

MEMORANDUM

TO: Dr. Gerbner
Marsha Siefert
Janice Fisher.

FROM: Chris Wessel *CWW*

DATE: January 14, 1983

RE: ICA Agreement

Please find attached a revised and ammended ICA agreement.

Please edit, cut, add to, delete, slash, chop up ... as you see fit and return to me. I will then forward a copy to Bob Cox for his perusal.

Journal of
Communication

Editorial Office

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July 31, 1984

Robert L. Cox, Executive Director
International Communication Association
8140 Burnet Road
PO Box 9589
Austin, TX 78766

Dear Bob:

Further to our telephone conversation of July 23, 1984, I am enclosing a copy of George and Marsha's letter of May 22, 1984 to Jim Anderson for your information.

Let me point out that that letter constitutes our formal notice for a \$20,000 per year payment for ICA member subscriptions beginning in January 1985. It is my understanding that the terms of this letter were discussed and agreed to by the ICA Executive Committee.

Sincerely,

Christopher Wessel
Business Manager

Encs.

xc: George Gerbner
Marsha Siefert

ICA dues increase for endowment will end 1987. Propose:

Will make two \$1000 increases in 1985 and 1986, bringing total to \$17000. In 1986, full amount will be proposed to bring 1987 total to \$20000, unless we request otherwise. That will enable ICA board to phase in Journal increase without increasing dues.

FROM FGG ON 01/09/78 AT 15:55

Marsha and Journalists -- talked to Jim Anderson.

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Comments?

George

- cc:
- FGG
- PMS
- PJF
- ASB
- PCW

*1957/1987
Rest J/K*

<u>Endowment</u>	<u>motion 89</u>
16 - 85 - 16	
<u>86</u>	17
87	motion for 3 = 20

*Relay field implementation
until 1986; until then
amount 100. etc etc*

*If May - field - into campaign
probably would be sold*

THIS FILE = SP/ICA

FROM PCW ON 11/28/78 AT 14:49

Dr. Gerbner -- It costs us approximately \$18,000 to print 7,500 copies of the JOURNAL. That works out to \$2.40 per issue. ICA now pays us \$15,000 a year which means that their 2,200 members pay only \$1.70 per issue. If ICA pays us \$20,000 their members would only be paying \$2.27 per issue -- still below our printing costs. Chris

Chris:

I was asking about NET cost to ICA. Our printing costs for 7,500 copies is not relevant as they do not get 7,500 copies. If their 2,200 members pay \$1.70 per issue, their net cost would be $2,200 \times 1.70$ or \$3,700 per issue. If they paid \$2.27 per issue, their net cost would be $2,200 \times 2.27$ or \$5,940 per issue. Is that correct? In other words, I need to know the actual NET CASH COST TO ICA per issue of the Journal.
George

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Chris
SOC - 20 -
WA 16 -