

SINCE
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OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

11 October 1984

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street, C5
Philadelphia, PA 19104

Dear George:

Enclosed is the revised agreement for the ANNENBERG/OXFORD COMMUNICATION BOOKS series. The alterations are in Clauses 3(B) and 3(C). We have discussed them by phone this week, and I hope they are now satisfactory.

To amplify Clause 3(C), we agree to keep you and Marsha Siefert informed of our editorial activities in the field of communications. Curtis Church will speak for the editors involved in the humanities, most of whom are bound to publish communications books as a peripheral activity to their own editorial fields. Curtis will keep in touch with Marsha about these activities. Since I am the editor likely to be more directly involved in communications books, I will report to you and Marsha at regular intervals on my activities.

We will have to develop our own procedures for dealing with any potential conflicts, but I am sure that with good will on each side we can do so successfully. We can tell more about any potential problems as we develop our working relationship, but we are certainly eager to work matters out for our mutual benefit.

Ed Barry joins me in saying how delighted we are to be joining you in what should be a significant contribution to publishing in the field of communications. We are proud to be collaborating with Annenberg in this enterprise.

Let me know if there are any questions about this letter or the agreement. We all look forward to seeing you in Philadelphia on the 19th.

Sincerely,



Sheldon Meyer
Senior Vice President
Editorial

SM/mls
Encl.

Telephone: (212) 679-7300

Telex: 130479 Cable: Frowde, N.Y.

This constitutes an agreement between the Annenberg School of Communications (hereinafter called the SCHOOL), George Gerbner and Marsha Siefert (hereinafter called the SERIES EDITORS), and Oxford University Press, Inc., 200 Madison Avenue, New York, NY 10016 (hereinafter called the CO-PUBLISHER) for development and publication of a series of books to be called:

ANNENBERG/OXFORD COMMUNICATION BOOKS

subject to the terms and conditions set forth below.

1. The SERIES EDITORS agree, upon request by the CO-PUBLISHER to:
 - A. Help the CO-PUBLISHER identify attractive publishing opportunities for ANNENBERG/OXFORD COMMUNICATION BOOKS and to help plan books and procure authors for the projects so identified.
 - B. Read, evaluate, and make suggestions to authors on books being developed under their editorship.
 - C. Assist in the development of all other books for ANNENBERG/OXFORD COMMUNICATION BOOKS.
 - D. Permit use of their names in the advertising and in the frontmatter of the books under their editorship and in other advertising pertaining to ANNENBERG/OXFORD COMMUNICATION BOOKS. The use of the name "Annenberg" shall be subject to prior approval of the SERIES EDITORS and the SCHOOL, except when it is used in conjunction with a logo incorporating the series title, ANNENBERG/OXFORD COMMUNICATION BOOKS, for the express purpose of promoting or advertising that series, in which case the series title will always be used in full.
2. In return for services and rights specified in 1 A, B, C, and D above, the CO-PUBLISHER agrees to pay a royalty of two percent (2%) of the company's net receipts on books published and sold in the United States and Canada, to be paid one-half to the SCHOOL and one-half to the SERIES EDITORS. For books prepared according to 1 A, B, C, or D above, the royalty on foreign sales shall be one percent (1%) of net receipts.
3. The CO-PUBLISHER agrees that:
 - A. Any author who asks the Oxford communication editor to be considered for the series will be put in contact with the SERIES EDITORS for such consideration.
 - B. The SERIES EDITORS agree to deliver to the CO-PUBLISHER no fewer than three (3) manuscripts and no more than eight (8) manuscripts ready for final editing in any calendar year during the term of this Agreement.
 - C. The CO-PUBLISHER agrees to keep the SERIES EDITORS informed on a regular basis about all projects in the fields of communications

history, theory, or policy that the CO-PUBLISHER is actively considering.

- D. The co-publishing logo, to be jointly agreed upon by the SERIES EDITORS and the CO-PUBLISHER, will be used as the CO-PUBLISHER'S logo on the spine, title page, Library of Congress listing, and all promotion of ANNENBERG/OXFORD COMMUNICATION BOOKS.
4. The CO-PUBLISHER agrees to promote the series under its own title and the books within it according to the standard procedure used for other books, including direct mail service, space advertising, exhibits, and catalogs.
5. This agreement shall take effect upon signing by all parties for a period of one year from the date of execution by all parties and will be automatically renewed unless terminated by one of the parties upon presentation of a written notice to the others, such termination to be effective thirty days following receipt of the written notice. In the event of termination, the SERIES EDITORS agree to complete work on projects already contracted for and covered by this agreement. In the event of termination or death of one of the parties, royalties on the sales of books under this agreement shall be paid for the life of the edition then current.
6. The term "net receipts" as used herein means the full payment actually received by the CO-PUBLISHER from the sale of each book covered hereby. Payments of royalties hereunder shall be made semi-annually and a full accounting of the number of books published and sold during the prior period shall be made at the time of each payment.

Ed Barry
President
Oxford University Press

Harry C. Coles, Jr.
for The Annenberg
School of Communications

George Gerbner
Series Editor

Marsha Siefert
Series Editor

October 12, 1984

Sheldon Meyer
Senior Vice President
Editorial
Oxford University Press
200 Madison Avenue
New York, NY 10016

Dear Sheldon:

Marsha and I have reviewed the revised agreement for ANNENBERG/OXFORD COMMUNICATION BOOKS. The revised Clauses 3(b) and 3(c) are acceptable to us as the procedures are outlined in your letter of October 11.

We suggest an effective date of January 1, 1985, so that we can give our thirty days notice to Longman and try to finish up our affairs there.

We are now sharing this contract with our Trustees and look forward to finalizing the arrangements on your trip here October 19.

We too look forward to our cooperation in this publishing enterprise.

Sincerely yours,

George Gerbner
Dean and Professor of Communications

cc: Marsha Siefert



OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

21 March 1988

Dr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear George:

Ed Barry asked me to reply to your letter of February 10 terminating the contract of September 11, 1986 for the Communications and Society series that you and Marsha Siefert have been editing for Oxford.

We are also proud of the books that have been contracted for in the series, and we look forward to publishing them successfully in the next year and beyond. We greatly regret that you have had to take the step of terminating the agreement because you can no longer afford to invest the time and effort to develop the books to the quality you expect under the existing financial arrangements.

It is impossible for us at Oxford to offer you any terms in advance of the 2-1/2% overriding royalty that has existed in the terminated publishing arrangement. Most of the books contracted for in the series have rather limited book markets, so we regret that pressures on our publishing costs make it impossible for us to pay directly for the editorial time you would have to invest in editing any future books for the series if it were to be reinstated.

It is unfortunate the series has to be terminated even before we have actually published any volumes, but we understand the reasons why this has happened, and we hope you understand our reasons, too.

Telephone: (212) 679-7300
Telex: 6859654 Cable: Frowde, N.Y.

Dr. George Gerbner
21 March 1988
Page 2

It has been a great privilege to be involved with you both in this venture. We wish you success in any future involvement you have with such a book publishing program. We will prepare a Letter of Agreement officially terminating the contract and send it to you shortly.

Sincerely,



Sheldon Meyer
Senior Vice President
Editorial

SM:jma

March 30, 1988

Sheldon Meyer
Senior Vice President
Editorial
Oxford University Press
200 Madison Avenue
New York, NY 10016

Dear Sheldon:

Thank you for your letter of March 21, 1988. I trust that you and Ed understood our reasons, as I understood yours.

I would appreciate some word about the Benedek papers I left with you, and return of the papers. Also, I am holding some inquiries and potential book manuscript materials, and expect to receive many more once the volumes are published. Please let me have your advice on how to handle these, to whom I should forward such inquiries, and/or if you and Ed wish to suggest some arrangement with me alone, now that Marsha Siefert is not available for that work.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

OXFORD

Series? (Cont)
Comm & Society
Who whom to work
What series. Name
published
Name on books?



OXFORD UNIVERSITY PRESS
200 Madison Avenue
New York, New York 10016

15 April 1988

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

Dear George:

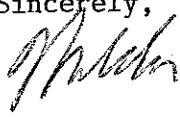
I am putting this in writing rather than phoning you. We are eager to continue our arrangement with you to publish books under the Communications and Society series imprint. I have discussed the matter with Ed Barry, who strongly supports the arrangement.

We propose that we offer you a 2% override on all books put under contract and published. This really represents a "finder's fee" to you for bringing the project to the series. We would not expect you to make any more than general editorial suggestions for any such projects. The editorial work on each of these manuscripts will be done in the Oxford offices.

We are prepared to publish two books a season in the series under the new arrangement. We would expect to see most of these books as complete or substantially complete manuscripts before reaching a decision to publish. We would welcome suggestions from you for appropriate academic readers for the manuscripts we are considering for publication.

I am sure there are other matters relating to this agreement that we will need to discuss, but I thought it was best first to put these points in a letter.

I will phone you early next week when you have received this letter so that we can discuss matters further.

Sincerely,


Sheldon Meyer
Senior Vice President
Editorial

SM: jma Telephone: (212) 679-7300
Telex: 6859654 Cable: Frowde, N.Y.



OXFORD UNIVERSITY PRESS
200 Madison Avenue
New York, New York 10016

3 May 1988

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

Dear George:

I am enclose two agreements, one that cancels the previous Communication and Society editors' agreement between Oxford and you and Marsha Siefert, and another that sets forth the terms for your editorship of the series. Please sign and have witnessed all copies of the agreements, have Marsha sign and have witnessed the first one, and send the original and one cyop back to me, keeping a copy for yourself. Marsha should keep a copy of the one she signs. Of course, if you have any questions about either agreement, please give me a call.

Sincerely,

Sheldon Meyer
Senior Vice President
Editorial

SM:jma

Enclosures

Telephone: (212) 679-7300
Telex: 6859654 Cable: Frowde, N.Y.

This constitutes an agreement between George Gerbner and Marsha Siefert (hereinafter called the SERIES EDITORS) and Oxford University Press, Inc., 200 Madison Avenue, New York, NY 10016 (hereinafter called the PUBLISHER) for development and publication of a series of books entitled "Communication and Society," subject to the terms and conditions set forth below.

1. The SERIES EDITORS agree, upon the reasonable request of the PUBLISHER to:
 - A. Help the PUBLISHER identify attractive publishing opportunities for books and to help plan books and procure authors for the projects so identified.
 - B. Read, evaluate, and make suggestions to authors on books being developed under their editorship.
 - C. Assist in the development of all other books approved in accordance with subsection 3(E).
 - D. Permit use of their names in the advertising and in the frontmatter of the books approved under subsection 3(C). The SERIES EDITORS shall not unreasonably withhold permission to use their names in other advertising pertaining to the books. The use of the name "Annenberg" shall be subject to prior written approval of the SERIES EDITORS and only in conjunction with the affiliation of the SERIES EDITORS.
 - E. Recommend for publication to the PUBLISHER between approximately three and eight manuscripts in any calendar year during the term of this agreement.

2. The PUBLISHER agrees to pay a royalty of two percent (2%) of the company's net receipts on books published and sold in the United States and Canada, to be paid one-half to the SCHOOL and one-half to be divided equally between the SERIES EDITORS. For books prepared according to 1 A, B, C, or D above, the royalty on foreign sales shall be one percent (1%) of net receipts.

3. The PUBLISHER agrees that:
 - A. Any author who asks the Oxford communication editor to be considered for the series will be put in contact with the SERIES EDITORS for such consideration.
 - B. They will inform the SERIES EDITORS on a regular basis about all projects in the fields of communications history, theory, or policy that the PUBLISHER is considering.
 - C. They will inform the SERIES EDITORS promptly when a contract is issued and when a signed contract is returned from an author for books in accordance with subsection 3(E).

- D. They will issue contracts promptly to authors recommended by the SERIES EDITORS and approved by the PUBLISHER.
 - E. The SERIES EDITORS shall have the final determination as to whether any book accepted by the PUBLISHER shall be accepted for and published in the series.
4. The PUBLISHER agrees to promote the series under its own title and the books within it according to the standard procedure used by the PUBLISHER for other books, including direct mail service, space advertising, exhibits, and catalogs.
 5. The PUBLISHER shall take all necessary steps required to copyright and to protect against copyright infringement any and all books.
 6. The PUBLISHER shall protect, defend, indemnify and hold harmless the SERIES EDITORS against any and all liability, damages, claims, costs (including attorney's fees) and causes of action arising out of the publication, advertising or promotion of, or the PUBLISHER's contractual arrangements with authors of any individual book in the series including, without limitation, actions for invasion of privacy, libel or copyright or other property right infringement.
 7. This agreement shall take effect upon signing by all parties and shall continue unless terminated by one of the parties upon presentation of a written notice to the others, such termination to be effective thirty days following receipt of the written notice (the "Termination Date"). In the event of termination, the SERIES EDITORS agree to complete work on projects already contracted for and covered by this agreement as of the Termination Date. In the event of termination or death of one of the SERIES EDITORS, royalties on the sales of books covered under this agreement shall be paid for the life of the edition then current.
 8. The term "net receipts" as used herein means the full payment actually received by the PUBLISHER (i) from the sale of each book covered hereby and (ii) from any subsidiary rights sold or granted for each book covered hereby, including television, radio, motion picture, stage, recordings, condensations, translations, excerpts, and abridgements. Payments of royalties hereunder shall be made semi-annually and a full accounting of the number of books published and sold and subsidiary rights sold or granted during the prior six-month

period shall be made at the time of each payment.
The SERIES EDITORS, and their authorized agents and employees shall have the right, upon reasonable notice during regular business hours, to review the records of the PUBLISHER regarding net receipts under this agreement.

9. This agreement may not be assigned by any party without the prior consent of every other party.
10. This agreement shall be governed and construed in accordance with the laws of the Commonwealth of Pennsylvania.

Edward L. Barry
Edward L. Barry
President
Oxford University Press

11 September 1984
Date

George Gerbner
George Gerbner
Series Editor

Marsha Siefert
Marsha Siefert
Series Editor

This constitutes an agreement between George Gerbner (hereinafter called the EDITOR) and Oxford University Press, Inc., 200 Madison Avenue, New York, NY 10016 (hereinafter called the PUBLISHER) for development and publication of a series of books to be called


COMMUNICATION AND SOCIETY

(hereinafter called the SERIES), subject to the terms and conditions set forth below.

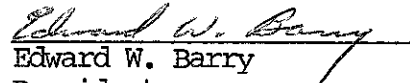
1. The EDITOR agrees, upon the reasonable request of the PUBLISHER, to:
 - A. Help the PUBLISHER to identify attractive general publishing opportunities for the SERIES, help plan books, produce authors for the projects so identified, and make general suggestions to authors on books so identified.
 - B. Permit use of his name in the advertising and in the front matter of the books approved under subsection 3(B). The EDITOR shall not unreasonably withhold permission to use his name in other advertising pertaining to the SERIES.
 - C. Recommend for publication to the PUBLISHER from two to four manuscripts in any calendar year during the term of this agreement.
2. The PUBLISHER agrees to pay a royalty of two per cent (2%) of the company's net receipts on books published and sold in the United States and Canada. For books prepared according to 1(A), (B), or (C) above, the royalty on foreign sales shall be one per cent (1%) of net receipts.
3. The PUBLISHER agrees that:
 - A. Any author who asks the Oxford communication editor to be considered for the series will be put in contact with the EDITOR for such consideration.
 - B. They will inform the EDITOR when a signed contract is returned from an author for books in the SERIES.
4. The PUBLISHER agrees to promote the SERIES under its own title and the books within it according to the standard procedure used by the PUBLISHER for other books, including direct mail service, space advertising, exhibits, and catalogs.

5. The PUBLISHER shall take all necessary steps required to copyright and protect against copyright infringement any and all SERIES books.
6. The PUBLISHER shall protect, defend, indemnify and hold harmless the EDITOR against any and all liability, damages, claims, costs (including attorney's fees) and causes of action arising out of the publication, advertising or promotion of, or the PUBLISHER'S contractual agreements with authors of, SERIES books or any individual book in such SERIES including, without limitation, actions for invasion of privacy, libel, or copyright or other property right infringement.
7. This agreement shall take effect upon signing by both parties and shall continue unless terminated by one of the parties upon presentation of a written notice to the other, such termination to be effective thirty days following receipt of the written notice (the "Termination Date"). In the event of termination, the EDITOR agrees to complete work on projects already contracted for and covered by this agreement as of the Termination Date. In the event of termination or death of the EDITOR, royalties on the sales of books covered under this agreement shall be paid for the life of the edition then current.
8. The term "net receipts" as used herein means the full payment actually received by the PUBLISHER (i) from the sale of each book covered hereby and (ii) from any subsidiary rights sold or granted for each book covered hereby, including television, radio, motion picture, stage, recordings, condensations, translations, excerpts, and abridgements. Payments of royalties hereunder shall be made semi-annually and a full accounting of the number of books published and sold and subsidiary rights sold or granted during the prior six-month period shall be made at the time of each payment. The EDITOR and his authorized agents and employees shall have the right, upon reasonable notice during regular business hours, to review the records of the PUBLISHER regarding net receipts under this agreement.

9. This agreement may not be assigned by one party without the prior consent of the other party.
10. This agreement shall be governed and construed in accordance with the laws of the Commonwealth of Pennsylvania.



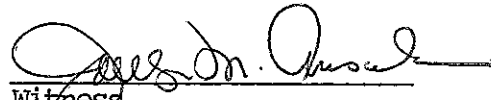
George Gerbner
Editor



Edward W. Barry
President
Oxford University Press



Witness



Witness

5/10/88

Date

OUP:jma

May 10, 1988

Sheldon Meyer
Senior Vice President, Editorial
Oxford University Press
200 Madison Avenue
New York, NY 10016

Dear Sheldon:

I am returning the two agreements, as requested.

I look forward to continuing our collaboration on books of significant interest and lasting value.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Enclosures



OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

20 May 1988

Dr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear George:

We are glad to have back copies of the two agreements relating to the Communication and Society series. We look forward to collaborating with you on the publishing of significant books in communications in the years ahead.

Sincerely,

Sheldon Meyer
Senior Vice President
Editorial

SM:jma

Telephone: (212) 679-7300
Telex: 6859654 Cable: Frowde, N.Y.



OXFORD UNIVERSITY PRESS

200 Madison Avenue
New York, New York 10016

29 January 1992

Dr. George Gerbner
Ms. Marsha Siefert
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear George and Marsha:

Thank you for sending back the signed copies of the cancellation agreement for the Communication and Society Series. We here feel, too, that a number of very good books came out of the series, and indeed sales of most of the books were really quite satisfactory. We do think the books have made a real difference in the field.

Herb Addison and David Roll will indeed stay on top of the promotion and editorial aspects respectively of the remaining books in the series.

Sincerely,

Sheldon Meyer
Senior Vice President
Editorial

SM: jma

Telephone: (212) 679-7300
Telex: 6859654 Cable: Frowde, N.Y.
FAX: (212) 725-2972