

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

January 5, 1966

DEPARTMENT OF COMMUNICATION
Division of Journalism
Division of Broadcasting and Film
Institute for Communication Research

Dean George Gerbner
Annenberg School of Communication
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

It was good to meet you when you were here, but I'm afraid I didn't do an appropriate job of filling you in on the people you may want to try to snare. I don't really like to alert others to teachers I'd like to see come here, but there seems to be little likelihood that we'll be able to reach out for these any time in the near future:

1. David Grey, a very bright young Minnesota Ph.D. (completing a dissertation now on the Supreme Court and the press) who's now teaching his first year at Northwestern. He's going to be one of the leaders.

2. Ernest Sharpe, who is primarily an advertising teacher because he was shoved into it years ago. I taught with him at the University of Texas (he's there now) and know him as a quiet, dedicated, thoughtful man. He has a recent Wisconsin Ph.D., although he's in his mid-forties, and his research is likely to reach the level of his teaching, which is first-rate.

I'll try to think of others if you'll let me know what kinds of spots ~~and books~~ you have and what kinds of teachers you're seeking. If you're at the February meeting in Chicago (I'm on one of the committees and will be there), I'll try to come up with some suggestions. I've been offered several chairmanships and deanships lately, and although I turned them down because I wanted to write and teach, the hiring and firing problem would have been a factor, too. So I sympathize.

All the best,
Bill Rivers

Bill
Bill Rivers

January 31, 1966

Professor William Rivers
Department of Communication
Stanford University
Stanford, California

Dear Bill:

I am grateful for your suggestions and regret that we had so little time to exchange ideas in person. Now I am forced to commit to paper things that would sound much less pretentious (and more personal) over the slightly alcoholic haze of a couple of drinks. What I am really after is not only good people in general (although I'm always interested in that) but a way to shake up our stagnating field. I propose to do that by the concentration of outstanding talent in some substantive (rather than only methodological) direction in communications. This involves groups rather than only individuals. I am now exploring some two or three such "package deals," each including several senior people and one or two junior associates to come in with them. One of these "packages," and the one that excites me most, would result in a major development here in the area of political communications, with the doctoral program (rather than "another doctoral program...") focused on that area. If that prospect matures (and I'll know in a few weeks), you belong in it -- to write and to teach and to lead.

Unless you come back with a very definite and resounding "No," I shall assume that you are not averse to learning more about it, with no implications, obligations, commitments, etc., -- on either side. The reason for caution on my side is that several things must jell before the "package" can be considered significant and attractive. If things do jell, I would like to arrange a gathering of potentially interested individuals here the third weekend in March. That's between quarters for you. Could you come?

With best regards.

Sincerely,

George Gerbner
Dean

GG:vm

STANFORD UNIVERSITY

STANFORD, CALIFORNIA 94305

February 6, 1966

DEPARTMENT OF COMMUNICATION
Division of Journalism
Division of Broadcasting and Film
Institute for Communication Research

Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

Thanks very much for your flattering letter. I'm so happy here that I doubt that I'd be interested, but I must say that the kind of thing you seem to be thinking of is intriguing. This boils down to: I'd be interested in talking about it when you know your direction.

Unfortunately, though, the third week in March only seems to be a good time. Stanford has asked me to spend five and a half months on the campus in Germany (teaching "Politics and the Press of Western Europe," a course I'm devising), and I'll be leaving the fourth week in March. I'd be very hesitant to undertake a trip to the East only ten days or so before I go to Europe.

There's a chance, though, that I'll be in your area February 21-24. I'm going to a meeting in Chicago February 18-20, and I'll be in Washington doing some research February 21 and 22. Whether I'll go on to New York for a couple of days after that is now uncertain, but there's a chance. I'll let you know.

If reading this leads to some form of confusion, that's an adequate judgment. It's difficult not to be happy at Stanford, especially since the powers have scheduled salary raises for three years ahead to keep me around. But I never turn down intriguing possibilities without listening.

All the best,

Bill
Bill Rivers

February 9, 1966

AIR MAIL

Dr. William Rivers
Department of Communication
Stanford University
Stanford, California 94305

Dear Bill:

Just a note to say that I hope you will be able to visit here in connection with your trip to Washington. I expect to be in the office during the week of February 21. Drop me a note when you know what your plans are, or call me collect at 215-594-7041.

With best regards.

Sincerely yours,

CG:kaf

George Gerbner,
Dean