



INTERNATIONAL COMMUNICATION ASSOCIATION

March 1, 1984

George Gerbner, Dean
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19105-3858

Dear George:

Klaus indicated in one of our many phone calls that you had some concerns about the relationship between the Association and the Journal. Perhaps if you would share those concerns with me, I may be of some help.

Cordially,

James A. Anderson
President

JAA:ew

March 21, 1984

James A. Anderson
President
International Communication Association
Department of Communication
University of Utah
Salt Lake City, UT 84112

Dear Jim:

Thank you for your letter of March 1. We have already corresponded about a lack of activity (or information about activity or meetings) of the Publications Committee. As has been the case for over 10 years by now, I still have not heard from that committee about any meetings, agenda, or business.

The sole exception was the proposed contract between ICA and Sage. I wrote a detailed analysis of that contract and sent it to the committee, but received no response. I learned subsequently that an agreement with Sage had been concluded. With the ICA's second journal being farmed out to a commercial organization, and yet promoted as "the official journal of ICA," we would like to review our own relationship to ICA. You may recall that The Annenberg School of Communications acquired and subsidized the Journal of Communication as a form of financial assistance to ICA. Considering the new agreement between ICA and Sage, that may not be necessary or advisable.

I would appreciate your sending me a copy of ICA's agreement with Sage. We would like to study that first before reaching any conclusions.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

THE
UNIVERSITY
OF UTAH

April 10, 1984

DEPARTMENT OF
COMMUNICATION
581-6888
SALT LAKE CITY, UTAH 84112

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Dear George:

Thank you for sharing your concerns about ICA publications in your letter of March 21. I cannot account for the lack of communication over the years, a continuing oversight, perhaps. I can assure you that your analysis of the Sage agreement was well-considered and appreciated as I was an observer at that meeting.

The terms of the Sage contract were simple: We pay Sage \$16,000 for 2,500 copies of each volume (four issues) of HCR. Sage pays us a royalty for subscriptions by non-ICA members. We maintain editorial control and ownership. Except for the obvious difference in ownership and royalty, these terms are almost the same as those that exist between ICA and Journal of Communication. I might note that the "official journal" sobriquet was merely Sage's way of marketing HCR and identifying our ownership. It represents no statement by the Board.

The relationship between ICA and Journal of Communication has clearly been mutually beneficial. The Association has provided a firm base from which the Journal could grow. The Journal has represented the discipline of communication in an outstanding manner; we are delighted to be part of it.

Naturally, it is valuable for both of us to review this relationship from time to time. I am sure that you have other interests, and I have informed you of ICA's investigations of other publication possibilities. None of these projects changes what we see as the Journal's role as the central feature of the mix.

Cordially,



James A. Anderson
President

JAA:ew

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

May 22, 1984

Professor James A. Anderson
Department of Communications
University of Utah
Salt Lake City, Utah 84112

Dear Jim:

Thank you for your letter of April 10. I agree that the eleven-year relationship between the International Communication Association and the Journal of Communication has been mutually beneficial.

Because of increased costs in several areas, we have been forced to re-examine our budget for the Journal, including our financial arrangement with ICA. We have been guided in that re-examination by the contractual arrangements ICA has made with Sage for the publication of Human Communication Research.

We propose to take two steps. First, we need to raise the subscription price, for the first time in three years, beginning in January 1985. The individual subscription rate will be \$22 per year and we will begin an institutional subscription rate of \$30 per year.

Second, we need to change the formula by which the amount ICA pays for the Journal is determined. As you know from the current contract between ICA and the Journal, ICA pays \$15,000 a year for the Journal ICA member subscriptions. This sum was determined from the balance of payments whereby ICA paid the Journal two-thirds of the subscription price for member subscriptions and the Journal paid ICA one-third of the money received for non-ICA institutional subscription renewals. The original rationale for including non-ICA institutional subscription renewals, given that the Journal solicits and maintains these subscriptions, no longer exists.

According to the Sage contract, Sage pays a 10 percent royalty on any non-member subscriptions they might acquire. Using the 10 percent royalty figure for all non-member Journal subscriptions and 1985 subscription rates, in round numbers ICA would owe us \$30,800 for members' subscriptions (based on 2100

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members) and we would owe ICA \$10,800 per year for non-member subscriptions (based on 2500 institutional plus 1500 individual subscriptions), making ICA's payment to the Journal \$20,000 per year. As stipulated in point 4 of the current agreement between ICA and the Journal, this amount represents a fixed sum which can be renegotiated at the request of either party should there be a substantial change in ICA membership or non-member subscriptions.

This formula will bring ICA's financial relationship with the Journal more in line with what ICA has concluded with Sage and make it possible for the intellectual and professional benefits of the relationship to continue. We would like to have this letter be a formal request for a \$20,000 per year payment for ICA member subscriptions to the Journal beginning with the Winter 1985 issue.

Sincerely yours,



George Gerbner
Editor



Marsha Siefert
Associate Editor

cc:Klaus Krippendorff

September 27, 1984

George Gerbner, Editor
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19104

Dear George:

We have, finally, had the opportunity to get everyone back to their respective campuses and to get the information from ICA's auditors to prepare a response to the Journal's proposal for a new contract. I apologize for the delay, but it is, as you know, a fact of life in volunteer, academic associations.

What our Committee asked Bob Cox and the auditors to do was to trace the financial relationship between ICA and the Journal for the past 10 years (1975-84). We asked them to come up with the income we have derived from the Journal, the payments we have made and the difference, all in hard, spendable dollars. Over this ten year period their analysis shows that we have derived an average of \$10,931 in income, paid out an average of \$23,530 for an average difference of \$12,599. In short up until this present contract, we have averaged a payment of \$12,600 over the ten years.

As you know our present contract calls for a payment of \$15,000 an increase of \$2,400.

For fiscal year 84-85 our auditors are projecting a surplus of .9 per cent. While that tiny surplus is immensely satisfying to those of us who have suffered the Association's deficit fortunes of the past, it is less than the Journal's proposed increase. What that means is that we do not have the wherewithal to pay for the proposed contract without Board action realigning the budget.

Board action is problematic. We are specifically enjoined by our by-laws from considering a mail ballot which means that the earliest we could take action would be at the May meeting in Honolulu. The likelihood of action is further in question as the Board committed itself, in principle, to holding dues at a constant level during the endowment surcharge period.

What we would like to propose, therefore, is an increase in our payments to the sum of \$16,000. That amount would represent an increase in payments of 27 per cent over the 10-year average. This is a percentage increase more than twice of what your letter indicates is planned for individual subscriptions.

George Gerbner
September 27, 1984
Page Two

This amount in no way represents the worth of the Journal. The Journal is very important part of the Association, and we like to think that the Association and its members are an important part of the Journal.

If this proposal is unacceptable the alternatives get difficult. Presumably we would have to go to an individual subscription basis either through us or directly with the Journal. Or, perhaps, a "pass-through," voluntary surcharge. Both of these alternatives would radically change the relationship between the Association and the Journal. I think that would be a mistake for both of us. I hope you agree.

Sincerely,



James A. Anderson, Chair
Robert Goyer
Rolf Wigand
ICA/JOC Negotiation Committee

Copies:
Robert Goyer
Rolf Wigand
Klaus Krippendorff
Brenda Dervin
Robert Cox
Aubrey Fisher

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

November 1, 1984

Professor Jim Anderson
Department of Communication
University of Utah
Salt Lake City, Utah 84112

Dear Jim:

Thank you for your September 27 response to the Journal's proposal for a new contract. We also had to do some calculation and discuss long and hard what we can do.

The average costs of the past ten years cannot be the basis of our (or your) 1985 budget. During that time all costs have increased. Your own membership has increased from 1989 to 2275 (which means more money for more JOURNALS) and your dues for membership from \$25 to \$50 per year. We doubt that the percentage of increase of your own ten-year income would be a meaningful figure for you to use in figuring a 1985 budget.

As with your own dues structures, our increases in subscription price were made to account for the increase in prices over which we have little or no control, like postage rates, paper costs, and inflation as it affects supplies, wages, and printing bills. Currently, with all of the economies of computerized typesetting and competitive bidding on the printing, the proposed increase will still not pay for raw production costs. All the additional costs for the editorial, business, and promotion activities are subsidized by The Annenberg School of Communications and benefit ICA in the quality of the JOURNAL and the outreach into the scholarly and professional communities.

We have reviewed our long-standing agreement in light of your new contract with Sage Publications for the publication of HUMAN COMMUNICATION RESEARCH. As stated in our letter of May 22, the requested payment of \$20,000 per year represents 67% of the subscription price to ICA members less a 10% royalty on non-member subscriptions. This brings it in line with the Sage contract which is both fair and reasonable. However, in view of your immediate financial and policy problems, we suggest the following procedure.

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Editorial Office

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

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Your proposed increase of an annual payment from \$15,000 to \$16,000 (sent in monthly installments) would become effective January 1, 1985 with the understanding that our request for an annual payment of \$20,000 is reviewed and voted upon at the board meeting at the ICA conference in May. We would then expect monthly payments based on the \$20,000 annual rate to become effective July 1, 1985.

We are pleased to provide the JOURNAL as an ICA membership benefit. We believe it is a significant asset to ICA. Its financial value alone, because of the substantial (but inelastic) subsidy it receives, and in terms of size, scope, and circulation, makes the JOURNAL the best bargain in scholarly publishing today. I trust that the ICA board will want to do what is necessary to have ICA members continue uninterrupted our mutually beneficial relationship.

Sincerely,

George Gerbner
Editor

cc: Klaus Krippendorff
Bob Cox

THE
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DEPARTMENT OF
COMMUNICATION
581-6888
SALT LAKE CITY, UTAH 84112

November 8, 1984

George Gerbner, Editor
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19104

Dear George:

I returned from SCA to find your letter on my desk. I have sent copies on to the other members of the Committee. I hope to offer a reply shortly.

Sincerely,



James A. Anderson
Chair, ICA/JOC Negotiating Committee

Xc: Rolf Wigand
Robert Goyer

THE
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OF UTAH

X 3
DEPARTMENT OF
COMMUNICATION
581-6888
SALT LAKE CITY, UTAH 84112

December 19, 1984

George Gerbner
Professor of Communication
Dean, The Annenberg School of Communications
University of Pennsylvania
3620 Walnut St. C5
Philadelphia, PA 19104

Dear George:

The discussions of the Negotiating Committee and the Executive Committee concluded last week. It is the opinion of both committees that the demands of the new contract represent such a significant change as to require Board action. I have not, therefore, been authorized to change our offer of an immediate \$1,000 increase. Your request for a new contract under the terms stipulated in your letter will be presented to the ICA Board for action at their meeting in Honolulu in May, 1985. Both the Publication Committee and the Finance Committee will offer recommendations.

The Negotiating Committee has explored a number of alternatives which may be less uncertain than Board action. Should you wish; I would be glad to discuss these with you when I return after the first of the year.

Business aside, let me share all of our best wishes for the coming year.

Sincerely,



James A. Anderson
Chair, Negotiating Committee

JAA:ew

xc: Goyer, Wigand, Krippendorff, Dervin, Cox, Fisher

February 14, 1985

Dr. James A. Anderson
Department of Communication
The University of Utah
Salt Lake City, UT 84112

Dear Jim:

After semester break and the move of our school back to its extended (but still unfinished) quarters, our staff finally had an opportunity to discuss your letter of December 19 and our subsequent telephone conversation. We appreciate your and the negotiating committee's help with this difficult issue.

The alternatives suggested call for some very close calculations and possibly changes on our part to offset the reduced income. We are also concerned with making or implying commitments beyond the next two years, which, I understand, is the period of special concern to the Board.

We want to reach an agreement satisfactory to all, if possible. The next step is to receive from you in writing the suggested alternative, keeping our (as well as your) concerns in mind. That will enable us to do the necessary calculations and to give you a definite response in time for the Board meeting in May.

We look forward to hearing from you.

Sincerely yours,

George Gerbner
Editor

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DEPARTMENT OF
COMMUNICATION
581-6888
SALT LAKE CITY, UTAH 84112

March 29, 1985

George Gerbner, Editor
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19104-3858

Dear George:

My understanding of the terms of our negotiations presents the following:

At the expiration of the present contract in May 1985, we will agree to an immediate \$1,000 increase to a total of \$16,000 for fiscal year 1985 (June 1, 1985 to May 31, 1986). In fiscal '86 there will be another \$1,000 increase for a total of 17,000 dollars. In the 1987 ICA Board meeting the Journal will present a proposal for additional funding at an amount to be determined.

I hope these terms are satisfactory.

Sincerely,



James A. Anderson

JAA:ew

Copies: Rolf Wiegand
Robert Goyer
Klaus Krippendorff
Brenda Dervin