

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

Pap Nov 5

October 26, 1959

Dear George:

My contacts with Urbana since I left have been few -- and largely unfortunate. As you probably know, Freda -- for reasons known best to her -- did not finish typing my thesis in time for submission for October graduation. This has the practical effect of giving my Ph.D. a 1960 date, and neatly saws off the limb upon which both Professor Harwood and I sit.

I have dropped a brief note to Freda, asking her what the present status of the typing is, since a certification by the Graduate College ~~and~~ or the Recorder's office would certainly help get us off the hook. I wonder if you would reinforce my note by asking her how the thing is coming along... Both Dr. Hagan and Ted Peterson want to see it before submission to the Grad College, so times-a-wasting. I don't want to wait till June before I'm made "honest!"

I find myself busier than a one-armed paper hanger...teaching eight sections (6 different courses!) ..mostly of production (two television, one radio, one announcing) and a general introductory course and one graduate course in audience measurement and research. It should get better, but no less hectic, since I need the money granted by working some night school courses. This summer I hope to teach a course in Political broadcasting, since the Democratic Convention is right next door.

The smog is terrible, and the vaunted Southern Cal weather can go hang, as far as I'm concerned. Sally is anemic (sp), and the kids still haven't really recovered from the trip. We do have a very nice house in a smog-free section (Los Altos) of Long Beach..... 1970 Knoxville Avenue, Long Beach 15.

How is your year? I hope everyone in your family is happy and healthy.

Since I'm junior man in the department--I must off to a meeting about some sort of fund-raising drive.

Hope to hear from you.

Sincerely,

Mike Kettner

P.S. Could you (or some grad asst.) send me, care of the office (Dept. of Telecommunications) five copies of the Schramm-Kumata attitude change reprint book? I happened to mention it briefly and suddenly I was besieged by requests-- Professors Harwood, Bergers, Summers and two graduate students working on dissertations in the attitude change area. We'll be glad to reimburse the Institute for postage, of course.

Thanks again.

Mike

JOURNAL OF BROADCASTING

UNIVERSITY OF SOUTHERN CALIFORNIA

UNIVERSITY PARK

LOS ANGELES 7

February 4, 1960

Professor George Gerbner
Institute of Communications Research
The University of Illinois
Urbana, Illinois

Dear George:

Whoa! Don't shoot! After all, I only took over as Editor of the Journal on January 1 -- after the Fall issue had gone to the printer and the Post Office. Sorry you didn't get notification that we had accepted your article, but Bob Summers was in quite a bind. In addition to his teaching and the Journal, he was in the middle of winding up an International Seminar he ran for the State Department last summer, and trying to take care of all the academic and personal problems attendant upon his moving to Texas (and a new job) in time for the second semester. On top of all this, the Post Office suddenly came out with a ruling to the effect that if we didn't have our Fall issue in the mails by December 31, we could just forget about our Second Class Mailing Permit. We made it by less than one day.

We would like to send out proof, but as you know we aren't the only publication that finds this difficult at times. The elephantine speed of our printer (who, unlike the elephant, often forgets things) and the pressure of the Post Office Department combine with something of a shortage of good manuscripts in the broadcasting research field to make it inadvisable for us to send proof to the authors of articles accepted less than a couple of months before publication date. (Frankly, its not the way I like to do things, either.)

Since the issue has been in print and distribution for a month or so already, I don't think that discussion of Bob's editing of your manuscript would be very fruitful. Although I didn't even see your manuscript before it was ready to go to the printer, I suspect that the shortage of time had something to do with not trying to get the references (p.294) that were omitted in your manuscript.

As for reprints: in the past we have had bad luck with these. Our press run is very small, and our arrangement with the printer does not provide for re- or off-prints to be supplied automatically. In the first place, many authors do not want them, particularly at the rather high price that they would have to pay. We have no intention of trying to make a profit on reprints -- but we cannot afford to take a loss. After investigation of every possible technique for getting reprints from the printer, we have decided that it is better and cheaper (in lots of 35 or less) to supply copies of the magazine involved to authors at our printing-cost price of \$1 a copy. You see, with a Second Class permit, we cannot legitimately sell more than a certain percentage of our entire press run below printing cost. Now, since we didn't give you a chance to order reprints on a special order from the printer, let me say this: if the Institute wants 50 or 100 copies, I'll try to rig our invoices so that the price per copy

doesn't exceed 50 or 75¢. I'm afraid that is the best that I can do, George, although I'd like to do more. I suspect that the easiest course would be for the Institute to buy a couple of dozen copies of the magazine from us at \$1 each, postpaid. Suggestion: if you want a large number of copies of just your article, you might investigate the Champaign photo-offset or Xerox situation. If you want to reproduce the article in that way, just let me know and I'll send along official permission right away (the issue is copyrighted).

I hope that this experience hasn't soured you on the Journal. Things won't be quite as rough next time, I assure you. Remember, we are always on the lookout for good articles. Any scholarly investigations (quantitative or qualitative) in the broadcasting field are most welcome. If you, or anyone else in the Institute or the College, has any research reports ready for submission to a publication, please keep us in mind. Our general policy is to accept any articles that we feel will maintain and even raise the quality and status of the Journal, as well as the broadcasting area itself. To me, this is much more important than subscriptions to the Journal (although we'd be glad to have some more from Illinois), since a good scholarly publication never suffers from lack of readers.

As for the thesis -- apparently Freda bit off more work than she could chew during the Fall. As a result, the blamed thing apparently got in at the last minute. Until I see the sheepskin itself, I'm still afraid to do or say anything. God! The sleepless nights I had worrying about what (if anything) was happening in Urbana! While I'm at it, let me thank you again for your efforts in helping me complete the thing. Somehow, although we did a fair amount of chatting together over the past few years, we didn't do too much work in concert. Your willingness to serve on my committee was much appreciated, and I hope that I can repay you sometime.

The weather out here in the sunny southland has been kind of so-so. Raw part of the time, a fair amount of rain, and some cool (30's) nights. Sally and both kids have been sick, individually or collectively, for the entire time since we arrived. Colds, sore throats, flu, and anything else you can think of. However, although my salary isn't princely, and I have to work like a dog for it, we are living like human beings -- something it became progressively harder to say in Urbana. Sally's greatest joy is buying new furniture, although I think we have been paying more in man-hours of looking than in dollars. We have been up in the mountains to throw a few snowballs, and down to Marineland and Knott's Berry Farm, but Julie is of an age that keeps us tied to home. We live, as you may know, in the easternmost portion of Long Beach (Los Altos)...which means an hour drive to USC, but is enjoyably smog-free.

I hope that you and your family are healthy and happy, and that we can keep in touch. Thanks again.

Sincerely,

Mike

Journal of Broadcasting

PUBLISHED BY THE ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

University of Southern California, University Park

Los Angeles 7, California

October 26, 1960

Professor George Gerbner
Institute of Communications Research
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear George:

I'm glad to see that you aren't still mad at the Journal...and have taken the opportunity to show it in such a practical way! I spent the last weekend in San Francisco at the APBE Board of Directors meeting to make my pitch for next year's budget, and financial matters weigh heavily upon the Journal and its editor.

Seriously, I am most happy to enter the eight subscriptions you ordered. The copies of the Journal, and a special letter (in much the form you suggested) will be on their way before the end of the week.

After reading Dallas Smythe's "The Spiral of Terror and the Mass Media", I too wish I could effectively do something to break down the "thought barrier." The most solid barrier I can find is in the minds of my students, neighbors and mother (she's running for NY State Assembly), and it takes a lot to make a dent in it.

You may find the next issue of the Journal interesting, since it includes articles on both radio and television in the USSR. I have a grad student interested in doing a Ph.D. dissertation on the eastern bloc answer to Eurovision. Ken Harwood spent some time last summer in the same haunts you frequented: Prague, Paris, Geneva etc, and had nothing but the same levels of praise for the helpfulness of the broadcasters he contacted. I take it you and Dallas both had something of the same experience.

I wish we could do something to knock down the price of these subscriptions, as a Journal contribution to improved communication between nations, but our deficit is up 15% and foreign postage more than wipes out any gain on these subscriptions. Sorry.

I'm sorry I didn't see you in San Francisco...I had hopes that some Illinois people other than NAEB would be at the NAEB convention. That's quite a town!

Keep the Journal in mind when you have some more broadcasting research to report. I hope your family is healthy and happy back in smog-free Urbana.

Sincerely yours,



John M. Kittross
Editor

JMK (himself, as if you couldn't guess)

October 27, 1960

Mr. Andras Jambor
Hungarian Radio and Television
Brody Sandor u. 5-7
Budapest V
Hungary

Dear Mr. Jambor:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Gerbner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John M. Kittross
Editor

October 27, 1960

Mrs. Laszlo Pozdorai
Hungarian Radio and Television
Brody Sandor u. 5-7
Budapest V
Hungary

Dear Mrs. Pozdorai:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Gerbner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John M. Kittress
Editor

October 27, 1960

Mr. Hubert Meller
Polish Radio
Warsaw
Poland

Dear Mr. Meller:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Garbner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John M. Kittross
Editor

October 27, 1960

Mr. Jerzy Panski
Dyrektor Programow TV
Plac Powstancow 7
Warszawa
Poland

Dear Mr. Panski:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Gerbner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John M. Kittross
Editor

October 27, 1960

Mr. Janos Sedianszky
Foreign Relations Department
Hungarian Radio and Television
Brody Sandor u. 5-7
Budapest V
Hungary

Dear Mr. Sedianszky:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Gerbner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John H. Kittross
Editor

October 27, 1960

Mr. J. Prokop
Asst. Head, Foreign Relations Dept.
Czechoslovak Radio
Stalinova 12
Praha 12
Czechoslovakia

Dear Mr. Prokop:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Geriner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John M. Kittross
Editor

October 27, 1960

Mr. Lubomir Kubicek
Head of Foreign Relations Dept.
Czechoslovak Television
Jindrisaska 16
Praha 3
Czechoslovakia

Dear Mr. Kubicek:

It is my pleasure to inform you that we have received a gift subscription in your name from Professor George Gerbner of the University of Illinois. He asked me to send you this note and to convey his best wishes.

You should receive your copy of the current issue of the Journal of Broadcasting in the near future. We hope you find it of value.

Sincerely yours,

John M. Kittross
Editor

Journal of Broadcasting

PUBLISHED BY THE ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

University of Southern California, University Park

Los Angeles 7, California

January 31, 1961

Professor George Gerbner
Institute of Communications Research
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear George:

Congratulations on your first book review section in AVCR! I agree wholeheartedly with you about the chaotic state of publication within the (unspecified) limits of our field. This Journal is concerned with anything to do with broadcasting -- an admitted and purposful attempt to find materials interesting to a broad spectrum. However, where do we end and AVCR and NAEB Journal and particularly Journalism Quarterly begin? We don't know -- although Betty McKenzie of the NAEB and Murphey of QJS and I have exchanged manuscripts as well as information. Perhaps this cooperation between editors is a starter. Lets hope so.

One horrible example of the state of journals (and individuals) in the communications field is that I am totally unfamiliar with the Studies in Public Communication that you mentioned. Who puts it out? The group that Smythe, Selde and Head belong to?

The Journal of Broadcasting is anxious, as you are, to promote the dissemination of material of "mutual interest." Bob Summers (Texas) is going to be running a "column" for us briefly skimming both the domestic and the foreign journals in the field..

Is there anything that we can do to promote the coordination you suggest? (I will try to send you our advance promotion sheet summarizing briefly each upcoming Journal, if we get it out on time, and if you think it will be useful to you). Something must be done -- I am reminded of Isaac Asimov's "The Sound of Panting", dealing with his efforts to keep up with his field of biochemistry.

Once again, congratulations. By the way, if you see L.V. Peterson, give him my regards. I'm glad to see that review by him -- he knows more about AV than anyone else I know.

I hope you and your family are well, and that your furnace is working.

Sincerely yours,


John M. Kittross
Editor

JMK:ss

March 9, 1961

Mr. John M. Kittross
Editor, Journal of Broadcasting
University of Southern California
University Park
Los Angeles 7, California

Dear Mike:

Thank you for your letter of January 31, and congratulations on the Winter J of B, just received. It's a good issue!

The problem of coordination (communication?) is, I'm afraid, endemic in the communications field.

We plan to spend August in L.A. (And are, incidentally, looking for a house and car to rent.) Will you be there? Give us any leads you might have. I'll be teaching at the USC postsession.

Best regards to your family and you.

Sincerely yours,

George Gerbner

GG:ps

Journal of Broadcasting

JOHN M. KITROSS, Editor

PUBLISHED BY THE ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

University of Southern California, University Park

Los Angeles 7, California

August 23, 1964

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

Dear George:

This may well be the most tardy note of congratulations that you've received, but it is nonetheless heartfelt for all the delay. (My assistant processed your card as a routine change-of-address, and, of course, without the specific address in front of me, I just kept putting off writing to you).

I'm sure, with you at the helm, that the Annenberg School will start living up to the high hopes expressed at its founding. Please put the name of this inhabitent of Smogsville-on-the-Pacific on your mailing list -- not only am I interested in what you are up to, but Annenberg's experiences will help us at your old alma mater try to improve our own program in communications.

There is a slight chance that I may get down to Philadelphia this month (or in early September). I'm spending the summer in Connecticut showing the kids off to their grandparents, sailing, drinking, and trying to catch up on Journal work. If I do get down to Philadelphia, I'll give you a call.

Again, congratulations!

Sincerely,



John M. Kittross

Journal of Broadcasting

PUBLISHED BY THE ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

University of Southern California, University Park

Los Angeles 7, California

October 24, 1967

Dean George Gerbner
Annenberg School of Communications
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Dear George:

I've been following with great interest your upcoming Content Analysis Conference. I wish I could be there, but the travel budget is all used up so I will restrict my role to that of an anonymous datum in Earle Barcus' presentation.

If any of the papers presented at the Conference have any relationship to broadcasting, and if they haven't been otherwise spoken for, I'd appreciate it if you would keep the Journal of Broadcasting in mind as a publication outlet. Of course, if you are planning to publish the entire record of the Conference, I'd love to receive a review copy!

I hope to see you in Philadelphia next year.

Cordially,



John M. Kittross
Editor

JMK:ss



TEMPLE UNIVERSITY
SCHOOL OF COMMUNICATIONS AND THEATER
PHILADELPHIA, PENNSYLVANIA 19122

DEPARTMENT OF RADIO-TELEVISION-FILM

January 19, 1971

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

Dear George:

You may remember that I called you a few weeks ago to ask whether or not you supported the idea of a "press council" in the Philadelphia area. This idea originally was proposed by Spencer Coxe of the ACLU, who in turn was responding to a push from a publisher-member of the national board of the ACLU.

As a member of the Free Speech Committee of the Greater Philadelphia ACLU, I grabbed the ball and started running at a rather slow trot. Spencer already had a flicker of interest from one of the local publishers, and I undertook to contact you and Ken Harwood -- no professional "council" is going to be worthy of its salt unless the communications schools in town are thoroughly in favor of it, and are willing to provide a "neutral" voice in such a council. ("Neutral" may not be the best word -- "dispassionate" would be better).

Both Ken and I agree that such a council should include all news media, broadcast as well as print, and might well embrace some of the activities that SDX should be (but isn't) doing. I've talked informally with two of the local TV stations, but until I had a chance to convince Spencer that all media should be included, I couldn't go further.

The last meeting of the Free Speech Committee didn't get around to my progress report, and so I'm planning to present it at a meeting scheduled for January 27.

I'm sending you a batch of Xeroxed materials that may be of interest to you in light of this proposal. If you have any suggestions (obviously, we are a long way from getting the show on the road), please give me a call at 787-8431 (office) or 657-2261 (home).

Thank you very much for your interest -- this just could be the most important thing for communications in Philadelphia since the Continuing Conference on Communications in the Public Interest (or whatever Dean Seldes called it).

I'll keep you informed.

Best regards,


John M. Kittross

January 25, 1971

Dr. John M. Kittross
Department of Radio-Television-Film
School of Communications and Theater
Temple University
Philadelphia, Pennsylvania 19122

Dear Mike:

Thank you for sending me the materials on the "press council" idea. I would also be interested in a copy of your report, when available, to get a better grasp on the particular approach you are proposing.

Yes it could be a very interesting and useful thing.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean



TEMPLE UNIVERSITY
SCHOOL OF COMMUNICATIONS AND THEATER
PHILADELPHIA, PENNSYLVANIA 19122

OFFICE OF THE DEAN

April 21, 1972

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

Dear George:

This is just a belated note of "thanks" for the stimulation of the International Symposium. I found it one of the most interesting meetings that I've attended in the past few years.

Before I can't unscramble some notes I made during the Symposium, I thought I'd better drop you a line with some random thoughts as to followup.

First, I was interested to note that there was very little discussion of message construction and the new technology -- this was even noticeable to me, an old institution/distribution man.

Second, there might be some advantages to getting a smaller (no more than 10-20 people) gang together to try to hammer out a "blueprint" something on the lines of Rex Tugwell's new Constitution or the President's Communication Policy Board. This group might be able to present the limits of each parameter, the variety of options (preferably scaled or ordered), etc. After they finish their document, all 200+ participants in the Symposium might be asked to "vote" their opinion as to "optimum" and "most likely" outcomes or choices of options.

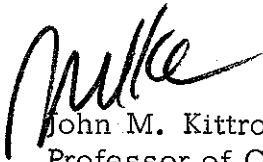
Third, this would mean that the mailing list for the Symposium should be kept up to date, with commentary, etc. received by group leaders and participants being spread around to all. You did such a good job of pulling people together, that it is a shame that there isn't a continuing mechanism for keeping them together. At the very least, the full mailing address and position of each attendee, together with a summary of the conference, should be distributed.

Although it was planned and scheduled some months before the Symposium, what I learned there will be of considerable value to me in teaching a graduate seminar next fall on "Problems of Mass Communications." Perhaps your book will be out in time for the fall of 1973, when I hope to try a seminar on "The New Technology and the Mass Media" -- I snuck both of those into the curriculum a year or so ago in the hope that I'd get a good solid crack at them!

One other benefit of your Symposium is that I got riled up enough to start writing letters to various participants (a copy of a letter to Nick Johnson that you might be interested in is enclosed; no answer as yet). I hope that others have been doing the same thing.

Again, it was a damn good conference.

Best regards,



John M. Kittross
Professor of Communications and
Assistant Dean

JMK:ss

P.S. Did the "missing" papers ever get duplicated? (Particularly Dallas').

April 23, 1972

John M. Kittross
Professor of Communications and
Assistant Dean
School of Communications and Theater
Temple University
Philadelphia, Pennsylvania 19122

Dear Mike:

Thank you so much for your letter of April 21. It was good to have you at the Symposium, and I am pleased that you found it useful.

You are quite right in noting the paucity of discussion on message construction and the new technology. As to the follow-up you suggest, alas there are other projects, other horizons, other deadlines and we must go on to other things. Maybe you would like to stimulate such activities yourself. I would be glad to let you have a copy of the list of participants. We are now busy editing the book, and that is all we can do in the way of follow-up. I hope that it will be available by the fall of 1973.

Thank you for sharing with me your letter to Nick Johnson, and for enclosing the abstract of your dissertation. Maybe time will catch up with your views of 1960 perhaps in just a few more years?

With best regards.

Sincerely yours,

CG:kas

George Gerbner,
Professor of Communications
and Dean

EMERSON COLLEGE

100 BEACON STREET BOSTON, MA 02116
617 578-8500

7 April 1985

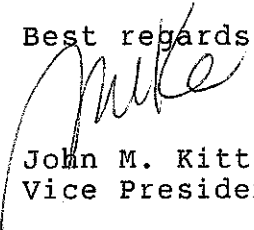
Dr. George Gerbner
Professor of Communications and Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19104

Dear George:

Many thanks for your congratulations and best wishes on my change of title. After all of those years of cursing academic veeps, it is something of a shock to be on the other side of the table. I've learned a lot from a lot of people (remember that time about 12 years ago when I interviewed you for Temple's "Committee on the Deanery"?), and I suspect that any success that I have in this job is owed to them.

You are already helping in a very practical way by sending me your letter about George Custen (for the Mass Communication chair) and Julia Dobrow. I'll make sure that it is fully considered by both of the faculty committees concerned.

Best regards,


John M. Kittross
Vice President for Academic Affairs and Provost

April 1, 1986

Dr. John M. Kittross
Vice President for Academic Affairs
and Provost
Emerson College
100 Beacon Street
Boston, MA 02116

Dear Mike:

First of all, let me send you heartfelt congratulations and best wishes for your new and well-deserved position of significant leadership in communications and higher education. Needless to say, I am very proud of you and eager to assist in any way I can.

Secondly, George Custen told me that he applied for the position of Chair, Division of Mass Communications and asked me to send you a letter of support which I am very pleased to do. George is an outstanding film scholar, a good teacher, and a lucid writer with original ideas. He has demonstrated his leadership and administrative abilities at Muhlenberg College. He has been active and visible in a number of national and international conferences, and a growing list of publications attests to his productivity.

Finally, George is a talented and trustworthy human being who relates well to other people as a colleague and a teacher.

If you need any further information, please write or call.

Again, congratulations and best wishes.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab