

June 15, 1973

Dr. Eleanor Maccoby  
Stanford University  
Stanford, California 94305

Dear Eleanor:

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 Arnenberg 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- \* Call important unpublished work to our attention.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

BREED + Colaiuta

August 30, 1973

AIR MAIL

Dr. Nathan Maccoby  
Institute for Communication Research  
Stanford University  
Stanford, California 94305

Dear Mac:

I am sending you, enclosed, a manuscript entitled "The Nonverbal Communication of Student Comprehension: Student Nonverbal Behavior, Seating Choice, and Exam Scores," by George Breed and Victoria Colaiuta. Would you be kind enough to give me your opinion on the competence of this research, the significance of the study, and its suitability for the Journal of Communication.

Any specific editorial comments and suggestions will be also appreciated. But I hope that you can send me your views promptly as I would like to rectify the Journal's poor record of responsiveness.

With best regards to Eleanor and you.

Sincerely yours,

George Garbner,  
Editor  
Journal of Communication

GG:kas  
encl.

MACCoby

October 12, 1973

Dr. Nathan Maccoby  
Institute for Communication Research  
Stanford University  
Stanford, California 94305

Dear Dr. Maccoby:

At the end of August Dr. George Gerbner sent you a manuscript by George Breed and Vistoria Colaiuta, entitled "The Nonverbal Communication of Student Comprehension." The article had been submitted to the Journal of Communication, and we wanted your opinion and evaluation of its merits.

Have you had a chance to look at the article, and would you be able to send us your comments in a week or two? We'd like to be able to give the authors an answer as soon as possible.

Thank you for your help.

Sincerely,

Susan Schmidt  
Associate Editor  
Journal of Communication

SS/cf

~~W. MCCOBY BREED & C.~~

October 29, 1973 AIR MAIL

Dr. Nathan Maccoby  
Institute for Communication Research  
Stanford University  
Stanford, California 94305

Dear Mac:

Thank you very much for your evaluation of the Breed and Colaiuta article. I appreciate and will follow your advice.

This article was in the small useable part of a very large backlog I received in the summer. I am embarrassed to find that I must have sent out my only copy for I find none in the files. May I ask you to return your copy by air mail?

With best regards.

Sincerely yours,

GG:kas            George Gerbner,  
                      Editor  
                      Journal of Communication

CC: Ms. Susan Schmidt

STANFORD UNIVERSITY  
STANFORD, CALIFORNIA 94305

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March 21, 1975

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

Dear George:

Just want to make sure that you are officially informed this time that we would like to have you present at the Board Meeting at the ICA meetings in Chicago to tell us about the Journal of Communication. I am not sure about the exact times, and the agenda has not yet been made up, but I do know that there will be a first meeting of the Board on Tuesday afternoon, April 22 at the LaSalle in Chicago.

I am looking forward to seeing you there and exchanging more information about our respective research projects.

Cordially,



Nathan Maccoby  
Professor of Communication  
Director

NM:hb

Medical!  
Send me

October 16, 1975

Dr. Nathan Maccoby  
Janet M. Peck Professor of International  
Communication  
Institute for Communication Research  
Stanford University  
Stanford, CA 94305

Dear Mac:

Thanks for your note of October 10 and the update.  
We shall send galley proofs as usual; I cannot  
promise page proofs because the turn around time  
on that is usually very short. However, we'll do  
our best.

If there are any questions or problems, Marsha  
Siefert or I will contact you.

Seems like you had a good meeting in Chicago,  
and it was good to see you.

Sincerely yours,

George Gerbner

GG:kas