

JOURNAL OF COMMUNICATION  
Promotion Results  
May 22, 1984

1984 EFFORTS

<u>List</u>	<u>#</u>	<u>Package</u>	<u>Drop Date</u>	<u>Return</u>	<u>%</u>
Columbia J Rev	5000	Red Logo Brochure	4/17/84	62	1.24
Intl Studies Assoc	2056	Red Logo Brochure	3/23/84	3	.15
AEJMC	1729	Red Logo Brochure	3/1/84	40	2.31
Quarterly J Speech	4399	Red Logo Brochure	3/23/84	106	2.41
ASIS-Intl Info	334	Red Logo Brochure	3/1/84	2	.90
ASIS-Tech/Info	295	Red Logo Brochure	3/1/84	6	2.03
ASIS-Beh/Soc Sci	107	Red Logo Brochure	3/1/84	1	.93
ASIS-Arts&Human	173	Red Logo Brochure	3/1/84	2	1.16
ASIS-Law&Info Tech	216	Red Logo Brochure	3/1/84	2	.92
ASIS-Info&Publ	253	Red Logo Brochure	3/1/84	3	1.19
ASIS-Cumulative	1378	Red Logo Brochure	3/1/84	17	1.23
JOC Expires LE 824	1237	Red Logo Brochure	1/27/84	40	3.23
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TOTAL OF MAIN EFFORT	15799			268	1.70
IIC New Members 1984	18	Red Logo Brochure	3/26/84	2	11.11

1983 EFFORTS

<u>List</u>	<u>#</u>	<u>Package</u>	<u>Drop Date</u>	<u>Return</u>	<u>f</u>
Wilson Quarterly	5000	4+1-Brochure	Dec 1982	*	*
Washington Journ Rev	5000	4+1-Brochure	Dec 1982	*	*
Columbia Journ Rev	5000	4+1-Brochure	Dec 1982	*	*
Political Sci Q	5000	4+1-Brochure	Dec 1982	*	*
NY Rev of Books	10000	4+1-Brochure	Dec 1982	*	*
Technology & Culture	3000	4+1-Brochure	Dec 1982	*	*
College Mktg Group	5000	4+1-Brochure	Feb 1983	*	*
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TOTAL OF MAIN EFFORT	38000			692	1.82
AAPOR 83	90	4+1-Brochure	10/27/83	1	1.11
IIC May 83	19	4+1-Brochure	8/24/83	--	--

\* Responses not coded. 498 (1.31%) received through January 1983. College Marketing Group (5000) dropped February 1983.

1979 EFFORTS

<u>List</u>	<u>#</u>	<u>Package</u>	<u>Drop Date</u>	<u>Return</u>	<u>\$</u>
J of Adv Res	4000	'79 Brochure		58	1.45
Applied Behav Sci	2852	'79 Brochure		59	2.07
Comm Bus Assoc	1420	'79 Brochure		16	1.13
Speech Comm Assoc	1585	'79 Brochure		59	3.72
Comm Academics	3103	'79 Brochure		21	.68
American Scholar	3000	'79 Brochure		21	.70
Journalism Quarterly	1990	'79 Brochure		19	.95
Access	2403	'79 Brochure		44	1.83
Psychology Today	5000	'79 Brochure		--	--
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TOTAL OF MAIN EFFORT	25353			297	1.17