

April 4, 1985

JOURNAL OF COMMUNICATION
Income by Fiscal Year (July 1 through June 30)

	<u>Actual 1982-83</u>	<u>Actual 1983-84</u>	<u>Projected 1984-85</u>
Average Circulation-			
Institutions	2,673	2,718	2,673
Individuals	1,635	1,675	1,377
ICA	<u>2,208</u>	<u>2,271</u>	<u>2,254</u>
	6,516	6,664	6,304
Subscription Price	\$20.00	\$20.00	\$22.00 (Ind) (a) \$30.00 (Inst)
Subscriptions	\$ 91,023.43	\$ 89,234.43	\$120,000.00
ICA (b)	---	6,663.32	15,000.00
Single Copies (c)	6,390.81	9,129.61	10,000.00
Offprints	1,865.00	1,320.00	2,000.00
Advertising	4,088.79	4,022.41	4,000.00
List Rentals	2,082.78	2,138.23	3,000.00
Permission Fees	2,074.87	1,260.01	1,500.00
Miscellaneous	<u>448.02</u>	<u>304.53</u>	<u>---</u>
	\$107,973.70	\$114,072.54	\$155,500.00

NOTES

- a - New price structure instituted January 1, 1985.
- b - By agreement with the International Communication Association, the JOURNAL is supplied to members at a substantial discount. Prior to January 1, 1984, income from ICA was figured directly into subscription income. We are working on a new agreement.
- c - Includes 600 copies of a special issue, "Ferment in the Field," sold during 1983-84 and 534 copies sold during 1984-85 at \$10.00 per copy (and at discount for quantity orders).

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Projected Expenses by Fiscal Year (July 1 through June 30)

	<u>1984-85</u>	<u>1985-86</u>
<u>Editorial</u>		
Administrative Salaries (a) (2 positions)	\$ 33,600.00	\$ 35,300.00
Secretarial & Clerical (a) (2 positions)	17,450.00	18,325.00
Employee Benefits	14,975.00	15,725.00
Computer	5,000.00	5,000.00
<u>Business</u>		
Administrative Salaries (1 position)	18,025.00	18,950.00
Secretarial & Clerical (1 position)	12,450.00	13,075.00
Employee Benefits	8,950.00	9,400.00
Computer	5,000.00	5,000.00
<u>Production</u>		
Printing & Mailing *	75,000.00	70,000.00
Computer	5,000.00	5,000.00
Design *	4,000.00	2,000.00
<u>Overhead</u>		
Office Supplies	2,500.00	2,000.00
Printing & Duplicating (includes forms)	1,500.00	1,500.00
Postage (includes renewals, billings, in-house promotion, & editorial correspondence)	8,000.00	9,000.00
Promotion *	25,000.00	15,000.00
Miscellaneous	<u>16,000.00</u> (b)	<u>7,000.00</u> (c)
	\$252,450.00	\$232,275.00

NOTES

- a - 2/3 of each editorial salary & benefits
- b - Includes editor's expense
- c - Does not include editor's expense

* To be substantially decreased