institutions at a price to be determined.

As you recall, the Prague luncheon meeting with the Executive Council provided the following membership figures as a basis for your deliberations: IAMCR as of now has approximately 350 individual and 93 institutional members. The latter it was suggested would receive 5 copies per institution. This could amount to a total of 850 additional copies which the Journal would be distributing. A proposal was made to charge individuals \$15,00 (\$5,250) and institutions \$25,00 (\$2,500) providing the publisher \$7,750 yearly. Open questions which require further discussion are: the appointment of 2 IAMCR members to the Editorial Board of the Journal; the matter of surface vs. Airmail distribution to foreign members and the updating of mailing labels (2 times yearly through the Secretariat in Leicester).

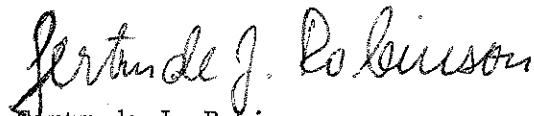
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Dr. George Gerbner

2.

I am looking forward to hearing from you on these matters.

Sincerely,

A handwritten signature in cursive script that reads "Gertrude J. Robinson". The signature is written in dark ink and is positioned above the typed name and title.

Gertrude J. Robinson
Deputy Secretary General
IAMCR

GJR/lm

cc: Prof. James Halloran
Dr. Cees Hamelink



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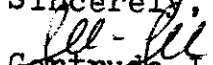
March 25, 1985.

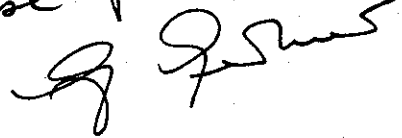
Dear George,

I am very pleased to have had a chance to discuss IAMCR business with you and Marsha Siefert. We will on the basis of this discussion be able to give the Executive Council a thorough briefing on the proposal to make the Journal of Communication the official journal of the association.

Enclosed please find my check # 152 in the amount of \$ 40.00 for Marsha to pay for two books from the Annenberg series. My expenses for the trip were \$ 276.32 air travel and \$42.00 for taxis from and to the two airports. The total thus comes to \$ 318.32. My U.S. social security number is #352-38-5993. Please send the reimbursement to the above address.

With best wishes for a pleasant summer,

Sincerely,

Gertrude J. Robinson
Professor

Please pay.




3644362037

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April 18, 1985

Professor Gertrude J. Robinson
Erziehungswissenschaftliche Hochschule
Rheinland-Pfalz
Seminar für Kommunikationswissenschaft
Westring 10a -6740 Landau
Federal Republic of Germany

Dear Gee-Gee:

Thank you for your letter of March 25 and of course for your visit which helped clarify many things.

It may be useful to develop a draft plan that could be sent to members of the Executive Council prior to the fall meeting. If you would like to develop such a draft, we would be glad to comment on it or to cooperate in any way that would help make the plan both realistic and feasible.

I hope you are enjoying your visiting scholarship, and look forward to hearing from you.

Sincerely yours,

George Gerbner
Editor

GG:ab

P. S. We have started the reimbursement check on its way. Please let me know if you do not get it within a reasonable amount of time.