

Journal of  
**Communication**

Editorial Office

The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA 19104-3858

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September 20, 1985

Mr. Robert Shirrell  
University of Chicago Press  
5801 Ellis Avenue  
Chicago, IL 60637

Dear Mr. Shirrell

To follow up our telephone call, we are enclosing a report on the Journal of Communication, which includes a description of our editorial and business activities along with facts and figures on circulation, promotion efforts, and income. The three issues of the Journal that are enclosed suggest some of the broad range of subjects that Journal authors have addressed; the promotion brochure lists other areas of publishing activity.

As you will see from the enclosed report, since 1974 we have edited and the Annenberg School has published the Journal. The School's investment in the Journal has helped us achieve a leading position in our field. But publishing only one journal we cannot take advantage of the economies of scale, particularly in the areas of production, promotion, and order fulfillment, that an organization which publishes multiple journals can supply. We agreed with the Trustees of the School that the Journal should become self-supporting and, at the same time, strive to expand its market, through an arrangement with a publisher interested in investing in such a prospect.

We are looking for a publisher who can offer these economies of scale, who is willing to work aggressively to expand the circulation in what we believe is a growing market, and who will see us as active participants in the publishing process. Thus, we would want to keep the rights to the Journal, would want to be involved in the marketing and promotion, and would want to have a financial arrangement that allowed us to share in whatever increase in income might be generated through our joint effort.

We will be glad to answer any further questions you might have and look forward to hearing from you about your interest in the very near future.

Sincerely yours,

George Gerbner  
Editor

and

Marsha Siefert  
Associate Editor

enc

Journal of Communication

Report on Publishing Activities

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Promotion Brochures  
Income

## The Journal of Communication

The Journal of Communication is in its 35th year of publication as a journal of the International Communication Association. In 1974, the Journal was acquired by The Annenberg School of Communications, The University of Pennsylvania. Since this time, through extensive promotion efforts, the Journal has almost tripled its circulation to about 7000 while maintaining its affiliation as a membership benefit of ICA. The subscribers are almost equally divided, with ICA members, other individuals, and institutions each constituting a third of the whole.

George Gerbner, the Dean of the Annenberg School, has been the Editor since 1974 and Marsha Siefert has been the Associate Editor since 1976. The Journal is served by a distinguished international board of Consulting and Contributing Editors who inform the Journal about news in the field, review selected articles and books, and submit their own best work. In addition, the Journal calls upon a wide variety of authors, researchers, and reviewers from many fields of scholarship and policy-making.

Each 240-page issue of the Journal has several regular features. INTERCOM reports on publications, conferences, and events from all over the world. As many as 20 books on communications research and related areas are reviewed by communications scholars in each BOOKS section. Letters from readers and authors, and often exchanges between them, continue discussions in COLLOQUY.

The bulk of each issue is devoted to about 15 major articles. Of these, several focus on a particular topic or theme, from religion to telecommunications policy; this symposium format is often used to present research on one subject from a number of perspectives or a number of views on a particular question of policy.

Articles are submitted to the Journal primarily by researchers and policy-makers in the field of communications and related social science areas. The receipt of a suggestion or seminal paper from one of our authors or the independent submission of several manuscripts on similar topics may prompt the editors to solicit additional articles to round out the presentation of a particular theme or policy issue for a symposium.

The Journal receives almost 300 new manuscripts a year. Each manuscript is screened and, if judged suitable, is sent to two outside reviewers for "peer review." At least 80 percent of the manuscripts receive such review, along with a reading by both editors. Almost all manuscripts eventually published are revised at least once by the authors. For those manuscripts not formally reviewed, the editors often comment upon the reasons for not reviewing or recommend another, more appropriate place for submission. Between 80 and 85 percent of the manuscripts received are rejected.

The editors look for articles that extend or challenge what is known in the field and see their role not only as reflecting the field but also as pushing the boundaries of the field and making the material available to a larger public. For this reason the Journal has also publicized its contents through news releases, put the media in touch with its authors, and provides current and back issues to the press upon request.

The Journal has been innovative in the approach to selling single issues. Symposia are announced through letters to related publications and back issues are advertised in promotion mailings and through the circulation of lists of articles on frequently published subjects. A special 368-page issue on "Ferment in the Field" featured 35 original essays on the state of research written by prominent critics and scholars and has sold over 1200 single copies.

The editors have also taken care with the visual and design aspects of presentation, including cartoons and other drawings as a part of the Journal format. In an effort to encourage interdisciplinary and international participation, the Journal also retains a professional staff who edit the articles to be readable and accessible to the non-specialist while including useful figures, tables, and bibliographies to aid the specialist.

The Journal is produced on-line, with coded computer tapes being sent over the telephone to our printer, William Byrd Press, in Richmond, Virginia. This has allowed the staff to send computer print-outs to authors for checking and has eliminated almost all galley corrections. Layout, including a dummy, is currently done in-house, as is all other proofreading. A free-lance designer does the covers.

All business activities are also handled in-house. This includes the maintenance of the subscription list on computer, renewal notices, collection of subscription income, bills, list-rental requests, back issue fulfillment, permissions, offprint orders, and promotion. Promotion is designed free-lance, with copy often written in-house, and the marketing plan is reviewed by the whole staff. In addition to one or two large mailings per year, several smaller mailings to specialized lists are often done in-house.

The Journal of Communication is a part of a larger publications program at The Annenberg School of Communications. The editorial staff assists in the administration of two book series, one published by Longman Publishers with 9 books already in print and one being launched with Oxford University Press, along with other books edited by the Journal of Communication editors.

JOURNAL OF COMMUNICATION  
CIRCULATION REPORT  
September 19, 1985

<u>1985</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2128	2317		
Institutions	2660	2726		
Individuals	1364	1780		
	-----	-----	-----	-----
Total Subs	6152	6823		
Single Copies	8	2		
	-----	-----	-----	-----
Total Paid	6160	6825		

<u>1984</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2200	2335	2342	2301
Institutions	2715	2702	2721	2715
Individuals	1689	1543	1460	1485
	-----	-----	-----	-----
Total Subs	6604	6580	6523	6501
Single Copies	61	36	57	66
	-----	-----	-----	-----
Total Paid	6665	6616	6580	6567

<u>1983</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2206	2294	2276	2276
Institutions	2675	2693	2734	2734
Individuals	1686	1792	1736	1736
	-----	-----	-----	-----
Total Subs	6567	6779	6746	6746
Single Copies	77	46	1395	23
	-----	-----	-----	-----
Total Paid	6644	6825	8141	6769

JOC Circulation - 2  
September 19, 1985

<u>1982</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2128	1923	2143	2192
Institutions	2693	2636	2669	2656
Individuals	1328	1307	1521	1545
	-----	-----	-----	-----
Total Subs	6149	5866	6333	6393
Single Copies	86	123	76	125
	-----	-----	-----	-----
Total Paid	6235	5989	6409	6518

<u>1981</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2132	2225	2222	2053
Institutions	2651	2655	2646	2683
Individuals	1286	1339	1431	1374
	-----	-----	-----	-----
Total Subs	6069	6219	6299	6110
Single Copies	416	109	323	148
	-----	-----	-----	-----
Total Paid	6485	6328	6622	6258

<u>1980</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2336	2301	2066	2129
Institutions	2631	2516	2632	2585
Individuals	1577	1508	1355	1310
	-----	-----	-----	-----
Total Subs	6544	6325	6053	6024
Single Copies	260	206	169	97
	-----	-----	-----	-----
Total Paid	6804	6531	6222	6121

<u>1979</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2235	2223	2267	2310
Institutions	2557	2558	2555	2509
Individuals	1458	1326	1585	1523
	-----	-----	-----	-----
Total Subs	6250	6107	6407	6342
Single Copies	251	254	192	106
	-----	-----	-----	-----
Total Paid	6501	6361	6599	6448

  

<u>1978</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2097	2101	2101	2138
Institutions	2582	2535	2526	2367
Individuals	1884	1796	1737	1676
	-----	-----	-----	-----
Total Subs	6563	6432	6364	6181
Single Copies	252	271	307	193
	-----	-----	-----	-----
Total Paid	6815	6703	6671	6374

  

<u>1977</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2097	2091	2166	2217
Institutions	2581	2428	2427	2471
Individuals	1885	1826	1890	1877
	-----	-----	-----	-----
Total Subs	6563	6345	6483	6565
Single Copies	293	443	311	238
	-----	-----	-----	-----
Total Paid	6856	6788	6794	6803

<u>1976</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	2385	2085	2166	2217
Institutions	2164	2112	2427	2471
Individuals	2321	2292	1890	1877
	-----	-----	-----	-----
Total Subs	6870	6489	6483	6565
Single Copies	510	388	328	244
	-----	-----	-----	-----
Total Paid	7380	6877	6811	6809

<u>1975</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	1989	1989	1989	2102
Institutions	1841	1863	1899	1940
Individuals	2161	2002	2834	2733
	-----	-----	-----	-----
Total Subs	5991	5854	6722	6775
Single Copies	351	304	350	760
	-----	-----	-----	-----
Total Paid	6342	6158	7072	7535

<u>1974</u>	WINTER	SPRING	SUMMER	AUTUMN
	--	--	--	--
ICA	1777	1777	1777	1777
Institutions	1439	1494	1508	1542
Individuals	94	893	968	1412
	-----	-----	-----	-----
Total Subs	3310	4164	4253	4731
Single Copies	204	518	119	1127
	-----	-----	-----	-----
Total Paid	3514	4682	4372	5858

REPORT OF  
A SURVEY OF  
JOURNAL OF COMMUNICATION SUBSCRIBERS

Completed January 12, 1984

In January 1983, a survey questionnaire was mailed to 1,415 JOURNAL OF COMMUNICATION subscribers who are not members of the INTERNATIONAL COMMUNICATION ASSOCIATION (ICA). Similarly, in October 1983, the same survey was mailed to 2,094 current members of the INTERNATIONAL COMMUNICATION ASSOCIATION who receive the JOURNAL OF COMMUNICATION as a membership benefit. Responses were received from 1,371 of the 3,732 mailed, a response rate of 36%. What follows is summary of the combined results of the two surveys.

	<u>Mailed</u>	<u>Received</u>	<u>%</u>
3rd Class Domestic:	3,189	1,260	39.5
Foreign Surface:	<u>543</u>	<u>111</u>	<u>20.4</u>
TOTAL	3,732	1,371	36.7

Table 1: Occupation of JOURNAL Subscribers

	<u>#</u>	<u>%</u>
Academic	927	68
Media	104	8
Government	39	3
Corporate	92	6
Student	115	8
Other	<u>92</u>	<u>7</u>
TOTAL	1,369	100

Table 2: Income of Subscribers

- 1 = under \$10,000
- 2 = \$10,000 - 25,000
- 3 = \$25,000 - 40,000
- 4 = \$40,000 - 60,000
- 5 = over \$60,000

	<u>1</u>		<u>2</u>		<u>3</u>		<u>4</u>		<u>5</u>		<u>TOTAL</u>	
	#	%	#	%	#	%	#	%	#	%	#	%
Academic	40	(30)	250	(73)	393	(76)	167	(65)	38	(41)	888	(66)
%	5		28		44		19		4		100	
Media	4	(3)	27	(8)	42	(8)	35	(14)	20	(22)	128	(10)
%	3		21		33		27		16		100	
Government	--		8	(2)	19	(3)	10	(4)	2	(2)	39	(3)
%			20		49		26		5		100	
Corporate	--		8	(2)	29	(6)	29	(11)	19	(21)	85	(6)
%			10		34		34		22		100	
Student	77	(57)	30	(9)	5	(1)	--		--		112	(8)
%	69		27		4						100	
Other	14	(10)	19	(6)	29	(6)	14	(6)	13	(14)	89	(7)
%	16		20		33		16		15		100	
TOTAL	135	(100)	342	(100)	517	(100)	255	(100)	92	(100)	1,341	(100)
%	10		26		38		19		7		100	

Other than the International Communication Association, what professional organizations do you belong to (please list)?

(The following is a list of those organizations which were mentioned by 10 or more responses.)

Academy of Management  
American Academy of Advertising  
American Association for Advancement of Science  
American Association for Public Opinion Research  
American Association of University Professors  
American Business Communication Association  
American Educational Research Association  
American Film Institute  
American Forensic Association  
American Political Science Association  
American Psychological Association  
American Society for Training & Development  
American Sociological Association  
American Studies Association  
Association for Education in Journalism & Mass Communication  
Broadcast Education Association  
Canadian Communication Association  
Communication Association of the Pacific  
International Association for Mass Communication Research  
International Association of Business Communication  
International Institute of Communications  
International Listening Association  
International Society for General Semantics  
International Society for the History of Rhetoric  
Midwest Association for Public Opinion Research  
Public Relations Society of America  
Society for Intercultural Education, Training & Research  
Society for Research in Child Development  
Society of Professional Journalists/Sigma Delta Chi  
Speech Communication Association

Other than the JOURNAL OF COMMUNICATION and HUMAN COMMUNICATION RESEARCH,  
how many scholarly publications do you subscribe to (please list)?

(The following is a list of those publications which were mentioned by 10  
or more responses.)

Academy of Management Journal  
Academy of Management Review  
Administrative Science Quarterly  
American Business Communication Association Journal  
American Political Science Review  
American Psychologist  
American Sociological Review  
Child Development  
Columbia Journalism Review  
Communication Abstracts  
Communication Education  
Communication Monographs  
Communication Quarterly  
Communication Research Quarterly  
Contemporary Sociology  
Critical Studies in Mass Communication  
Harvard Business Review  
International Journal of Intercultural Relations  
Journal of Advertising  
Journal of American Forensic Association  
Journal of Applied Communication Research  
Journal of Broadcasting  
Journal of Canadian Communication Association  
Journal of Personality & Social Psychology  
Journal of Popular Culture  
Journalism Educator  
Journalism Quarterly  
Mass Communication Review  
Newspaper Research Journal  
Philosophy & Rhetoric  
Psychological Bulletin  
Public Opinion Quarterly  
Quarterly Journal of Speech  
Rhetorica  
Training & Development Journal

Table 3: Book Purchases/Reviews

Have you ever purchased a book because of a review that appeared in the JOURNAL OF COMMUNICATION?

	<u>Frequent</u>		<u>Sometimes</u>		<u>Never</u>		<u>TOTAL</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Academic %	43 (80) 5		534 (71) 58		339 (63) 37		916 (68) 100	
Media %	5 (9) 5		52 (7) 52		43 (8) 43		100 (7) 100	
Government %	--		27 (4) 71		11 (2) 29		38 (3) 100	
Corporate %	2 (4) 2		39 (5) 44		47 (9) 54		88 (7) 100	
Student %	--		48 (6) 42		67 (12) 58		115 (8) 100	
Other %	4 (7) <u>4</u>		49 (7) <u>56</u>		35 (6) <u>40</u>		88 (7) <u>100</u>	
TOTAL %	54(100) 4		749(100) 56		542(100) 40		1,345(100) 100	

Table 4: Book Purchases/Advertisements

Have you ever purchased a book because of an advertisement that appeared in the JOURNAL OF COMMUNICATION?

	<u>Frequent</u>		<u>Sometimes</u>		<u>Never</u>		<u>TOTAL</u>	
	#	%	#	%	#	%	#	%
Academic %	15 (68) 2		383 (72) 42		507 (65) 56		905 (68) 100	
Media %	--		41 ( 8) 43		55 ( 7) 57		96 ( 7) 100	
Government %	--		20 ( 4) 53		18 ( 2) 47		38 ( 3) 100	
Corporate %	2 ( 9) 2		21 ( 4) 24		65 ( 9) 74		88 ( 7) 100	
Student %	3 (14) 3		30 ( 5) 26		81 (11) 71		114 ( 8) 100	
Other %	2 ( 9) <u>2</u>		37 ( 7) <u>42</u>		49 ( 6) <u>56</u>		88 ( 7) <u>100</u>	
TOTAL %	22(100) 2		532(100) 40		775(100) 58		1,329(100) 100	

Table 5: Purchase of Supplies

Do you purchase or recommend the purchase of supplies and equipment for your organization?

	<u>Yes</u>		<u>No</u>		<u>TOTAL</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Academic	584	(74)	328	(61)	912	(69)
%	64		36		100	
Media	60	( 8)	41	( 8)	101	( 8)
%	59		41		100	
Government	25	( 3)	12	( 2)	37	( 3)
%	68		32		100	
Corporate	58	( 7)	33	( 6)	91	( 7)
%	64		36		100	
Student	17	( 2)	83	(15)	100	( 7)
%	17		83		100	
Other	45	( 6)	41	( 8)	86	( 6)
%	52		48		100	
TOTAL	789	(100)	538	(100)	1,327	(100)
%	59		41		100	

Table 6: Intercom

Is Intercom a useful source of information for you?

	<u>Yes</u>		<u>No</u>		<u>TOTAL</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Academic %	530	(70)	76	(62)	606	(69)
	87		13		100	
Media %	50	(7)	16	(13)	66	(8)
	76		24		100	
Government %	25	(3)	5	(4)	30	(4)
	83		17		100	
Corporate %	42	(6)	4	(3)	46	(5)
	91		9		100	
Student %	61	(8)	12	(10)	73	(8)
	84		16		100	
Other %	44	(6)	10	(8)	54	(6)
	82		18		100	
TOTAL %	752	(100)	123	(100)	875	(100)
	86		14		100	

Table 7: Readability of the JOURNAL

We are interested in your reaction to the overall readability and presentation of JOURNAL articles. Do you find that you:

- 1 = Read most of the articles
- 2 = Pick a few articles and read them
- 3 = Skim most of the articles for useful information

	<u>1</u>		<u>2</u>		<u>3</u>		<u>TOTAL</u>	
	#	%	#	%	#	%	#	%
Academic	73	(62)	678	(70)	154	(64)	905	(67)
%	8		75		17		100	
Media	11	(9)	72	(7)	20	(8)	103	(8)
%	11		70		19		100	
Government	4	(3)	27	(3)	7	(3)	38	(3)
%	11		71		18		100	
Corporate	6	(5)	59	(6)	22	(9)	87	(7)
%	7		68		25		100	
Student	10	(9)	85	(9)	19	(8)	114	(8)
%	9		74		17		100	
Other	14	(12)	54	(5)	19	(8)	87	(7)
%	16		62		22		100	
TOTAL	118	(100)	975	(100)	241	(100)	1,334	(100)
%	9		73		18		100	

Table 8: Quality of JOURNAL Articles

How would you rate the overall quality of JOURNAL OF COMMUNICATION articles in relation to those in similar publications?

	<u>Hi</u>		<u>Avg</u>		<u>Mixed</u>		<u>Lo</u>		<u>TOTAL</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Academic %	317 (61) 36		289 (71) 32		244 (75) 27		48 (74) 5		898 (68) 100	
Media %	58 (11) 58		26 ( 6) 26		13 ( 4) 13		3 ( 5) 3		100 ( 7) 100	
Government %	22 ( 4) 60		9 ( 2) 24		4 ( 1) 11		2 ( 3) 5		37 ( 3) 100	
Corporate %	31 (65) 35		26 (60) 30		24 (27) 27		7 (108) 8		8 ( 7) 100	
Student %	44 ( 9) 41		37 ( 9) 34		24 ( 7) 22		3 ( 5) 3		108 ( 8) 100	
Other %	45 ( 9) 52		23 ( 6) 26		17 ( 6) 20		2 ( 3) 2		87 ( 7) 100	
TOTAL %	517(100) 39		410(100) 31		326(100) 25		65(100) 5		1,318(100) 100	

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	111	2.22
Intl Studies Assoc	2056	Red Logo Brochure	3/23/84	3	.15
AEJMC	1729	Red Logo Brochure	3/1/84	52	3.00
Quarterly J Speech	4399	Red Logo Brochure	3/23/84	128	2.90
ASIS-Intl Info	334	Red Logo Brochure	3/1/84	3	.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	42	3.39
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TOTAL OF MAIN EFFORT	15799			353	2.23
AAPOR 83-84	1083	Red Logo Brochure	7/26/84	23	2.12
IIC New Members 1984	18	Red Logo Brochure	3/26/84	2	11.11
Comm Tech & Politics	78	Red Logo Brochure	6/8/84	3	3.85
IAMCR	374	Red Logo Brochure	6/8/84	12	3.21
IAMCR Amendment	94	Red Logo Brochure	8/6/84	3	3.19
IIC 1984 Members	1006	Red Logo Brochure	9/4/84	23	2.29

1983 EFFORTS

<u>List</u>	<u>#</u>	<u>Package</u>	<u>Drop Date</u>	<u>Return</u>	<u>%</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.

JOURNAL OF COMMUNICATION  
Direct Mail Results  
August 9, 1985

1985 EFFORTS

<u>List</u>	<u>#</u>	<u>Package</u>	<u>Drop Date</u>	<u>Return</u>	<u>%</u>
Wilson Quarterly	9081	\$18/year offer	5/24/85	87	.96
Wash Journalism Rev	9023	\$18/year offer	5/24/85	188	2.08
J of Advertising Res	9081	\$18/year offer	5/24/85	37	.41
Columbia Journal Rev	9081	\$18/year offer	5/24/85	178	1.96
Univ of Chicago Press	19746	\$18/year offer	5/24/85	47	.24
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TOTAL OF MAIN EFFORT	56012			537	.96
JOC/SVC Expires	917	\$18/year offer			
Communication Resarch	548	\$18/year offer			

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

Income from the Journal of Communication

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 stable circulation figure has also been used, though we expect a rise in subscriptions from recent promotion mailings.

	1985-86	1986-87
Circulation (app.)		
Institutions	2700	2700
Individuals	1400	1400
ICA	<u>2250</u>	<u>2250</u>
	6350	6350
Subscription Price	\$ 22	\$25 (Ind.)
(changes Jan.1)	\$ 30	\$40 (Inst.)
Subscriptions	\$ 111,800	\$ 143,000
ICA (a)	16,000	17,000
Single Copies	10,000	10,000
Offprints	1,500	1,500
Advertising	4,000	4,000
List Rentals	2,000	2,000
Permission Fees	<u>1,500</u>	<u>1,500</u>
	\$146,800	\$179,000

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