

March 19, 1965

Mr. Newton N. Minow
Encyclopedia Britannica
425 North Michigan Avenue
Chicago 11, Illinois

Dear Mr. Minow:

I am delighted to have your recommendation for Robert Lewis Shayon.

Enclosed is a copy of our new Bulletin. May we have the pleasure of counting on you for a lecture at The School next fall? Please let me know what might be a convenient time for you.

Many thanks for your kind attention.

Sincerely yours,

GG:ls

Enclosure

THE CURTIS PUBLISHING COMPANY

Independence Square
PHILADELPHIA 5, PA.

THE SATURDAY EVENING POST
LADIES' HOME JOURNAL
HOLIDAY · JACK AND JILL
THE AMERICAN HOME

PRUDENTIAL PLAZA
CHICAGO 1, ILLINOIS
CENTRAL 6-7356

March 25, 1965

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

Dear Dean Gerbner:

Thank you so much for your note. My schedule for the fall is still a bit cloudy. I wonder if you might give me some specific dates which I perhaps can combine with a trip east in the fall.

I would rather not make a talk but would consider a panel discussion with the students. Could you let me know all the details at your convenience?

I was much impressed with the new Bulletin and congratulate you on the great progress the School is making.

Ever best,



Newton N. Minow
Special Counsel

NNM/gmv

April 12, 1965

Mr. Newton N. Minow
Special Counsel
The Curtis Publishing Company
Prudential Plaza
Chicago 1, Illinois

Dear Mr. Minow:

Your suggestion of a panel discussion is certainly feasible.
You are still welcome to give a talk or some preliminary remarks.

Our fall schedule is not set either, and will not be crystallized until sometime in the summer. However, within broad limits we can adjust our scheduling to your itinerary, so please feel free to suggest a convenient time for the visit. At any rate, we shall be in touch with you concerning the details as soon as our own plans are set.

Many thanks for your interest, and kind words.

Sincerely yours,

GG:ls

Dec 2

August 23, 1965

Mr. Newton M. Minow
Encyclopedia Britannica
425 North Michigan Avenue
Chicago 11, Illinois

Dear Mr. Minow:

I am working on our Colloquium schedule for the fall and would like to set a date for your visit to The School. The general theme is "Communications -- Art, Science, and Profession; Contributions to a New Discipline." This gives you a broad scope to discuss either FCC or general broadcasting-related developments or ideas, or publishing, or any other topic you would like to suggest. The format is also flexible and permits either an initial presentation followed by discussion, or a panel with students and faculty. The Colloquium draws from among our own graduate students and faculty and from interested persons on campus and elsewhere an audience of 50 - 80 persons. We pay an honorarium of \$100 for the lecture.

Our best open dates (in terms of minimum competition or conflict) are September 30, October 14, and December 9 (all Thursdays). Alternative dates are October 21, 28, November 4, and December 2 (also Thursdays). The Colloquium meets 3 - 5 p.m. We would be very pleased to have you here for an informal lunch before the session, or dinner afterwards (or both) giving some interested persons a chance to visit with you.

Please let me know which of these dates fits your own schedule best. I would like to announce the time and topic of your discussion as soon as possible.

We are looking forward to your visit.

Sincerely yours,

George Gerbner
Dean

Leibman, Williams, Bennett, Baird and Minow

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D. B. WILLIAMS
RUSSELL O. BENNETT
RUSSELL M. BAIRD
NEWTON N. MINOW
LAURENS G. HASTINGS
GEORGE W. K. SNYDER
JOHN H. ROCKWELL
GALE A. CHRISTOPHER
RICHARD H. PRINS
GEORGE T. BOGERT
DAVID P. LIST
JULIAN R. WILHEIM
GEORGE J. McLAUGHLIN, JR.
THOMAS H. MORSCH
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ROBERT E. MASON
JOHN E. ROBSON

208 SOUTH LA SALLE STREET · CHICAGO 4 · FINANCIAL 6-2200

CABLE ADDRESS "CROLEX CHICAGO"

OF COUNSEL
MAX SWIREN

August 25, 1965

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THOMAS H. BALDIKOSKI
JAMES L. MAROVITZ
WILLIAM L. KELLEY

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

Dear Dean Gerbner:

Mr. Minow is on vacation until sometime next week. I will give him your letter of August 23 upon his return to the office, and I am sure you will hear from him shortly after that time when he has had an opportunity to check his fall calendar with the dates you listed.

I know Mr. Minow would enjoy speaking at the University of Pennsylvania if a date can be fitted into his schedule.

Sincerely,

Ida Hanson

Secretary to
Mr. Newton N. Minow

HH

P.S. Incidentally, you will probably want to note on your records that Mr. Minow's address is now: Leibman, Williams, Bennett, Baird and Minow, 208 South LaSalle Street, Chicago, Illinois 60604.

Leibman, Williams, Bennett, Baird and Minow

MORRIS I. LEIBMAN
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RUSSELL O. BENNETT
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CABLE ADDRESS "CROLEX CHICAGO"

OF COUNSEL
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September 15, 1965

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R. QUINCY WHITE, JR.
DONALD A. MACKAY
LEONARD A. SPALDING III
WILLIAM P. COLSON
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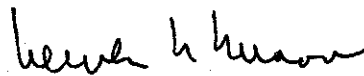
Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear Dean Gerbner:

How does December 2 strike you? I could do it then--but would be unable to stay on for dinner. Also, I could only do it on the basis of a panel, and do not want to commit myself to a speech.

If this is agreeable, we have a date. Please let me know.

Sincerely,



Newton N. Minow

20:hh

September 20, 1965

Mr. Newton N. Minow
Leibman, Williams, Bennett, Baird and
Minow
208 South LaSalle Street
Chicago, Illinois 60604

Dear Mr. Minow:

We will be delighted to have you visit here and take part in a panel discussion on Thursday, December 2. The Colloquium meets from 3:00 to 5:00 p.m. Please let me know if you can join us for lunch and the title or subject, if any, you would prefer to have the panel consider.

We are looking forward to your visit.

Sincerely yours,

George Gerbner
Dean

ls

Leibman, Williams, Bennett, Baird and Minow

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CABLE ADDRESS "CROLEX CHICAGO"

November 2, 1965

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MAX SWIREN

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LEONARD A. SPALDING III
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WILLIAM P. COLSON
DAVID S. MANN
THOMAS H. BALDIKOSKI
JAMES L. MAROVITZ
WILLIAM L. KELLEY
DAVID E. MCCRACKEN
STEPHEN P. THOMAS
MARK J. LEVICK

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

Dear Dean Gerbner:

The subject I would most like to talk about is the law of equal time and some proposals to change it. My presentation would be very brief, and I hope very much we would have a series of questions and answers to occupy most of the time.

I am looking forward to seeing you.

Cordially,



Newton N. Minow

20:hh

November 8, 1965

Mr. Newton N. Minow
Leibman, Williams, Bennett, Baird and Minow
200 South LaSalle Street
Chicago, Illinois 60604

Dear Mr. Minow:

The subject you have chosen is very pertinent and should produce a good discussion. As you have indicated before that you would prefer the format of a panel discussion with students, we are thinking of a panel of 2 or 3 students and yourself to lead off before opening the subject for a general discussion. If you would prefer a faculty panel, possibly including some interested people from the Law School, please let me know. Our Colloquium is attended by 50 or 60 of our own Communications students and any number of interested visitors.

I hope you can join us for lunch in the Faculty Club before the discussion. We are very much looking forward to your visit.

With best regards,

Sincerely,

GG:kaf

George Gerbner,
Dean

Leibman, Williams, Bennett, Baird and Minow

MORRIS I. LEIBMAN
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RUSSELL O. BENNETT
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CABLE ADDRESS "CROLEX CHICAGO"

November 12, 1965

OF COUNSEL
J. ARTHUR FRIEDLUND
MAX SWIREN

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R. QUINCY WHITE, JR.
DONALD A. MACKAY
LEONARD A. SPALDING III
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Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

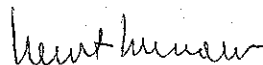
Dear Dean Gerbner:

I am delighted with the arrangements you have set up. A panel of two or three students should be excellent, followed by an open discussion. I would suggest that the students get together in advance and choose their topics so that we can be sure to avoid any duplication. It might be well if they could submit to you--and you in turn to me--a draft of their notes and speeches, sometime prior to December 2.

While I would like very much to have lunch with you, I must attend a meeting at the offices of the Curtis Publishing Company earlier that day--so I must decline. Thank you for your kind invitation.

Will you let me know where I can meet you when I arrive on campus.

Cordially,



Newton N. Minow

HH

December 3, 1968

Mr. Newton N. Minow
Leibman, Williams, Bennett, Baird and Minow
208 South La Salle Street
Chicago, Illinois 60604

Dear Mr. Minow:

Students, faculty, and I thoroughly enjoyed your visit and profited from your talk. It was a most incisive and stimulating discussion of some problems very much in the forefront of our interests. Bob Shayon and I hope to keep you posted on our thinking about "your" conference on equal time.

Many thanks, again, for coming. A token honorarium for the colloquium is on its way through University channels.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

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December 10, 1982

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

Dear George:

I made a point of reading the Newsweek article with great care. It is a splendid article, and I hope it reaches a very wide readership. Congratulations, and I will look forward to talking to you about it when we next meet.

Sincerely,


Newton N. Minow, P.C.

NNM:kjk

December 16, 1982

Newton N. Minow, P.C.
Sidley & Austin
One First National Plaza
Chicago, IL 60603

Dear Newt:

Many thanks for taking the trouble to write and your kind words. I would enjoy talking with you about our work, and will seek your advice on some specific ideas.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

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AMERICAN ACADEMY OF ARTS AND SCIENCES



The Public-Service Television Project

November 5, 1992

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See Below -
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Newton N. Minow

Associate Director
Craig L. LaMay
Research Coordinator
Gina L. Fattore

President
Leo L. Beranek
Executive Officer
Joel Orlen

George Gerbner
Dean Emeritus
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104-6220

Dear George:

Center for Urban
Affairs and Policy
Research
Northwestern
University
617 Noyes Street
Evanston, Illinois
60208
Telephone:
708 491-8727
Facsimile:
708 467-2210

As you know, I have been a student of and a participant in American television for more than 30 years. Some may say that I am one of television's most persistent critics -- but that is because I believe so strongly in the medium's unfulfilled promise as a resource for furthering democratic values.

This is the reason for my writing to you now. Together with a colleague, Craig LaMay, the former editor of Columbia University's *Media Studies Journal*, I am beginning work on a project for the American Academy of Arts and Sciences and the Carnegie Corporation that will seek to define a contemporary public-interest standard for television and promote discussion of a national communications policy for the 21st century. The project is intended to be as far-reaching as it sounds, taking account of technological change, First Amendment issues, social policy questions and regulatory issues, and bringing them out of the rarefied confines of universities and think tanks for broad public debate.

At the heart of our work is an old idea: that dedication to the public interest is essential to making any public-service standard meaningful, and that exclusive reliance on the market to arrive at such a standard is insufficient.

Our project is not about ideology, but about the future of communications in our republic. A few years ago we watched a world power, willfully blind to the weaknesses of its system, disintegrate. Now the United States finds, to its great chagrin, that the end of the Cold War has found us not strong but unsure and doubtful about the future. We must begin to address our own shortcomings, and to do that we must break free from the fractious politics of the post-War era.

George Gerbner
November 5, 1992
Page Two

Television, the means by which most people get most of their news and information, has not fulfilled its potential in four important areas: children's programming, educational television, the medium's use in political campaigns, and funding for public broadcasting. Craig and I believe that television could be -- must be -- a constructive agent in the renewal of America. Our goal is to contribute to that process.

To accomplish this, Craig and I need to gather the best ideas from the most knowledgeable and thoughtful people. It is our hope that as our work proceeds we might at various times call on you for your time, for advice and information.

We sincerely hope you will join us in this effort, for we feel it an important one. Historians know that republics last on average about 200 years, then collapse from internal decay and the loss of unifying values. For our children and grandchildren, we wish to ensure that our republic lasts at least another 200 years. Television can either hasten our decline or make us better. We need your counsel to find ways to fulfill its promise.

Yours,


Newton N. Minow

All the best -

NNM:ks

We'd like your

Copy to: Craig L. LaMay

advice