

President's Column

The following is the text of a letter which was sent to the members of the Board. It reviews our immediate financial past and the projection for 1984-85. It seeks support for a capital funds endowment to provide for the long term funding of Association projects.

For five days during the past month, Bob Cox, Brad Greenberg, the Finance Committee chair, and myself conducted an extensive review of the financial conditions of the Association. I am happy to report news, good news and better news. First the news and the good news: The table below presents the income and expense record for the years 1980-81 through 1982-83 and projected for 1984-85. The 1984-85 year is used for our projection because 1983-84 is currently budgeted.

INCOME/EXPENSE PER MEMBER

INCOME	1980-81	1981-82	1982-83	1984-85
Average Membership	2137	2011	2180	2200
Membership	39.89	50.00	50.28	50.56
Divisions	1.27	1.83	1.57	1.62
Publications	20.13	20.89	21.33	6.48@
Conference	8.59	9.67	7.44	8.00
Miscellaneous	3.08	5.63	5.68	6.00
Total Income per mbr	73.15	88.02	86.30	72.66
EXPENSE	1980-81	1981-82	1982-83	1984-85
Salaries, taxes	25.03	33.18	23.48	26.00
Office Administration	10.55	14.52	21.61	22.00
Conference	5.84	8.43	6.45	7.00
COSSA Membership	-	-	1.11	.*
Divisions	.97	1.92	1.71	2.00
Newsletter	.76	1.91	2.54	2.00
Yearbook	5.22	7.29	.51@	.50@
JOC	10.62	10.94	16.33	6.88
HCR	12.51	11.19	12.73	7.34
OCA	1.18	.65	.29	.30
Total Expense per Member #	74.03	90.83	86.80	74.02
Gain/Loss	(0.88)	(2.81)	(0.50)	(1.36)

*To be recommended to the Board.

@New contracts were negotiated with all three publications to be fully in effect for 1984-85. JOC and HCR are now billed to us at a flat rate of \$15,000 and \$16,000 per year respectively. "Soft money" credits have been eliminated. The Yearbook pays us a flat rate of \$12,000 for up to the first 3,000 copies and then 20 percent thereafter. "Up front" money is no longer involved. Yearbook 7 has sold about 900 copies.

#Does not include inventory adjustment.

The news is that we continue to be slightly in the black and we are projected to remain close to the line through the 84-85 projection. The good news is that, while rents, salaries, taxes, benefits and service costs are all projected to rise, we expect to be able to absorb the effects of inflation with minimal damage given the renegotiation of our publication contracts.

(please turn to page 3)

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Divisions, Interest Groups Announce Activities

INFOSYS

The Information Systems Division is presently finalizing a purpose and goals statement that will delineate this division from other ICA divisions and, at the same time, will show how this division interfaces with other divisions. The Committee will issue its final report prior to the San Francisco Conference.

As always, Division One has organized an exciting package of conference programs for the San Francisco Convention. This year the Division received the largest number of competitively submitted papers in history. One of the key highlights of this year's Division One conference program will be a panel chaired by Carol Wilder with noted scholars Heinz von Foerster and Paul Watzlavik, and Klaus Krippendorff as a respondent.

Rolf T. Wigand, Chair
INFOSYS

MASSCOM

The MASSCOM Division program finalized for the 1984 San Francisco Convention features a total of 19 sessions, many of which are co-sponsored with other divisions, including Div. 5

and 6. In addition, the MASSCOM Division is co-sponsoring eight other division sessions. Thus, those attending this year's convention would face tough selection for the sessions they want to attend. However, we believe this is the natural reflection of divergences and convergences occurring in our field. Indeed, those sessions sponsored and co-sponsored by the MASSCOM Division deal with almost all aspects of theoretical and methodological approaches to mass communications research, including both critical and empirical analyses of communicators, channels, messages, audiences, effects, and contexts of the mass media and new communications technologies. Judging from such perspectives, it should be an exciting program by all means.

As expected, there were some complaints and dissatisfaction expressed on the selection process of this year's competition in the MASSCOM Division, though I must say I have received more praises and encouragement. I do hope we discuss this in our Division Business Meeting so that we can plan a better program for the 1985 Hawaii Convention. In fact, plans for the 1985 Meeting are already being made under Brenda

Dervin, Program Chair of the 1985 ICA Convention, and I urge the members of the MASSCOM Division to bring themselves with suggestions for the 1985 Convention to this year's Division Business Meeting. As has been announced earlier, we will also discuss the possibility of publishing the Division newsletter and creating top student paper awards. Any additional agenda for discussion can also be submitted to me at this time.

Finally, a last reminder! There will be a Division social party immediately following the Business Meeting. Some Division budget has been reserved for this occasion.

K. Kyoon Hur, Chair
MASSCOM

ORGCOM

In San Francisco, Division 4 will host more programs this year than ever before. The competitively selected paper programs offer interesting themes such as the impact of technology on organizations, interpersonal roles, networks and structure, productivity, power, socialization, and conflict resolution. Overall,

(please turn to page 4)

President's Column Continued

(continued from page 2)

Now the better news: For the first time, our financial position allows us to realistically consider proposals for the establishment of an endowment for the Association. Contribution to the capital fund endowment has been a regular line item in our yearly budgets. Due to the pressure of rapidly rising expenses we have not been able to make those contributions. It now appears that we have weathered the worst of these changes and will be entering a relatively extended period of financial stability.

I have, therefore, asked the Finance Committee to prepare a proposal for the establishment of an endowment fund which will provide an contingency line of approximately \$50,000 (6 months income as recommended by most financial planners) and Capital funds in excess of \$250,000 over a five year period. We presently have \$45,000 in restricted funds generated by Board action on the disposition of fees from Life Memberships. Without overly anticipating the proposal, it is assumed that this effort will entail a dues increase or surcharge and a contribution program.

The benefits of the contingency funds and the capital fund endowment as articulated in the 1975 Long Range Planning Task Force report have been consistent goals for the Association. The contingency funds would smooth our budgeting. Each year for the past several years we have been forced to borrow against our equity to meet ordinary costs of operation. The contingency funds would preclude that necessity and interest on these funds should account for most of the projected inflationary increase.

The capital fund endowment would represent a coming-of-age for the Association. It will permit us to fund research, travel, specialized publications and conferences and other scholarly activities. It will permit the Association to provide a substantive addition to its present support of the activities of the discipline and to increase its leadership in the field.

Finally the best news: I am trying to avoid sounding like an alumni association pitchman, but here is an opportunity to discharge a responsibility we have long recognized but have been unable to fulfill. Please share with me your concerns and suggestions prior to our meeting in May. I will forward your suggestions to the Committee and try to answer your concerns so that we can accomplish this task together.

Let me add another comment for this Newsletter article. When I started this financial review, I wondered how we were able to provide \$75 worth of services with a basic dues structure of \$50 and with more than a quarter of the membership paying but \$30. The answer is in the income generated by the *Yearbook* and by the convention. You can help us provide these services "below cost" by doing two simple things. (1) Please check to ensure that the *Yearbook* is on your library acquisition list. The more successful the *Yearbook* is, the better we can serve you. (2) Please register when you attend the convention. Convention registration is more than a matter of courtesy. Convention registrations provide the primary support for our student members.

James A. Anderson
ICA President, U of Utah