

June 15, 1973

Dr. Robert K. Merton  
450 Riverside Drive  
New York, N.Y. 10027

Dear Robert:

I am writing to ask for your assistance in making the Journal of Communication a strong, central publication in our field.

The Directors of the International Communication Association asked me to assume editorship of the Journal. After a year of exploration and preparation, and with the support of The Annenberg School of Communications, we have decided to invest time, energies, and resources in this effort to make the Journal an organ of intellectual leadership in communications.

The Journal has been and will continue to be devoted to the study of communication in its broadest interdisciplinary sense. It is concerned with scholarship, research, and policy in all modes of the fundamental human and social processes of interpersonal, group, and mass communications. Within this broad conceptual and methodological framework, we shall launch the Journal on a new course as an international quarterly reflecting the critical work and activity of many countries and centers of research.

We have engaged a professional staff and are at work on a new design and format for the Journal. We shall insist on lucid writing. We shall strive for international coverage and diversity of ideas, issues, and challenges. Extensive promotion of the "new" Journal will begin in 1974. We want to put a lively scholarly journal into the hands of every thoughtful person interested in the best thinking and research in communications. We also hope to advance the cause of organizational activity necessary for professional development and international cooperation in a growing discipline.

This, then, is an invitation to join us as a Consulting and Contributing Editor for a term of three years. Consulting and Contributing Editors are active scholars and researchers at centers of communication study in many countries. They will advise on policy, contribute ideas and material,

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and generally represent their areas and their interests on the Journal. More specifically, I hope that as Consulting and Contributing Editor you will

- \* Formulate editorial statements for internal circulation or for publication.
- \* Contribute major articles and brief research reports.
- \* Share news of significant activity with others through the Intercom department of the Journal.
- \* Call important unpublished work to our attention.
- \* Give us your editorial evaluation of material in your areas of special interest.
- \* Help make the book review section a valuable service by contributing reviews of major publications, recommending other capable reviewers, and suggesting books and other materials to be reviewed.

I hope that you will share with me a sense of opportunity and challenge, and accept this invitation. Please let me have your response and comments. I would also appreciate receiving your suggestions and/or contributions under any or all of the categories mentioned above. Our deadline for the first issue of 1974 -- the first "under new management" -- is September 15, 1973.

I look forward to hearing from you.

With best personal regards.

Sincerely yours,

GG:kas

George Gerbner,  
Editor-Elect  
Journal of Communication