



TRIANGLE PUBLICATIONS, INC.

100 MATSONFORD ROAD, P.O. BOX 750, RADNOR, PA. 19088/215-293-8992

WILLIAM J. HENRICH, JR.
PRESIDENT & GENERAL COUNSEL

June 11, 1985

Dr. George Gerbner, Dean
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street, C-5
Philadelphia, PA 19174

Dear George:

According to our records, the Oxford Book contract was signed by Harry Coles and sent to you on April 5, 1985. It has not, as yet, been returned to us. Could you please look into this matter at your earliest convenience?

Very truly yours,

Bill Henrich/lgc

William J. Henrich, Jr.

/lgc

June 13, 1985

William J. Henrich, Jr., Esq.
President
Triangle Publications, Inc.
100 Matsonford Road
Radnor, PA 19088

Dear Bill:

Thank you for your note of June 11, 1985.

We are pleased to enclose for your records a copy of the contract for Ammenberg/Oxford Communication Books signed by all parties.

The project is underway now and we look forward to a successful collaboration.

Sincerely yours,

George Gerbner

GG:ab

Enclosure

June 1, 1985

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 PUBLISHER) for development and publication of a series of books to be called:

ANNENBERG/OXFORD COMMUNICATION BOOKS

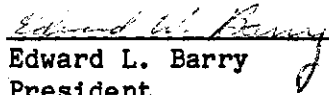
subject to the terms and conditions set forth below.


1. The SERIES EDITORS agree, upon the reasonable request of the PUBLISHER to:
 - A. Help the 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 approved in accordance with subsection 3(E) for ANNENBERG/OXFORD COMMUNICATION BOOKS.
 - 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 ANNENBERG/OXFORD COMMUNICATION BOOKS. The use of the name "Annenberg" shall be subject to prior written 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.
 - 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 actively considering.

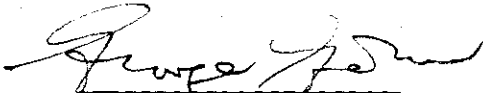
- C. They will inform the SCHOOL and the SERIES EDITORS when a contract is issued and when a signed contract is returned from an author for books in accordance with subsection 3(E).
 - D. The co-publishing logo, to be jointly agreed upon by the SCHOOL and the SERIES EDITORS and the PUBLISHER, will be used as the PUBLISHER'S logo on the spine, title page, Library of Congress listing, and all promotion of ANNENBERG/OXFORD COMMUNICATION BOOKS.
 - E. The SCHOOL and the SERIES EDITORS shall have the final determination as to whether any book accepted by the PUBLISHER shall be accepted for and published under the name of ANNENBERG/OXFORD COMMUNICATION BOOKS.
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 ANNENBERG/OXFORD COMMUNICATION BOOKS.
 6. The PUBLISHER shall protect, defend, indemnify and hold harmless the SCHOOL, its officers, directors, employees and students, and 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, ANNENBERG/OXFORD COMMUNICATION 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 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 SCHOOL, 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 not become effective until the SERIES EDITORS' contract with Longman Publishers has expired.
11. This agreement shall be governed and construed in accordance with the laws of the Commonwealth of Pennsylvania.


Edward L. Barry
President
Oxford University Press


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


George Gerbner
Series Editor


Marsha Siefert
Series Editor

THE ANNENBERG SCHOOL OF COMMUNICATIONS
100 MATSONFORD ROAD
P. O. BOX 750
RADNOR, PENNSYLVANIA 19088

February 10, 1986

Dr. George Gerbner, Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street, C-5
Philadelphia, PA 19174

Re: Agreement dated June 1, 1985, between The
Annenberg School of Communications, George
Gerbner and Marsha Siefert, and Oxford
University Press, Inc. - Series Books
("Agreement")

Dear Dr. Gerbner:

Please be advised that pursuant to the provisions
of Paragraph 7 of the referenced Agreement, notice is hereby
given that The Annenberg School of Communications elects to
terminate the referenced Agreement, such termination to be
effective thirty (30) days following your receipt of this
written notice.

Similar notice is being given to all other signatory
parties.

Very truly yours,



William J. Henrich, Jr.

WJHJr/lgc

February 28, 1986

William J. Henrich, Jr., Esq.
President
Triangle Publications, Inc.
100 Matsonford Road
Radnor, PA 19088

Dear Bill:

We have received your notice of termination of the June 1, 1985 agreement for Annenberg/Oxford Communication Books and have already spoken with Oxford to confirm that no books will be identified as "Annenberg Books."

With regard to royalties, we intend to continue the current arrangement under which 1 percent goes to the School and 1 percent to the editors. Please let me know if you propose any changes in that.

The actual expenditures on the Books budget go for continued development of the list as projected and run very close to expectation. Full accounting will of course be given, along with all other accounts, after the close of the fiscal year. Please let me know if you need any more detail now.

Sincerely yours,

George Gerbner

GG:ab