

January 31, 1966

Dr. Leo Lowenthal  
Department of Sociology  
University of California  
Berkeley, California

Dear Leo:

This is a belated note to express my appreciation for the delightful evening we had at your house. I enjoyed meeting you and Marjorie (and the Selznicks) and have been thinking ever since about the best way to continue our discussion.

We talked about the possibility of a meeting centering around our plans and prospects. Our private agenda would consist of ideas which may or may not lead to a definite interest on your part to join our program. There would be no implication of commitment or obligation except that of an openness to challenge.

I am not yet sure when such a meeting would be most convenient and timely. Several conferences are coming up here this spring. We might be able to combine our own explorations with one of them. Are you and Marjorie planning to be on the east coast in the foreseeable future? Would you like to come for a visit independently of any other plans, and, if so, what might be convenient times?

Please give me an indication of your interest, and we'll go on from there as our own plans mature.

With best regards to both of you.

Sincerely,

George Gerbner  
Dean

GG:vm

February 9, 1966

AIR MAIL

Dr. Leo Lowenthal  
1967 Clay Street  
San Francisco, California

Dear Leo:

The Greyhound bus to Easton, Pennsylvania leaves at 8:15 am, arrives at 10:20 am. Another bus leaves at 12:30 pm and arrives at 2:35 pm. (The bus station is at 17th and Market Streets.)

Upon arrival at the Philadelphia International Airport, please take a taxi and come to The Annenberg School of Communications, University of Pennsylvania, 3620 Walnut Street. I will be waiting for you there in my office, Room 120. We shall have dinner, and I will have a hotel reservation for you for the night of Friday, February 18. I am delighted you can come, and am looking forward to seeing you again. Please give my best regards to Marjorie.

Sincerely yours,

GG:kaf

George Gerbner,  
Dean

UNIVERSITY OF CALIFORNIA, BERKELEY

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

DEPARTMENT OF SOCIOLOGY

BERKELEY, CALIFORNIA 94720

March 1, 1966

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

Dear George:

I wish to thank you for your hospitality and at the same time to convey my very good feelings about our discussion. It will certainly be interesting for both Marjorie and me to stay in touch with you. Your setup, including some of your key personnel, is most impressive.

In the meantime I received material about your school, and I can see now much more clearly all the basic elements are present and promising for a new start to bring together social science, humanistic and performing concerns in the area of human communication.

A propos oral human communication. The address of the cigar merchant is W. Ø. Larsen, 9 Amagertorv, Copenhagen, Denmark. I suggest you order 200 "Assortment" and include your check for \$9.50.

With my best personal regards from both of us,

Sincerely,

Leo Lowenthal

P.S. At your request I enclose a modest statement of expenses.

*out*

March 14, 1966

Dr. Leo Loventhal  
1967 Clay Street  
San Francisco, California

Dear Leo:

It was good to have you here even briefly. I am glad we could discuss some plans and prospects of mutual interest, and realize that in many ways we just scratched the surface of things. But that is why a longer visit would be desirable. Are you and Marjorie planning to go to AAPOR?

I told you that some of our own development plans will be clearer in a couple of months. In the meantime, I would be grateful if you could send me a biographical sketch, publications list, etc. for both yourself and Marjorie. In the strange world of administration, nothing is real unless there is a "file" on it. And I want to be ready for the next step.

Many thanks for the oral human communication message. The expense check should be on its way.

With best regards to Marjorie and you.

Sincerely,

CG:kaf

George Gerbner,  
Dean

UNIVERSITY OF CALIFORNIA, BERKELEY

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

DEPARTMENT OF SOCIOLOGY  
BERKELEY, CALIFORNIA 94720

April 5, 1966

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

Dear George:

Thank you for your letter of March 14th. Yes, both Marjorie and I will be at the AAPOR meetings and are looking forward to seeing you. I enclose an extensive curriculum vita of Marjorie and a very short one of mine, since I do not wish to be put in the position of being an applicant for a job. I hope, however, that the documents will be useful to you for whatever you wish to undertake.

With our best personal regards,

Cordially yours,

*Leo Lowenthal*  
Leo Lowenthal  
Professor of Sociology

LL:jp

Enclosures

May 26, 1966

AIR MAIL

Dr. and Mrs. Leo Lowenthal  
1967 Clay Street  
San Francisco, California

Dear Leo and Marjorie:

I had hoped that you would let me know by now about your availability and convenience regarding the date of our projected visit for next fall. We had to go ahead and make up a tentative schedule which now calls for your presence here during the week of November 14, although it could be shifted to (or could include part of) the following week. The visit would include a talk by each of you for students, faculty and other interested persons in our Monday afternoon Colloquium series, one or two informal faculty seminars, class visits, and individual meetings with members of our faculty. You would, of course, receive compensation for all expenses and an honorarium to be worked out after the exact timing and functions of your visit are decided.

To make the affair truly fruitful and decisive, you would have to develop and present some ideas about a sphere of interest and activity in the field of communications which you would want to pursue. For the Colloquium talks you should pick any topic relevant to communications and your interests. You may be interested to know that the Philadelphia junket apparently helped Bill Eelson to get a big new deal in London, and he is staying there. This leaves the position of Research Director open for the time being.

As I tried to indicate to you in Swampscott, all I can do is arrange the circumstances and sketch in the background of needs and hopes. The rest is up to you and to our faculty. If you are serious about pursuing the matter, please let me know soon so that we can make the dates definite. It would be understood by all concerned here that the purpose of the visit is to have you present ideas and make a contribution to our program, and to explore common interests and purposes, without any implication of prior commitment on either side, or of position-seeking on your side.

I hope you will come. With best regards.

Sincerely,

GG:kaf

George Gerbner,  
Dean

DEPARTMENT OF MENTAL HYGIENE

THE LANGLEY PORTER NEUROPSYCHIATRIC INSTITUTE

401 PARNASSUS AVENUE  
SAN FRANCISCO, CALIFORNIA 94122



AC - 415--  
681-8080

June 2, 1966

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

Dear George:

My apologies--am just recovering from bronchitis and a short vacation, and found your letter of the 26th on my return.

The week of November 14th would be very difficult if not impossible for us, at least for me (Leo is on sabbatical and more or less of a free agent). But the week of November 7th would be fine. Good to know about the honoraria, because I'll have to take vacation time.

We enjoyed our talks with you in Swampscott and look forward to seeing you next fall.

Cordially,

*Marjorie*

Marjorie Fiske Lowenthal, Director  
Geriatric Research Program

*Called 6/7/66*

MFL/pbb

*Done - NC  
Stop by on way to FT?  
Refinement - why? \$2,000 \* investment on both sides*

*Marjorie will be back in SF July 8(?)  
for deadline - "free" by mid July*

1967 Clay Street  
San Francisco  
California 94109

July 29, 1966

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

Dear George:

As you probably have surmised, Leo and I in the rush of getting off to our respective European destinations did not have time to discuss any of the more substantive aspects of a potential visit to your campus. And he has only just now returned.

I think our continuing and long range interests, jointly and individually, could be summed up as a concern with art and popular culture as reflections of, and as sources of, individual and social values. Leo has projected our joint study of the 18th century into the 19th, where of course matters become much more complex. This is probably one of the subjects he would want to talk about should we visit your campus. And I have long since wanted to join him in the pursuit of the "debate" into the 20th century. Today's changing roles of the arts, the performing arts and the popular media would also concern us in such an historical analysis.

One of my own interests, which is both historical and potentially empirical, is in the media (ranging again from high art to television) as sources of role models, particularly in critical transitional stages of the life-span where "identity crises" are likely to occur, such as late adolescence or the pre-retirement periods. And, as I believe I mentioned in one of our conversations, the whole area of the uses of media is one that seems to cry out for further systematic inquiry. There would be many ways of looking at this problem, of which one would be in the context of interpersonal communication, the extent to which, for example, media exposure substitutes for or facilitates such communication. Another promising area is the relationship between personality characteristics and development on the one hand and media and art choices and exposure on the other. In all such inquiries, one would want to distinguish between participation in as contrasted with exposure to, the performing arts.

In short, while at this point we do not feel that we could commit ourselves even "in principle", partly because of the evidently rather tenuous nature of a potential position for Leo, we are both very challenged by the promise of the School, and very much interested in its future progress. Didn't you say that you might be coming out this way this summer? If so, we would welcome the opportunity to explore potentialities with you further. Leo will be going to Evian, but not until the end of August. It looks now as though a November visit to your campus would be impossible because of commitments here. But December or January would be a very real possibility for us.

Cordially,

Wayne (Fiske Lorenson)

August 1, 1966

Mrs. Marjorie Fiske Lowenthal  
1967 Clay Street  
San Francisco, California 94109

Dear Mrs. Lowenthal:

This will acknowledge your letter of July 25 to Dr. Gerbner, who is currently abroad. When he returns to the office in mid-September, you will undoubtedly hear from him.

Since Dr. Gerbner will be at Evian (Hotel Splendide) September 4-8, perhaps your husband will see him there.

Sincerely,

(Mrs.) Eleanor Moloney  
Administrative Assistant

EM:js

September 12, 1966

Mrs. Marjorie Fiske Lowenthal  
1967 Clay Street  
San Francisco, California 94109

Dear Marjorie:

I have just now received your letter of July 29, upon my return from six weeks in Europe. I saw Leo just long enough to wave hello at Evian; after two days of that Congress, I had to rush off to a two day meeting in Yugoslavia.

I am indeed sorry that we did not manage to get together and make arrangements before my leaving for Europe the last week of July. In the final few weeks' rush prior to my leaving, the trip to California became one of the many casualties of the lack of time. While I was away, arrangements were completed for the lecture series for the fall semester, and we have no more open dates.

Your description of interests looks as potentially promising as I had hoped, and a good basis upon which we can continue to explore matters. One fly in the ointment is the impossibility of making an appointment after retirement age, except on a year-to-year basis. However, I hope you and Leo will be sufficiently interested to continue our conversations on your next trip to the east coast, and to try to arrange a more formal visit during the spring semester. Please let me know about your movements, and when we might have an opportunity to talk further.

With best regards to both of you.

Sincerely,

GG:kaf

George Gerbner,  
Dean

August 1, 1966

Mrs. Marjorie Fiske Lowenthal  
1967 Clay Street  
San Francisco, California 94109

Dear Mrs. Lowenthal:

This will acknowledge your letter of July 25 to Dr. Gerbner, who is currently abroad. When he returns to the office in mid-September, you will undoubtedly hear from him.

Since Dr. Gerbner will be at Evian (Hotel Splendide) September 4-8, perhaps your husband will see him there.

Sincerely,

(Mrs.) Eleanor Moloney  
Administrative Assistant

EM:js