

Sent *Brookline*
2/3/72

1236 31st St. N.W. #7
Washington, D.C. 20007
January 29, 1972

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

Dear George:

Thank-you for your letter of October 5th. Perhaps there is still a chance to get funding for the comparative study.

I am currently in the United States carrying out some background research for a project I have been working on for the last several years--a sociological evaluation of a teacher training college in Nairobi, Kenya. I will be in Washington, D.C., for the next several months and would like to come up and see you in the near future. Also, I recall you mentioned in Marlow that you were holding a conference at Annenberg on Mass Communications in March of this year. I would be very interested in getting some information on it and I also would like to attend it, if that could be arranged.

Thank-you for your attention.

Sincerely,

Olga Linne'

Olga Linne

1236 31st St. N.W. #7
Washington, D.C. 20007
February 21, 1972

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

Dear George:

Thank you very much for your letter and the material on the symposium. I would like to attend the symposium and have enclosed the request form. I am looking forward very much to seeing you there.

I will be in Washington D.C. through about mid-April preparing a preliminary report on my Kenyan teacher training evaluation project for the University of Uppsala. This project has been going on for three years, two of which I spent in Kenya.

While later in the spring I will be continuing my work in the Bay Area, hopefully I will still be in Washington in the early part of June.

In any event I would like very much to come up and see you before the symposium. I am pretty flexible as to when we might be able to meet. As one suggestion, would you find it convenient for me to come up some time the early part of the week of March 13? If not I hope we could find some other time.

I am glad you received funding for the U.S. part of the study and I hope we will be able to continue with the comparative part.

Sincerely

Olga

Olga Linne

Answer Gerbner

February 25, 1972

Dr. Olga Linne
1236 31st Street, N.W. #7
Washington, D.C. 20007

Dear Olga:

Your request form for registration at the Symposium is being processed.

I would be very pleased to meet you here on ^{Wednesday} ~~Monday~~, March 13 if that is convenient for you. We are located about 10 blocks from the 30th Street Station of the Penn Central Railroad (AMTRAK) which is the best transportation between Washington and Philadelphia.

If you could get here sometime in the late morning, we could meet in my office and then go to lunch in the Faculty Club. Please let me know if that is suitable, and call me at the above telephone number if you have any questions on how to get here, etc.

I am looking forward to seeing you here soon.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

May 12, 1972

ref
10/2/72

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

Dear George,

Thank-you again for your kind hospitality when I was in Philadelphia. I held a seminar on the Conference before Ivar Ivre and the other members of my department at Swedish Broadcasting and the reaction was one of great interest. I have donated the papers to Pub's library. I wonder if it is possible to have Professor Smiley's paper sent there when it becomes available. The person to have it sent to would be Olof Hultén, Audience Research Department, Sveriges Radio, S 10510, Stockholm, Sweden.

I have told the people at Pub about the progress of the study. Pub continues to be interested in participating and would appreciate very much being kept up to date on the Washington meeting.

I will leave Sweden for California on May 22nd. From that date I can be reached at the following interim address:

c/o Posin
726 Crestview Drive
Millbrae, Calif. 94030

When I get a more established address I will write you with it.

Sincerely,

Olga

Olga Linné



Sveriges Radio

SWEDISH BROADCASTING
CORPORATION
RADIODIFFUSION-TELEVISION
SUEDOISE
SCHWEDISCHER RUNDFUNK

Date

Our reference

Your date

Your reference

Prof. George Gerbner
University of Pennsylvania
The Annenberg School of
Communication

Stockholm 11/1/1972

Dear George,

Thank you so much for your letter and for the article. I have read the article with great interest. And so have many others at PUB. Unfortunately I can not meet you when you are in the Bay area as I left for Stockholm and PUB in late September. I will be working here for a couple of months with experiments about how the form (editing, sound etc.) of a film can influence different people (for example people with different attitudes to TV, people for whom TV has different functions and people with different communication patterns at home). So in this very moment I and a film-team from Swedish Broadcasting are busy producing the films. I hope that I will be able to carry through this study to the end of 1972 or til the very beginning of 1973. If so happens I will probably return to California sometimes in early 1973. So could you please plan another trip to California then? Or what about a trip to charming Sweden (a country full of snow and ice or at least rain) now?

I know that you have the address to the Swedish Broadcasting Corporation and it is quite possible to use the same address in California as before. I will keep you posted about where I will be in the future. I am so sorry that I missed this opportunity to see you but I hope we have a chance to meet somewhere in the world pretty soon

Yours,

Olga

Professor George Gerbner
The Annenberg School of Communication
3620 Walnut Street
University of Pennsylvania
Philadelphia
USA

Date October 22, 1973

Dear George:

Thank you so much for your letters. I hope you enjoyed your trip to Europe. I am very sorry that I have not written you before. I intended to do so but in this job so many things keeps happen so I never somehow managed. As you know I moved to Copenhagen and will stay here for about a year. During this year I hope to build up some form of mass communication research within the Danish Broadcasting. And as the time is short and the expectations (so far) high I am steadily running from one place to another. At least it is not boring.

My new address in Denmark is:

OL

Personale Kursus 8 sal
TV-Byen
2860 SØBORG
Denmark Phone, 671233 extention 3567

Office

I can also be reached at my home address:
Sortedam Dossering 25
2200 Copenhagen N
Denmark Phone: 377022

Home

for the Journal/

Now I would like to ask you if you would be interested in the study I am sending you an abstract on. The study is called: "The viewer's situation during news programmes". This study has been discussed quite a lot in Scandinavia and is considered to be of interest. I talked to the author and if you would be interested in the study she is interested in writing an article about it.

Of course I would be happy for an answer to my question but even if you

would not be interested in this very article I would like to ask you some questions in general. For example: What deadlines are you generally working with? What size would you like the articles to be, 5 or 10 or 15 pages? In general I mean. Or do you work with one main article and many short ones? Do you have any chance to pay the different article writers anything? And in general, would you like me to continue to send abstracts of proposed studies so you can make an opinion about them or do you find this system a waste of time?

Actually there are right now some interesting studies carried out in Sweden. But as we have not communicated for a while I think it is sort of useless for me to sit here and suggest different studies not knowing what your situation is like. Perhaps you have a lot of materials in one area and are lacking material in another area. Or perhaps you have decided to work with some special area of mass communication or with some special respondent group.

So you see I am somewhat at a loss. Let me ask you. Are you at all interested in children's reaction to mass media? We are working quite a lot with children, for the moment. Actually there is an abstract of Swedish children's reaction to a half American, half Swedish version of the American serial Sesame Street, in the appendix. We have also some perception studies running and Cecilia von Feilitzen and I are just about finishing up a sort of qualitative study on children, identification and mass media in Scandinavia. It is thus partly a summary of what is done in Scandinavia within this field and partly, based on the material, a discussion about what role identification might play in the mass communication process. Would any of these fields be interesting for your journal?

I have so far mostly been talking about Swedish research. Partly this is due to that I spent so short time in Denmark that it is difficult to get a complete overview of the field and partly because it is not so much mass communication research carried out here. But the universities are getting more interested in it lately. For example your friend Percy H. Tannenbaum is on his way to Denmark to, among other things, lecture about mass media. He will come in the last part of October. You do not happen to have any plans to come to Northern Europe? Are you still planning to hold the IAMCR Conference in Leipzig?

I am afraid that this letter mostly consists of questions. I am sorry. But at least you have my address now. And I would very much like to know more about the Journal. Looking forward to hear from you. Sincerely

PS. I am so sorry for the type writing - no secretary, OJ

Olga Linn

November 8, 1973

AIR MAIL

Ms. Olga Linne
Sortedam Dossering 25
2200 Copenhagen N
DENMARK

Dear Olga:

It was good to hear from you finally, and such a nice meaty letter too. Yes we enjoyed our stay in Europe, which was mostly in Italy, Austria, and Hungary. I hope that next time I will get to Denmark or Sweden, or that you will come to the U.S. again in the near future.

Let me know answer your questions in the order of your letter.

Yes, I would be interested in the opportunity to consider an article on the news viewing study, provided it has more social content and critical or original contribution to make than is apparent from the summary you sent.

Our next deadlines are December 15 for the spring issue, March 15 for the summer issue, and June 15 for the fall issue. (Our first issue is now going to press and will come out in January.) In general, we want lively articles that tackle significant issues and are well documented or based on sound research. Major articles run about 15 pages. We can also publish brief reports of about 5 to 6 pages. I am also interested in brief news items about research and events of general significance. We can publish about 8 or 10 major articles in each issue. We are also interested in book reviews.

No we cannot pay our authors. However, if we consider something very important, we can provide some reimbursement for expenses.

You may continue to send me abstracts if you are not sure whether a certain article would be suitable. I will be glad to respond and let you know whether I think the subject and approach is promising from our point of view.

We have too much material on television, but I am still interested in children's reaction to mass media. In fact, I am preparing for a symposium of perhaps 3 to 5 articles on that issue. So I am very much interested in your letting me know everything you and Cecilia and others are doing on that subject, and in what form the material might be available for publication.

November 8, 1973

I will write you more about the first issue of the Journal later.

Yes we are planning the IAMCR conference in Leipzig September 16 to 22.

Hope to hear from you soon. With best regards.

Sincerely yours,

George Gerbner

GG:kas

OL/ole København 28. november 1973

Prof. George Gerbner
The Annenberg School of Communications
3620 Walnut Street
University of Pennsylvania
Philadelphia Pa. 19104
U.S.A.

Dear George:

Thank you for your most informative letter of November 8.

Prof. Thomas A. Sebeok has also sent me a letter with the almost definitive Table of Contents for your book. It certainly looks very interesting.

I would like - if it is possible - to change the name of my institution. Thus the title and names should be as follows: The Debate About Social Communication in Sweden, by Olga Linné: Research Department, Danish Broadcasting and Cecilia von Feilitzen, Research Department, Swedish Broadcasting.

Sincerely yours

Olga
Olga Linné

cc: Professor Sebeok

*Along with Inve -
Silent new + Scand?*

Professor George Gerbner
The Annenberg School of Communication
3620 Walnut Street
University of Pennsylvania
Philadelphia, Pa 19174
U.S.A.

Dear George,

Thank you for your letter of the 17th of July. As it arrived while I was on holiday, I have only now been able to reply.

I am very happy to hear that you are planning to go to the IAMCR Conference in Leipzig because I will also be there. The only thing which worries me is that so far I have not heard anything from Professor Emil Dusiska, or anyone else in Leipzig. But neither has anyone in Denmark so we do hope everything is still in order.

Of course it would ^{be} very pleasant to meet you in Copenhagen prior to Leipzig or in Berlin and go on from there. Could you possibly inform me of your schedule and let us see if we can connect at some point? I am planning to leave Copenhagen on the 16th of September and fly down to Leipzig or the nearest International Airport in the area, but I could easily try to change these somewhat vague plans. After Leipzig I am planning to go on to the RAI Conference on Aggression in Florence and I think I heard something about you coming there too. Is that true? I certainly hope so.

I find myself very curious about the plans you have with the Journal and it would also be very interesting to hear how you proceeded with the Cultural Indicator Study. There is great interest in these type of studies in Denmark.

I have during this year in Denmark several times wished to submit a description of some of your activities at Danish Radio for possible use in the Intercom section of the Journal. Unfortunately the press of our other work has delayed this. But at last I have put some pages together about recent development within Danish Radio.

I hope you may find it of use. If you do, please
feel free to edit it as you wish---.
I realize it is rather long.

I must admit that I have found the job here in
Denmark quite fascinating and the climate here
this summer makes it easy to work inside.

I look forward to seeing you in Leipzig, or,
hopefully, before.

Sincerely

Olga

Olga Linné

January 16, 1975

File Linne

Ms. Cecilia v Feilitzen
Audience and Programme Research Dept.
Sveriges Radio
S-105 10 Stockholm
SWEDEN

Dear Cecilia:

Yes I have received and will soon start working on Romney Henningson's article. I am also looking forward to receiving additional information about other related projects. The symposium on sex and the media would not be composed only of Scandinavian materials; we have some other studies and reports from elsewhere.

I am also looking forward to receiving your and Olga's article on "Children and Identification in the Mass Communication Process."

With best regards.

Sincerely yours,

George Gerbner

GG:kas

CC: Ms. Olga Linne

Professor George Gerbner
The Annenberg School of Communication
University of Pennsylvania
Philadelphia.
U.S.A.

Dear George,

I hope everything is fine with you. It was nice to see you in Firenze. I received the new issue of the Journal. It was very interesting.

I remember that we agreed upon in Firenze that my colleague Kjeld Veirup and I could write an article about the producer-audience confrontations technique which we have developed in Denmark and which I shortly spoke about in Firenze. We have nowadays made 24 experiments of this sort but we only reported eight (or two weeks). I am sending you this report and I think that the chapter on design and above all the last chapter can give you some cue about what we believe in and also are trying to achieve. The last chapter is called: "Finally, some subjective commentary on the studies".

As I mentioned, K.Veirup and I have went on with this technique and we have refined it during the last year. We have started to write up a report on these last results and intend to publish them rather soon in a book. But we are also working with a more theoretical framework to these experiments. This framework or model will also be published in the same book.

As a first chapter in this book we have written a subjective description of how people in various functions tend to react on certain problems. In this booklet which is called: "Fragments of the media's real world" we have tried to show how a conversation between a producer, a researcher, a politician and an administrator might sound. All these persons are important for sending out the stuff we send out and it is important to try to learn what they perceive as reality. We believe that if one wants to change the reality of mass media it requires as a first step that one finds out more about the content of this reality.

So this is an attempt to present fragments of this world. Of course perceived through our own senses but still at least an image of a kind of reality. The booklet finishes with a monologue by Publicus. It was first presented at the 2nd Nordic Mass Media Congress in August 1975. So this is what we are working with (in this field) right now, I would appreciate if you could look through the material sometimes and see if you still would be interested in an article about producer-audience confrontations. In that case I think we would like to write somewhat about the design, somewhat

about the results and some more about the theoretical considerations behind these types of experiments.

Otherwise life is fine. I been running around this autumn trying to catch my own tail but so far I have missed it. But things are getting a little bit less stressed. As you know our little institution is also involved (and heavily so) in Jim Halloran's project on Understanding Television. This report is due sometimes this spring as we have a Conference on it this May (sponsored by the Council of Europe which is partly sponsoring Jim. The Conference is going to take place in Copenhagen, though).

Besides we are involved in some youth and children studies where we among other things try to get something to know about the children's view of the world. It is interesting but rather stressy.

What can I more tell you? Herb Schiller were here some months ago, lecturing for some foreign correspondents. He left us for San Diego.

And soon it is Christmas and that is also nice. Happy Christmas and A Good New Year. And I hope I soon hear from you.

Sincerely

Olga Linné

December 23, 1975

Olga Linne
Peblinge Dossering 28, 1 th
2200 Copenhagen N
DENMARK

Dear Olga:

I was very pleased to receive your nice meaty letter. A rare pleasure!

Just read the publications you sent and they are very interesting. Yes, I would like to consider an article of about 15 double-spaced pages on the "Confrontation" study.

The "Fragments" read very well, and even (or especially?) the philosophical sections are quite interesting. Perhaps we can excerpt an article from that too, and indicate that the full chapter will appear in your forthcoming book. What do you think of that idea?

Were you satisfied with the way your and Cecilia's article appeared in the Autumn issue? Incidentally, the Winter and Spring issues also have quite a bit of Scandinavian material.

I hope that by now you have caught your tail, and have found it tasty. Christmas will be gone by the time you get this, but it may still be in time to wish you Happy New Year.

Let me know what you think of my suggestions.

Best regards.

Sincerely yours,

George Gerbner

GG:kas

Mr. George Gerbner
The Annenberg School of Communication
3620 Walnut St.
University of Pennsylvania
Philadelphia, Pa. 19174
U.S.A.

Dear George,

I have moved to another place during this year:

My new adress is

Olga Linné
Peblinge Dosserring 28, I
2200 Copenhagen N.
Denmark

Phone at home: 397156
- at office: 671233/3567 or 3337.

I hope everything is well with you. Unfortunately
I don't think I can attend the ICA conference in
Berlin. But you are always welcome to Copenhagen.

Sincerely

Olga

Olga Linné



Telephone
Leicester (0533) 555557

104 Regent Road
Leicester LE1 7LT
England

Director: Professor J. D. Halloran

JDH/MJG

21 February 1984

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia
Pennsylvania 19104
U.S.A.

Dear George

Dr Olga Linne from Danmarks Radio has indicated that she would like to apply for the new post of Senior Research Fellow at the Centre (detailed attached.)

She has suggested that you might be willing to act as a referee, and I would be very pleased to hear from you in support of Olga's application. If you could let me have this by return of post it would be most helpful, for we will be interviewing applicants on the 13th March.

Thank you very much indeed for your help and cooperation.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'J. D. Halloran', written over the typed name.

James D Halloran

March 2, 1984

James D. Halloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT
ENGLAND

Dear Jim:

I am very pleased to write to you about Dr. Olga Linne who is being considered for the new post of Senior Research Fellow at the Centre for Mass Communication Research.

I have known Dr. Linne for at least 10 years. My familiarity with her work comes from professional conferences where she presented reports and organized panels, and from reading some of her published research. In all of these activities, Dr. Linne exhibited professional skill, competence, and intelligence of high quality. Although I have never worked with Dr. Linne, it is my distinct impression that her abilities and stature in our field provide solid qualifications for appointment as Senior Research Fellow.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG: ab

George Gerbner,
The Annenberg School of
Communications
University of Pennsylvania
3620 Walnut Street C5,
Philadelphia,
Pennsylvania 19104
USA

Date March 30, 1984

Dear George,

I am delighted to hear from you after all these years and also glad to know you will return to Europe again - even if it is for a short period.

During the same time you are in Salzburg I will - at least part of the time - be in Munich attending a research meeting within Prix Jeunesse. Other good friends like Jim Halloran and Tamás Szecsö will be there too.

I also was very sorry last year to miss you and your family when you were lecturing in Stockholm. I know the Swedes appreciated your contribution.

I have started to discuss the possibility with my colleagues to arrange something in Denmark after the "Salzburg Seminar". Of course everyone is very interested but we have problems with the summer months in Scandinavia. As it tends to rain and snow for nine or ten months people tend just to disappear during the other two or three. If I can arrange something I will be in touch with you very soon.

Jim has told me that you have been kind enough to support my application to Leicester. There will be some interviews in April and then we will see.

I am very grateful, indeed, for your support and I am looking forward to seeing you somewhere in Europe this summer.

Sincerely yours,

Olga
Olga Linné
Head of Mass Communication
Research
Danmarks Radio

October 23, 1985

Olga Linne
Centre for Mass Communication Research
University of Leicester
Leicester LE1 7LT ENGLAND

Dear Olga:

Thank you for your letter of October 2. Let me tell you something about my policy regarding conference "papers." As a student of communications, I distinguish carefully between live and canned media. If I write a paper, I can send it and do not have to go. If I am in attendance "live" (or, at least more-or-less live!), I do not want to read a paper, or even summarize something that was written or developed five or six months ago. The high investment in live occasions demands something more current and lively.

So, for a title I suggest "Recent Developments in Cultural Indicators." This will allow me to be current, and I will give it a more specific title in March or at the time.

I can probably send you an abstract in March that has to do with a current and not-yet-published project, but I do not yet know which one that will be. As to a paper, I doubt very much that I want to write a paper until after I hear the discussion and reactions to the conference. However, if the timing of writing a report happens to be right, I might have a paper for you. But I cannot promise a paper in advance.

I hope that my considerations are not too troublesome for you. Let me know if you have any further suggestions.

With best regards,

Sincerely yours,

George Gerbner

GG:ab

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

May 17, 1991

Miss Hilary R. Whitbread
Senior Administrative Assistant
Staffing Office, University of Leicester
University Road, Leicester LE1 7RH
ENGLAND
Fax: 0533 522 200

Dear Miss Whitbread:

I am pleased to respond to your letter of May 1
concerning Dr. O. Linne.

I have known Dr. Linne from professional meetings and
publication since the early 1970s. We published some of her
work in journal and book publications I have edited. I
appeared with her on conference panels and discussions. I
have been impressed by the seriousness and professionalism
of her approach and the competence of her scholarship.

Dr. Linne is well versed in the social psychological
approach to communications research and has wide
international experience. She is well respected in the
field. She appears to be a productive scholar and a good
administrator.

For all these reasons, I believe that she is well
qualified for an appointment as Professor of Mass
Communications and Director of the Centre for Mass
Communication Research.

Sincerely yours,



George Gerbner
Professor of Communication and Dean Emeritus