



STANFORD UNIVERSITY MEDICAL CENTER

STANFORD, CALIFORNIA 94305

STANFORD UNIVERSITY SCHOOL OF MEDICINE
Department of Psychiatry and Behavioral Sciences

July 14, 1975

Professor George Gerbner
Editor, Journal of Communication
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

Thank you so much for your kind letter of July 7.

When I was a high school debater, my coach, Franklin Patterson, who subsequently founded Hampshire College and now is professoring in Boston, had a pet peeve which he transmitted to us, his devotees. He couldn't stand the phrase "the reason why," because of its redundancy. So I noted the phrase on the title page of the edited manuscript. How about this instead?

Reasons that researchers have been slow to respond to an historic challenge and some signs of change.

The deletion you show on pp. 5-6 is okay with me.

I also like the addition of "slow cultivation" on page 8.

For some time I have wanted to get a few things said about my participation on the Surgeon General's Committee, and to get them said in print. The material on pp. 11-13 was my effort to state my own position about the way our Committee was chosen, to comment adversely on the qualifications of some members of the committee (including myself) in comparison to the qualifications of those blackballed, and to say some words of praise for Doug Cater, Eli Rubinstein, Ralph Tyler, Bert Brim, and others. So I'd prefer that the material on pp. 11-13 be included in the published article. I realize that some of this material has been discussed in your journal by other authors, but I'm seeking an opportunity to put my own views on the record.

*with
Pomeroy
a
2 other
articles*

As for the deletion on pp. 13-14, suit yourself. I'll make no plea for the inclusion of this material, which was of interest to my audience in New Orleans but may not add anything to the printed version.

I have had no response from Bill Martin to my letter requesting the completion of reference number 21, and I'll be in touch with you just as soon as I hear.

You might be amused by Fred Mostreller's comment about my discussion of the Report to the Surgeon General, in his letter responding to a preprint:

You damn camel haters don't seem to understand that it is a better animal than a horse for a beast of burden. Every article I've read in the last few days compares camels unfavorably with horses. Usually they are knocking a committee that has invented a camel. Please, a little more empirical attitude toward camels, or aren't you so good outside of primates?

Thanks very much for sending me a reprint of your "Teacher Image and the Hidden Curriculum." I had not seen it. I like it very much, though as a school-teacher of twenty years I found it rather depressing. And I was surprised to learn that Belok could find only about two hundred novels since 1900 in which college professors appear as characters. I thought I'd read more than that myself.

For several years I taught a course in "The Professions" in which students were assigned to read both biographies and novels about a profession of their choice and to compare the images with those that emerged from classroom interviews with professional persons whom I invited to meet the students and answer their questions. It was interesting to me that few students could grasp the assignment. The hidden curriculum is still hidden from them.

It was easier for them to find novels about doctors and lawyers than about teachers or scientists. Most difficult was finding a novel about an engineer. I've asked several engineering professors for examples, and few can supply even one.

Perhaps my dominant impression from the class is that today's undergraduate students (at Stanford) don't read novels anyway. Their questions of the visiting professionals about the realities of their life were aimed at comparing those realities with televised images, not novelistic ones. Perry Mason and Dr. Welby were on their minds, not the brainchildren of Sinclair Lewis, Theodore Dreiser, or Henry James.

When I spoke to the Phi Beta Kappa graduates at Stanford in 1973, I made some remarks about current students' images of occupations. A copy is enclosed.

P.S. On Page 69, you use the phrase "The reasons that . . ." I didn't find any instances of the phrase "the reason why." Allow me to emulate your purity of expression.

I do hope our paths will cross soon. Thanks for your help.

Sincerely yours,

Alberta

Mrs. Alberta E. Siegel

Enc.

July 21, 1975

Mrs. Alberta E. Siegel
Stanford University Medical Center
Stanford University School of Medicine
Stanford, California 94305

Dear Alberta;

It just so happens that Franklin (Pat) Patterson and I shared an office in Pasadena in the last climactic months of the Goslin administration, and have been in touch, more or less, ever since. Where did you go to high school? (I was once a teacher at John Muir College.) Anyway, purity of expression, if that's what it is, is OK with me.

However, I am restoring pp. 11-13 under protest. It's been said before, it is not germane to your piece, and it disrupts the clear development of your points. Look it over from the reader's point of view. If you can agree with me, let me know and I'll take it out in the proof.

I was most interested in your comments on "Teacher Image," in your course, and in the paper you sent me. Thank you very much. You will be interested in the Media and Medicine symposium in the current (summer) issue of the Journal, including a short piece of "The Doctor Shows."

Please let me have the information on Ref. 21, when available, pp. 11-13, if any, and more about the Patterson connection.

With best regards,

Sincerely yours,

George Gerbner
Dean, Annenberg School of
Communications

GG/tm



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STANFORD UNIVERSITY SCHOOL OF MEDICINE
Department of Psychiatry and Behavioral Sciences

September 24, 1975

Professor George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

I must have been in an especially garrulous mood when I dictated my last letter to you, mentioning Pat Patterson's name. I certainly had no idea it would mean anything to you.

My sister produced her copy of the 1948-49 "Round-Up," and we found your photo on page 33. I'm enclosing a Xerox, though it won't do justice to the original, from a book which my sister treasures.

Muir was my school for the eleventh and twelfth grades. You remember that Passiõdena had the 6-4-4 plan then. I graduated in 1948, and was class valedictorian or something. On my wall I have a photo of me handing a "diploma" to the retiring superintendent--was his name Sexton? If memory serves, Goslin succeeded him, and I followed "This happened in Pasadena" from afar, having gone to Stanford as a freshman in September of 1948. My sister Portia was at Muir that year--I think she was calling herself "Pat" then.

Pat Patterson was my eleventh grade civics teacher, and then my debate coach. I liked him and Amy very much, and their daughter Shelley was a great favorite of mine when she was a preschooler. I remember the excitement when Eric was born, but haven't ever really known him. The last time I saw Pat was the weekend he announced his resignation at Hampshire; I was visiting a psychologist friend on his faculty. More recent news has reached me via a student of mine, Gail Levinson, who knew him in Boston. I guess you know he has a new child by his second wife, and they are living in Boston.

Many of the faculty members at Muir were people I liked a lot, and probably you knew some of them too. It makes me feel very old to realize how I've lost touch with almost all of them. Carl Deisenroth committed suicide years ago, as did Walter Griffith even earlier. Bob Ross is alive and well and living in Long Beach, according to my last information. I've lost touch with Ralph Hallman, whom I liked. Probably you knew some of these people too.

It seems to me that you and I are bound to meet soon, what with this Rockefeller-sponsored thing and this Ford-sponsored thing, so perhaps there will be an occasion for a Muir reunion before long. I hope so.

You asked me for a mailing list for promotions of your journal issue on TV and children. I hope I'm not too late in responding. I'd suggest the membership list of the Society for Research in Child Development. You could get that from Mrs. Barbara Kahn at our publications office at the University of Chicago Press. Her address is: 5801 Ellis Avenue, Chicago, Illinois 60637. You might also want the list of members of the Division of Developmental Psychology (Division 7) of the American Psychological Association. That's about 1,000 child psychologists. It would be available from the APA Office in Washington; their address is 1200 Seventeenth Street, N.W., Washington, D. C. 20036. | x

Thanks again for your patience with me, and I'm hoping our paths cross in the next couple of months.

Sincerely yours,

Alberta

Mrs. Alberta E. Siegel
Professor of Psychology in the Department
of Psychiatry and Behavioral Sciences

ROW 1—left to right: Octavia Doyle, Dorothea Emerson, William Enking, George Feinstein.

ROW 2—Phillis Ferrell, Doris G. Forbes, George Gerbner, Irma Graham.

ROW 3—H. Leland Green, Walter L. Hall, Ralph J. Hallman, Alfred V. Hansen.



October 8, 1975

Mrs. Alberta E. Siegel
Dept. of Psychiatry and Behavioral Sciences
Stanford University Medical Center
Stanford, CA 94305

Dear Alberta:

Now it is my time to get curious. The 1948-49 "Round-Up" was my design and execution -- as the journalism instructor at Muir, I was responsible for the year book. If you graduated in that class, you should be in the book too, and perhaps also your sister. If so, what name, and what page?

Yes it was Goslin who succeeded Sexton, and it was also Goslin who appointed me to a part-time job in central administration (in addition to my full-time job at Muir), just before the storm broke. If you followed what happened in Pasadena, you probably know the rest.

I remember most of the people you mentioned, and also one you did not mention -- Dorothis Fry. Do you remember her?

Thank you very much for the suggestions about the mailing lists. We are following it up.

If you are going to the Ford Foundation conference in November, we shall surely meet there.

With best regards.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

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B. Brim -
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STANFORD UNIVERSITY SCHOOL OF MEDICINE
Department of Psychiatry and Behavioral Sciences

October 13, 1977

Professor George Gerbner
Annenberg School of Communications
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

Thanks for your letter and for the enclosures. Both are very helpful to me.

I did write to Bert Brim. He is a good friend of mine, and I told him how much I value your work and offered to talk with him further about it if he wishes.

You mentioned the AMA meeting in Chicago in October. I don't see your name on the program which Nelson Price sent to me recently, so I'm guessing your plans have changed. Too bad. We'll have to find another occasion.

"Skeptic" magazine arranged an interview between me and Frank Price of Universal Television Studies for its October/November issue. The experience was interesting. Gerbner is the only researcher in the field whom he could name. He did not recognize Bandura's name when I mentioned it, nor any of the others I rattled off. Obviously he has read nothing but the popular press, and that selectively. The experience of meeting one of these barbarians in person was interesting but also somewhat depressing. We are far from having any effective communication between those who study television in their research and those who produce commercial television in the U.S.

With personal greetings,

Sincerely yours,

Alberta

Mrs. Alberta E. Siegel

AES:GB

October 21, 1977

Mrs. Alberta E. Siegel
Stanford University School of Medicine
Department of Psychiatry & Behavioral Sciences
Stanford University Medical Center
Stanford, CA., 94305

Dear Alberta:

Thank you for your letter of October 13. Enclosed is a copy of the letter I got from Bert Brim. I will follow up on his suggestion and will send you a copy.

I am attending the AMA consultants' meeting arriving Thursday evening October 27 and staying through Friday, October 28 but cannot stay for the training session of Saturday, October 29. Will you (or can you) come in Thursday night? Anybody who can name Gerbner as a researcher in the field of communications cannot be all barbarian...but those who study television for people and those who produce commercial television for sales will never quite "communicate" without one selling out to the other.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

Enclosure

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