

3/13/97

Dear Cliff:

I don't remember what  
the conclusion of our  
telephone conversation  
was. As I recall, I have  
no institutional support  
for travel, and don't  
know if your budget  
include travel support.  
If it does, please call  
fax, or e-mail ASAP  
while the time is available  
for me to attend. (Perhaps  
best to let me know in  
my care.

Best —

Geoff

(I/We (No.     ) will attend: if possible (see over)  
complementary

     Reception and dinner Friday evening [~~\$24.00~~]

     campus tour Saturday, 10:00 - 11:00 a.m.

     visit to Allerton Park Saturday, 9:00 a.m. - 1:00 p.m.

     Saturday afternoon reception, 3:00 p.m.

     Reception and dinner Saturday evening [~~\$24.00~~]  
complementary

Enclosed is a check for meals \$     

Please make lodging reservations at the Illini Union for: # of people     

Rates: 1 person \$58+tax      single room      double room

     2 people \$66+tax      triple room      quad room

     3 people \$74+tax April 4      and April 5     

     4 people \$82+tax

     I will make my own arrangements for lodging

     Sorry, I cannot attend.

GEORGE GERBNER

Name(s) of persons attending (please print)

234 GOLF VIEW RD, Ardmore Pa  
19003

610 642 3061 FGSC@ASC.UPENN.EDU

Address, phone, e-mail

[94] From: Cliff Christians <cchrstns@uiuc.edu> at SMTP-po 3/21/97 12:05AM (1202 bytes: 21 ln)  
To: fgg at POST1  
Subject: April 4 and 5

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from ux1.cso.uiuc.edu  
From cchrstns@uiuc.edu  
X-Envelope-From: cchrstns@uiuc.edu  
Received: from ux1.cso.uiuc.edu (hurricane.comm.uiuc.edu [128.174.206.5])  
by ux1.cso.uiuc.edu (8.8.5/8.8.5) with SMTP id WAA18635  
for <FGG@ASC.UPENN.EDU>; Thu, 20 Mar 1997 22:58:40 -0600 (CST)  
Date: Thu, 20 Mar 1997 22:58:40 -0600 (CST)  
Message-Id: <3.0.16.19970320225851.085797ba@staff.uiuc.edu>  
X-Sender: cchrstns@staff.uiuc.edu (Unverified)  
X-Mailer: Windows Eudora Pro Version 3.0 (16)  
To: FGG@ASC.UPENN.EDU  
From: Cliff Christians <cchrstns@uiuc.edu>  
Subject: April 4 and 5  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

Dear George: If you can attend April 4 and 5, we can send a plane ticket, reserve a room for those nights, and provide complimentary dinners both nights. It would be great to have you here. On Friday night is Tom Gubacks retirement. Please plan on 6-7 minutes of remarks about the state of the field and political economy/Guback's role in it. Cliff

Ap 4 - Friday - arrive before  
6

leave Sun am

AA 12:52 - chic 2:23  
Am eagle - 2:55 - 3:55 ←  
~~AA - 12:40 - chic - 2:30~~  
~~2:40 - 4:00~~

Return AA - 6:35 → 7:40 - 8:35 → 11:24  
7 day adv @ 5:08 RT  
AA - RFF 4.58.98

2  
Alcohol, Tobacco and Illicit Drugs in Entertainment  
Television, Commercials, News, "Reality Shows", Movies, and  
Music Channels ¶

¶  
March 20, 1997 ¶

¶  
by ¶

¶  
George Gerbner and Nejat Ozyegin ¶

¶  
Research assistance by Brian Linson, Jennifer Luk, and  
Mariaelena Bartesaghi ¶

¶  
A study of the Cultural Indicators (CI) research project. ¶

¶  
Supported by the Robert Wood Johnson Foundation. ¶

¶  
HIGHLIGHTS ¶

→ Alcohol, tobacco or illicit drugs (ATID) are present in  
7 out of 10 prime time network dramatic programs, 38 of the

[102] From: Cliff Christians <cchrstns@uiuc.edu> at SMTP-po 3/21/97 12:05AM (120  
2 bytes: 21 ln)  
To: fgg at POST1  
Subject: April 4 and 5

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from ux1.cso.uiuc.edu  
From cchrstns@uiuc.edu  
X-Envelope-From: cchrstns@uiuc.edu  
Received: from ux1.cso.uiuc.edu (hurricane.comm.uiuc.edu [128.174.206.5])  
by ux1.cso.uiuc.edu (8.8.5/8.8.5) with SMTP id WAA18635  
for <FGG@ASC.UPENN.EDU>; Thu, 20 Mar 1997 22:58:40 -0600 (CST)  
Date: Thu, 20 Mar 1997 22:58:40 -0600 (CST)  
Message-Id: <3.0.16.19970320225851.085797ba@staff.uiuc.edu>  
X-Sender: cchrstns@staff.uiuc.edu (Unverified)  
X-Mailer: Windows Eudora Pro Version 3.0 (16)  
To: FGG@ASC.UPENN.EDU  
From: Cliff Christians <cchrstns@uiuc.edu>  
Subject: April 4 and 5  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

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reserve a room for those nights, and provide complimentary dinners both  
nights. It would be great to have you here. On Friday night is Tom Gubacks  
retirement. Please plan on 6-7 minutes of remarks about the state of the  
field and political economy/Guback's role in it. Cliff

indefensible; to use the criteria for typical adult samples with children and adolescents would end up with an unusable sample of mostly heavy viewers. Variations in question wording, response options, coding, and the age of the sample all produce different distributions, and mean that the number of actual hours reported is less relevant.

The whole point of categorization is to illustrate the nature of the relationship, including baselines, in ways that correlational statistics cannot reveal (an argument made by Potter, 1991b); but more sophisticated multivariate techniques that are applied to the data in continuous form are almost always included as well. It is important to examine the data both ways because, strictly speaking, correlations should *not* be used with television viewing in the first place; even though it is measured as a ratio-level variable, it is usually not distributed normally.

Assumptions of normalcy are routinely violated in agreed-upon ways in social science, of course. Yet, after he repeatedly chastises cultivation researchers for sometimes dividing the sample into light, medium, and heavy viewers, Potter tosses out (but does not pursue) the observation that his viewing measure "would probably be better treated as a categorical variable from a statistical point of view because the distributions do not meet the assumptions of normalcy" (p. 574). Examination of grouped patterns and more rigorous multivariate analysis of continuous data each has definite advantages and disadvantages; each clarifies some issues and obscures others. That is why studies by Cultural Indicators researchers so often use *both* sorts of analyses. Potter (1994, p. 27) seems to believe that correlations are typically computed with the trichotomized, 3-value exposure measure, which would indeed be a problem if it were true, but it isn't.

Beyond the methodological problems noted above, the key conceptual problem with Potter's argument (and in some ways, Hirsch's) stems from trying to read a level of specificity and precision into the viewing measures that they cannot possibly sustain. His conclusions might be convincing if viewing were measured extremely accurately; his manipulations assume that measures of viewing are perfectly reliable, with no error variance whatsoever. Of course this is an unwarranted assumption.

Volgy and Schwartz (1980) noted that many of their "medium" viewers (determined by the number of hours of viewing reported) also indicated watching a lot of specific programs; they suggested that this group may include both "real" medium and many "real" heavy viewers. Cultural Indicators' analyses of a 1979

[106] From: Cliff Christians <cchrstns@uiuc.edu> at SMTP-po 3/24/97 12:20PM (156  
0 bytes: 35 ln)  
To: fgg at POST1  
Subject: UIUC visit

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from ux1.cso.uiuc.edu  
From cchrstns@uiuc.edu  
X-Envelope-From: cchrstns@uiuc.edu  
Received: from ux1.cso.uiuc.edu (hurricane.comm.uiuc.edu [128.174.206.5])  
by ux1.cso.uiuc.edu (8.8.5/8.8.5) with SMTP id LAA12069  
for <fgg@asc.upenn.edu>; Mon, 24 Mar 1997 11:12:39 -0600 (CST)  
Date: Mon, 24 Mar 1997 11:12:39 -0600 (CST)  
Message-Id: <3.0.16.19970324111309.193775b4@staff.uiuc.edu>  
X-Sender: cchrstns@staff.uiuc.edu  
X-Mailer: Windows Eudora Pro Version 3.0 (16)  
To: fgg@asc.upenn.edu  
From: Cliff Christians <cchrstns@uiuc.edu>  
Subject: UIUC visit  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

George: Wonderful you're including us. Important for our 50th and for  
Guback. Do you want to arrange your tickets and be reimbursed, or should we  
arrange them here? You'll be staying at the Illini Union. A van will  
leave at 6:45 p.m. on Friday night for the Guback dinner from the Union,  
and also on Saturday night at 6:45 for the 50th anniversary dinner. Let us  
know about the air arrangements that are best for you. Cliff

>  
>>From: fgg@asc.upenn.edu  
>>X-PH: V4.4a@postoffice.cso.uiuc.edu  
>>Date: Thu, 20 Mar 97 23:18:31 edt  
>>Encoding: 2 Text  
>>To: Cliff Christians <cchrstns@uiuc.edu>  
>>Subject: April 4 and 5

>>  
>> Dear Cliff: Thanks. I am delighted to be able to go and  
>> participate. George.

>>  
>>  
>>

elaborated below), they were in effect claiming they found evidence for first-order cultivation but not for second-order.

Yet, they did not present the within-neighborhood correlations for these 14 other items, nor were any other controls implemented. Therefore, not much can be said about the results for these "factual" items except for one very important thing: they go sharply *against* the most-often cited version of this study's findings, even using the authors' own criterion of the averaged correlations. (It should also be noted that this study took place in Toronto, Canada, so its relevance to the US is uncertain.) In sum, whatever this intriguing and innovative study *did* show, it should be clear that it did *not* demonstrate that neighborhood crime rates render cultivation patterns spurious.

#### Measurement Artifacts

One other study from the 1970's needs to be mentioned, because it points to some methodological problems that have plagued more recent efforts. Fox and Philliber (1978) examined how television viewing contributed to perceptions of affluence in a sample of 595 adults in greater Cincinnati. The rationale was that since television over-represents wealth and high status occupations, heavy viewers could be expected to overestimate the degree of affluence in society.

Respondents answered open-ended questions asking "how many Americans out of 100" own a luxury car, belong to a country club, can afford a built-in swimming pool, and so on. Heavy viewers gave higher estimates of affluence, but the association was eliminated by social status controls, especially education. Perceptions of the veracity of television (perceived realism) had little to do with this relationship. Fox and Philliber concluded that, with social class taken into account, television does not influence perceptions of affluence.

There are two problems, however, which call their data into question. First, they measured amount of viewing by asking, "On the average, how many evenings a week do you watch TV at least one hour?" (p. 107). This is, it should be obvious, a very weak measure, if only because it provides no way to differentiate between "regular" and "heavy" viewers. Someone who watches four hours a night, six days a week, would be classified as a medium viewer, while someone who watches one hour every night would be classified as heavy.

From: fgg at post1 3/24/97 10:05PM  
To: Cliff Christians <cchrstns@uiuc.edu> at SMTP-po  
Subject: UIUC visit

----- Message Contents -----

Cliff - thanks for schedule. It might be simplest if I make travel arrangements here and get reimbursed, unless you prefer to do it yourself. Please let me know. And a favor: please send me a bio or CV of Tom - e-mail or fax (610 642 3061). Thanks. George.

L: 8 C: 61 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

More troubling is the nature of their dependent variables, which were based on open-ended percentages. The items are clearly reliable; they produce a Cronbach's alpha of .85. But the *validity* of this index is dubious. Unpublished Cultural Indicators documents, describing data from a telephone survey of 355 adults in Philadelphia conducted in 1978, determined that to ask people such open-ended percentage questions is to ask for trouble. Respondents were asked what proportion of the population are children, elderly, non-whites, teachers, women, police, judges, and professionals, as well as what percent of the population fit into each of four income categories (a total of 12 items).

The resulting matrix of 66 correlations revealed a striking pattern: all of the coefficients were positive, sizable (more than 50 exceeded .30), and only three were not significant. If people were responding in a valid way to the manifest content of these items, then few of them would be related. Yet, estimates of the percentage of the population comprised of "teachers" and "police" correlated at .71, and estimates of "children" and "judges" correlated at .42. Even the correlation between estimates of the percent in the lowest and highest income levels was .36.

There is only one reason why all of these distinct estimates are so related: that is, they simply tap a tendency to give consistently high (or low) responses to open-ended percentage items. (And they do so quite reliably; the alpha for these 12 items was .87 -- even higher than Fox & Philliber's). These kinds of measures, then, seem to reflect little more than the systematic tendency to exaggerate proportions that are elicited by open-ended questions without baselines. People with less education respond with higher percentages across-the-board; so do heavy viewers. It is therefore quite reasonable (and unremarkable) that controlling for education eliminated the relationship of such variables with amount of viewing.

The relationship -- and the explanation of spuriousness -- therefore applies to the tendency to answer with high percentages, and *not* necessarily to perceptions of affluence. This artifact might have been apparent if Fox and Philliber had *also* asked about how many Americans out of 100 are on welfare, receive food stamps, can't pay the rent, and so on. Indeed, Shrum, O'Guinn, Semenik, and Faber (1991) found that viewing was positively related both to estimates of the percentage of Americans who are millionaires *and* to estimates of the percentage who earn less than \$15,000 a year.

From: fgg at post1 3/25/97 11:30AM  
To: Cliff Christians <cchrstns@uiuc.edu> at SMTP-po  
Subject: UIUC visit

----- Message Contents -----

Dear Cliff: I now have a reservation for AA arriving Champaign at 3:55 Friday Ap 4, and returning Sunday morning. The rt ticket with senior discount and 7-day advance purchase costs \$458.92, must be confirmed by tomorrow (Wed.) morning, non-refundable. Please confirm arrangement and let me know if I should put it on my credit card, or perhaps call your travel agent to make arrangements. George

Call havi! Or Cliff

L: 11 C: 55 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

## EIGHTH MEETING

- (1) Discuss M/S Chapter 10 (see above).
- (2) Report final project proposal; critique reports.

## FOR THE NINTH MEETING

- (1) Read M/S Chapter 7, "Media Influence and the Political World." Prepare to discuss in terms of cultivation analysis.
- (2) Review "Cultivation Analysis" section in "Cultural Indicators: The Third Voice." Compare to "effects analysis."
- (3) Conduct a cultivation analysis exercise of 10 questions; prepare to present 3-minute oral report and one-page written report.

## NINTH MEETING

- (1) Conclude reports of final project proposals and critiques, as needed.
- (2) Discuss cultivation analysis (in M/S Chapter 7 and "Cultural Indicators: The Third Voice.")
- (2) Report cultivation analysis exercise; turn in written report.

## FOR TENTH MEETING

- (1) Read M/S Chapter 8, "Active Audiences and the Construction of Meaning." Prepare critical discussion.
- (2) Conclude or revise cultivation analysis exercise, as needed.
- (3) Set up schedule of final oral reports.

## TENTH MEETING

- (1) Discuss M/S Chapter 8, relate to cultivation exercise.
- (2) Begin final reports, questions; practice critiques (see PRCP).

APRIL 21 - NO CLASS; USE TIME TO PREPARE FINAL REPORTS

## ELEVENTH AND SUBSEQUENT MEETINGS

Final oral reports, critiques, review of course. All final written project reports are due in last class, May 5.

Message-Id: <3.0.16.19970326081411.2c671b78@staff.uiuc.edu>  
X-Sender: cchrstns@staff.uiuc.edu (Unverified)  
X-Mailer: Windows Eudora Pro Version 3.0 (16)  
To: fgg@asc.upenn.edu  
From: Cliff Christians <cchrstns@uiuc.edu>  
Subject: April 4 and 5  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

Dear George: I was in Chicago yesterday. Sorry I'm not getting back until now. The flight arrangements look good. We'll have someone at the airport on Friday p.m. to pick you up. A van will leave the Union at 6:45 for the dinner. For the ticket, it's up to you. It's getting late, so perhaps you want to carry it on your credit card for now. If you wish us to arrange it here, please call Diane Tipps in our office (217-333-1549) and she can take care of it. We'll put Tom's Vita on Fax. Cliff

Window: 13 - 36 Lines: 28 Edit: ↑ ↓ → Help: F1 End: ENTER

*Communications Technology and Social Policy.* With Larry P. Gross and William H. Melody (Eds.) New York: John Wiley & Sons, 1973.

*The Analysis of Communications Content: Developments in Scientific Theories and Computer Techniques.* With Ole R. Holsti, Klaus Krippendorff, William J. Paisley, and Phillip Stone (Eds.) New York: John Wiley & Sons, 1969.

**Papers, reports, articles, chapters**

"The Invasion of the Story Sellers." Foreword to Roy F. Fox, *Harvesting Minds; How TV Commercials Control Kids.* Preager, in press.

"Gender and Age in Prime Time Television." In Diana Adile Krischner and Sam Kirschner (Eds.) *Media Psychology,* American Psychological Association, in press.

"Media, Violence and Health." *New Jersey Medicine,* In press.

"TV Violence and What to Do About It." *Nieman Reports,* Fall 1996, pp. 10-12.

"Fred Rogers and the Significance of Story." In Mark Collins and Margaret Mary Kimmel (Eds.) *Mister Rogers' Neighborhood: Children, Television and Fred Rogers.* University of Pittsburgh Press, 1996.

"Why the Cultural Environment Movement?" *Culturelink,* Aug. 1996.

"Chairman Znaimer's 'Sensual Pagan Torrent.'" (Review-essay) *Canadian Journal of Communication,* 1996.

"Terrorism: a Word for All Seasons." *Peace Review,* Fall 1995. 7:/3/4, pp. 313-319.

"The Cultural Frontier: Repression, Violence, and the Liberating Alternative." In Philip Lee (ed.), *The Democratization of Communication.* The University of Wales Press, 1995.

"Cameras on Trial: The O.J. Simpson Show Turns the Tide." *Journal of Broadcasting and Electronic Media,* Fall 1995.

"Casting And Fate; Women and Minorities on Television Drama, Game Shows, and News." In Ed Hollander, Coen van der Linden, and Paul Rutten (Eds.), *Communication, Culture, and Community.* The Netherlands: Bohn Stafleu van Loghum, 1995.

[105] From: Cliff Christians <cchrstns@uiuc.edu> at SMTP-po 4/1/97 3:57PM (1570 bytes: 31 ln)  
To: fgg at POST1  
Subject: Guback's committee

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from ux1.cso.uiuc.edu  
From cchrstns@uiuc.edu  
X-Envelope-From: cchrstns@uiuc.edu  
Received: from ux1.cso.uiuc.edu (hurricane.comm.uiuc.edu [128.174.206.5])  
by ux1.cso.uiuc.edu (8.8.5/8.8.5) with SMTP id OAA02436  
for <fgg@asc.upenn.edu>; Tue, 1 Apr 1997 14:49:17 -0600 (CST)  
Date: Tue, 1 Apr 1997 14:49:17 -0600 (CST)  
Message-Id: <3.0.16.19970401145026.190f5358@staff.uiuc.edu>  
X-Sender: cchrstns@staff.uiuc.edu  
X-Mailer: Windows Eudora Pro Version 3.0 (16)  
To: fgg@asc.upenn.edu  
From: Cliff Christians <cchrstns@uiuc.edu>  
Subject: Guback's committee  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

Dear George: Re Tom Guback's dissertation committee: Dallas Smythe (chair), you, Howard Maclay, Joe Gusfield, Jay Jensen. It was officially granted June 1964.

Title: "The Film Industry in Post-War Western Europe: The Role of Euro-American Interaction in the Shaping of Economic Structures and Operations." It was published as a book by the University of Indiana Press, 1969: The International Film Industry: Western Europe and America Since 1945. It was translated into Spanish as La Industria Internacional del Cine (in two volumes, 1980), Madrid: Editorial Fundamentos.

Thanks for thinking of this question! Having a member of his committee there will be an even more special treat.

Cliff Christians

accompanying Figures and Tables show the proportion of media representations of each of these groups compared to their percentage share of the real-life population. With full proportionate representation, the bars would reach the top line of 100 percent.

George Gerbner, is dean emeritus of the Annenberg School for Communication, University of Pennsylvania, and director of the Cultural Indicators project, whose Violence Index 30 years ago put the issue of television violence on the national agenda. Gerbner is also founder and president of the Cultural Environment Movement, an international coalition of more than 150 organizations, dedicated to fairness, equity, and diversity in media. Nejat Ozyegin is research director in charge of Cultural Indicators research on which the Diversity Index is based. For more information call 215 387 5303, or fax 215 387 1560, or send e-mail to [CEM@libertynet.org](mailto:CEM@libertynet.org), or write to CEM, University City Science Center, 3508 Market Street, Philadelphia, PA 19104-6220

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

April 6, 1997

Clifford Christians  
Director  
Institute of Communications Research  
University of Illinois  
Armory Bldg, 505 E. Armory Ave.  
Champaign, ILL 61820

Dear Cliff:

Congratulations for the superb initiative and organizing task of the past two days. I am grateful for the opportunity to participate in them, and for the kind hospitality.

My expenses:

|                      |             |
|----------------------|-------------|
| Air fare             | \$440.98    |
| Local transportation | 17.00       |
| Meals at airports    | <u>5.00</u> |
| <hr/> Total:         | \$ 462.96   |

With best regards.

Sincerely yours,

George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania

Home Office  
**234 Golf View Road  
Ardmore, PA 19003**  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

University of Illinois  
at Urbana-Champaign

Institute of  
Communications Research

222B Armory Building  
505 East Armory Avenue  
Champaign, IL 61820-6295  
USA

College of Communications

217 333-1549  
217 244-7695 fax  
5101011969 telex  
UI TELCOM URUD  
icr@uiuc.edu e-mail  
<http://www.uiuc.edu/providers/comm WWW>

April 14, 1997

Dr. George Gerbner  
University City  
Science Center - One East  
3624 Market Street  
Philadelphia, PA 19104

Dear George:

Thanks so much for your kind letter. We've initiated the payment process for your expenses.

Your visit was a highlight of the weekend. Your words are always well crafted and penetrating, but had special meaning because of your long history with Tom Guback and ICR. You faithfully attended each event and stayed late. Several students, faculty, and alumni noted to me with awe and pleasure that they had talked with you. You are better known and more influential today than Schramm was in his -- and obviously the communications world now is 100 times more complicated!

Your stature, combined with your loyalty and generosity toward us, have made lasting memories. I was most inspired and invigorated by your visit, and could not possibly be more grateful.

Warm greetings from all your colleagues here and our best wishes in your travels and writing and leadership in the days ahead.

Sincerely,



Clifford Christians  
Research Professor of Communications  
Director

CC/as

University of Illinois  
at Urbana-Champaign

Institute of  
Communications Research

222B Armory Building  
505 East Armory Avenue  
Champaign, IL 61820-6295  
USA

CHRISTIANS  
College of Communications

217 333-1549  
217 244-7695 fax  
5101011969 telex  
UI TELCOM URUD  
icr@uiuc.edu e-mail  
<http://www.uiuc.edu/providers/comm WWW>

February 17, 1997

*No contact w/ Dr. Gerbner. Just no answer  
called home (phone book) 244 1416*

Dr. George Gerbner  
Professor and Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Philadelphia, PA 19104

*Wan leaving  
10 6:45*

Dear George:

We're issuing this special invitation to our former faculty, hoping like ever you'll be able to come.

April 4 and 5, 1997 is ICR's Fiftieth Anniversary Celebration. On April 24, 1947 the Institute was born officially, and the faculty has been central to our history since that time. If you can join us, we'll be able to acknowledge personally your many contributions to our tradition.

Here's the schedule as we've organized it so far:

|                  |  |
|------------------|--|
| Friday April 4   | 8:00 p.m. Thomas Guback Retirement Dinner. Jumer's Urbana. Reception preceding at 7:00 p.m. Janet Wasko (Ph.D. 1980) speaker.  |
| Saturday April 5 | Morning: Campus tour and trip to Allerton<br>3:00 p.m. Campus reception hosted by ICR faculty and students<br>7:00 p.m. Reception. 8:00 p.m. Dinner. Krannert Art Museum. James Carey speaker. |

If you can attend both dinners, we would be most pleased. However, Saturday evening will be the best time to introduce you. We'll provide a room at the Illini Union on the 4th and 5th, and tickets to the dinners.

The good memories remain of your productive years here and your substantial contribution to our 40th Anniversary. It would be especially enjoyable to have you back.

I trust all is well. Keep hearing good news of all you're accomplishing at Texas. Impressive.

Sincerely,



Clifford Christians  
Director

CC/as

Jan 1956  
Pres. DS  
Member

Uninvited  
1964 - Doc  
Cm

Nervous -  
P. words  
Production  
in folkloric  
or organ cultural  
Michael  
Pioneer  
every Econ  
Part

7 joined in 56 -  
43 years ago  
Don in class -  
KAC Cm 64 -

35 year ago  
Recruited by DS  
Nervous - R  
35-40 yrs  
Und DS - who recruits  
mentor - Wone left -  
Uninvited  
Production  
Field Econ  
Part Econ

Invited to DS  
Contributing Cm Under  
Capitalism - deserves  
recog to leading an  
engaged life with  
public support but  
what are beliefs, fears  
that the left - one work

7 joined in M  
1956 - record & tonight  
Person, Denver on 12/27/78  
Recruited by Dallas  
Sample - HISTORIAN - advisor  
Glad - nervous  
P - word - word  
to a more program level  
stage - collect retirement  
pay plus royalties etc. Perhaps

Cm Res in emerging  
most major - PROFIT  
Tom one of the pioneers -  
PROFIT & economy -  
Contributor - 20 Books  
not - fit & each position  
Books -  
Contributing Cm  
Under Capitalism  
Fred Siegel

DS + 15 YR TO COMM

## Gubner talk

Glad to be here - copies of some movies  
Placed them for you - are not much a  
error - but related, then

More in common - Dallas Guy Re

DS reminded me to be not, was my mentor &  
role model. But it's a great job -  
very productive & yes - base

Doc comm. film industry - leading exp.

Compart's for all

But is yet to come.

27th Nov joined her  
Doc comm 1964 - 33 years ago  
Home Maker, Joe Siskela, Jay Jensen

Empire - Polit Economy - production -

DS Howard - VDC - 1996

edited DS work -

TV history - word work sample Int FC  
word comm, MMACC, Doc

A

Cosmic Shows +

Nervous -  
4B to wife  
Clay - bathroom  
35 YAS -  
Cynthia

teaching. Confus  
Producing  
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Grange

Travis DS

CONT CONT COCHM  
Virus Copulation

Reserve - easy  
Reading on  
engaged life  
w/o ability  
Pest is yet to come  
TOAST