

EMPIRE PRODUCTIONS, INC.

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DAVID LEVY
EXECUTIVE PRODUCER

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

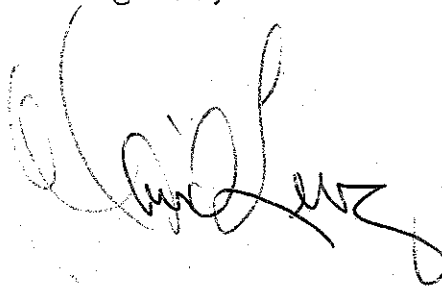
December 4 1968

Dear Dean Gerbner:

The enclosed is a copy of an article of mine
which is slated to be published one Sunday
this month in the LOS ANGELES TIMES.

Since I quote you in the course of the piece
I thought you might like to take a look at
it.

Kindest regards,



DL/lw

EMPIRE PRODUCTIONS, INC.

1040 North Las Palmas Avenue · Hollywood, California 90038 · Telephone HOLLYWOOD 9-9011

DAVID LEVY
EXECUTIVE PRODUCER

March 24, 1969

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

My dear Dean Gerbner:

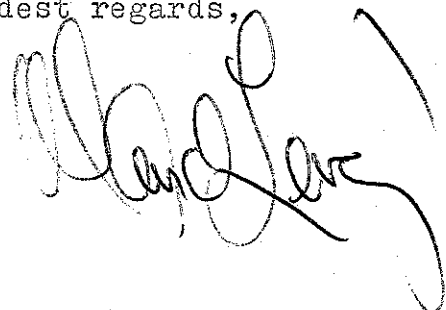
I received your bulletin of February which I found most informative and challenging. I often wish I lived closer to Philadelphia so that I might attend some of your own lectures.

I had hoped to be east this Spring in connection with an application for a UHF TV license for which I have filed but our hearing doesn't come up until September. I hope to meet you at that time.

I would appreciate hearing from you about the Annual A.V.B. Geoghegan Lecture for 1969. Can you advise me who the speaker will be and what date the lecture will take place? I would like to advise the key supporters of the fund.

You may be interested in knowing that I have created a new series for Sid Caesar which is being produced by this company in association with CBS.

Kindest regards,



DL/sr

March 27, 1969

Mr. David Levy
Empire Productions, Inc.
1040 North Las Palmas Avenue
Hollywood, California 90038

Dear Mr. Levy:

Among the people we are considering for the A.V.B. Geoghegan lecture for 1969 are Milton S. Eisenhower, Chairman of the Commission on Causes and Prevention of Violence; Roscoe L. Barrow, Professor of Law and author of the "Barrow Report"; and Hortense Powdermaker, whose book on Hollywood The Dream Factory you undoubtedly know. Other candidates may arise in the near future. I shall certainly advise you about the name and date as soon as it is decided. We may or may not be ready to make the announcement before September.

I wish you success with the new series for Sid Caesar, and look forward to seeing you on your next visit.

Sincerely yours,

GG:kaf

George Garbner,
Dean

DAVID LEVY
9268 ROBIN DRIVE
LOS ANGELES, CALIFORNIA 90069

March 23, 1970

My dear Dean Gerbner:

Thank you so much for your letter of March 10. I appreciate the difficulty that you may have in getting some guests for the Annual A.V.B. Geoghegan Lecture, but it really concerns me greatly that the Annenberg School would miss a single year without having a speaker. I appreciate the fact that there were two Geoghegan lectures in 1968, but I think that the express purpose of the arrangements which I made requires that there be an annual lecture in order to conform to the basic understanding which I have made with the University in setting up the Geoghegan Fund.

Since you refer to it in your letter, I would be very interested in seeing the copy to which you refer which describes the "purposes of the fund clearly and formally" now held by the University Comptroller's office.

As far as speakers are concerned, it seems to me that there are a great number of speakers who would be flattered to be invited by the University to speak as the nominee of the Annual Geoghegan Lecture. The leading officers of the television and radio networks, the leading officers of the New York advertising agencies, and leading officials concerned with advertising decisions in major U.S. corporations would all qualify as speakers. These are the kinds of men who work close by Philadelphia and who receive very substantial salaries, so there would seldom be a problem about negotiating a fee.

Mr. Geoghegan was a practitioner in communications and so are the people whom I have suggested. I know all the top people at all the networks and many of the top leaders of the advertising agencies so that I could be

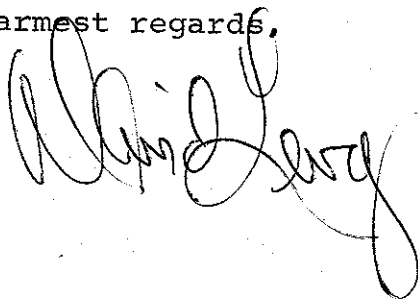
DAVID LEVY
9268 ROBIN DRIVE
LOS ANGELES, CALIFORNIA 90069

Page Two

very specific about names, but I know that these names are also known to you or available to you in various publications.

This year I am serving as the President of the Hollywood Radio and Television Society; one of my missions has been to obtain speakers who have something of importance to say in the general area of communications and all of the people I have had appeared at no cost to the Society, with the exception of the Chairman of the Federal Communications Commission, Dean Burch, and for him we are only providing transportation from Washington to California. Among the guests who have participated this year are such people as Jack Valenti, President of the Motion Picture and Television Producers' Association; Mort Werner, Vice President in Charge of Network Programs for NBC; Irving Kahn, Chairman of the Board of Teleprompter Corporation; Stephen Frankfurt, President of Young & Rubicam, Inc.; Julian Goodman, Chief Executive Officer of NBC; etc. Obviously I am thinking in terms of people who are most active in the commercial area of communications, but I think that these people have something vital to say to the academic world and vice versa.

Warmest regards,

A handwritten signature in cursive script, appearing to read "David Levy". The signature is written in dark ink and is positioned below the typed text "Warmest regards,".

Dean George Gerbner
Annenberg School of
Communications

AIR MAIL

April 1, 1970

Mr. David Levy
9268 Robin Drive
Los Angeles, California 90069

Dear Mr. Levy:

Many thanks for your letter of March 23. I am taking the liberty of sharing it with Bob Shayon who is in charge of our lecture series, and who has been in communication with you concerning the Geoghegan lecture.

I am also enclosing copies of the statements we have on file regarding the establishment and purposes of the A.V.B. Geoghegan lecture fund.

We also appreciate your suggestions about speakers, and agree that most of them are flattered and certainly willing to speak here; we have such speakers regularly in our weekly colloquium. The problem is not their availability so much as audience interest. The speakers you mention, and the kind we regularly invite, will barely attract a group of 40 or 50 of the most interested students, and very few others. We hope to get Geoghegan lecturers who can command a broad interest on campus, which, these days, is both rare and expensive. However, we shall continue to explore your suggestions and all other promising leads.

Sincerely yours,

GG:kaf
enclosures

George Gerbner,
Dean

CC: Robert Lewis Shayon

copy to Mr. Shayon FYI.



FOUR
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International, INC.

400 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA 90212 • (213) 274-0301

December 3, 1970

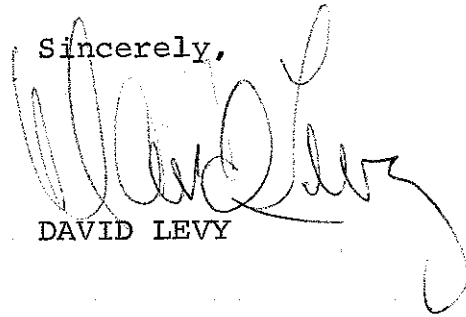
George Gerbner, Dean
The Annenberg School of
Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Re: A.V.B. GEOGHEGAN LECTURE FUND

Dear Dr. Gerbner:

Could you advise me as to who was the speaker delivering the Annual A.V.B. Geoghegan Lecture in the years 1969 and 1970. I have the list from 1965 as contained in your letter of October 10, 1969. I am concerned that the specific purpose -- an annual lecture -- for which the donors made their gifts in setting up the memorial fund, may be lost.

Sincerely,



DAVID LEVY

DL:mF

AIR MAIL

January 12, 1971

Mr. David Levy
400 South Beverly Drive
Beverly Hills, California 90212

Dear Mr. Levy:

Please excuse the delay in answering your letter of December 3, but semester-end activities and the holidays prevented me from replying sooner. In the meantime, I know that Bob Shayon has kept you posted on our current plans for the A.V.B. Geoghegan lecture.

The lecturer for the academic year 1968-69 was Kenneth Burke. In 1969-70 we had no lecturer for reasons stated in my letter of March 10, 1970. We are now seeking a lecturer for 1970-71, and hope that the accumulated funds will make it possible to have an outstanding event.

With best regards and a Happy New Year.

Sincerely yours,

GG:kas

George Garbner,
Professor of Communications
and Dean

AIR MAIL

March 16, 1971

Mr. David Levy
9268 Robin Drive
Los Angeles, California 90069

Dear Mr. Levy:

I am pleased to send you an advance copy of the current issue of COMMUNICATIONS, announcing the next A.V.B. Geoghegan lecture.

Sincerely yours,

GG:kas
enclosure

George Gerbner,
Professor of Communications
and Dean

mailed June 28, 1971 (K)



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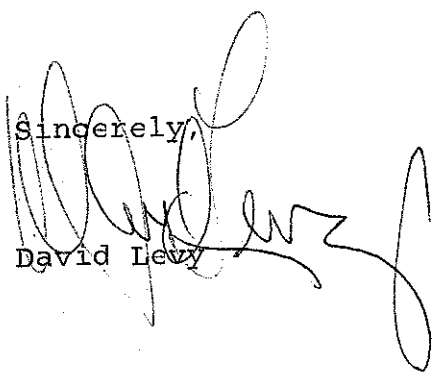
What? Friends?
press in rep?
March 31, 1971

Dean George Gerbner
UNIVERSITY OF PENNSYLVANIA
The Annenberg School of Communications
3620 Walnut Street
Philadelphia, Pennsylvania 19104

My Dear Dean Gerbner:

Many thanks for your note of March 16th and the news of the 1970-'71 A.V.B. Geoghegan lecture. I hope that it proved to be a great success. I notice in your "COMMUNICATIONS" publication that you'll have a report on "Violence In Television Drama" ready sometime in the near future. I'd be much interested in reading that material if it's being made available.

Kind regards.

Sincerely,

David Levy

DL/da



FOUR STAR

International, INC.

400 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA 90212 • (213) 277-7444

June 30, 1971

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

Dear Dr. Gerbner:

Thank you so very much for sending me the reprint of your article "Cultural Indicators: The Case of Violence in Television Drama" published in the Annals of the American Academy of Political and Social Science. This all leads to a very timely coincidence because on June 15 I attended a luncheon of the Hollywood Radio & Television Society which was addressed by Dr. Frank Stanton and your name came into our discussion. Frank and I have known each other for many years, and prior to the delivery of his speech we chatted about some events which took place in Washington in which we were both involved in the early 1960's. Both of us wondered what had happened to Senator Dodd's files as well as a good deal of the material in the files which had never been made public in connection with his investigation of the alleged effect of sex and violence in television and its impact on juvenile delinquency. It was Frank's thought that the history of his investigations was something that ought to be pursued and written, and I brought up your name and the possibility of graduate students or others well qualified researching that matter.

There were numerous reports of improprieties in connection with the Senator's conduct of those hearings. The cause which he purportedly espoused he most likely torpedoed. Bob Shayon published some interesting insights into that, as you are probably aware, in his new book on criticism.

/Continued

Dean George Gerbner
Annenberg School of Communication
June 30, 1971

Page Two

At any rate, I thought I would pass on the suggestion which came out of my chat with Dr. Stanton. Improper exercise of Senatorial power in a subcommittee should not necessarily die with a Senator who was so clearly identified with that kind of conduct by his own colleagues as well as by journalists of repute.

Cordially,



David Levy
Executive Vice-President

DL/c

AIR MAIL

July 6, 1971

Mr. David Levy
Executive Vice-President
Four Star International, Inc.
400 South Beverly Drive
Beverly Hills, California 90212

Dear Mr. Levy:

Dean Gerbner is out of the country until September.
I will hold your letter of June 30 for his reply
upon his return.

Sincerely,

(Mrs.) Kiki Schiller
Secretary to
Dean George Gerbner



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STAR

International, INC.

400 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA 90212 • (213) 277-7444

July 14, 1971

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

Dear Dr. Gerbner:

I read the reprint of your March 1970 article on "The Case Of Violence In Television Drama." I thought it was most revealing and I certainly was impressed by the research that had to go into such an analysis.

Cordially,



David Levy

DL/c



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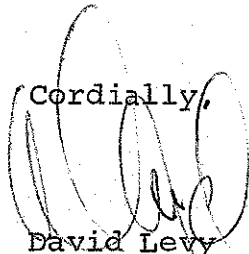
August 25, 1971

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

Dear Dr. Gerbner:

We would appreciate hearing from you
in connection with the letter we sent
you on June 30.

Cordially,



David Levy
Executive Vice-President

DL/c

AIR MAIL

September 8, 1971

Mr. David Levy
Executive Vice-President
Four Star International, Inc.
400 South Beverly Drive,
Beverly Hills, California 90212

Dear Mr. Levy:

I found your letter of June 30, and your notes of July 14 and August 25, upon my return from abroad, and want to thank you for your comments.

Thank you, also, for your suggestion of a study of the history of the Dodd Committee investigations. I will pass on the suggestion to students potentially interested in that topic.

As you probably know, we are now deeply involved in the Surgeon General's study. I am also pursuing the "cultural indicators" proposal, briefly sketched in the article I sent you.

With best regards.

Sincerely yours,

GG:kas

George Garbner,
Professor of Communications
and Dean

David Levy
10530 Wilshire Boulevard
Los Angeles, California 90024

Feb 25 1972

Alan Alan Forbes -

Will you kindly advise me as
to plans for the 1972 A.V.B. Goughigan
Lecture

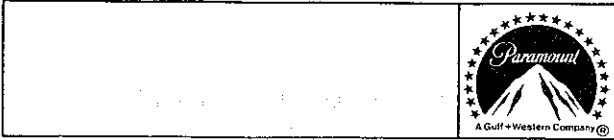
Cordially,

David Levy

Please note the change of
address above. DL

Mike - Please note
change, Return this
to me.

3-2-72
Mike K



DAVID LEVY

December 12, 1972

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

Dear Dr. Gerbner:

I thought you might be interested in an article of mine which was published in the Los Angeles Times on November 26 dealing with a matter of serious consequence to immediate and future employment within the network field.

Was there any literature or promotional material published in connection with the 1972 annual A.V.B. Geoghegan Lecture?

Best regards,

David Levy

:s
enclosure

December 18, 1972

AIR MAIL

Mr. David Levy
Paramount Television
5451 Marathon Street
Hollywood, California 90038

Dear Mr. Levy:

Thank you very much for sending me your article on TV quality and employment. I read it with great interest and enjoyment. Let me send you, in return, a recent article of mine.

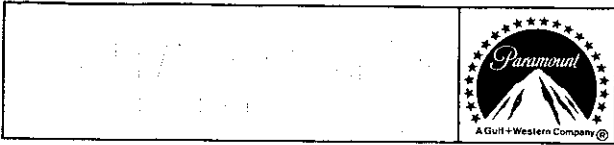
The 1972 A. V. B. Geoghegan Lecture of Nobel Laureate Denis Gabor was widely advertised and promoted.

With best wishes for the holiday season.

Sincerely yours,

GG:kas
enclosure

George Gerbner,
Professor of Communications
and Dean



DAVID LEVY

January 24, 1973

Mr. George Gerbner
Professor of Communications
and Dean
University of Pennsylvania
Annenberg School of Communications
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Dear Dean Gerbner:

This is to thank you for your letter of December 18
and for enclosing your article on Communications and
Social Environment. I thoroughly enjoyed it.

Please let me know whom you are scheduling for the
1973 A.V.B. Geoghegan lecture.

With all good wishes to you for 1973.

Cordially,

David Levy

:S

AIR MAIL January 30, 1973

Mr. David Levy
Paramount Television
5451 Marathon Street
Hollywood, California 90038

Dear Mr. Levy:

Thank you very much for your kind letter of
January 24.

I am pleased to report that we have scheduled
Louis Harris, President, Louis Harris Associates
as our 1973 A. V. B. Geoghegan lecturer. The
lecture will be delivered on February 26.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

October 25, 1973
AIR MAIL

Mr. David Levy
10530 Wilshire Boulevard
Los Angeles, California 90024

Dear Mr. Levy:

I am very pleased to inform you that the annual A. V. B. Geoghegan lecture will be delivered by noted author, architect, designer and sociologist Buckminster Fuller on Monday, October 29 at 4 p.m. in the main lobby of the Annenberg Center. His topic is "Humans in the Universe."

Enclosed are two news clippings for your information.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean



MGM TELEVISION

A Division of Metro-Goldwyn-Mayer Inc., 10202 West Washington Blvd., Culver City, California 90230. (213) 836-3000

MGM

October 30, 1973

Dr. George Gerbner
Professor of Communications
and Dean
University of Pennsylvania
The Annenberg School of
Communications
3620 Walnut Street C5
Philadelphia, Pa. 19174

My Dear Dean Gerbner,

I was very pleased to receive the letter concerning the A. V. B. Geoghegan lecture which featured Buckminster Fuller. If there is any spare copy of his talk I would be most interested in reading it.

I have sent copies of the material which you sent me to Barrett Geoghegan who is the son of the late A. V. B. Geoghegan. He is President and General Manager of WAND-TV in Decatur, Illinois and I know that he will be very pleased to see this material. Mrs. Geoghegan passed away suddenly last year and Barrett is the only surviving member of that family.

Thought it might interest you to know that -- if I have not previously advised you -- I have been conducting a weekly lecture series at California State University at Northridge this semester. The course I have been giving deals with the pragmatic view of the areas of network television development, selection, and scheduling with specific application to the current NBC TV schedule. It has been an interesting experience for me returning to a campus.

Cordially,



DAVID LEVY

DL:ce

cc: Barrett Geoghegan/WAND-TV

WILSHIRE PRODUCTIONS, INC.

10530 Wilshire Boulevard, Los Angeles, California 90024 · Telephone (213) 474-0154

DAVID LEVY
PRESIDENT

August 24, 1974

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

Dear Dean Gerbner:

Recently I asked a very good friend of mine--and of the University--to make the arrangement re the A.V.B. Geoghegan Annual Lecture a more formal one. I know that from past correspondence that this arrangement is one that the School has ratified. However, since the vicissitudes of life can eliminate the good intentions of those concerned I had turned to Leonard Ettinger for his help.

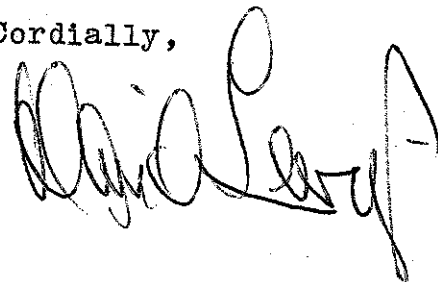
He advised me that he had been in touch with you. His report did not give me the assurance that a formal document will. In his letter he indicated that you were finding it difficult to obtain lecturers for the fee that the fund earns. In fact, in his letter he states, "this will not be possible much longer."

Which brings me to my point once again. The only interest on the part of those who contributed to the establishment of the Fund was to perpetuate Mr. Geoghegan's name. I cannot, on their behalf, ever agree to the use of the principal for the payment of speakers' fees.

I would, however, be amenable to altering the form of the honor to Mr. Geoghegan's memory. The finest alternate that I can think of is to present an award equal to the interest earned by the Fund to a deserving student. This could take the form of a cash prize for scholarship, or for a paper, etc. I would welcome your suggestions.

The Fund has approximately \$8,000 in principal amount. At today's interest rate of $7\frac{1}{2}\%$ on a four year deposit this would make for a very fine award.

Cordially,



DL/jg
CC: Mr. Leonard Ettinger, Esq.

File MB
George Gardner

September 9, 1974

Mr. David Levy, President
Wilshire Productions, Inc.
10530 Wilshire Boulevard
Los Angeles, California 90024

Dear Mr. Levy:

Thank you for your letter of August 24. Your comments concerning the A.V.B. Geoghegan Fund are based on a persistent misconception. That fund is in the formal custody of the University of Pennsylvania. We have no access to or interest in it. Our budget is credited annually with the income from the Fund. We apply that income to the lectures. In order to maintain the high quality of the annual lectures, we had to supplement the Fund from our own School budget in 1966-67, 1968-69, 1969-70, and 1973-74. Therefore, far from having used the principal for the payment of speakers fees (something we couldn't do in any case), we have made a major financial contribution toward the lecture series.

Enclosed is an annual account (since 1964) of the income the University credits to our account, the lecturers' honoraria and expenses (paid by the School when not indicated as a charge against the Fund), and the current balance, again barely sufficient for a distinguished lecturer.

Your suggestion of a cash scholarship to a deserving student in the name of Mr. A. V. B. Geoghegan is a good one. I will be pleased to propose that use to our faculty beginning with the current (1974-75) academic year.

If you have any further questions concerning the account or its income, please write to Mr. A. Lloyd Myers, Assistant Treasurer, Franklin Building/16, University of Pennsylvania, Philadelphia, Pennsylvania 19174. I look forward to receiving your confirmation of our plan to convert the Fund to a Scholarship.

Sincerely yours,

George Gardner
Professor of Communications
and Dean

GG/cf

cc: Leonard Kittinger, Esq.
Lloyd Myers

September 5, 1974

Mr. David Levy, President
Wilshire Productions, Inc.
10530 Wilshire Boulevard
Los Angeles, California 90024

Dear Mr. Levy:

Thank you for your letter of August 24. Your comments concerning the A.V.B. Geoghegan Fund are based on a persistent misconception. That fund is in the formal custody of the University of Pennsylvania. We have no access to or interest in it. Our budget is credited annually with the income from the fund. We apply that income to the lectures. In order to maintain the high quality of the annual lectures, we had to supplement the fund from our own School budget in 1966-67, 1968-69, 1969-70, and 1973-74. Therefore, far from having used the principal for the payment of speakers fees (something we couldn't do in any case), we have made a major financial contribution toward the lecture series.

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Sincerely yours,

George Gardner
Professor of Communications
and Dean

GG/cl

cc: Leonard Kettinger, Esq.
Lloyd Myers

September 5, 1974

Mr. David Levy, President
Wilshire Productions, Inc.
10530 Wilshire Boulevard
Los Angeles, California 90024

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Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG/ef

cc: Leonard Kettinger, Esq.
Lloyd Myers

UNIVERSITY INTRAMURAL CORRESPONDENCE

OFFICE OF THE TREASURER

TO: Dean George Gerbner
FROM: A. Lloyd Myers *hlm*
SUBJECT: A. V. B. Geoghegan Lecture Fund
DATE: September 6, 1974

Thank you for sending me the copy of your letter to David Levy.

The only question that I have is with respect to using the income in the future to provide a scholarship instead of for a lecture.

In our file for the fund we have copies of correspondence with the contributors, including Mr. Levy, and in each case the only reference is to a lecture fund with no indication the University and/or the Annenberg School was at liberty to use the gifts, or the income, for another purpose.

If the annual income is not sufficient to cover the cost of a lecture, and from present indications the 1974/75 income will be substantially less than the 1973/74 income.

My suggestion is the lecture be given in alternate years, as say every third year, when sufficient income is in hand to cover the cost.

The fund of \$7,785. represents the gifts of 19 persons and business firms. Had the fund been created by the gift of one person or firm we might request approval of the donor for change of purpose. I doubt if it would be appropriate to ask each of the 19 donors to change the purpose.

Enclosed for your information is a list of the donors and the amount received from each.

ALM/ghm

Enclosure

September 12, 1974

Mr. A. Lloyd Myers
Assistant Treasurer
Franklin Bldg. 16

file Levy

Dear Mr. Myers:

Thank you very much for your memo of September 6.

I am taking the liberty of sharing its contents
with Mr. David Levy.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas

CC: Mr. David Levy

September 12, 1974

Mr. A. Lloyd Myers
Assistant Treasurer
Franklin Bldg. 16

Dear Mr. Myers:

Thank you very much for your memo of September 6.

I am taking the liberty of sharing its contents
with Mr. David Levy.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas

CC: Mr. David Levy

October 17, 1974

Mr. A. Lloyd Myers,
Office of the Treasurer,
University of Pennsylvania,
Philadelphia, Penna.

Dear Mr. Myers:

Dean George Gerbner has sent to me a copy of your memo of September 6, 1974 addressed to him.

I did not propose a scholarship as a substitute for the Annual A.V.B. Geoghegan Lecture. I did suggest that the income from the trust be paid to a student with top scholarship credentials.

The use of the funds earned by the Lecture Fund are restricted to payment of an honorarium for the Geoghegan Lecture.

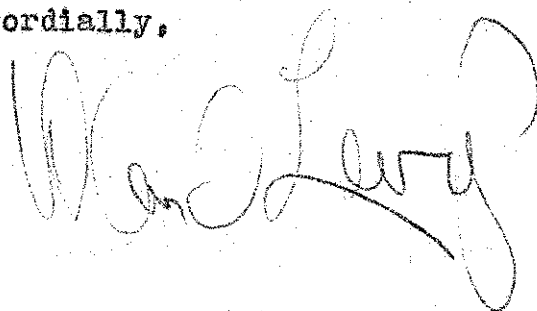
I cannot approve altering the Geoghegan Lecture to an alternate year basis.

The subscribers contributed their monies to honor Mr. Geoghegan's memory each and every year.

It will be a very simple matter for me to get the approval of all living donors to change the purpose of the fund so that its income is presented at graduation to a student with top scholastic achievements. Please advise me if you wish me to obtain the approval of the donors.

When we set up the Fund (and I obtained every donation myself) we thought that enough monies had been collected to further our objective of an annual Lecture. Times have changed but I am certain that the income will be most welcome to the student honored by the A.V.B. Geoghegan Fund. To make this possible will not be difficult for me. Please advise.

Cordially,



DL/jg

cc: Dr. Gerbner

DRAFT OF LETTER TO DAVID LEVY

Dear Mr. Levy:

I have delayed replying to your letter of October 17 concerning the A.V.B. Geoghegan Lecture Fund until I had an opportunity to consult Dean Gerbner.

When the contributions establishing the fund were received in 1963 the communications to us indicated they were to be held as a permanent endowment with the income to be used to bring a lecturer to the Annenberg School each year to speak on the subject of communications. To be certain our understanding was correct I wrote requesting you to confirm the purpose and enclose a photocopy of letter from you dated September 13, 1963.

Dean Gerbner has already given you a list of persons who have delivered lectures in each of the past ten years under the auspices of the Geoghegan Fund ~~and the authorities to advise you the Annenberg School is prepared to continue supplementing the Fund's income from the School's budget when necessary to engage lecturers of the same quality as those who have participated thus far.~~

~~With reference to your suggestion the donors be requested to approve changing the purpose of the fund to provide the income be paid at graduation to the student with the highest scholastic achievement, we suggest you consider whether that would be as significant a way to honor the memory of Mr. Geoghegan as continuing the lecture program.~~

~~In conclusion the reference in my memorandum of September 6 to Dean Gerbner that the lecture be given in alternate years if the income is insufficient to cover cost of a lecture each year was offered without realization the school is prepared to continue the annual Lecture drawing on its other money if the Geoghegan Fund income is insufficient.~~

Sincerely yours

A. Lloyd Myers
Associate Treasurer

→ He authorizes me to advise you that the Annenberg School ^{prefers}
~~is prepared~~ to continue to offer the ^{(annual} Geoghagan Lectures ~~as part~~
~~of the Communications Colloquium series~~ and as long as
as long as the ^{income} revenue is sufficient ~~for that purpose or the Trustees~~
and/or the ~~Trustees~~ School wishes to ^{(continue to} subsidize the Lectures from its
own ~~annual~~ budget. ~~we believe that it is desirable~~ If and when the time comes to alter the present
format ~~in any way~~, we shall ~~whenever~~ inform the donors [✓] directly
and obtain their approval prior to implementing any change.

34

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

Office of the Treasurer

Franklin Building
3451 Walnut Street
(215) 594-7254

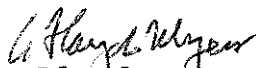
October 28, 1974

Dean George Gerbner
Annenberg School of Communications

Dear Dean Gerbner:

Will you be good enough to let me know if you approve the enclosed draft of letter I propose sending to Mr. David Levy.

Sincerely yours,



A. Lloyd Myers
Associate Treasurer

ALM/ghm

November 4, 1974

Re: A. V. B. Geoghegan Lecture Fund

Mr. David Levy
Wilshire Productions, Inc.
10530 Wilshire Boulevard
Los Angeles, California 90024

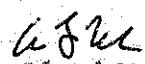
Dear Mr. Levy:

I have delayed replying to your letter of October 17 concerning the A. V. B. Geoghegan Lecture Fund until I had an opportunity to consult Dean Gerbner.

When the contributions establishing the Fund were received in 1963 the communications to us indicated they were to be held as a permanent endowment with the income to be used to bring a lecturer to the Annenberg School each year to speak on the subject of communications. To be certain our understanding was correct I wrote requesting you to confirm the purpose and enclose a photocopy of letter from you dated September 13, 1963.

Dean Gerbner has already given you a list of the persons who have delivered lectures in each of the past ten years under the auspices of the Geoghegan Fund. He authorizes me to advise you that the Annenberg School prefers to continue to offer the annual Geoghegan Lectures as long as the income is sufficient and/or the School wishes to continue to subsidize the lectures from its own budget. If and when the time comes to consider altering the present format, we shall inform the donors directly and request their approval prior to implementing any change.

Sincerely yours,


A. Lloyd Myers
Associate Treasurer

ALM/ghm
cc: Dean George Gerbner

March 12, 1975

Mr. David Levy
Wilshire Productions, Inc.
10530 Wilshire Blvd.
Los Angeles, CA 90024

*Geoghegan
& Levy*

Dear Mr. Levy:

I thought you would be interested in learning about the A. V. B. Geoghegan Memorial Lecture. Enclosed is a news release. Poster and ad have been sent to you under separate cover.

With best regards.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
encl.



WILSHIRE PRODUCTIONS, INC.

10530 Wilshire Boulevard, Los Angeles, California 90024 · Telephone (213) 474-0154

DAVID LEVY
PRESIDENT

March 22, 1975

Dean George Gerbner,
THE ANNENBERG SCHOOL OF COMMUNICATIONS,
University of Pennsylvania,
3620 Walnut St.,
Philadelphia, Penna. 19174

My dear Dean Gerbner:

I very much appreciate your note of March 12th with the copy of the release re the 1975 ANNUAL A.V.B.GEOGHEGAN MEMORIAL LECTURE.

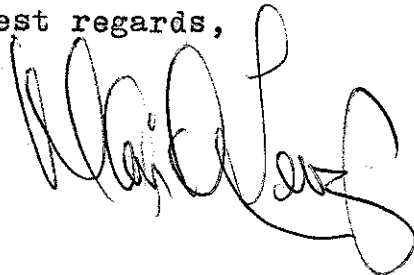
I have received copies of the poster and ad as well.

I sent this material on to Mr.Barrett Geoghegan, who is the only surviving child of Mr.Geoghegan. (Mrs.Geoghegan passed away about a year ago.) Barrett is President and General Manager of WAND Television, Channel 17, Box 631, Decatur, Illinois, 62525.

I would deeply appreciate it if future references to the Geoghegan Lecture that appear in print could be sent to Barrett as well as to myself. When I depart (which I hope will be a long time from now) I would like Barrett to be the University's contact. He will be able to make appropriate arrangements for his own successor contact.

I know that the first lecture occurred in April of 1965. I am very proud to have played a part with the University in keeping Mr.A.V.B.Geoghegan's name alive since then. He truly was one of the pioneers of electronic broadcasting from the earliest days of radio. It was his advice that led William Paley to acquire CBS; no one did more than he in helping ABC become the third television network.

Kindest regards,



DL/jg

cc.Mr.Barrett Geoghegan.



WILSHIRE Productions, Inc.

10530 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90024, TELEPHONE (213) 474-0154

DAVID LEVY
PRESIDENT

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

June 13, 1976

Dear Dr. Gerbner:

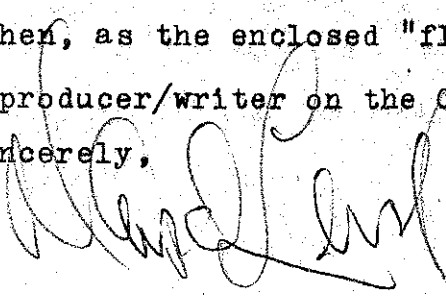
I am an associate professor in the Radio-TV-Film Department at California State University in Northridge, California.

I conduct a course, there, on the "real world" of television; I invite to the university a distinguished group of practitioners from producers to directors to network executives.

Some years ago, I wrote a novel, entitled THE CHAMELEONS, which dealt with an investigation of the networks by a United States Senate committee on the issue of sex and violence on network tv. The novel also dealt with an "executive suite" struggle for power. A new edition of the novel has just been published by Major Books, under the title of, THE NETWORK JUNGLE.

I believe that THE NETWORK JUNGLE can serve you well as supplementary reading for those who wish to pursue a career in this most competitive field. For twenty years I was with Young & Rubicam, N.Y., responsible for radio and television programming; for three years I was in charge of network programs for NBC. Since then, as the enclosed "flyer" indicates, I have been an active producer/writer on the Coast.

Sincerely,



*P.S. Thought you'd be interested. Regards
DL/jg*

WILSHIRE Productions, Inc.

10530 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90024; TELEPHONE (213) 474-0154

DAVID LEVY
PRESIDENT

Jan 31 (1971)

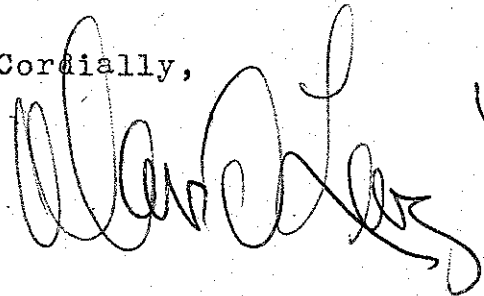
Dear Mr. Zerkow -

The enclosed article was printed in the LOS ANGELES TIMES on Sunday, January 30th. It offers a possible, pragmatic solution to some of the problems created by violence on television.

I have also enclosed additional material which had to be omitted because of a lack of space.

I hope that it will be of interest to you.

Cordially,



DL/j

February 18, 1977

Mr. David Levy
President
Wilshire Productions, Inc.
10530 Wilshire Blvd.
Los Angeles, CA 90024

Dear Mr. Levy:

Many thanks for your note of January 31 and the excellent article published in the Los Angeles Times. In turn, I am sending you a recent article of mine on the same subject. We are now talking with AMA and PTA about possible further action.

You will also be interested to know that we had a very successful A. V. B. Geoghegan memorial lecture on February 7. Lionel Van Deerlin, Chairman of the House Subcommittee on Communications spoke on "Rewriting the Communications Act of 1934." The meeting was well attended and very interesting.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
encl.

(52)

WILSHIRE Productions, Inc.

10530 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90024, TELEPHONE (213) 474-0154

DAVID LEVY
PRESIDENT

February 25, 1977

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

My dear Dr. Gerbner:

Thank you for your fine article--from "American Medical News."

Your studies are proving to be very significant to important elements of society.

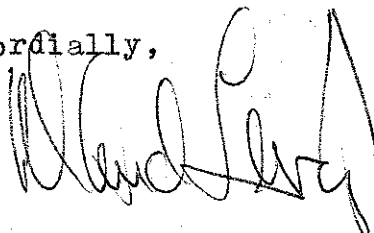
Of course, what is missing from network television is a commitment to social responsibility in programming. When I left Young & Rubicam to become head of programming for the NBC television network I told the President of Y&R that I was leaving because I would be sitting at the switch, so to speak, that signalled what entered some people's minds, and further I considered the post as one of tremendous social responsibility. Today, the emphasis is in reaching numbers only--or certainly in the main. I describe that "trap" in brief in my article.

Missing, too, is a recognition that art is something more than mere reflection of life--that would offer no inspiration, or very little. Art depicts what could/should happen; who, I ask, really wants to see just a reproduction of his times or his life? Television shows a highly exaggerated picture of our times; one would believe the world to be populated by thugs, prostitutes, murderers in watching prime time.

Missing, too, is purpose--the commitment to elevate quality and standards. I believe it was Frank Stanton, while President of CBS, who said that television had no obligation to elevate cultural standards. He helped contribute to the debasement of national purpose. Judge Bazelon equates television with atomic energy as the two great forces of the 20th century. Those forces can do evil--or they can do good. The hands on the switches controlling such forces must have a sense of social responsibility. In the wrong hands either force can maim civilized man.

I would be very interested in seeing Mr. Van Deerlin's remarks if they are available.

Cordially,



DL/j

WILSHIRE Productions, Inc.

10530 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90024, TELEPHONE (213) 474-0154

DAVID LEVY
PRESIDENT

January 23, 1978

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

Dear George:

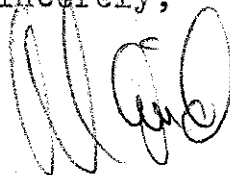
My associates and I thank you for taking the time from your busy schedule to address the Caucus for Producers, Writers, and Directors.

I believe that there was much learned from both sides; I hope that you feel that way. I admired the patience and skill with which you fielded some of the questions. I can tell you that I gained new insights from your remarks.

I think you were most fair in asserting that there is some misuse of your research by those who have their own ends. I would hope, at the appropriate time, that you might enlighten some of those well meaning groups that they do you a disservice by the manner in which they seek to use your work to prove their points, no matter how meritorious their end objectives might be.

We had very little time to visit, but if you will call me when you are out here again it would be my pleasure to host you at lunch or dinner.

Sincerely,



DL/jg

January 30, 1978

David Levy
President
Wilshire Productions, Inc.
10530 Wilshire Boulevard
Los Angeles, CA., 90024

Dear David:

Thank you for your kind words of January 23rd and, again, for the invitation and gracious hospitality.

I do hope that our dialogue has only just begun. I will be working on ways and looking for opportunities to make our work even more useful to the creative community.

Let me, in turn, suggest that next time you are in Philadelphia I share the pleasure of having lunch with you in the Faculty Club with your brother Charles.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Jane - Please
send a full
packet of

NR Scythapan
w/ to

- ① Barrett G
- ② David Terry.

Return his letter
to me - Thank,

Mailed 4/26/78

J.W.

WILSHIRE Productions, Inc.

10530 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90024, TELEPHONE (213) 474-0154

DAVID LEVY
PRESIDENT

April 4, 1978

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

Dear Dean Gerbner:

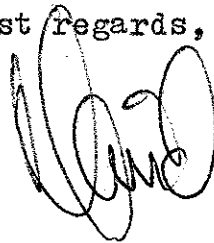
Thanks for recommending me for the KYW "Impact" program. I'm not sure I can make it, but I would like to; in any event I have given the young lady who called me several other names.

I received the bulletin of the "Communications Colloquium--Spring, 1978" issue and was most impressed. I wish I were around to attend some of those sessions.

I was pleased to note that the Annual A.V.B. Geoghegan Memorial Lecture will take place on April 25. (Will you kindly note the correct spelling, though, of Mr. Geoghegan's last name?)

I have sent the bulletin to Mr. Geoghegan's son, Barrett Geoghegan, who is President and General Manager of WAND-TV, Decatur, Illinois, 62525. I would deeply appreciate it, and so would Barrett, if he could be placed on your mailing list on matters that deal with the Lecture.

Kindest regards,



DL/jg
cc:Mr. Barrett Geoghegan

April 15, 1986

David Levy
President
Wilshire Productions, Inc.
10530 Wilshire Boulevard
Los Angeles, CA 90024

*Sally
The Caucus for Producers
Writers & Directors
760 No. La Cienega Blvd
L.A. CA 90069*

Dear David:

I am pleased to report that we had a very successful AVB Geoghegan event here on April 4. An announcement is enclosed.

Some 300 people from campus and the city attended. The discussion was lively and enlightening.

I would appreciate it if you would share this information with those who may be interested.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Enclosure