

Journal of
Communication

Editorial Office

The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street, Philadelphia, PA 19104-6220

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May 20, 1986

To: Members of the Executive Board,
International Communication Association

We are writing to bring to completion the contract and price discussions concerning the relationship between ICA and the JOURNAL OF COMMUNICATION. As you know, our contract with ICA expired in May 1985, and we have been operating under an interim agreement as specified in Jim Anderson's letter of March 29, 1985. Since then, our own publication situation has changed. Beginning with the Spring 1986 issue, the JOURNAL OF COMMUNICATION will be published by Oxford University Press. This new publishing relationship has been prompted by developments in our own financial situation that we spoke about last year in Honolulu.

Since 1974, the JOURNAL OF COMMUNICATION has been generously supported by the Trustees of the Annenberg School of Communications. The subsidy has allowed us to provide the JOURNAL to ICA members at 2/3 the cost of printing alone, with no overhead, salaries, or computer time included.

As of July 1, 1986, our subsidy has been discontinued in favor of other educational investments at the University of Pennsylvania. The Trustees believe that the JOURNAL has now become firmly established and that its subscribers can provide full financial support. We have been working throughout the past year to make the best arrangement possible for the continuation of the JOURNAL in its most desirable form, without sacrificing the quality that has been built during those years of investment. This arrangement was offered to the JOURNAL by Oxford University Press.

We believe that the new relationship will be beneficial to ICA in several ways. In Oxford's promoting of the JOURNAL through their manifold marketing outlets and promotion activities, ICA and the work of its members will be made known to new potential members in a variety of fields. Any enhancement of the JOURNAL enhances its value as a membership benefit for ICA. And the visible relationship between ICA and Oxford University Press will strengthen ICA's position in scholarly publishing in general.

Obviously, in the absence of subsidy and with the transfer of the JOURNAL to a commercial publisher, the financial considerations for all parties are changed. As long as we were benefitting from

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a subsidy, we were pleased to pass on this savings to you. But our contract with Oxford no longer permits us to provide the JOURNAL to ICA members below the cost of composition, printing, and mailing. We have, of course, pursued cost-effective measures in both production and staffing as a first step. We have also agreed with Oxford University Press that it is most desirable for all of us to continue to provide the JOURNAL to ICA as a membership benefit. We have been able to persuade Oxford to agree to a very generous financial offer, virtually at production and mailing cost, and comparing favorably to other journals in speech and the social sciences.

The offer is to provide the JOURNAL as an ICA membership benefit at half the current subscription rate, or \$12.50 per member for FY 87, beginning July 1, 1986. Oxford is also interested in working out a contractual agreement to establish the cost and terms of a long-term arrangement between ICA and the JOURNAL. We look forward to discussing this proposal with you both at the Executive Board meeting and at the Editorial Board lunch, planned for Friday, May 23, at 12:15 in the Wright Room.

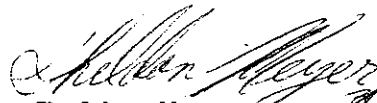
Sincerely yours,



George Gerbner
Executive Editor
JOURNAL OF COMMUNICATION



Marsha Siefert
Editor



Sheldon Meyer
Senior Vice-President
OXFORD UNIVERSITY PRESS