



MASS COMMUNICATIONS PROJECT

BERKELEY, CALIFORNIA 94720

November 6, 1972

Professor Charles R. Wright  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pa. 19104

Dear Professor Wright:

Charlie Glock mentioned that you had been in touch. Perhaps I could fill you in on my present situation and plans. I'm in the midst of my dissertation work. The title is "Political Sophistication and Political Attitudes in Mass Publics." It deals with theoretical and methodological problems that come up when working with the large low-interest and low-knowledge segments of mass samples. The thesis itself does not deal with the question of persuasibility and mass communications but I intend to tie that issue in in later research. I am also employed as the sole staff member for a new faculty committee called the Mass Communications Project. The task of this group is to put together an ideal course program in mass communications and to test out the feasibility of such a program at Berkeley. Charlie and Percy Tannenbaum are both involved in the project.

My plans are to finish the thesis this summer and work pretty much full-time as a post-doc on the project here next year doing some teaching and research. So it is the 74-5 school year and thereafter with which I'm primarily concerned. I guess my preference is to get a job on the west coast. But I'm just not sure how easy it would be to work that out.

Charlie got the impression that you were interested in more than the 73-74 school year and if that is the case perhaps we could talk a bit about it. I can be reached here at the project at 415 642 2775 or, of course by mail at the above address. I'm enclosing a vita which might give you a little bit better idea of what I have been up to.

I'm looking forward to hearing from you.

Sincerely,

W. Russell Neuman

## Research

A Social Science Research Council grant for undergraduate research at Cornell, 1966-- I designed a "piggy-back" study which was part of a larger study of racial attitudes in Rochester N.Y. A factor analysis of the 30 political opinion items resulted in the paper: "Probing the Liberal-Conservative Continuum."

A National Association of Broadcasters grant for research on the level of recall of television news supported a small phone sample of Bay Area residents in 1971. I designed the study, supervised the data collection and did the analysis which resulted in the paper: "Exploring the Impact of Television News," which is now under review for publication.

I've done statistical computer programming and analysis and also some questionnaire design and interviewing for over a dozen projects ranging in subject matter from market research and hotel administration to political science, sociology and chemistry. I did most of that work at Cornell as a means of working my way through school. The longer-term jobs are listed in the Curriculum Vitae.

I wrote a prospectus for a Mass Communications Project at Berkeley and submitted it to Vice Chancellor Christianson's group on educational development. The idea was to put together a faculty committee to design, on paper, ideal course programs (undergraduate and graduate) in mass communications and society and to test out the potential of the programs with a few experimental courses and extensive discussions with students, faculty and the administration. The prospectus was approved in July, 1972 and the experimental program was funded and is underway under the direction of Percy H. Tannenbaum. I am working part-time on the project and continuing as well to work on the SRC Political Alienation Project.

My dissertation work focuses on a secondary analysis of a number of political attitude studies on file at SRC's data library with an emphasis on data now being collected by the Social Indicators Project.

## Teaching

My primary teaching experience has been as a TA in a total of four sections of introductory sociology. I worked with two professors, Hurn and Hammond, and both allowed TA's a great deal of freedom. I have also given guest lectures in sociology and mass communications research on this campus and was involved in teaching a methodology seminar at Brookings.

## CURRICULUM VITAE

Born: June 25, 1945

Married: June 4, 1967, one child, born 1971

### Education:

BA, Cornell University, June 1967, major: political science, minor: sociology.  
MA, University of California, Berkeley, Spring, 1969, Department of Sociology  
currently PhD candidate at University of California, Berkeley, Department of Sociology

### Work Experience:

1962-63 Star Broadcasting, Rochester, N.Y.: survey interviewing.  
1964 J.A. Ward, Marketing and Opinion Research: data analysis, field work supervision.  
1964-67 Human Ecology Project, Cornell Medical School: computer programming, data analysis.  
1966 Senator Robert Kennedy's office, Washington D.C.: public opinion research.  
1967 The Brookings Institution, Washington, D.C.: computer programming.  
1969-70 Department of Sociology, University of California, Berkeley: teaching assistant in introductory sociology.  
1971- Social Indicators Project, Survey Research Center, Berkeley: research assistant.  
1972- Mass Communications Project, University of California, Berkeley: research specialist.

### Professional Associations:

American Sociological Association  
American Political Science Association  
American Association for Public Opinion Research

### Unpublished Work:

"A Course Outline in Comparative Public Opinion" 1971  
"Latency, Specificity and Affect in Attitude Research" 1969  
"What Ever Happened to Mass Society Theory" 1971  
"The Methodology is the Message: pluralist versus power elite interpretations of American politics" 1971  
"Path Analysis....just another multivariate technique" 1970  
"Public Opinion Trends and the War in Vietnam" 1969  
"Probing the Liberal-Conservative Continuum" 1968

### Published Work:

→ "Exploring the Impact of Television News" (currently under review for publication)  
→ "Developing Social Indicators of Political Alienation" paper read at the American Sociological Association meetings, New Orleans, 1972.

### Research in Progress:

PhD dissertation: "Political Sophistication & Political Attitudes in Mass Publics"

**Honors & Awards:**

Jr. Honors in Political Science, Cornell University  
Regents and Cornell University Scholarships  
Ford Special Career Fellowship, UC Berkeley  
National Science Foundation Traineeship, UC Berkeley

**References:**

Arthur L. Stinchcombe, Chairman, Department of Sociology, University of California,  
Berkeley  
Charles Y. Glock, Professor, Department of Sociology, University of California,  
Berkeley  
Merrill Shanks, Director, Survey Research Center, University of California, Berkeley  
Percy Tannenbaum, Director, Mass Communications Project, University of California,  
Berkeley

10 November 1972

W. Russell Neuman  
Mass Communications Project  
UNIVERSITY OF CALIFORNIA, BERKELEY  
Berkeley, California 94720

Dear Mr. Neuman:

Thank you for your letter and vita. I am forwarding them to Dean Gerbner for his information.

Please keep us informed about your progress and any changes in plans. And either Dean Gerbner or I will be in touch with you if anything develops at this end.

I enclose a recent copy of our Bulletin for your information.

Best regards to Charles Glock and Percy Tannenbaum.

Sincerely yours,

Charles R. Wright  
Professor of Communications and Sociology;  
Chairman, Doctoral Program in Communications

Enc: Bulletin

cc: Dean Gerbner <

Visit in Calif.

AIR MAIL

November 15, 1972

Mr. W. Russell Neuman  
Mass Communications Project  
University of California, Berkeley  
Berkeley, California 94720

Dear Mr. Neuman:

Professor Charles R. Wright forwarded to me your letter of November 6. Even though you may be primarily interested in a position starting in 1974-75, for us it is not too early to explore and possibly even decide about appointments that year. Therefore, I would appreciate it if you would send me the two papers listed under "Published Work," and as many of the unpublished papers as might be available and would give us a well-rounded view of your interests.

It would be helpful if we could receive these materials within the next two weeks.

I will be in the Bay Area in early December, and we might aim for a personal visit at that time if your interests and qualifications match our needs, and if we can find a mutually convenient time.

I am enclosing a copy of our current Bulletin for your information.

Sincerely yours,

GG:kes  
encl.

George Gerbner,  
Professor of Communications  
and Dean

UNIVERSITY OF CALIFORNIA, BERKELEY

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MASS COMMUNICATIONS PROJECT

BERKELEY, CALIFORNIA 94720

November 24, 1972

Professor George Gerbner  
Annenberg School of Communications  
3620 Walnut Street  
University of Pennsylvania  
Philadelphia, Pa. 19104

Dear Professor Gerbner:

I have rounded up and enclosed a few of my papers. I guess they would give you an idea of what I have been working on over the last few years. Recently, of course, I have been concentrating on my thesis on the measurement of political sophistication. The thesis itself is not strictly in the domain of communication research but it is my intention to follow the thesis work up with research under the rubric of social indicators of mass communication. I am interested in developing reliable over-time measures of what proportion of the citizenry really understand and/or take an interest in political events.

I would like very much to talk with you about the work you have been doing in this field with Larry Gross. I'd like to take a look at the NIMH grant proposal if it is available and any other interim documents that you might pass on.

I'm looking forward to meeting you when you pass through the Bay Area.

Sincerely,

Russ Neuman

UNIVERSITY OF CALIFORNIA, BERKELEY

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SANTA BARBARA • SANTA CRUZ

MASS COMMUNICATIONS PROJECT

BERKELEY, CALIFORNIA 94720

June 14, 1973

Professor George Gerbner  
Annenberg School of Communications  
3620 Walnut Street  
Philadelphia Pa. 19104

Dear Professor Gerbner,

I was unable to make it to the AAPOR meetings this year and regretfully missed the chance finally to sit down and talk with you a bit.

My plans for the 73-74 academic year worked out as I had hoped and I will be in Berkeley working with Percy on the Mass Communications Project setting up some new coursework and finishing my dissertation. Incidentally, I do not recall if I had included my dissertation prospectus with the papers I sent to you originally so I am including a copy now.

It seems that in the near future at least, I will not be traveling east. So I wanted to get a note to you to re-open lines of communication, reaffirm my interest in Annenberg and check with you to see if you or perhaps one of your colleagues would be passing through the Bay Area soon.

I am, as I had mentioned to you, especially interested in hearing of any further developments on the Cultural Indicators Project. I hope all is going well. Looking forward to hearing from you.

Sincerely,

W. Russell Neuman

*Send a -  
Ann from article?*

June 25, 1973

Mr. W. Russell Neuman  
University of California  
Berkeley, California 94720

Dear Mr. Neuman:

Thank you for your letter of June 14 and the thesis prospectus. I also couldn't make it to AAPOR.

I am enclosing a copy of our Cultural Indicators grant renewal proposal which includes a progress report.

Your thesis prospectus is interesting and significant. In fact, if you would recast this into an article of about 20 pages (double spaced) and give it an explicit communications framework (which is appropriate to the problem but not developed in this draft), I would like to consider it for an early issue of the Journal of Communication which I will edit (in a new form and direction) beginning 1974. Please let me know if you would like to do that.

And let us keep in touch.

Sincerely yours,

George Gerbner,  
Professor of Communications  
and Dean

GG/jp

Encs.

UNIVERSITY OF CALIFORNIA, BERKELEY

*Neuman*  
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SANTA BARBARA • SANTA CRUZ

GRADUATE SCHOOL OF PUBLIC POLICY

2607 HEARST AVENUE  
BERKELEY, CALIFORNIA 94720

March 6, 1974

TO WHOM IT MAY CONCERN:

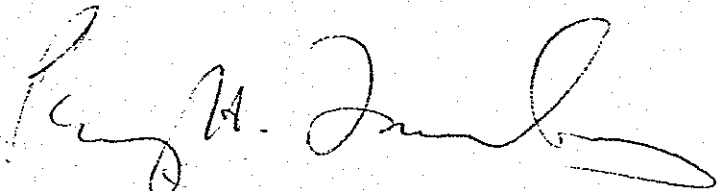
Mr. Russell Neuman has asked me to submit a letter of recommendation to his general file at the Department of Sociology, University of California Berkeley campus. Although I have some personal misgivings about such general letters of recommendation, I am happy to do so in this case because I regard Mr. Neuman as an individual deserving of consideration for any position appropriate to his training and interests.

I have known Russell Neuman for the better part of two years, mostly in my capacity as chairman of the Mass Communications Project on the Berkeley campus. This undertaking was mostly started on Mr. Neuman's initiative when he solicited the support of the administration and a critical group of faculty members. He has served as the main staff of the project for the past two years, taking the major responsibility for running a student advising service, preparing and updating interdepartmental course lists, initiating a faculty seminar series, and overseeing some experimental efforts at self-paced instruction. In addition, he has participated actively in the deliberations of the faculty committee of the project which was charged with examining and selecting among different options available for organizing a systematic program of study and research in the communication area on the Berkeley campus. He has performed all these activities with dispatch, competence, and has displayed a good administrative sense in accommodating the various details.

I do not have too much first-hand information on Mr. Neuman's ability as a scholar and teacher of sociology and political science, his main areas of professional specialization. However, I have discussed a wide range of research with him and from these exchanges I have the impression of a competent, informed scholar, able to grapple with most of the pressing intellectual issues in the areas of his particular interest. Just how broad these interests are is difficult for me to ascertain, mainly due to the particular foci of our discussions. Similarly, while I have not seen too much evidence of a truly innovative mind, this is probably more a reflection of his limited opportunity to engage in such activity than of limitations in ability as such.

I have found Mr. Neuman a most personable and responsible individual to work with, and I expect these are qualities he would carry with him into the classroom. He is concerned and involved with campus activities and is particularly sensitive to problems of student needs and demands. I have only the best of reports on his dealing with students in his capacity of running our advisory service, again providing indirect testimony for an able and involved instructor.

In short, I feel confident in recommending Mr. Neuman on personal and professional grounds. My main qualification would be the nature of the position for which he is being considered -- in a case like his, perhaps more so than is generally true, I believe there should be a close match between his particular areas of training and the specific tasks he will be expected to perform. Whatever the position, I believe he will be a responsible and competent colleague, dedicated to both teaching and research with the proper motivation.



Percy H. Tannenbaum  
Professor, Graduate School of Public Policy  
Director, Mass Communications Project

PHT:mj

UNIVERSITY OF CALIFORNIA, BERKELEY

*Neuman  
not  
Shanks*

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SURVEY RESEARCH CENTER

BERKELEY, CALIFORNIA 94720

8 March 1974

CONFIDENTIAL

TO: Whom it May Concern  
FROM: Merrill Shanks  
SUBJECT: William Russell Neuman

I have known Russ Neuman for three years, both as a member of the committee for his Ph.D. qualifying examination, and as an employer and supervisor for his work as a research assistant at the Survey Research Center. During this time, I have come to know and appreciate the remarkable scope and depth of his preparation in political sociology and public opinion. In addition, he is an extraordinarily careful and creative data analyst, and his contribution to the Center's work in the area of political alienation has been most impressive. I should say that his great strength lies in a careful preparation and execution rather than in truly original or creative insight, but the latter gift is of course extremely rare in academic life. I recommend Russ without hesitation for either a teaching position in a major university or as a research associate in a social science institute.

*Merrill Shanks*  
Merrill Shanks  
Assistant Professor  
Department of Political  
Science, and  
Director, Survey  
Research Center



DEPARTMENT OF SOCIOLOGY  
BERKELEY, CALIFORNIA 94720

January 20, 1975

To whom it may concern:

Mr. Russell Neuman tells me that your department is considering him for an appointment and has asked that I write this letter on his behalf.

I have had Neuman in a survey analysis seminar, was on his orals examination committee, and am also serving on his dissertation committee. I am also on a faculty committee on mass communications with which Neuman is associated as Executive Secretary.

Neuman impressed me originally in the aforementioned seminar by writing an imaginative paper demonstrating a potential for using factor analysis in an analytically fresh way through investigating how factor structures vary within population sub-groups.

Neuman's dissertation also seems to me imaginatively conceived. The notion of comparing the explanatory power of different paradigms of political functioning through secondary analysis and in a systematic way is a good one and while trying it is not unique to Neuman, the approach he is taking seems fresh and new and promising.

Neuman has done a good administrative job for the mass communications committee and has again shown his creativity through conceptualizing and organizing the execution of some imaginative teaching modules.

On a personal level, he is easy to get along with, sensitive, and the kind of person who would be outgoing in giving of his time and energy to students. I think he will make an excellent teacher although this judgment is based only on listening to him address SRC colloquia.

.../2

.../2

To sum up, Neuman is very capable and has the qualifications to perform ably in a distinguished department. I believe him to be very worthy of your consideration for an appointment.

Cordially,

*Charles Y. Glock*  
Charles Y. Glock  
Professor of Sociology

CYG:jb

*Neuman  
ref.  
Stinchcombe*DEPARTMENT OF SOCIOLOGY  
BERKELEY, CALIFORNIA 94720

January 24, 1975

## TO WHOM IT MAY CONCERN:

Russell Neuman's dissertation is on a central topic in the social psychology of politics, the effects of political sophistication. I think it will be a classic in this field. It combines an excellent critique of the literature and development of a theory from this critique with a thorough reanalysis of data from about a half dozen studies that are classics in this field.

The major innovations in the theoretical part of the dissertation are the clear placement of political sophistication as an interaction or "specification" or "intensifying" variable, causing the slopes of the relationships between social and political background causes and behavioral effects. From this point of view, many of the difficulties and debates in the literature are cleared up, the existing empirical results are neatly summarized, and the theoretical section leads naturally to the reanalysis that he proposes of the classic studies. I would say these were the best theoretical treatment of political sophistication in the literature.

In the reanalysis, Neuman has had to confront the problem of making the results of different studies, with different numbers and efficiencies of measures of those variables, comparable with each other. Particularly factor analysis, which he uses to determine the number of dimensions of political sophistication, is highly sensitive to such "method differences" between studies. His modifications of traditional factor analysis procedures to fit the substantive and methodological problem he is confronted with are intelligent, and show a deep understanding of the problems and characteristics of the method. The study of interaction effects, so that predictors of political behavior have stronger effects among more sophisticated people, is also subject to difficulties of this kind, and Neuman's understanding of the analysis of covariance and other relevant techniques for this problem is profound enough to enable him to modify traditional procedures in sensible ways to get the meat out of the data.

Neuman knows the literature on the subject thoroughly, remembers the facts as well as the ideas from that literature, analyzes the problems with theoretical sophistication, and is sufficiently talented methodologically to allow the substantive problems to dominate the method rather than the reverse, which is not very common with complex methods of the kind appropriate to his difficult empirical problems.


The range of data he is bringing under the same theoretical and empirical framework will make this the widest-ranging and most solid study of the subject in the literature. The theoretical sophistication of the analysis will, in my opinion, make most of the previous literature archaic. In short, this is a very important dissertation for political sociology.

Neuman's other competences are mainly in the field of mass communications, where he shows the same sort of wide-ranging command of the literature, theoretical sophistication, and methodological acuity, though perhaps to a slightly smaller degree.

I would judge that he will continue to do the sort of work that makes his dissertation so good, and that it will show the same general pattern of how it fits into a scholarly career. Each piece of work is so thoroughly done that the rate of production is relatively slow--he has been working relatively steadily on political sophistication for three years--but what comes out at the end has no fluff in it--each sentence is carefully related to the theoretical problem and to the relevant factual evidence. So the slow production is, like the slow production of a Rolls, compensated for by the durability of the product.

I would judge him a valuable colleague and teacher. He has worked successfully with a wide variety of researchers on the Berkeley campus. He has worked hard on helping formulate curricular innovations in the area of mass communications for the Berkeley campus. He is a thoroughly professional scholar, and thoroughly professional in his relation to the responsibilities as a member of the university community.

Sincerely,



Arthur L. Stinchcombe  
Professor

ALS:rc

SUBJECT: Evaluation of W. Russell Neuman

FROM: Herbert McClosky, Professor of Political Science and Research  
Psychologist, Survey Research Center, University of California,  
Berkeley

This is to call attention to the qualifications of Russell Neuman, who will be completing his Ph.D. this year and will be seeking employment beginning next fall.

I have known Neuman for over two years. He has been the senior research assistant on our Social Indicators project at the Survey Research Center and has had special responsibility for the research on both political alienation and political ideology. I have therefore had numerous opportunities to observe and talk with him. As our research assistant, he has worked closely with me and other senior investigators on the design of questionnaires, the formulation of questions, the development of new measures and new item formats, the selection of samples, the construction of new scales and indices, computer programming, and data processing and analysis. He has also undertaken reviews of the research literature, prepared research memoranda, and contributed in numerous larger and smaller ways to the research design and outcome. Although he was nominally a research assistant, his actual role was that of a junior research collaborator rather than an "assistant". In other words, he made independent contributions to the research product sufficient to warrant his being listed as a joint author on several of the papers or monographs that will be forthcoming from the research.

As the foregoing suggests, Russ Neuman is an amateur graduate student with unusually developed research skills and a broad-ranging knowledge of both the techniques and substance of research in political sociology. He is as familiar with the theoretical materials of political sociology as with the empirical and methodological features of research in that area. He is highly intelligent, intellectually curious to an extraordinary degree, hard-working and professionally dedicated, a man who reads everything that bears on the areas of his interest, and one who has achieved command over all of the elements demanded by the scholarly calling.

Neuman's interest in political sociology has taken him as deeply into political science as sociology, and he is equally at home in both fields. The intellectual questions on which he focuses are appropriate to both and he is, in my opinion, qualified to teach and do research in either field. His knowledge of the field of public opinion is equal or superior to that of any graduate student in political science I have known, and he is equally well-versed in such subjects as elite versus mass politics, political attitude formation and change, the effects of political awareness and sophistication on political belief and action, the role of the media and other communication processes in the formation and acceptance of political belief. In addition, his knowledge of computer procedures and capacity for data analysis are well beyond those of even our better trained graduate students.

Neuman's personality and style are also estimable. He is articulate, clear-headed, warm and personable, and has proven a generous, fine, cooperative colleague. He is patient, solicitous, intellectually and personally lively, dependable, responsible -- qualities which, together with his high intelligence and grasp of subject matter, should make him an outstanding teacher. The reports he has given to our research group on the various matters for which he had responsibility were invariably lucid, thoughtful, well-constructed, and effective. He also writes clearly and with respect for the requirements of the English language. Since he is a man of the highest intellectual seriousness, I have every reason to believe that he will prove an outstanding teacher, a contributor to knowledge, and an excellent colleague.

*UNIVERSITY of PENNSYLVANIA*

PHILADELPHIA, PA. 19104

*Department of Psychiatry*  
200 Piersol Building

RENÉE C. FOX  
*Professor of Sociology*

7 March 1975

Prof. Charles Wright  
220 Annenberg School

Dear Charles:

I wonder whether Mr. Neuman may be of interest to the Annenberg School.

Please return the dossier when you are finished with it.

Best,

Harold J. Bershad  
Chairman,  
Recruitment Committee

Yale University *New Haven, Connecticut 06520*

(D)

DEPARTMENT OF SOCIOLOGY  
*Box 1965 Yale Station*

November 14, 1979

Professor George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

*Dear Ann:*

Dear George:

I understand a search is underway at Annenberg again this year. I thought I would write a note to indicate that I remain interested in the possibility of a position there and I would like my file to be considered an active one.

I will send along an updated vita and a few papers shortly.

Sincerely,



W. Russell Neuman  
Assistant Professor

WRN:mem

*Unfiled review -  
can't proceed*

November 20, 1979

Prof. W. Russell Neuman  
Department of Sociology  
Yale University  
Box 1965 Yale Station  
New Haven, CT 06520

Dear Russ:

Thank you for your letter of November 14, 1979 expressing interest in our faculty opening.

All inquiries will be processed by the faculty personnel committee in the coming weeks. We shall be in touch with you again as soon as the committee decides on the next step.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG/mh

*Signed & Mailed*

January 17, 1980

Professor W. Russell Neuman  
Department of Sociology  
Yale University  
Box 1965 Yale Station  
New Haven, CT 06520

Dear Russ:

The faculty committee is in the process of reviewing potential candidates for our faculty position. The "updated vita and a few papers" indicated in your letter of November 14 have not yet arrived. Please let me know if something might have gone astray, or if you still intend to send them.

Best regards,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

Yale University *New Haven, Connecticut 06520*

INSTITUTION FOR SOCIAL AND POLICY STUDIES

*16A Yale Station (111 Prospect Street)*

CHARLES E. LINDBLOM, *Director*

*Sterling Professor of Economics and Political Science*

(203) 436-0098



February 14, 1980

Professor George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

Dear Professor Gerbner:

Russ Neuman has asked me to give you an evaluation of him. I am glad to do this. I have seen a good deal of him in our ISPS work here at Yale, and I have come to have a very high opinion of him. You will find a fuller statement attached.

Sincerely,



CEL:rs

Statement on W. Russell Neuman  
from  
Charles E. Lindblom  
Sterling Professor of Economics and Political Science  
Director, Institution for Social and Policy Studies  
Yale University

I have been seeing a good deal of Neuman for about two years now in connection with our attempt here in the Institution for Social and Policy Studies to develop a large research project on the impact of television on society. During the course of this work, Neuman and I have had a great many office conferences. In addition, he was an active member of a seminar/planning group. Indeed, his activity and emerging leadership in the group led us gradually to turn the entire organizing and entrepreneurial responsibility for it and for the television project over to him.

Unquestionably, he is extremely quick, bright, and insightful. That I am willing to testify from my own conversations with him and from his participation in the seminar. But other members of the seminar have gone out of their way from time to time to comment on the quality of his mind and the quality of the preparations, including a large number of memos covering substantive issues in television policy, prepared for the seminar. In other words, among younger faculty here in the social sciences, he has emerged somewhat conspicuously as a person of unusual promise.

In addition, he has turned out to be, so far as I can judge (and I am reasonably confident on the point), the most widely read and the best informed member of the Yale faculty on television's impact on society. He is resourceful, imaginative, and he has displayed a great deal of initiative in organization of our seminar/planning group, as well as in his own research fund raising. He is a diplomatic and cooperative colleague. Judging by the output I have seen of his, he must be an extraordinarily hard-working young man. And he is a likeable person to work with.

On all these counts, Yale ought to make every effort to keep him. He will be a loss to us if he goes; I hope he does not.



February 27, 1980

Prof. Charles E. Lindblom  
Director  
Institution for Social and Policy Studies  
Yale University  
16 A Yale Station  
New Haven, CT 06520

Dear Prof. Lindblom:

We have received your recommendation  
for Russ Neuman and want to thank  
you for your interest.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG/mh

Yale University *New Haven, Connecticut 06520*

DEPARTMENT OF SOCIOLOGY  
*Box 1965 Yale Station*

April 8, 1980

Professor George Gerbner  
Annenberg School of Communications  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104

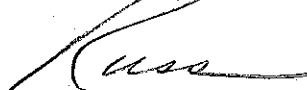
Dear George:

I spoke with your secretary yesterday to see if the faculty search at Annenberg was still active and whether I should send along a paper which I had just finished.

She said it was and I should. So here it is. Let me know if any of the other papers on the vita might be appropriate for review.

Best regards.

Sincerely,



W. Russell Neuman  
Assistant Professor

WRN:mem

Enc

June 2, 1980

W. Russell Neuman  
Assistant Professor  
Department of Sociology  
Yale University  
Box 1965 Yale Station  
New Haven, CT 06520

Dear Russ:

A series of conferences, including one of our own, prevented me from responding until now to your note of April 8. I want to thank you for sending us the paper on "Television and American Culture, etc." whose findings seem to jibe with some of our own.

We have made two appointments on the Assistant Professor level. There is a possibility of continuing the search if we can create a third opening next year. Please let me know what your plans are.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

Yale University *New Haven, Connecticut 06520*

DEPARTMENT OF SOCIOLOGY  
*Box 1965 Yale Station*

June 11, 1980

Professor George Gerbner  
Annenberg School of Communications  
3620 Walnut Street C5  
Philadelphia, Pennsylvania 19104

Dear George:

I'm sorry I was unable to attend your conference last month. I heard it was a spectacular success with unusually good papers, overflow crowds and better communication between those of divergent ideological views than anyone had predicted. I have written off for a few papers of special interest. Have you planned a major edited volume from the conference?

You have developed quite a reputation as a conference organizer. I must say, especially given the other responsibilities you continue to bear, this must have been quite a spring.


I wanted to mention that if you or your colleagues had any further or more detailed comments on the "Television and American Culture" paper I would appreciate hearing from you. Several further papers from this project will be forthcoming shortly and I would be happy to send them along for your information and possible comments if you are interested.

Congratulations on bringing in two new faculty members this year. Anybody I know? I will be withdrawing my name, however, in the event your search continues next year. I was pleased to accept an offer from Ithiel Pool for a position in the Political Science Department and the Research Program on Communications Policy at MIT and will be moving to Cambridge this summer. I am looking forward to working with Ithiel and expanding my work in the technology and policy area.

I missed the chance to talk with you at AAPDR. I hope you took some time for a well-deserved rest.

With best regards,

Sincerely,



W. Russell Neuman  
Assistant Professor

WRN:mem

July 15, 1980

W. Russell Neuman  
Assistant Professor  
Yale University  
Department of Sociology  
Box 1965 Yale Station  
New Haven, CT 06520

Dear Russ:

This is a belated response to your good letter of June 11, and an expression of congratulations and good wishes to your fine new position with Ithiel de Sola Pool at MIT.

As I noted before, some parts of your paper on "Television and American Culture, etc." jibe with some findings of our own. However, the general approach seems to be straining to relate differential responses to specific program selection. We believe that it is a result of "book thinking" in which individual books, films, etc., are selected to support different points of view, tastes, etc. We see television as a mass ritual, distinguished from other media in that most viewing is non-selective. Not quite "least objectionable" but simply ritualistic in which people watch by the clock and not by the program. Therefore, the principal cultural consequences seem to us to be those that are associated with broad content configurations reaching across all programming, characterizing the world of television, and containing certain implicit lessons. These lessons relate to the casting of the television world, its general action structure, the social types it presents, and the fates associated with different social types. Such lessons are inherent not in single programs but in the convergence of content elements across most programming.

Now it is correct to note that different groups of viewers will interpret programming differently, but what they interpret are probably the lessons inherent in the world of television rather than in specific programs.

You will note that the differences in cognitive and behavioral relationships to television programming vary in the different demographic groups in our own cultivation studies, which is what led to the development of our recent formulation of "mainstreaming" and "resonance." I am sending you a copy of a proof of our recent article which will appear in the Summer issue of the Journal of Communication. I think it will be difficult to come to grips with the dynamics of television effects without dealing with our central findings in that area, and I invite your own comments on the relationship of your work and ours.

With best regards,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab  
Enclosure

The Media Laboratory

Behavior

Massachusetts Institute  
of Technology  
20 Ames Street  
Cambridge, Massachusetts  
02139

W. Russell Neuman  
Director, Communications Research Group  
Room E15-233, 617-253-6630

November 21, 1988

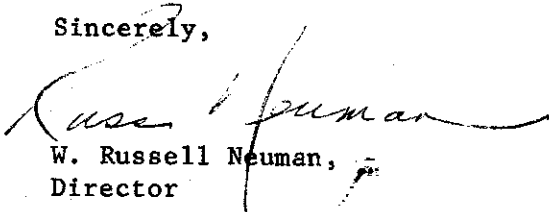
Chair,  
Faculty Search Committee  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia PA 19104-6220

Dear Committee:

I'd like to have my name considered for the mass communications  
position in your Department. My primary interests are in the  
fields of media effects, public opinion and communications  
technology and policy. My academic background is in the fields of  
sociology, political science and communications.

I am enclosing my curriculum vitae, a brief statement about my  
research agenda, and some representative course materials. Let me  
know if you would like me to send along a copy of my forthcoming  
book or any other materials of interest from the vita.

Sincerely,



W. Russell Neuman,  
Director

Encl.