

Journal of
Communication

Editorial Office

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

Editorial: 215-898-6685

Business: 215-898-3406

February 20, 1986

Thomas Ehrlich
Provost
University of Pennsylvania
College Hall 102
Philadelphia, PA 10104

Dear Tom:

Here is the sequence of events (and documents) regarding the Journal of Communication:

1. The Annenberg School agrees "to relinquish any financial or proprietary interest which it may have in the Journal." (Bill Henrich's letter of March 13, 1985.)

2. I confirm that agreement and state my understanding that the School "has no objection to my locating and entering into a proprietary and/or contractual relationship" to assure the Journal's continued publication. (My letter of March 18, 1985.)

3. Bill Henrich confirms that my understanding is "appropriate and agreeable." (His letter of April 5, 1985.)

4. After extensive discussions with potential publishers, including the University of Pennsylvania Press and the University of Chicago Press, we receive an attractive offer from Oxford University Press to publish the Journal. To provide a full explanation of terms and circumstances relating to that offer, I am attaching the following: Sheldon Meyer's letter of September 10 outlining the terms of the offer from Oxford University Press and his September 17 letter with some clarifying details; a memo of January 17 from us indicating our intention to accept the Oxford offer pending arrangements with the University, and providing a timetable; and Sheldon Meyer's positive response of February 6 to our intentions. Finally, I am also attaching reports on Journal editorial and business activities, circulation, readership, and promotion, along with a financial statement and budget for 1986-87.

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5. I would now like to transfer ownership of the Journal to the University of Pennsylvania and ask for your (and Debbie Fickler's) help in drafting an appropriate agreement. The agreement should protect the University from any financial loss from the Journal and place responsibility for editorial and financial matters and all aspects of the Journal's management in the hands of the Editors, under University procedures and supervision. It should give the University the right to enter into an agreement with a publisher to publish the Journal (we recommend the Oxford offer), and it should give the Editors rights of approval in any change of publishers or of editorial personnel. I am attaching a draft agreement with the University and a draft agreement with the publisher (to be signed by the University).

I am enthusiastic about this opportunity to bring our scholarly enterprise directly under University ownership and to continue to derive great satisfaction from our contributions to it. Marsha Siefert and I will be grateful for your assistance in bringing the proposed agreements to the point of decision and resolving any problems before the end of this month so that we can keep the timetable for transferring the publication of the Journal to Oxford.

Sincerely yours,

George Gerbner
Editor

cc: Debra F. Fickler
Marsha Siefert

D R A F T

March 19, 1986

Dr. George Gerbner
Dean, Annenberg School
of Communications
203 Annenberg School/C5

Re: Journal of Communication

Dear George:

This letter sets out the substance of our recent discussions with respect to the University's acceptance of ownership of the Journal of Communication ("Journal") and its new publishing agreement with the Oxford University Press.

As we discussed, the Editorial Offices of the Journal of Communication will continue to reside in the Annenberg School of Communications at the University. With the first issue published by Oxford, you will be named Senior Editor of the Journal and Marsha Siefert will be named Editor. In the event that either you or Marsha Siefert cease to be full-time employees of the University or no longer desire to serve on the Journal, the University, with your advice, will select a new Senior Editor or Editor for the Journal.

The University, in consultation with the Editors, may in the future choose to enter into an agreement with a new publisher for the Journal or choose to act as publisher itself.

The Editors shall submit the annual budget of the Journal to the University, for review and approval, at the same time as other budgets for the Annenberg School are submitted. Although it is certainly our hope and expectation to continue to produce the Journal indefinitely, should circumstances arise that would make it uneconomical to continue, the University may transfer ownership of the Journal or suspend or terminate completely its publication.

I will appreciate your indicating your understanding of the arrangement outlined in this letter, by signing the enclosed copy and returning it to me. I am enthusiastic about the University's assuming ownership of the Journal especially with the editorship in such competent hands.

Cordially,

Thomas Ehrlich

ACCEPTED:

By: _____
George Gerbner

Date: _____

Enclosure

cc: Debra F. Fickler, Esquire
Sheldon Hackney

D R A F T

April __, 1986

Dr. George Gerbner
Dean, Annenberg School
of Communications
203 Annenberg School/C5

Re: Journal of Communication

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As we discussed, the Editorial Offices of the Journal of Communication will continue to reside in the Annenberg School of Communications at the University. With the first issue published by Oxford, you will be named Senior Editor of the Journal and Marsha Siefert will be named Editor. ~~In the event that either you or Marsha Siefert cease to be full-time employees of the University or no longer desire to serve on the Journal, the University, with your advice, will select a new Senior Editor or Editor for the Journal. [Naturally, we will make every effort to choose replacements who are mutually acceptable to you and the University.]~~

Insert substitute here

The University, in consultation with the Editors, may in the future choose to enter into an agreement with a new publisher for the Journal or choose to act as publisher itself. [Inasmuch as the Editor must have a satisfactory working relationship with the Publisher, the University naturally expects to respect the wishes of the Editor in this regard.]

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Cordially,

Thomas Ehrlich

ACCEPTED:

By: George Gerbner

Date: _____

Enclosure

cc: Debra F. Fickler, Esquire
Sheldon Hackney

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

Office of the Provost
102 COLLEGE HALL CO

April 15, 1986

Dr. George Gerbner
Dean, Annenberg School
of Communications
203 Annenberg School/C5

Re: Journal of Communication

Dear George:

This letter sets out the substance of our recent discussions with respect to the University's acceptance of ownership of the Journal of Communication ("Journal") and its new publishing agreement with the Oxford University Press.

As we discussed, the Editorial Offices of the Journal of Communication will continue to reside in the Annenberg School of Communications at the University. With the first issue published by Oxford, you will be named Senior Editor of the Journal and Marsha Siefert will be named Editor. In the event you cannot or do not desire to remain as Senior Editor, the University, with your advice, will select your replacement. In the event that Marsha Siefert cannot or does not desire to remain as Editor, you will select her replacement subject to University approval as to the terms of employment.

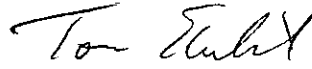
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Cordially,



Thomas Ehrlich

ACCEPTED:

By: _____
George Gerbner

Date: _____

Enclosure

cc: Debra F. Fickler, Esquire
Sheldon Hackney

May 29, 1986

Thomas Ehrlich
Provost
University of Pennsylvania
102 College Hall /CO
Philadelphia, PA 19104

Re: Journal of Communications ("Journal")

Dear Tom:

When Bill Henrich returned the Assignment of Rights document, he deleted a section he considered to be unnecessary. The section was a disclaimer of responsibility for liabilities or obligations with respect to the Journal. I did not pay much attention to the deletion because I also considered the section unnecessary inasmuch as the Journal was never a separate entity capable of assuming liabilities or obligations of any kind. It was an activity of The Annenberg School of Communications, and any liabilities or obligations would have been assumed--and would still be covered--by the School itself. I regret that this was not pointed out when the Assignment of Rights was first taken to Debra Fickler along with the draft of the Oxford University contract by Marsha Siefert. Marsha was not involved in the dealings with Radnor on this issue, and was not aware of the changes.

I think Bill was correct in not disclaiming responsibility for something of which he would be unaware, and, if it existed, we as a School would still be responsible. However, as Budget Administrator for both the School and the Journal, I can assure you that the Journal incurred no liabilities or obligations other than those occurring in the ordinary course of business, and that it was not a party to any agreements of more than one year other than subscription agreements.

Thank you for your help in bringing this matter to a close.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab
cc: Debra F. Fickler