

Seminar

Kommunikationspsychologie/Medienpädagogik

Leiter: Prof. Dr. Hertha Sturm

Erziehungswissenschaftliche

Hochschule Rheinland-Pfalz

Abteilung Landau

Prof. Dr. Gertrude J. Robinson

Westring 10a
D-6740 Landau
☎ 06341/84076

June 14, 1985

Dr. James Halloran
President IAMCR
Centre of Mass Communication
Research - University
Leicester
104 Regent Rd.
Leicester, England
LE1 7LT

Unser Zeichen

GJR/Ve

Dear Jim,

Thank you for your recent inquiry concerning my negotiations with George Gerbner about the Journal of Communication. Just before my departure for Germany I spent a day in Philadelphia in which we discussed the possibility of this journal becoming the official publication of IAMCR. The discussion of the 4 points raised in Prague (see my November 26, 84 letter) revealed the following information:

1) Receipt of the Journal will benefit the majority of individual members, because the overlap in subscriptions is primarily among Organizational members. The 10% Individual membership overlaps will be dealt with on an individual basis.

2) Financing/Subscriptions: The trustees want to put their money into educational publishing rather than journal support. Consequently the Journal is less well supported than before. Two different subscription rates will therefore have to be maintained:

Individuals: (2/3 discount) \$ 15.00

Institutions: variable, depending on number of members:

1st copy: \$ 22; each additional copy up to 10: \$ 15;
over 10 copies: 10% discount.

Since there are only 25 institutions (out of 86) which do not have convertible currencies, IAMCR might institute a subsidy policy, which the Executive Committee should discuss in Paris. The other institutional memberships are located in Western Europe and the Commonwealth. Surface Mail delivery will be at no extra charge, Air Mail will be \$ 25 additional for the 4 copies annually.

3) Journal's promise to increase international coverage and participation raises three separate matters:

a) subject matter: At present 1/3 to 1/2 of all articles about international issues. Depends on definition. Could be increased if more good articles are submitted.

- b) international authors: Journal will furnish estimate of submissions by foreigners (number of articles last 3 years). Generally editor is very interested but style and language different in North America. Symposium format may improve acceptance rate.
- c) editorial help: In smoothing foreign manuscripts gladly given.
- d) Editorial board: 4 Annenberg; 4 ICA and 4 at large. Two of these could come from IAMCR.
- 4) Journal will offer additional space in INTERCOM section to report on IAMCR matters. Schedule: Information must be received 3 mos. ahead of January/ April/ July/ October publication dates. It will also commission book reviews from different areas of the world: Germany; Scandinavia; France; South America etc. written by foreign scholars.

In general it should be noted that the Journal now has a total of 6.500 subscribers, to which IAMCR would add 350 individuals and 86 organisations. The subscriber breakdown at present is: 2.200 ICA, 2.000 institutions and 2.300 individuals. Of all of these 1.500 subscribers are non-American (among them libraries and ministries). The Journal may go to another printer in the future which might affect subscription rates. IAMCR would have to come up with about \$ 500 for Input of Names which is a one-time cost. Secretariat will then continue to forward new names and lapsations as they occur throughout the year.

With these detailed proposals from the Journal I think it is necessary for the Executive Committee and Council of Nations to discuss the relevance of and cooperation with the European Journal of Communication (Sage). Its offer of an annual subscription rate of £ 17 - 19 (\$ 34 - 40) is considerably higher than the Journal's \$ 15. What kind of coverage does it offer? Since George will not consider our giving our members a choice of subscriptions (nor does the European Journal which counts a guarantee of 200 subscriptions) we will have to make a decision which one to offer our members. It may also be useful to plan a session in India on journal matters.

Sincerely,

DEPUTY SECRETARY GENERAL IAMCR

Gertrude J. Robinson
(Prof. Dr. Gertrude J. Robinson)

Ø : Dr. George Gerbner
Ms. Marsha Siefert