

transaction inc.

Rutgers-The State University, New Brunswick, New Jersey 08903 (201) 932-2280

October 3, 1975

Professor George Gerbner, Editor
Journal of Communication
Annenberg School of Communications
3620 Walnut Street
Philadelphia, Pennsylvania 19174

Dear Professor Gerbner:

I am pleased to provide herewith a proposal for the management and manufacture of Journal of Communication by Transaction, Inc. You will find in the enclosed pages details of a comprehensive program designed to provide a full range of service and sales activities.

We are prepared to receive your edited manuscripts and continue from that point to deliver finished copies of the journal to your subscribers. We can also provide complete subscription fulfillment services eliminating the necessity for any substantial clerical effort on the part of your own staff. Each of these services would be performed on a fixed cost per service basis as outlined in the pages which follow. The prices shown for manufacture are quoted in accordance with current specifications of the journal.

Also available through our program is complete service in the areas of direct mail and space advertising, circulation promotion, fulfillment, advertising and list sales. Each of these services are defined and priced as precisely as possible.

The Transaction Periodical Consortium is designed to service publications such as Journal of Communication that do not currently maintain the staff necessary to perform all of the required publishing functions. It is not the purpose of our program to become involved in the editorial processes or the ownership of the publications we service. Rather we are anxious to provide services and in this way rationally utilize the personnel and supplier resources we have available.

If you wish us to manufacture a forthcoming issue of the Journal of Communication it will be necessary for us to place an order for paper as far in advance as possible. For this reason I request that you sign a copy of the

(continued)

Professor George Gerbner
October 3, 1975
Page 2.

attached purchase authorization in the space provided and return it to me as your authorization for Transaction to order paper. Upon receipt of your instruction I shall be happy to prepare a contractual agreement for the forthcoming year, reflecting the arrangements discussed in this proposal, for your signature.

Let me only add my personal feeling that the Journal of Communication would be an intellectually important and meaningful addition to our periodical consortium.

As Ever,



Scott B. Bramson
Publisher

SBB:jmj
cc: Irving Louis Horowitz

PURCHASE AUTHORIZATION

I hereby authorize Transaction, Incorporated to order sufficient paper to print the forthcoming issue of the Journal of Communication and agree that the journal shall be responsible for the cost of such paper.

Signed _____ Date: _____

George Gerbner, Editor
Journal of Communication

Proposal Prepared for Journal of Communication

MANUFACTURING

Transaction will receive from the editors of Journal of Communication edited, typewritten manuscripts and will provide typesetting, proofreading, layout, paste-up, printing and mailing services in accordance with the schedule below. The production staff of Transaction, Inc. will prepare a dummy layout of the first issue of the journal to be manufactured by Transaction and this will serve as a prototype for future issues of the journal.

Manufacturing Costs

Specifications:

Trim Size: 6-3/4" X 9-3/4" (7" X 10")
Frequency: Quarterly
Quantity: 8,000 plus additional 1,000's
Pages: 160 plus cover; add'l 32 or 16 pages
Presswork: Text - Black Ink throughout
Cover - 2 colors outside/0 colors inside
Stock: Text - 50 lb. Eggshell
Cover - 65 lb. Navajo
Proofs: 1 Saltprint
Binding: Perfect

Prices:

Printing:	Camera, stripping, opaquing, plates, salts, printing, text & cover stock, binding.	6-3/4 X 9-3/4
	8,000 copies, 160 pages plus cover	\$5,110.00
	Add'l 1,000's	485.00
	8,000 add'l 32 pages	1,045.00
	Add'l 1,000's	84.00
	8,000 add'l 16 pages	531.00
	Add'l 1,000's	42.00

(continued)

Halftones, if any	6.50	6.50
Lineshots, if any	5.00	5.00

Typesetting & Preparation:

Cost per text page: includes running heads & folios 10/12 PR x 28/47 picas.	\$1.30/column inch
--	--------------------

Cost per page of book reviews: included running heads & folios. 2 columns: 9/11 PR X 15/46 picas.	.89/column inch
--	-----------------

Tables, Graphs, & Charts extra according to
complexity

Mechanicals: includes layout & pasteup	\$2.50/page
--	-------------

Mailing:

Affix labels, sort, tie, bag & mail	\$45/M
-------------------------------------	--------

Packaging & Freight	At Cost
---------------------	---------

This quotation is based on current prices for paper and manufacturing services. Prices are guaranteed for 60 days. We have quoted assuming a 50lb. text paper. Since we feel a lighter weight sheet will not provide adequate opacity.

Subscription Fulfillment Service

Transaction is able to provide a comprehensive subscription fulfillment service which will include the following services:

1. Cashiering - receiving mail, opening, counting, depositing cash, submitting cash reports on a publishing frequency basis.
2. Batching - match key research, grouping transactions into processing batches.
3. Complaint Handling - Research and resolve complaints and correspond with subscribers.
4. Updating - Updating of Journal of Communication file performed as necessary, normally once per month.
5. Issue Labels - Mailing labels will be generated for the journal in zip code sequence on a publishing basis.
6. Renewals - Notices of renewal will be prepared and sent to subscribers whose subscriptions are due to expire or have expired recently - maximum four efforts
7. Invoicing - Invoice notices will be prepared and sent to subscribers whose subscriptions were entered on the system without payment.

The ongoing cost of this service shall be \$1.30 per subscriber per year computed and charged on a monthly basis. Postage required for mailing renewals and invoices will be charged separately - at cost. The cost of converting your current file to our system will be determined after a detailed examination of the current system is made.

Subscription Sales Marketing - Direct Mail Promotion

Transaction will be pleased to serve as agent for the journal in soliciting subscriptions. In this capacity Transaction shall generate and manage a promotional program to include space advertising, catalog listings, direct mail advertising and convention exhibits. These activities will be performed by Transaction at its own expense and thus without charge to the journal. Transaction would retain 50 percent of the revenues received from such efforts and credit the journal for 50 percent of such receipts. Transaction would retain 20 percent of all renewal income and credit the journal for 80 percent of such receipts.

In addition we would be pleased to assist the Journal of Communication in sponsoring its own direct mail promotion to generate new members and institutional subscriptions. Transaction can and would be of great help in planning a direct mail program, designing a promotional package and executing optional and could be modified to the budgetary capacities of the Journal, the following represents our recommendation for an annual program. Of course, since the Journal would be paying the costs of such a promotion, 100 percent of the proceeds derived would be credited to the journal.

Assuming an initial subscriber file of approximately 8,000 members and subscribers, we would recommend an annual direct mail effort designed to increase circulation by at least 1,000 subscribers per year. Anticipating a 2 percent response to direct mail

(continued)

(approximate industry average), this would require a total mailing of 50,000 pieces during each year yielding approximately 1,000 new subscribers. This may be performed with one or more separate mailings. The content of the promotional package itself is an important determinant of the cost of such a mailing as well as its success. If Journal of Communication has been successful in the past with a particular type of package, we would be fully prepared to utilize a similar updated package. What follows are estimated prices for a package which has proved relatively successful for Society magazine and other Transaction publications. This mailing might be sent twice per year, in the spring and fall.

Direct Mail Promotion Prices (Estimated)*

Contents of Package: 8-1/2 x 11 coated brochure, 2 col/2 sides,
Covering letter, Business Reply Envelopes,
order form, #10 regular outside envelope.

Costs:

Typesetting:	\$300.00 (complete)
Printing:	
25,000 Brochures - 8-1/2 x 11, 2 col/2 sides on 80# coated stock and folded to fit #10 envelope	660.00
25,000 letters - 8-1/2 x 11 printed 2 col/1 side on 20# bond and folded to fit #10 envelope	325.00
25,000 Kost Kut BRE w, order flap 24 # wove 1 col/2 sides	350.00
25,000 #10 Regular 2 #wove offset 1 col/1 side	225.00
25,000 Cheshire Labels Rented @ 35.00/1,000	875.00
Mailing:	
Affix Label, sort, tie, bag, mail	450.00
Postage @.018/piece plus \$30 bulk permit	480.00
Total Cost for 25,000 pieces mailed	\$3,665.00 or .146/ea.
Estimated Return From Mailing:	
500 Subscribers @ \$12.00 ea. (Average)	\$6,000.00
Gross Profit From Mailing	\$2,335.00

*Estimated prices are based on those paid for recent mailings of a similar nature. Actual prices would be quoted and submitted for approval prior to beginning work on mailing. Cost of mailing could be reduced if the Journal of Communication list was exchanged for useful names from other publications.

Marketing - Space Advertising

Additional new subscribers can and should be obtained through effective use of space advertising. An advertising exchange program should be created depending upon objectives.

The most important aspect of the space advertising exchange program is the selection of the best possible media. This selection should properly be made in conjunction with the editors of Journal of Communication who know best the focus of the journal as well as the most appropriate readership to solicit through advertising.

Transaction will act as agent for Journal of Communication and in this capacity will communicate with the publications selected to receive advertising, place reservations for space and prepare copy for the ad which is to appear in each case, if requested.

Back Issue and Single Copy Sales

Transaction will receive and process all orders for back issues, single copies, and bulk shipments of the journal. Transaction shall provide for shipment of such materials and for invoicing of all such sales. Transaction will retain 35% of the net proceeds derived from such sales and credit the journal with 65% of such proceeds.

Space Advertising Within Journal of Communication

Transaction, Inc. is prepared to act as agent in the solicitation of advertising. Space Advertising has proven an important source of income to Society Magazine and other publications published by Transaction and this should certainly be true for advertising in Journal of Communication.

Transaction, Inc. has a full time advertising manager on staff who sells advertising for Transaction publications. He is in contact with most advertisers and agencies in the New York area and on campuses throughout the country. Since New York is the location of most publishers & advertising agencies, our proximity to the city is a real advantage. The advertising manager in conjunction with appropriate people at the journal would prepare an advertising rate sheet stating rates and specifications. Transaction would proceed to sell advertising, retaining 40 percent of the net proceeds from each sale. No commission would be charged on ads sold by the Journal of Communication and forwarded to Transaction for publication.

List Rental Income

If the Journal of Communication agrees to make its subscription list available for rental Transaction would act as agent for the journal in listing and renting the list. The normal billing for such a rental would be \$35 per 1,000 names. At the request of the publisher, Transaction will agree not to rent the list without first consulting the staff of the International Studies Association and notifying them of the client involved. Transaction would retain 50 percent of the net proceeds from such rentals - and would defray the cost of preparing the list for the client.

Permissions & Licensing Agreements

Transaction would act as agent for the Association in negotiating and arranging Permissions & Licensing agreements, including specifically but not limited to reproduction on microfilm through University Microfilms. Transaction would retain 20 percent of the net proceeds received from the negotiations of such rights.

MANUFACTURING

Comparison of Wm. Byrd & Transaction prices for manufacture of J.O.C Prices quoted are from 10/3/75 proposal by Transaction and from bill for the Summer 1975 issue submitted by Byrd.

	<u>TRANS</u>	<u>BYRD</u>
10/12 text inc. paste-up & mech.**	\$12.58 per page	\$16.85 per page
book review pages **	\$16.30 per page	\$22.95 per page
mailing ****	\$45.00 per M	\$53.25 per M
halftones	6.50	3.50
lineshots	5.00	2.00
printing, binding, stock &litho (8,000 copies 224 pgs.)	7200.00	7033.94

** Difference in price may result from fact that Byrd generates proofs for J.O.C. staff at two stages of production as well as a blueline. Transaction proposal indicates that JOC would see only blueline. This fact can keep Transaction's page cost lower than Byrd because if proofs don't need to be sent out, corrections can be made directly on computer tape.

**** Byrd prices may be higher because it included a printed wrapper for each issue. It is unclear as to whether the issues are wrapped at all and whether or not this cost of this service is included in the Transaction figures.

Costs apparently not included in Transaction proposal but should be considered:

1. author alterations (\$15.15 per hr. at Byrd)
2. tables & graphs (\$51.60 per page at Byrd)
3. index pages (\$36.85 per page at Byrd)
4. bind-in of sub. card (\$4.71 per M at Byrd)
5. Advertisements, set new (\$37.55 per page at Byrd)
6. back copy storage (\$.20 per 100 copies per month)
7. inventory maintenance

SUBSCRIPTION FULFILLMENT SERVICE

In terms of the cost of people's time and the cost of our computer house, what the JOC spends per subscriber and what Transaction proposes to spend are essentially the same depending on the cost of supplies.

1. Who pays for supplies i.e. paper and printing of renewal notices, envelopes, stationary, invoices, etc.? How much?
2. Who approves copy and sets policy for such endeavors?
3. Into whose bank account does the cash go?
4. Who gets the bank statements?
5. Is Transaction bonded and/or insured?
6. What kinds of checks and balances are incorporated into the system?
7. Is Transaction audited? By whom? how often?
8. How is renewal information batched with original documents?
9. Range of cost of conversion?
10. Cost of label lists other than to send issues?

DIRECT MAIL PROMOTION

Paragraph #1: Currently we do not pursue this type of solicitation to any great degree. We do some exchange advertising and are listed in various free directories. The drawback to this kind of arrangement is the determination of source of subscriptions and the perpetuity of splitting renewal income. Also, this arrangement would conflict with ICA agreement ~~allowing for 1/3 discount to ICA~~ concerning renewal income.

Paragraphs 2-4: In past experience 2% is a rather high return figure for a 50,000 piece mailing for a specialized publication.

Transaction proposes to send a one page letter, brochure, and combination order return envelope in a standard letter envelope with label on outside.

We have in past sent 4-page letter, brochure, order card with label, return envelope in a window envelope.

Comparison of Figures:

<u>Transaction</u>	<u>Dorothy Kerr</u>
25,000 brochures - \$660.00	50,000 brochures - \$1145.55
25,000 1-page letters - \$325.00	50,000 4-page letters - \$1249.50
25,000 return envelopes with order flap - \$225.00	50,000 order cards - \$900.00
mailing service 25,000 - \$450.00	mailing service 50,000 - \$1183.49

What this boils down to is that we spend approximately \$8,000 for a 50,000 piece mailing and Transaction is proposing that we spend approximately \$7200 for 50,000 pieces using lower quality materials and less of them.

SPACE ADVERTISING

We currently are not involved in this area. Does Transaction take a commission on subscriptions obtained in this matter? And who pays for graphics? And does Transaction take a commission from the seller?

BACK ISSUE & SINGLE COPY SALES

Transaction proposes that the JOC would receive \$2.60 and Transaction \$1.40 from all such sales with Transaction doing the work. It currently costs us postage and about 5 minutes work to handle initial orders with invoicing adding maybe 5 more minutes. We currently get all of the income. Also does Transaction get its percentage before or after cost of postage is deducted? *It does not cost us \$1.40 in time to process such orders.*

SPACE ADVERTISING WITHIN JOC

Transaction proposal in this area is pretty much standard. However, does Transaction take commission on ads of the Consortium?

LIST RENTAL INCOME

Currently JOC is just starting to participate in this sort of thing. Thus far, we have rented our list for a gross income of Approx. \$150.00 and net income of \$100.00. /Since this is a area that must be carefully controlled and is not a big problem to handle we would probably not gain much by farming it out.

Manufacturing

Prices quoted in the Transaction proposal per page are roughly \$4.00 cheaper than what we currently pay. However, at present the J.O.C. staff sees proofs at two stages of production as well as a blue line. The Transaction proposal indicates that JOC would see only blue line. This fact can keep Transaction's page cost lower because if proofs don't need to be sent out, corrections can be made directly on tape.

Printing, binding, stock & litho prices for 8,000 copies 224 pages are just about the same. JOC is actually paying about \$150.00 less than the Transaction proposal.

JOC currently spends about \$7.00 more per 1,000 on mailing the issues but it is unclear if Transaction is proposing the same kind of mailing i.e. wrapped issues.

Costs apparently not included in Transaction proposal but should be included:

1. author alterations
2. tables & graphs
3. index pages
4. bind-in cards
5. advertisements, set new
6. back copy storage
7. inventory ~~ma~~ maintenance

Subscription Fulfillment Service

What JOC spends per subscriber and what Transaction proposes to spend are about the same. However, the financial arrangements proposed do not comply with our current responsibilities to ASC. In addition, the Transaction proposal does not indicate if the cost of supplies and postage is included in their price.

Direct Mail Promotion

1. Currently ^{we} do not pursue the type of solicitation proposed in paragraph #1. We do on occasion exchange advertising with other journals. The drawback to this kind of arrangement is the determination of source of subscriptions, cost of supplies, purchase of space, and perpetuity of splitting renewal income. The Renewal income arrangement would conflict with our ICA agreement regarding renewal income.

Transaction proposes to send a one page letter, brochure, and combination orderblank return envelope in a standard letter envelope with label on outside. In the past JOC has sent 4-page letter, brochure, order card with label, return envelope, and window envelope.

JOC has spent approximately \$8000.00 for a 50,000 piece mailing and Transaction is proposing that JOC spend approx \$7200.00 for 50,000 piece using perhaps lower quality materials and less of them.

Space Advertising

We currently are not involved in this area and have not included sub expense in the budget. Does Transaction take a commission on subscription obtained in this matter? Who pays for graphics?

Back Issue and Single Copy Sales

Transaction proposes that JOC would receive \$2.60 and Transaction \$1.40 from all such sales with Transaction doing the work. JOC currently does all of the work and keeps all of the income. It does not currently cost us \$1.40 in time and supplies to process orders.

Space advertising within JOC

Transaction proposal in this area is pretty much standard. Is there a special deal for members of the Consortium advertising in each other?

List Rental Income

Currently JOC does only a small amount of this. Since this area must be carefully controlled and is not a big problem to handle not much would be gained by farming it out.

Open

over many details
of production and
management.

A major problem

The chief drawback to your overall proposal is that we can not save any money by using Transaction unless we sacrifice control. Another ~~very~~ ~~real~~ concern is our responsibilities to both ASC and ICA. In all matters we must consider their interests as well as our own.

We would like to know, however, if Transaction is interested in acting as our agent on a non-exclusive basis for ad solicitation in the Journal of Communication. For such services, Transaction would receive 40% of the net proceeds of such sales. However, JOC will retain the right to limit the number of pages of ~~such~~ advertising in any given issue.

In addition, we would like to see a more detailed proposal regarding space advertising exchange, catalogue listings, and convention exhibits. Please include costs of production and space as well as your fees for set-up and administration of such a program.

We are looking forward to your
response.



October 29, 1975

*above
OK to file.*
9

Mr. Scott Bramson
Publisher
Transaction, Inc.
Rutgers - The State University
New Brunswick, NJ 08903

Dear Mr. Bramson:

Thank you for your letter of October 3 and the attached proposal. We have studied it carefully and here are our comments.

Manufacturing

Prices quoted in the Transaction proposal per page are roughly \$4.00 cheaper than what we currently pay. However, at present the Journal of Communication staff sees proofs at two stages of production as well as a blue line. The transaction proposal indicates that JOC would see only blue line. This fact can keep Transaction's page cost lower because if proofs don't need to be sent out, corrections can be made directly on tape.

Printing, binding, stock and litho prices for 3,000 copies 224 pages are just about the same. JOC is actually paying about \$150.00 less than the Transaction proposal.

JOC currently spends about \$7.00 more per 1,000 on mailing the issues but it is unclear if Transaction is proposing the same kind of mailing i.e. wrapped issues.

Costs apparently not included in Transaction proposal but should be included:

1. author alterations
2. tables and graphs
3. index pages
4. bind-in cards
5. advertisements, set new
6. back copy storage
7. inventory maintenance

Subscription fulfillment service

What JOC spends per subscriber and what Transaction proposes to spend are about the same. However, the financial arrangements proposed do not comply with our current responsibilities to ASC. In addition, the Transaction proposal does not indicate if the cost of supplies is included in their price.

October 29, 1975

Direct mail promotion

Currently we do not pursue the type of solicitation proposed in paragraph #1. We do on occasion exchange advertising with other journals. The drawback to this kind of arrangement is the determination of source of subscriptions, cost of supplies, purchase of space, and perpetuity of splitting renewal income. The renewal income arrangement would conflict with our ICA agreement regarding renewal income.

Transaction proposes to send a one-page letter, brochure, and combination orderblank return envelope in a standard letter envelope with label on outside. In the past JOC has sent 4-page letter, brochure, order card with label, return envelope, and window envelope.

JOC has spent approximately \$8,000.00 for a 50,000 piece mailing and Transaction is proposing that JOC spend approximately \$7,200.00 for 5,000 using perhaps lower quality materials and less of them.

Space advertising

We currently are not involved in this area and have not included such expense in the budget. Does Transaction take a commission on subscriptions obtained in this matter? Who pays for graphics?

Back issue and single copy sales

Transaction proposes that JOC would receive \$2.60 and Transaction \$1.40 from all such sales with Transaction doing the work. JOC currently does all of the work and keeps all of the income. It does not currently cost us \$1.40 in time and supplies to process orders.

Space advertising within JOC

Transaction proposal in this area is pretty much standard. Is there a special deal for members of the Consortium advertising in each other?

List rental income

Currently JOC does only a small amount of this. Since this area must be carefully controlled and is not a big problem to handle not much would be gained by farming it out.

October 29, 1975

-3-

A major problem is that we cannot save any money by using Transaction unless we give up control over many details of production and management. Another concern is our responsibilities to both ASC and ICA. In all matters we must consider their interests as well as our own.

We would like to know, however, if Transaction is interested in acting as our agent on a non-exclusive basis for ad solicitation in the Journal of Communication. For such services, Transaction would receive 40% of the net proceeds of such sales. However, JOC will retain the right to limit the number of pages of advertising in any given issue.

In addition, we would like to see a more detailed proposal regarding space advertising exchange, catalog listings, and convention exhibits. Please include costs of production and space as well as your fees for set-up and administration of such a program.

We are looking forward to your response.

Sincerely yours,

George Gerbner,
Editor

GG:kas

CC: Ms. Elvira Lankford ✓
Ms. Marsha Siefert

November 13, 1975

Professor George Gerbner, Editor
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19174

Dear Professor Gerbner:

I have received and read your letter of October 29, 1975 in response to our proposal. My overall reaction to your letter is that you appear to have read our proposal as a manufacturing quotation rather than as a management service. While I continue to believe after reading your response to our proposal that we could save you a modest amount of money, in the preparation of each issue, I think the more important question would seem left unanswered by your letter is whether or not you feel that the nature of the services we offer would be useful and necessary.

For example, you indicate that while our price per page for typesetting and mechanicals is \$4.00 cheaper than your current price, you suggest that this may be explained by the fact that you would see only blue lines, whereas you now *also* see two sets of proofs. In fact, galleys, corrected galleys and page proofs would be prepared for your journal and would be proofread and corrected by our own staff, eliminating the necessity for your efforts in this area. In other words, we would be doing precisely what you now doing; however, these intermediate steps would be performed by us and included within our quoted price. Indeed, there would be no problem in providing you with galleys and page proofs for your review, but this is precisely the sort of service which we offer and which we feel is the most attractive and useful part of our activities in this area. With respect to printing costs, it may well be true that your own costs are \$150. less than that reflected in our proposal, but I would remind you that we would be responsible for coordinating all activities with the printer so that you would not have to become involved in these sort of activities. Again, it is in this area where we feel that our own experience makes it possible for us to offer superior service which the publications we handle find to be extremely valuable.

With respect to subscription fulfillment, my own feeling has always been that price is somewhat secondary to the capacity and efficiency of the system being used. You indicate the prices in our proposal appear to be comparable

(continued)

Professor George Gerbner

November 13, 1975

Page 2.

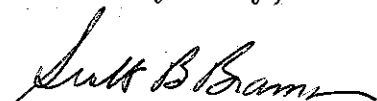
to those which you now pay, and indeed if you feel your own system works perfectly and provides all of the information you require, I would suggest that you not make exchange since circulation conversions are costly and inevitably introduce an initial error factor. However, it was my impression after meeting with you in your offices, that the fulfillment system with which you currently operate is rather limited in its capacities and that you do have problems maintaining an effective renewal and invoice program. We have two alternative computerized subscription fulfillment systems as well as several staff members who specialize and work only in this area. If there are problems to be solved with your own system, I feel certain we can do it. If, on the other hand, there are not, there really is no point in making any change.

With respect to direct mail promotion, the same sort of logic really holds true. It is not really a question of price at all, but rather the creation of an effective promotion piece, the intelligent selection of lists to be used, and the careful monitoring of the results in each mailing. If this is being done well now, again, there is no need for our service. If, however, you need professional assistance in this area, I feel certain we can provide it and work within whatever budget you may establish.

Beyond the activities mentioned above there are services which we offer which you simply do not now have available. We do for example, have a full time advertising sales representative who spends a good portion of his time in New York calling on advertising agencies, publishers, and other general advertising clients. This kind of personal interaction is the only way to generate any substantial advertising. We also do attend many professional association meetings and conventions and would be able to distribute and promote your publications at these events. Finally, we have a thoroughly comprehensive list of subscription agencies through which to promote subscriptions to the journal. I might add to the response to the query made in your letter that there is no charge to you for catalog listings, convention exhibits, etc.

Again, I want to reiterate that our purpose in preparing a proposal for you was not to have it considered exclusively as a cost competitive quotation for services. If you were satisfied with the manufacturing, subscription fulfillment, marketing and advertising arrangements you now have, then I see no reason to pursue the matter further. If you feel the services we offer would be useful to your publication then I think we have demonstrated that our prices are certainly in the same neighborhood as those you now pay and our future discussions should center on how we can best fulfill the qualitative needs of your publication in each of the service areas.

Yours very truly,



Scott B. Bramson
Publisher

SBB:jmj

cc; Irving Louis Horowitz

January 21, 1976

Scott B. Bramson
Publisher
Transaction
Rutgers - The State University
New Brunswick, NJ 08903

Dear Mr. Bramson:

Sorry for the much delayed response to your letter of November 13. We wanted to review your proposal in the light of experience with yet an additional issue and promotion project, both of which are now underway.

The fact is that as of now we are "satisfied with the manufacturing, subscription fulfillment, marketing and advertising arrangements" we now have. Therefore, I see no reason to pursue the matter of a total management service.

However, if you are interested in pursuing the specific suggestions made in my letter of October 29, 1975, we will be pleased to consider them further.

Many thanks for your interest; perhaps we shall yet find areas of cooperation sooner or later.

Sincerely yours,

George Gerbner,
Editor

GG:has

CC: Irving Louis Horowitz
Elvira Lankford
Marsha Siefert

January 26, 1976

Dr. George Gerbner, Editor
JOURNAL OF COMMUNICATION
The Annenberg School of Communications
University of Pennsylvania
3 620 Walnut Street C5
Philadelphia, Pennsylvania 19174

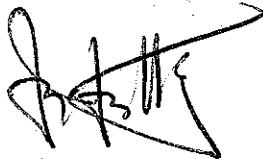
Dear George:

Thank you for the copy of your letter of January 21 to Scott. I think you said it all and said it well when you point out that you are satisfied with the manufacturing, subscription fulfillment, marketing and advertising arrangements the JOURNAL OF COMMUNICATION presently has. Under such circumstances it would indeed not be reasonable to proceed with the matter of a total management service.

On the other hand, I hope that in the future we can work out areas of marketing and advertising exchanges, perhaps along with list rental exchanges, that would be mutually beneficial, and at the same time in no way impede the autonomy of the JOURNAL OF COMMUNICATION.

I wish to assure you of my genuine appreciation of the good work being done by you and the Journal. We will seek to assist you in any way we can in the months ahead.

Yours very truly,



Irving Louis Horowitz
President

ILH:sgb
cc: Scott Bramson