

SINCE
1478

OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

10 September 1985

Dr. George Gerbner
Dean, The Annenberg School of Communications
The University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104-3858

Dear George:

As promised, this letter will serve as our initial proposal to publish the Journal of Communication. I am sorry that it has taken us so long to make this proposal, but it was necessary for me to consult a number of people about aspects of the offer, and this process took longer than I had anticipated.

Let me say at once that everyone here is eager to make arrangements for Oxford to publish the Journal. It would fit very well into our developing plans in communications. We feel, too, that publication of the Journal would provide another strong link between Annenberg and Oxford, to go along with the International Encyclopedia of Communications and the Annenberg/Oxford Communications Books series. In addition, we at Oxford are aggressively and successfully seeking publication of scholarly journals and have already made enough such arrangements so that we can offer both expertise and advantages in joint operation for the printing, promotion, and order fulfillment on journals. In every way the Journal of Communication would be an appropriate and distinguished addition to our journals publication program.

Since your editorial arrangement for the Journal works well and you are eager to continue it, we feel that a commission arrangement would work best for an over-all financial agreement. Under this plan, Annenberg would continue to handle all editorial procedures, including copy-editing and proof-reading. Oxford would take charge of printing arrangements, whether they continued with the William Byrd Press or were transferred, by mutual agreement, to another printer so as to achieve an economy of scale with other journals for which Oxford is responsible.

We would propose that Oxford would receive a 20% commission on all journal income plus direct advertising costs. Annenberg would remain owner and copyright holder.

Telephone: (212) 679-7300

Telex: 130479 Cable: Frowde, N.Y.

Dr. George Gerbner
10 September 1985
Page 2

Under separate cover I am sending you a marketing plan prepared by our Marketing Manager, Karen Casey. We understand your strong wish for expansion of the 7000-odd current subscription list, and we believe in time we can help to achieve this. With our strong presence in communications and related humanities and social science fields, we feel certain we can effectively reach the academic market, whether by advertising, direct promotion, or activities at conventions, while our expanding journal program gives us great access to libraries in more detail. We have thought your own promotion to have been well-conceived, thoroughly analyzed, and quite effective in reaching your audience, but we are aware that it has been very time consuming, so you are eager to have a publisher relieve you of a good deal of this work. We are convinced that we can do so in ways that will be effective for the Journal. Under the proposed arrangement, with you paying direct promotion costs, you would have advance approval of all promotion plans.

We are prepared to undertake order fulfillment. We would take the subscription list off Annenberg's computer and put it onto the printer's computer. We would process new orders, do renewals, handle claims, store and sell individual back issues.

We gather that you are tied to your current unsatisfactory agreement with the International Communications Association until 1987. At that time we would forcefully join you to renegotiate this agreement so that the price of subscriptions to ICA members could be raised sharply.

Prices for individual and institutional subscription prices have been raised for 1986 to \$25 and \$40 respectively. We would want to look at this prices again in 1987--at the time the ICA agreement is renegotiated--with the view to raising prices higher, in consultation with you.

We are not prepared to make any specific design proposals at this time, other than indicate that a more exciting and effective cover design --possibly featuring an illustration--would be desirable. There are possible advantages in a larger format, different text paper, and two-column text which we would be ready to explore with you at the proper time.

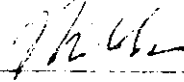
On the commission basis which we have proposed in this letter, Oxford would pay production, marketing, and fulfillment costs and would in turn collect all subscription and other incomes. We would suggest a semi-annual settling of accounts between Oxford and Annenberg.

One source of additional income that might well be worth exploring would be advertising and list rentals of the existing subscriptions. We would discuss this in due course.

Dr. George Gerbner
10 September 1985
Page 3

I look forward to having an initial discussion of this letter on September 13, preliminary to the monthly Encyclopedia meeting. We will be eager to have your response to this letter.

Sincerely,



Sheldon Meyer
Senior Vice President
Editorial

SM:jma

cc: Marsha Siefert

SINCE
1478

OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

17 September 1985

Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

I am glad you have responded so positively to our proposal to publish the Journal of Communication. I think we had a good open discussion of the major issues last Friday. Everybody here hopes very much that our negotiations will eventually be satisfactory and successful.

Just to clarify or amplify some points discussed when we met, we would absorb the costs of order fulfillment within our 20% commission. This commission applies to all income received for the Journal and would be so calculated in the semi-annual accountings of income and charges.

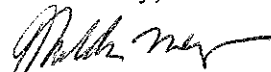
On promotion, we would expect you to pay all production costs and such promotion costs as space advertising and individual mailings on the Journal. In the case of direct mail promotion, we would not charge you for the cost of mailing if the Journal promotion was one flier in an envelope containing other Oxford promotion or if the Journal was listed in a promotion piece containing many other Oxford books. We would also include it in our convention displays at no cost to you.

Karen Casey will be sending on a projected breakdown of yearly costs for space advertising and direct promotion for the Journal.

Let me reaffirm what I said to you and Marsha Siefert at our meeting. We will in no way seek to diminish the quality of the Journal, either in editorial content or in design or production standards. Quite the contrary. We will do all we can to cooperate with you in raising these standards. Any cash savings will not be at the expense of quality.

Let me know if you have any further questions. We will eagerly await your decision.

Sincerely,



Sheldon Meyer
Senior Vice President
Editorial

SM:jma

cc: Marsha Siefert

Telephone: (212) 679-7300

Telex: 130479 Cable: Frowde, N.Y.

Journal of
Communication

Editorial Office

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

Editorial: 215-898-6685

Business: 215-898-3406

To: Sheldon Meyer
From: George Gerbner and Marsha Siefert
Date: January 17, 1986
Subject: Timetable for the JOURNAL OF COMMUNICATION

We are pleased to report that we intend to accept your offer of publishing the JOURNAL OF COMMUNICATION and are working out details of a publication agreement with the University of Pennsylvania which may become the host institution for the JOURNAL. We expect to have a draft contract ready by March 1, 1986.

We expect that we could begin the transfer of the business operations to Oxford University Press by April 1 and would hope to have the system virtually in place by the beginning of the next fiscal year, July 1, 1986. After that date, we would send all new subscriptions and order-related matters to Oxford.

Even though we expect to be prepared to sign a contract by March 1 (if not sooner), we would like to delay the announcement of our association until the end of May. The reason is that we would like to introduce the "news" of that association to the leadership of the International Communication Association in person at the JOURNAL Editorial Board meeting during the annual ICA conference sometime between May 22-26 in Chicago. In fact, we would like to invite you to join us at that meeting and meet with the ICA board members and officers. The meeting is a luncheon hosted by the JOURNAL.

The first mailing for promotion looks like the fall of 1986. For budgeting purposes we will use the figure named in the memo of October 4 from your marketing department which approximated the promotion cost for direct mail and space ads at between \$8400 and \$8900.

In terms of production, we can begin to explore new options right away, but would continue the production of the JOURNAL in our current fashion until we have an overall plan, including printing, format, and the like, to make any and all changes at one time. We could think in terms of January 1987, the beginning of Volume 37, as a target date.

We are enthusiastic about our joint prospects and look forward to working with you.

SINCE
1478

OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

6 February 1986

Dr. George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19104-3858

Dear George:

This is in reply to your memo of January 17 regarding the timetable for the Journal of Communication and Oxford's assuming the role of its publisher. We look forward to seeing a draft contract around March 1.

I have discussed the proposed timetable with people here--namely that you could begin the transfer of the business operations to us by April 1 and hope to have the system virtually in place by the beginning of the next fiscal year, July 1, 1986. This timetable will work well for us, and we are ready to cooperate with you on effecting this schedule.

Ed Barry joins me in saying how happy we are that we will be involved in publishing this important journal. I will represent Oxford at the ICA business meeting in May as you have suggested.

Sincerely,



Sheldon Meyer
Senior Vice President
Editorial

SM:jma

Telephone: (212) 679-7300
Telex: 130479 Cable: Frowde, N.Y.