

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

3 October 92

Prof George Gerbner
c/o Fr Robert White
Gregoriana
Roma

Dear George,

A group of us, including Bob White, are meeting in London for (what you might call) a "luxury" brain storming session. I am pleased that ^{this} gives me an opportunity of sending you my introductory piece for the forthcoming issue of Media Development on 'Mass Media in the Face of Death'.

You will see that the article is heavily indebted to your work, especially to 'Death in Prime Time' (1980).

I was happy when you indicated there might be a possibility of updating your 1980 article - but understood when you told me a few days ago that this was not possible.

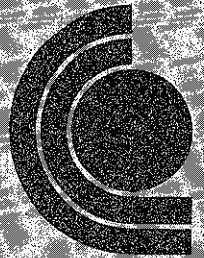
'Another time.' And I will take you up on this.

I hope you enjoy ancient Rome.
And many thanks for your continued interest in WACC and Media Development.

Yours very sincerely,

Mike

Michael Traber



President:
Rev Randy L. Naylor
General Secretary:
Rev Carlos A. Valle
357 Kennington Lane
London SE11 5QY
England

Telephone:
071-382 9139

Cables:
WACC London SE11

Télex:
8812669 WACC G

Fax:
071-735 0340

Registered charity
number: 296073

Registered office

August 26, 1993

Carol A. Taber
Group Publisher
Lang Communications
230 Park Avenue
New York, NY 10169

Dear Ms. Taber:

The enclosed material is also going to Ginny Pulos and Joan Aho Ryan. I think it includes material that will be useful to you.

After you have had a chance to look at it, let me have your reaction. We have mutual interests in ideas and action. If I can be of any further help in your speech, let me know.

I look forward to hearing from you and to discussing some strategic moves.

Sincerely yours,



George Gerbner
Professor and Dean Emeritus

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

To all the authors of
THE DEMOCRATISATION OF COMMUNICATION

2 February 1994

Strictly confidential.
Please direct any correspondence to:

**59 Gayton Road
Harrow HA1 2LU
United Kingdom**

Dear George,

All but one of the contributors to THE DEMOCRATISATION OF COMMUNICATION have agreed to write, for which I am very grateful.

This note is to let you know that the University of Wales Press, publisher of the book, will shortly be sending you the usual contract. It would be extremely helpful if you would sign and return it directly to UWP's Director, Ned Thomas, as soon as possible.

Just to remind you of the original request: Each author will write a chapter of a maximum of 7,500 words. It would be extremely helpful if manuscripts could be provided on Apple Mac/Microsoft-Word 5.1 disks. However, the alternative is top-quality typewritten copy, double-spaced on one side of the paper only.

The *timetable* is as follows:

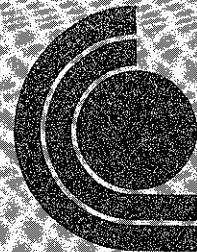
- Manuscripts to the editor by **1st November 1994**
- Text to UWP by 31 December 1994
- Proofs to authors by 1 March 1995
- Corrections and Revisions to Editor by 1 May 1995
- Publication by 1 October 1995

With all good wishes,

Yours sincerely,



Philip Lee
Editor



President:
Rev. Randy L. Naylor

General Secretary:
Rev. Carlos A. Valle

357 Kennington Lane
London SE11 5QY
England

Telephone:
(071) 582 9139

Cables:
WACC London SE11

Telex:
8812669 WACC G

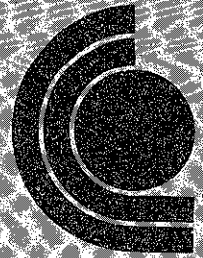
Fax:
(071) 735 0340

E-mail:
(GeoNet)
geo2.wacc
(Internet)
wacc@geo2.geonet.de
(GreenNet & InterNet)
wacc@gn.apc.org

Registered charity
number: 296073

Registered office

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION



President:
Rev. Randy L. Naylor
General Secretary:
Rev. Carlos A. Valle
**357 Kennington Lane
London SE11 5QY
England**

Telephone:
(071) 582 9139

Cables:
WACC London SE11

Telex:
8812669 WACC G

Fax:
(071) 735 0340

E-mail:
(GeoNet)
geo2:wacc
(Internet)
wacc@geo2.geonet.de
(GreenNet & InterNet)
wacc@gn.apc.org

22 July 1994

CONFIDENTIAL
For correspondence please use:
59 Gayton Road
Harrow HA1 2LU
United Kingdom

I am writing to all the co-conspirators in the book *The Democratisation of Communication* to remind you of the deadline, **1 November 1994**, by when I should receive the manuscript of your chapter.

It would help enormously if your text could be sent on computer disk generated on Apple Mac using Microsoft Word 5.1. I realise that this may be a problem for some, but if it is at all possible it will save an immense amount of time and effort. Alternatively, perhaps it would be possible to write the chapter on one system and have it transferred onto Apple Mac? Many thanks for doing whatever you can to assist.

Instead of issuing individual author's contracts, the University of Wales Press has asked that the publishing contract be between WACC and UWP. In this case, each author must assign publication rights to WACC.

When you send your manuscript, please include:

- a letter assigning WACC copyright for the purpose of the book;
- a ten-line summary of the biographical data you wish to appear in the book.

There is no need to respond to this letter, but I shall look forward to receiving from you your contribution on or before the deadline.

With all good wishes and, once again, many thanks.

Yours sincerely,

Philip Lee

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

Prof. George Gerbner
The Anneberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104
U.S.A.

5 October 1993

Rep Yes
11/1/93

Strictly confidential. Please reply to:

**59 Gayton Road
Harrow HA1 2LU
United Kingdom**

Dear George,

The General Secretary of WACC, Carlos A. Valle, has asked me to prepare and edit a book to mark Michael Traber's retirement in 1995. We have decided that the book should reflect Mike's lifelong interests and concerns in the field of communication, with contributions by leading scholars whose work he values and admires. The University of Wales Press has agreed to publish the volume in time for WACC's international Congress, which will take place in Mexico, 7-11 October 1995.

We would like to present the book to Mike Traber at Congress '95, and in order to keep the enterprise a secret, I would like to ask you to communicate with me on this matter using my home address (above). It is also imperative that you do not mention the project to anyone not involved in it and, least of all, to Mike himself.

In consultation, we have chosen the theme of democratisation as one that includes the main strands of Mike's interests, as well as the major areas of importance in global communications today. A rationale and outline are set out in the enclosed document, which also lists the authors proposed for each chapter.

WACC will pay each author an honorarium of £150 (US\$225) for his/her contribution.

Each author will be asked to write a chapter of a maximum of 7,500 words and, in order to avoid overlap, to focus on a particular area of the debate. It would be extremely helpful if manuscripts could be provided on AppleMac/MS-Word 5.1 disks (although typewritten copy, double-spaced on one side of the paper only, is also acceptable).

The *timetable* for the book is as follows:

- Manuscripts to the Editor by 1st November 1994
- Text to UWP by 31 December 1994
- Proofs to Authors by 1 March 1995
- Corrections and Revisions to Editor by 1 May 1995
- Publication by 1 October 1995



President
Rev. Randy L. Naylor

General Secretary
Rev. Carlos A. Valle

357 Kennington Lane
London SE11 5QY
England

Telephone:
(071) 582 9139

Cables:
WACC London SE11

Telex:
8812669 WACC G

Fax:
(071) 735 0340

E-mail:
(GeoNet)
geo2:wacc
(Internet)
wacc@geo2.geonet.de
(GreenNet & InterNet)
wacc@gn.apc.org

Registered charity
number: 296073

Registered office

On behalf of the General Secretary, I would like to invite you to contribute a chapter to this book project, both as a friend and colleague of Michael Traber and as a measure of support for WACC's own endeavours in the field of mass communications and human values.

I shall look forward to hearing from you in the hope that you will be able to accept this invitation.

With all good wishes,

Yours sincerely,

A handwritten signature in cursive script, appearing to read "Philip".

Philip Lee

**World Association for Christian Communication
357 Kennington Lane
London SE11 5QY, United Kingdom.**

Tel: (71) 582 9139 Fax: (71) 735 0340

E-mail: (GREENNET) gn:wacc (GREENNET INTERNET) wacc@gn.apc.org

Date: 11 November 1994

To: Professor George Gerbner

FAX: 010 1 215 898 2024

From: Philip Lee

Dear Professor Gerbner,

The Democratisation of Culture

I am faxing you this brief reminder about your chapter for the above book, the initial deadline for which was 1 November. Three colleagues have already requested a few days grace, but I would be grateful to learn when I can expect the remaining contributions.

May I ask you to fax me your response, using coded language. Please refer to your contribution and not to MT or to the book's title. I can only repeat that it would be immensely helpful if you can send the chapter on a 3.5" disk, preferably using the Apple Mac system, and preferably using Microsoft Word. [I definitely cannot cope with IBM 5" floppy disks!]. However, it is sometimes possible to convert non-Word disks into Word format. The alternative to this method is a good quality, double-spaced print-out in fairly large type [which I can screen onto the Apple Mac].

Please also remember to enclose a letter assigning WACC copyright for the purpose of the book and a ten-line summary of the biographical data you wish to appear in the book.

I shall look forward to your reply. In the meantime, all best wishes and thanks.

Yours sincerely,



World Association for Christian Communication
357 Kennington Lane
London SE11 5QY, United Kingdom.

Tel: (71) 582 9139 Fax: (71) 735 0340

E-mail: (GREENNET) gn:wacc (GREENNET INTERNET) wacc@gn.apc.org

Date: 1 December 1994

To: Professor GEORGE GERBNER

FAX: 010 1-215 898 2024

From: Philip Lee

Dear Professor Gerbner,

I am concerned that my earlier fax to you regarding your contribution to the book on 'The Democratisation of Communication' may not have reached you. At least, knowing how busy you are, I cannot delay sending a second message in case the first was lost.

I am hoping that your chapter will be ready before the end of the year and that I can look forward to it as a kind of New Year present. Most of the other contributions are either in or are on their way. I regard your contribution as extremely important and do not wish to forego the opportunity of including it!

Please let me know the current state of play. I can afford to wait until the New Year, provided that I know it is in the pipeline.

With many thanks and very best wishes as always.

12/5/94

Philip Lee

Dear Philip -

I will send chapter by New Year

George

Sent 1/4/95

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

August 21, 1995

To all the contributors to DEMOCRATISATION AND COMMUNICATION

CONFIDENTIAL

I am enclosing WACC's payment for the chapter you contributed to the book marking Michael Traber's retirement from WACC.

Once again many thanks for taking the time to write what I believe to be excellent contributions. The University of Wales Press is on schedule to publish the book in early Autumn. It will be formally presented to Mike at WACC's Congress in Mexico, 7-11 October - until which time, please keep the secret a little longer!

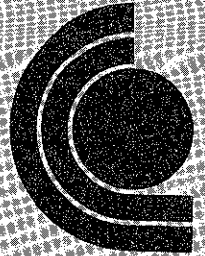
I shall, of course, ensure that you receive a copy of the book as soon as possible.

With warmest good wishes,

Yours sincerely,



Philip Lee



President:
Rev. Randy L. Naylor
General Secretary:
Rev. Carlos A. Valle
357 Kennington Lane
London SE11 5QY
England

Telephone:
0171 582 9139

Cables:
WACC London SE11

Telex:
8812669 WACC G

Fax:
0171 735 0340

Email:
(Geonet)
geo2.wacc
(Internet)
wacc@geo2-geonet.de
(GreenNet & InterNet)
wacc@gn.apc.org

Registered charity
number: 296073

Registered office
at above address