

June 10, 1986

Marsha Siefert, Editor
Journal of Communication
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19104

Dear Marsha:

The Board of Directors of the International Communication Association has authorized me to complete the negotiation between ICA and the Journal. As you know your letter took us by surprise and required us to completely recast our budget and dues structure. Your letter initiated some deep questioning concerning the relationship between the Association and the Journal. That process will continue in a complete review. Whatever the outcome, it is clear that the Association cannot be vulnerable to a steady escalation of costs. I am personally against suggestions that we sever all ties with the Journal. I am in favor of a lump sum payment by the Association in support of the Journal with subscribing members picking up the remaining cost in an additional payment. In this way we can continue to support the Journal, on the one hand, and the Journal, on the other, will have more freedom to set its subscription rates to recover its costs.

I know you heard some of the more negative criticisms directed at the Journal, but I am not sure you heard the positive support. It was pointed out at the Board meeting that the Journal has carried the flag well for ICA. It was praised as a journal of high quality which has done much to advance the study of communication. Our relationship has served us both well in the past. It can do the same in the future.

As an indication of our commitment, the Board approved the following terms: We will pay \$25,000 for the delivery to our members of the 1986-87, summer, fall, winter and spring issues of Journal of Communication. The term of this agreement is one year, July 1, 1986 to June 30, 1987. I'm sure you recognize that this \$9,000 increase was accomplished only through a great deal of effort on the part of the Board and sacrifice by the members.

If these terms are agreeable to you, the Executive Director will be authorized to disburse the \$25,000 in 12 equal payments. It is the intent of the Board, as I understand it, to have a long-term agreement prepared prior to the expiration of the 1-year contract. It is, of course, to our mutual advantage to keep in close contact.

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On a personal note, let me say that I appreciated your calm, rational and competent presentation to the Board. Your openness and patient response to not always well-focused questions showed your own high level of professionalism and spoke well of the Journal.

Sincerely,



James A. Anderson
Finance Chair
International Communication Association

Copies: Executive Committee
Executive Director