

Journalism Quarterly

DEVOTED TO RESEARCH IN JOURNALISM AND MASS COMMUNICATION

Published by the Association for Education in Journalism

RAYMOND B. NIXON, *Editor*; HAROLD W. WILSON, *Business Manager*

Offices: School of Journalism, University of Minnesota, Minneapolis 14

April 4, 1964

Dr. George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear George:

Several days ago we forwarded to you a copy of Gerhard Maletzke's new book. If you or some other member of your faculty who reads German could give me a brief review for the next issue of the QUARTERLY, I would appreciate it very much. The review doesn't have to be a long one--even one or two hundred words would be better than not having any mention of it at all. I am sure you know of Maletzke's work and can arrive at an overall evaluation of the book very quickly.

Copy for the next issue already has gone to press, but if you can get a brief review to me not later than April 21, I will try to insert it on the page proof.

Incidentally, I am planning to spend a few days in Budapest on my way to the IAMCR convention in Vienna June 24-26. Any suggestions about persons I should see or things I should do? I also am planning to spend eight or nine days in the Soviet Union on this same trip.

I was delighted to receive your paper on "Ideological Perspectives and Political Tendencies in News Reporting; A Case Study." It was too late to be considered for this issue, but I will get a report from some of my Editorial Advisors and write you as soon as possible about the possibility of using it this summer or fall.

Miss Seidler is in the last stages of writing her dissertation, in which she carries out some of the suggestions you made in the 1961 article and in her subsequent conferences with you. I wish you were here to read the thesis when it is ready!

Sincerely yours,



Raymond B. Nixon

RBN:alb

P.S.: After dictating the above I learned to my dismay that our secretary, who is new on the job, had mailed the Maletzke book to you at 464 North Kilkea Arive, Los Angeles 48--the last address that she happened to find in the file! If you have any way of retrieving the book from that address, we would be glad to reimburse you for the expense involved. I am hoping that by some miracle the book may already be on its way to you. Sorry about the mixup!

April 6, 1964

Professor Raymond B. Nixon
Editor, Journalism Quarterly
School of Journalism
University of Minnesota
Minneapolis 14, Minnesota

Dear Ray:

Even I have forgotten about the fact that I ever lived at 464 N. Kilkea in Los Angeles -- it was a summer residence some time ago while I was teaching a summer course at USC. The owners of the house know me, so there is hope they'll forward the Maletzke book. I know Maletzke and will be happy to see that he gets reviewed by someone if I receive the book.

Incidentally, my address will change again after July 1; as you might have heard, I have been appointed dean of The Annenberg School of Communications, University of Pennsylvania.

Please give my regards to friends at the IAMCR conference; I still cannot get over the fact that the best of them all, Jacques Kayser, is dead. In Budapest you know most of the people I know. Sandor Kolesza, International Secretary of the Hungarian Association of Journalists (Nepkoztarsasag utja 101, telephone 221-696) is a helpful young man. Ivan Baldizsar, editor of The New Hungarian Review (Vaci-utca 12) is a grand old timer, excellent writer. If you can meet Renyi Peter, Chairman of Editorial Board of the party daily there, you'll find him sophisticated and articulate. In Moscow I got most help and best contacts through U. N. Zasukij, head of the Dept. of Foreign Journalism, Faculty of Journalism at the old university building (Marx Prospect 18). If I can help you in any specific details, please let me know.

I am looking forward to comments on "Ideological Perspectives, etc."

As to Miss Seidler, well if the thesis is a bomb I don't want to read it, but if it's good (in which case you probably don't need me) I'd be glad to.

Sincerely yours,

George Gerbner

GG:ls

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RAYMOND B. NIXON, *Editor*; HAROLD W. WILSON, *Business Manager*

Offices: School of Journalism, University of Minnesota, Minneapolis 14

April 11, 1964

Dr. George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear George:

Congratulations upon your appointment as Dean of the Annenberg School of Communications! The news came through on our AP wire shortly after I wrote my last letter to you. I was delighted to hear about it, for it has seemed to me that the School in Philadelphia has tremendous potential. What it has seemed to lack so far is a leader with qualifications such as yours.

We definitely wish to use your article on "Ideological Perspectives and Political Tendencies in News Reporting." It impresses me as a very meaningful piece of research on a key problem in mass communication.

We can't possibly find a place for it in the magazine before Summer or Fall, as the next two issues are already crowded with copy. Before we get around to editing the article, perhaps you can suggest to me the best way to handle the reproduction of Figure 3, and possibly also some of the material in Figure 2. If you could have both Figure 2 and Figure 3 prepared in suitable form for reproduction, it might be better to have engravings made than to try to set them into type. Please give this matter some thought and let me know within a month or so what you would like to do about it.

Sincerely yours,



Raymond B. Nixon

RBN:alb

April 15, 1964

Professor Raymond B. Nixon
Editor, Journalism Quarterly
School of Journalism
University of Minnesota
Minneapolis 14, Minnesota

Dear Ray:

Many thanks for your good wishes.

I received Maletzke's book. It looks substantial enough for a serious review, which I am unable to contemplate at the moment. However, I think I can find a qualified reviewer, although not by the 21st.

I will also see about getting some line drawings for the Figures you mentioned, and will be in touch with you later. When are you leaving for Europe?

With best regards,

Sincerely,

George Gerbner

GG:ls

April 29, 1964

Professor Raymond B. Nixon
Editor, Journalism Quarterly
School of Journalism
University of Minnesota
Minneapolis 14, Minnesota

Dear Ray:

In thinking about the line drawings, especially for Figure 2, I feel I ought to wait until I receive your editorial comments. I am not sure that Figure is clear. Perhaps it might be better to line up the C's in the center, and let the L's and R's stick out different lengths to indicate distance from C. Or maybe you have another suggestion?

Sincerely yours,

George Gerbner

GG:ls

GEORGE

Journalism Quarterly

RAYMOND B. NIXON, *Editor*; HAROLD W. WILSON, *Business Manager*
School of Journalism, University of Minnesota, Minneapolis 14

June 15, 1964


Dr. George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear Dr. Gerbner:

Dr. Nixon has asked me to write you to say he was sorry he did not have a chance to get in touch with you before his departure for Europe last week. As you probably know, he is on a 21-day trip and will not return until July 2.

Also Mr. Nixon said he would like to have the line drawings as he hopes to use them in the Fall Issue.

Cordially yours,


(Miss) Ann L. Benson
Secretary

Sent 6/26/64

Journalism Quarterly

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RAYMOND B. NIXON, *Editor*; HAROLD W. WILSON, *Business Manager*
School of Journalism, University of Minnesota, Minneapolis 14

July 24, 1964

Dr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

Thank you for the excellent line drawings to accompany your article. I have given it my OK in the hope that Ed Emery will be able to use it in the Autumn Issue.

Did you ever succeed in getting a review of the Maletzke's book? I should like to have it on hand if possible before I relinquish the editorship.

I hope you are planning to attend the Austin Convention and that I shall see you there.

Sincerely,



Raymond B. Nixon

RBN:alb

*Confidential - see me
about this*

July 28, 1964

Mr. Raymond B. Nixon
Editor
Journalism Quarterly
School of Journalism
University of Minnesota
Minneapolis 14, Minnesota

Dear Ray:

Thanks for your note of July 24. I wrote to Klaus Krippendorf at Illinois who agreed to review the Maletzke book, and should have his reply or review in a week or so.

I am afraid I will probably not be able to attend the convention in Austin. Could I entice you to visit us in Philadelphia sometime?

Sincerely yours,

George Gerbner

GG:am

Journalism Quarterly

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RAYMOND B. NIXON, *Editor*; HAROLD W. WILSON, *Business Manager*
School of Journalism, University of Minnesota, Minneapolis 14

August 3, 1964

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

Dear George:

I am glad to note from your letter of July 28 that you expect to have the review of the Maletzke book for me within the next week or so. This will enable me to schedule it for the Autumn Issue.

I would be delighted to visit you in Philadelphia sometime after returning next March from my sabbatical in Latin America.

Cordially yours,



Dr. Raymond B. Nixon
Editor

RBNZ ald

August 10, 1964

Dr. Raymond B. Nixon, Editor
Journalism Quarterly
School of Journalism
University of Minnesota
Minneapolis 14, Minnesota

Dear Ray:

Enclosed is a review of Maletzke's book, by Klaus Krippendorff who will join us here in September. I asked him to supply page number and price; if I get this information by the time this letter leaves I will insert it, if not I will send it to you shortly.

I would appreciate a note from you about whether I might use this review for AV Communication Review. I don't think we have much of an overlap in readership, but I am not sure about the propriety of using a review written for you, and would welcome your advice.

Let me know about your schedule when you return from Latin America next March, and also about topics and possibilities of your giving a lecture or two to our faculty and students. Best wishes for a pleasant and productive sabbatical.

Sincerely yours,

George Gerbner

GG:ls

Enclosure



UNIVERSITY OF MINNESOTA
TWIN CITIES

School of Journalism and Mass Communication
111 Murphy Hall
Minneapolis, Minnesota 55455

Please reply to:

RAYMOND B. NIXON
1578 Burton Avenue
St. Paul, Minnesota 55108

November 11, 1974

Dr. George Gerbner, Dean
Annenberg School of Communication
3620 Walnut Street C5
Philadelphia, Pa. 19174

Dear George:

As you may not have known, Mrs. Nixon and I went on to Spain to complete a 45-day excursion trip after we left you in Leipzig. Consequently, we did not return home until a few days ago and this is the first opportunity I have had to thank you for the complimentary copies of the JOURNAL OF COMMUNICATION and your kind note. Thank you very much for both.

I agree that the JOURNAL is vastly improved, both in appearance and in content. In fact, I find it so interesting that I am enclosing my check for \$22.00 to pay for a two-year subscription, beginning with the Autumn Issue. (Don't tell Ed Emery or Guido Stempel, but I have enjoyed it more than some recent issues of JQ!)

Mrs. Nixon and I also wish to thank you for your assistance in getting to the "bierabend" on that Thursday evening in Leipzig. You were very kind both in showing the cab driver the way and picking up the taxi fare.

While I haven't completed my schedule for the winter and spring yet, I probably shall have to come to Washington and/or New York some time before next June. If you still wish to work me into your guest seminar-leader series, as you once suggested, let me know far enough in advance and I'll try to arrange my other plans accordingly. In any case, I hope to visit your School at the first opportunity.

Best wishes for a good year.

Sincerely,

Raymond B. Nixon
Professor Emeritus of
International Communication

November 20, 1974

Prof. Raymond B. Nixon
1578 Burton Avenue
St. Paul, MN. 55108

Dear Ray:

Thank you for your kind note of November 11, and the subscription. I must say that the response to the Journal has been very gratifying.

I am forwarding a copy of your letter to Bob Shayon who is in charge of our Colloquium series, with a request that he contact you about open dates, if any, for the spring semester. I hope that you can combine your East Coast trip with an open Monday afternoon in the spring. If that does not work, we shall try again in the fall.

With best regards to you and Mrs. Nixon.

Sincerely yours,

George Gerbner

GG:kas

CC: Prof. Robert Lewis Shayon