

February 3, 1986

Thomas Ehrlich  
Provost  
The University of Pennsylvania  
102 College Hall /CO

Dear Tom:

I look forward to seeing you next Monday (2/10) at 9 a.m. The major topic concerns publications, the International Encyclopedia of Communications, and the Journal of Communication.

The Encyclopedia matter seems to be settled. An amendment to the agreement has been negotiated with the able assistance of Debbie Fickler, and signed by both Bill Henrich for ASC and Ed Barry for Oxford. When you sign it, I can return the executed copies to the other parties.

I am enclosing a copy of this amendment for your preview. I am also enclosing a copy of a letter from Bill Henrich confirming ASC's continued financial backing of the project. The amendment makes the University copublisher and the recipient of royalties of 15 percent of net income. The ASC trustees had approved a splitting of royalties with the key personnel of the project. These are Editor, Associate Editor, Managing Editor, and Chair of Editorial Board. If each get 2 percent, that would leave the University 7 percent. Please let me know when we meet if you think that is acceptable and fair.

The other matter concerns the Journal. We have received an attractive offer from Oxford to be the new publisher. The offer leaves the editorial control intact and does not involve ownership. The ASC has agreed to transfer ownership to me or to whomever I designate. I would like to suggest a co-ownership arrangement with the University (at no direct cost to the University) in order to give the Journal a proper educational non-profit institutional home. The formal expression of the arrangement would be a contract with Oxford which would name us as joint owners/editors or something like that. A separate agreement among us can also be considered. I will appreciate your advice, and will draft documents (with the help of University counsel) as soon as we agree in principle.

Sincerely yours,

George Gerbner

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