

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

May 21, 1985

Sheldon Meyer
Oxford University Press
200 Madison Avenue
New York, NY 10016

Dear Sheldon:

We will be pleased to discuss your interest in the JOURNAL OF COMMUNICATION.

In order to give you and your journals manager a total picture of the publications operation, we have included copies of the results of a readers' survey and of several promotion campaigns, as well as copies of our income and expenses.

You will note from the budget figures that our financial support for the past ten years has enabled us to create the leading publication in the field of communications scholarship and policy. We are eager to maintain and extend that role with the economies of scale and other advantages that a publisher like Oxford can provide. We are also flexible about adjustments and economies consistent with maintaining the quality and appeal of the publication, and we have some ideas about generating more income if necessary.

The current editorial staff numbers four, all of whom do some work on the JOURNAL (including everything involved with the peer review system, the book review system, symposium generation, editing, proofreading, layout and pictures) and also on ANNENBERG/OXFORD COMMUNICATION BOOKS. George and I also have a hand in business and promotion, as you might expect. The current in-house business staff includes two full-time, and some part-time, employees. Staff costs are divided into business and editorial on the enclosed sheets, although the overhead for the whole is currently lumped together.

I will be glad to discuss any questions you might have when we meet in New York on June 6. I will give you a call on the 4th to let you know exactly when you might expect me to arrive.

George regrets that he cannot attend this meeting but will meet with us if our initial conversations reveal serious mutual interest and reasonable prospects.

I look forward to our next meeting.

Sincerely yours,



Marsha Siefert
Associate Editor

cc: George Gerbner