

# CBS/BROADCAST GROUP

Columbia Broadcasting System, Inc.  
51 West 52 Street  
New York, New York 10019  
(212) 765-4321

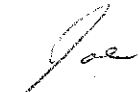
Dear George:

Having recovered from the stimulation and the fatigue of the conference, I want to tell you again that I honestly think it was the best conference I ever attended in my life. The quality of the papers, both in terms of thought and writing was so uniformly high that I found myself continually interested and often fascinated, even when I disagreed with the author.

Another thing which struck me as both unusual and highly commendable was that although the conference was inter-disciplinary, none of the specialists talked from so far out on a specialized limb as to be incomprehensible to the others. This particular rock, which your conference so successfully negotiated, was the one on which Thayer's conference in Missouri foundered and sank; the highly specialized speakers were frequently incomprehensible to the rest of the audience. Yours were not only comprehensible, but stimulating and intriguing.

Talking of things being intriguing, I am much intrigued by our little chat about what might be done regarding violence, and I shall start making informal exploratory inquiries immediately. I will let you know how these develop.

Cordially,



Joseph T. Klapper

Dean George Gerbner  
The Annenberg School of Communications  
3620 Walnut Street  
Philadelphia, Pa.

November 20, 1967

November 28, 1967

Dr. Joseph T. Klapper  
Columbia Broadcasting System, Inc.  
51 West 52 Street  
New York, New York 10019

Dear Joe:

I appreciate your taking the trouble to comment on our conference, and am delighted that you could attend and found it worthwhile. I was also very pleased with the way everything seemed to click. We are now in the process of revising and editing the papers for publication in book form. I am serious about the idea of organizing a major conference on the problem of violence (or exposure to violence) in our culture. I am even thinking of using this theme for the opening season of our new Center for Communication Arts and Sciences. This would make it possible to surround the scientific discussions with dramatic productions which would provide the actual involvement and experience in the subject that is so often missing when vital themes are discussed on the theoretical and research levels. At any rate, I will be interested in any reactions you might get.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,  
Dean

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~~Serial~~  
Please call -

*File*

Dear George,

I don't understand something about the Journal of Communication. I (representing CBS) am a "patron member" of the ICA. Doesn't this automatically include a subscription, or does a subscription involve an extra fee? I have twice inquired about this on an impersonal subscription application coupon, but I receive no response -- only more coupons. Meanwhile, I have to borrow other people's Journals.

So what's the official dope on this? Needless to say, I and CBS want to subscribe, but I have to reckon with CBS' Accounts Disbursable. You know how bureaucrats function.

Cordially,



Joseph T. Klapper  
Director, Office of Social Research

Dr. George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104

8 May 1974

*mailed western Spring Journals 5/14/74*

# CBS

CBS Inc., 51 West 52 Street  
New York, New York 10019  
(212) 765-4321



*File  
to  
George*

*Called from P. Howell  
4/15/76  
Gave him  
date →  
Oct 6-12*

Dear George,

April 7, 1976

We have been puzzled as to why our trend figures for violence in prime time this season as compared to last are so different from yours. In this connection, we are wondering whether you would be willing to let us know what period or periods of programming you analyzed for Violence Profile No. 7.

Statistical and procedural difficulties aside, best regards.

Cordially,

*Joe*  
Joseph T. Klapper  
Director, Office of Social Research

*Confin  
Tom Swafford*

Dr. George Gerbner  
Dean, The Annenberg School  
of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pennsylvania 19174

*Oct 6-12  
6-w pickups*

Joseph T. Klapper

340 EAST 57TH STREET, NEW YORK, NEW YORK 10022

RP 10/17/76

October 9, 1976

Dear George,

Upon returning to the office after a brief absence I found in my mail an invitation from the Trustees of the University of Pennsylvania to attend the Bicentennial Convocation and Colloquium on Communications at the Annenberg School on October 15<sup>th</sup>. A temporary secretary had not preserved the outer envelope or the enclosed RSVP envelope. She said she "seemed to recall" that the invitation was not addressed simply to me, but either to my wife (Dr. Hope Lerner Klapper) in case of me, or to both of us. Although the invitation asks for a reply, I am somewhat bewildered as to whom I should address it. Perhaps you would be good enough to pass this on for me.

Both of us very deeply regret that we cannot attend. The occasion is scheduled at exactly the same time as an AAPOR Executive Council meeting, per a schedule determined months ago. The President is recuperating from a serious illness and Hope, as V.P. and President-elect, will therefore be in the Chair. I am scheduled to report to the Council and obtain directive motions in regard to a Committee of study. Several members of the Council come from distant places (two from California), and we simply cannot be absent from the meeting or postpone it on short notice.

Accidentally, and more simply, we deeply regret that we cannot attend and wish to express our appreciation of the invitation. We are sorry also for the necessity of imposing on you to convey these facts to the appropriate office.

Cordially,  
Joe

How are you? Hope



CBS Inc., 51 West 52 Street  
New York, New York 10019  
(212) 765-4321

*Mailed 4*

*File Klapper*

Dear George,

December 12, 1977

We would like to get three more copies of Violence Profile No. 8 for people in the company who borrow ours and don't always return them. I am enclosing a check for \$37.50 payable to the Trustees of the University of Pennsylvania to cover the cost of the form of the report with the tables bound into it.

Cordially,

*Joe*

Joseph T. Klapper  
Director  
Office of Social Research

Dr. George Gerbner  
Dean, The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pennsylvania 19174

*12/19/77  
Dear Joe -  
One extra with our  
compliments and  
Season's Greetings  
George*