

Projected Budget, 1986-1987  
Journal of Communication  
 February 14, 1986

The Journal budget is figured on a fiscal year beginning July 1. Changes in subscription price occur at the beginning of a calendar year. To project income conservatively, therefore, we have assumed the lower price for subscriptions in each year since the bulk of them are renewed in the autumn at the lower price. A conservative subscription figure of 6500 has also been used, although our subscription as of the Spring issue was 6825.

Circulation (app.)		
Institutions		2600
Individuals		1600
ICA		<u>2300</u>
		6500
Subscription Price		\$25     (Ind.)
(changes Jan. 1, 1986)		\$40     (Inst.)

INCOME

Subscriptions	\$ 184,000
ICA (a)	17,000
Single Copies	10,000
Offprints	1,500
Advertising	4,000
List Rentals	2,000
Permission Fees	<u>1,500</u>
	\$220,000

a - Amount determined by agreement with the International Communication Association; agreement up for renewal in 1987.

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EXPENSES

TO OXFORD UNIVERSITY PRESS

Commission for productions and fulfilment (20 percent of income projected at \$220,000)	\$	44,000
Promotion costs	\$	10,000

EDITORIAL EXPENSES

Overhead and computer costs for the editorial and business operations have not been kept separately, so the following are conservative estimates based on projected use.

Administrative salaries (Editor, Associate Editor)	65,000
Clerical Salaries (Editorial Asst., Ed. Sec.)	35,000
Benefits	35,000
Office Supplies	2,000
Computer (a)	10,000
Editing & Research	10,000
Travel Expense	3,000
Phone	2,000
Postage	1,000
Miscellaneous	<u>3,000</u>
Total	\$ 220,000

a-We are investigating ways to cut computer costs through the use of PCs rather than online time-sharing.