

September 13, 1964

Mr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Penna.

Dear George:

It's early, but for various reasons I've got to get the date set right away for my New York trip. My choice is New York the week between November 8 and 15, and return by Philadelphia for a day or two, provided you still want me to come. This would be Monday the 16th and/or 17th. An alternative is to stop by Philadelphia Friday the 6th; a second alternative is New York the week of the 16th-22d, and Philadelphia the 23d and/or 24th, although I prefer the earlier week.

Another thing, provided you're still interested. In our casual conversations about the visit, you suggested I take travel expenses out of my \$250 research grant. But it's much to my advantage to have you pay the travel, because any consultant's fee is ~~taxed~~ taxed, while travel expenses aren't.

About this fee thing: standard fees other librarians get are the same as in business -- travel and other expenses plus \$100 a day. Naturally, I'd be delighted with this. However, I'm not sure I'd be worth it to you. This is not humility; it's simply that I'm not sure how much help I can be if the status quo is fairly well jelled or if the main library isn't cooperative. ~~Fix it or not~~ ~~fix it or not~~ In that case I'd settle for travel and any other expenses; I'm sure I'd be of that much use.

One way or another, please let me know within the next few days. I'm waiting to hear from you to fix the New York date, and my main contact ~~in the~~ there wants to know right away so he can make arrangements for me to see people.

I hope it can all be worked out. I'd like very much to see your set-up and you and the other Illinois people. Tell Ilona, Klaus, the Feldmans and the Shackelfords hello. We miss you.

Best wishes,

Eleanor

Eleanor Blum

September 16, 1964

Dr. Eleanor Blum
Librarian
College of Journalism and Communications
University of Illinois
Urbana, Illinois 61803

Dear Eleanor:

We would like to invite you to visit on the day of your choice, preferably on (or including) a Tuesday, which can be November 17th.

Your schedule would include (1) a meeting with our librarian, Mr. Harold J. Friedman, (2) meeting with our faculty Library Committee which will be considering long-range policy for the Communications library, and (3) a talk to our Communications Colloquium (which includes all 75 students) on problems of a communications library, or what the well-educated graduate student in communications ought to read and where to find it (plug for your Sources for Reference), or any other topic you think might be interesting and useful. The meeting is Tuesday at 2:00 p.m.

We can pay an honorarium of \$100 plus travel and expenses from New York. If you can get here on Tuesday about 10:00 am., we can arrange the rest of your schedule and get you out by about 4:00 p.m. You are, of course, welcome to come the day before and stay here overnight.

Please let me know if this is agreeable, the date and time of your arrival, and the subject and title of your talk, if you care to give a talk (which I hope you do).

We live here in a whirlwind and like it. Please give our regards to Ted, Howard MacLay, and anybody else who might care.

Sincerely yours,

GG:jem



Dear George:

Tuesday November 17th will be fine. I haven't investigated schedules yet; when I do I'll let you know when I'll arrive, but in any case by ten o'clock I'll be around and ready for action.

A favor, please. In order to plan my talk I'd like to know something about the curriculum and the student body. A brochure would tell me about the curriculum, I imagine, and as for the ~~student body~~ students -- is it purely graduate work, or have you some undergraduates? Are most of the graduates working on Masters or doctorates?

I'm really looking forward to coming.

Cordially,

A handwritten signature in cursive script that reads "Eleanor".

Eleanor Blum

September 25, 1964

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

*The Annenberg School
of Communications*

GEORGE GERBNER, Dean

September 30, 1964

Dr. Eleanor Blum
Librarian
College of Journalism and
Communications
University of Illinois
Urbana, Illinois 61803

and I hope you will

Dear Eleanor:

Enclosed is a list of our current courses. All our students are graduates, working for Masters in Communications. Your talk to the class is up to you, not a condition; do it only if you feel like it. In case you would prefer not to give a talk, the date could be either Monday, November 16 or Tuesday, November 17; if you are willing to give the talk, the class meets on Tuesdays. Let me know what you decide and your title as soon as possible.

We, too, are looking forward to your coming.

Sincerely yours, *humbly,*

George

GG:ls

George: How about "The Literature of Communications"? I'll be glad to talk; it will be good for me to organize some of my thoughts on this subject. And thanks for the course list. It gives me an idea how to gear things. So I'll see you on the 17th.

Eleanor

September 30, 1964

Dr. Eleanor Blum
Librarian
College of Journalism and
Communications
University of Illinois
Urbana, Illinois 61803

Dear Eleanor:

Enclosed is a list of our current courses. All our students are graduates, working for Masters in Communications. Your talk to the class is up to you, not a condition; do it only if you feel like it. In case you would prefer not to give a talk, the date could be either Monday, November 16 or Tuesday, November 17; if you are willing to give the talk, the class meets on Tuesdays. Let me know what you decide and your title as soon as possible.

We, too, are looking forward to your coming.

Sincerely yours,

GG:ls

Dear George;

I'm planning to come to Philadelphia from New York sometime Monday the 16th and would like to stay overnight. I'll arrive by train, which the travel agency here says is better than flight from New York, because of the business of getting to and from airports. So I'm not sure just when. I shall leave by a 6:10 ~~pm~~ p.m. flight on the 17th.

If you will let me know where I'm to stay I'm sure I can get myself out to the ~~University~~ university unless it's miles away. In any case, I'll appreciate it if you'll advise me where to go when I arrive. I'm leaving this Thursday for several days ^{Sunday} in Washington, and will arrive in NY ~~Monday~~ where I'm staying at Hotel Wentworth, 59 West 46th St. If you answer this right away it will reach me here before Thursday; if not, just send it to the Wentworth and ask them to hold it.

Sincerely,

Eleanor
Eleanor Blum

~~Thurs~~ October 31

*Reserve single room
at SMI*

November 2, 1964

Dr. Eleanor Blum
Librarian
College of Journalism and Communications
University of Illinois
Urbana, Illinois

Dear Dr. Blum:

This is to acknowledge your letter of October 31 regarding your stay in Philadelphia. A single room has been reserved for you at the Sheraton Motor Inn, 39th & Chestnut Sts. for Monday night, November 16. Your train stop in Philadelphia will be at 30th Street. The quickest way from the station to the hotel is by cab.

Dr. Gerbner will be expecting you Tuesday morning around 10:00 a.m. at The Annenberg School which is between 36th & 37th & Walnut Sts. and within walking distance.

Sincerely,

Angela Macchiaroli
Secretary

COLLEGE OF JOURNALISM AND COMMUNICATIONS

University of Illinois, Urbana, Illinois 61803

November 23, 1964

Mr. George Gerbner
College of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

I just want you to know how much I enjoyed my visit last Tuesday. I liked your students; they seemed so much interested. I hope we will be able to work out an arrangement for other talks other years.

The check arrived very promptly Saturday. Thank you.

Cordially,



Eleanor Blum, Librarian
Journalism and Communications
Library

EB/mn

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

*The Annenberg School
of Communications*

September 7, 1965

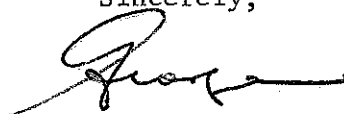
Dr. Eleanor Blum, Library
Department of Journalism and
Communications
University of Illinois
Urbana, Illinois

Dear Eleanor:

As you know, we're hoping for a repeat performance of your talk last year. So let us know when you plan to be in this part of the world.

Best regards to all.

Sincerely,



George Gerbner
Dean

1s George: I shall be delighted. Is the colloquium still Tuesday? If so, how about either the 18th or the ~~25th~~ 25th of October? Let me know your preference.

Cordially,



September 13, 1965

Dr. Eleanor Blum
Library
Department of Journalism and Communi-
cations
University of Illinois
Urbana, Illinois

Dear Eleanor:

Our Colloquium is now on Mondays (and, when more convenient, on Thursdays). Unfortunately, October 18 and 25 are taken and so is all of November. December 6 and 9 are possibilities. At any rate, let me know when you plan to be on the east coast and we will try to adjust our schedule accordingly, if possible, or if either of the December dates might be convenient for you.

With best regards.

Sincerely,

George Gerbner
Dean

lg

COLLEGE OF JOURNALISM AND COMMUNICATIONS

 University of Illinois, Urbana

September 30, 1965

Dear George:

How about either "Reference Materials
in ~~the Mass Media~~ Communications" or
"Research Materials in Communications"?

I understand about the \$100 plus expenses.
That's all okay. I'll let you know later
when I'll arrive.

Sincerely,

Glean

*Gleaner Bleum
Librarian*

Area code: 217--333-1000-main #.
Her dept. # is 333-2216

COLLEGE OF JOURNALISM AND COMMUNICATIONS

University of Illinois, Urbana, Illinois 61803

Dear George:

I have decided to come to Philadelphia via St. Petersburg, arriving around 12:30 on the 8th at the airport. I tell you this because you may need to let the hotel know when to expect me.

From Philadelphia I will go to New York. Is there any chance I could make the train which leaves the 30th St. station at 5:09? It's not too important, because there's also a 6:06 which I know I can make. However, as I recall, the station is very near and I thought it might be possible I could make a dash for it. What do you think?? I'd like to know so that I could tell my friend when to meet me.

Because I leave Friday the 3d for St. Petersburg you had perhaps better let me know there rather than ~~xxxxxx (Also what~~ here about my hotel reservation. Presumably it the same one as last year, but I've forgotten the name. I'd also appreciate your advice about which New York train. I certainly don't want to rush things in order to get the 5:09, but I can't seem to remember whether the colloquium lasts a full two hours, ~~xxxx~~ or whether the question period was only about half an hour. The only difference it makes to me is dinner in New York before the theatre that night, as I can do if I catch the earlier train, or dinner on the train and then the theatre, for which the 6:06 allows ample time. But I do have to let my friend there know so that he can plan.

My St. Petersburg address:

951 Snell Isle Blvd.
St. Petersburg, Florida 33704
c/o Mrs. Murray P. Yeager

I'm looking forward very much to coming.

Cordially

Eleanor

Eleanor Blum

Sunday November 28

December 1, 1965

Dr. Eleanor Blum
951 Shellale Boulevard
St. Petersburg, Florida 33704
c/o Mrs. Murray P. Yeager

Dear Eleanor:

We have a reservation for you at the Sheraton Motor Inn, 39th & Chestnut Street, for the night of December 8. You should be able to make the 5:00 train the following day.

Give me a ring or drop in when you are settled here.

We are looking forward to see you.

Sincerely,

CG:RAF

George Gorbner,
Dean

Eleanor Blum - 4/21

College of Communications University of Illinois



Office of the Dean

119 Gregory Hall, Urbana, Illinois 61801
Telephone (217) 333-2350

March 25, 1969

Miss Susan F. Bassuener
News Bureau
University of Pennsylvania
3451 Walnut Street
Philadelphia, Pennsylvania 19104

Dear Miss Bassuener:

Some time early next week you should receive a photograph.

Meantime, here are a few essential facts.

The title of my talk: "Educational Book Publishing: The Electronic Handwriting on the Wall."

My degrees:

B.A. in Library Science - Columbia University
Ph.D. in Communications - University of Illinois

My writings (selected):

Reference Books in the Mass Media: An Annotated Selected Booklist.
University of Illinois Press, 1962 (new edition in preparation for 1970)

Communications Research in U.S. Universities: A directory. Institute of Communications Research, University of Illinois, 1962; rev. 1965; rev. in preparation 1969

"Paperback Book Publishing: A Survey of Content." Journalism Quarterly, Fall 1969

The Public Library as a Market for First Novels: An Exploratory Study. Institute of Communications Research, University of Illinois, 1969

Regular contributor of a column in Journalism Quarterly, "Other Books and Pamphlets on Journalistic Subjects."

My position:

Communications Librarian, College of Communications, University of Illinois since 1953

Miss Susan F. Bassuener
March 25, 1969
Page 2

I hope this will give you enough to go on. I have also taught from time to time a course, "Contemporary Book Publishing," for the Library School here, and have done some consulting. But I think the above is enough. Let me know if you wish more information.

And meantime the photograph, which a friend of mine who teaches photography here, made this morning, should come soon.

Sincerely yours,

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

Eleanor Blum

EB:jh

College of Communications University of Illinois



Department of Journalism

119 Gregory Hall, Urbana, Illinois 61801

Telephone (217) 333-0709

April 2, 1969

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

Dear George:

First: here are some of my writings. I am not sending my Reference Books in the Mass Media or my Directory of Communications Research in U.S. Universities, 1965. For one thing, I'm sure you have them in your library and for another, I'm bringing them both up to date. Reference Books in the Mass Media will be a much bigger and better work. I hope to get the copy to the press this fall. The Directory 1969 I'll finish before I leave, but it won't be typed. The Antioch Review article on my girlhood in Mississippi is totally unacademic, but I loved doing it and want to follow it up next spring with another article "Meridian Now", based on a visit back to Meridian.

"The Public Library as a Market for First Novels: An Exploratory Study", I have just finished. It will have the green Institute cover which will make it look more professional, but that isn't ready yet. I plan when I return to try to publish a condensed version in a journal. However, I want the data to be available somewhere in pure form. Later, too, I would like to follow that up with a study on authorship, using the data I have on the 103 first novelists represented in the study. I want to learn whether or not any of them are able to make a living wholly by writing, and if not, how they manage financially, when they find time to write, and similar facts. The economics of authorship interests me a great deal. Anyway, these -- and, of course, bibliographies -- are my primary interests. I am absolutely no good at statistical research. I not only can't do it; I don't want to.

Second: the courses I can teach. Primarily, book publishing. I place it in a sociological and economic context, with emphasis on the relationship between the structure of the industry and the end product that results from the structure. I don't limit myself to American publishing but also treat other countries with different structures.

Dean George Gerbner

April 2, 1969

Page 2

Over the phone I told you I could give a course in reading, and you didn't sound enthusiastic. But very little is known as to why some people read and others don't, or what they read which is more important than how much. In brief, reading research is a pretty barren area and I would like to conduct a class in which the members read the better studies and then each decided upon an individual project. I see it as a small, tutorial class, with a final few meetings to discuss the papers. Copyright and censorship are other areas I know about.

One other thing. I mentioned the possibility of being able to come next year. When I told my excellent assistant (I now have a professional one) about it, she informed me that her husband, a physicist, has been offered an endowed chair in the East and that he will probably take it. Although I had known this was in the offing, he had not thought he was interested. But it turns out he is. That definitely knocks next year out, although January might be managed.

Best wishes,



Eleanor Blum
Journalism Librarian

EB:bls
encl.

College of Communications University of Illinois



Department of Journalism

119 Gregory Hall, Urbana, Illinois 61801

Telephone (217) 333-0709

May 26, 1969

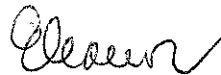
Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pa. 19104

Dear George:

Rather to my surprise, I received no letter in Jersey and did not find one when I returned here. I had thought that you were going to write me regardless of whether you were interested or not. In any case, I would very much like to know the score even if no decision has been made.

Please let me thank you for your hospitality. I very much enjoyed my visit.

Regards to Ilona,



Eleanor Blum
Journalism Librarian

EB:bls

AIR MAIL

May 29, 1969

Dr. Eleanor Blum
Journalism Librarian
University of Illinois
119 Gregory Hall
Urbana, Illinois 61801

Dear Eleanor:

After your visit here, and in light of your unavailability until January at the earliest, we continued to interview candidates for the librarianship because Paul Studer has definitely resigned to accept his research grant, and the faculty wants a new librarian by September. However, the matter is still not settled, and I am still hoping that we can interest you in this position. You are still our number one candidate, but I must satisfy the request that, if possible, we appoint a librarian by September.

I think that I should know within a week or ten days. There is one other outstanding candidate for the job who would be available immediately. If that prospect falls through, I will be in touch with you right away.

It was good to see you and I hope you enjoyed your visit to Jersey and Yugoslavia. Ilena sends best regards.

Sincerely yours,

CG:kaf

George Gerbner,
Dean

between ~~April~~ ^{May} 9-16

C/o Michael Kenyon
La Campagne
Rozel
Jersey, Channel
Islands
U.K.

Eleanor Blum

College of Communications University of Illinois



Department of Journalism

119 Gregory Hall, Urbana, Illinois 61801

Telephone (217) 333-0709

June 3, 1969

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

Dear George:

I have been giving much thought and soul-searching to the job at Annenberg, and in all fairness, I think I should withdraw my name from consideration.

It seems to me that your library needs a great deal of spade work and attention to detail at the moment, whereas, my interests lie more and more in bibliography, teaching and research. Although I know you would like me to do all three, I am afraid that for several years at least, the library work itself would take up all my time. You yourself mentioned that this might be the case for a year at least; I am afraid it would be a longer period.

I am not thinking so much of the nitty gritty jobs, which I am sure you'd give me help to do, as much of bigger things. For example, clear-cut policies need to be established; relationships need to be built up with the main library, the students and the faculty. These would take full consideration, and I believe you would be better off with someone whose main interest is in librarianship. In the course of my soul-searching, I know definitely that if and when I make a change it would be for full or part-time teaching, with time for bibliography and research.

Best of luck to you, and thank you for your consideration and hospitality.

Cordially,

Eleanor Blum
Librarian

EB:bls

June 16, 1969

Dr. Eleanor Blum
Librarian
Department of Journalism
University of Illinois
119 Gregory Hall
Urbana, Illinois 61801

Dear Eleanor:

Thank you for your letter of June 3. I regret that we cannot consider you for librarian here, although I appreciate the reasons and am grateful for your letting me know as soon as you could.

You are right about the spade work and need for full-time attention to policy formulation, etc. for the foreseeable future. I know we'll never do as well, but hope that we can find an adequate librarian.

With best regards,

Sincerely yours,

GG:kaf

George Gerbner,
Dean

College of Communications University of Illinois



Department of Journalism

119 Gregory Hall, Urbana, Illinois 61801

Telephone (217) 333-0709

September 5, 1969

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

Dear George:

While I was at the AEJ meeting in Berkeley I took the liberty of suggesting to James L. Taylor, owner of the Acme Book Shop in Oakland, that he write you about his excellent collection in the field of communications, especially early books in journalism.

Acme Books, Mr. Taylor's shop, probably has the foremost collection in this field. He is an old man and has had a heart attack, so he is trying to sell out. I thought they might make a nucleus for your library.

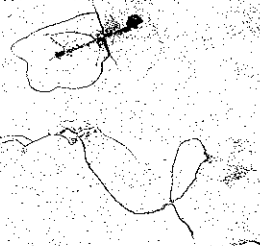
I hope you don't mind my doing this, but I am interested.

Cordially,

A handwritten signature in cursive script that reads "Eleanor".

Eleanor Blum, Librarian

EB:bls



September 12, 1969

Dr. Eleanor Blum
Librarian
College of Communications
Department of Journalism
University of Illinois
Urbana, Illinois 61801

Dear Eleanor:

Many thanks for your letter of September 5. I have also received the list of books from Mr. Taylor, and we are going through the file checking for duplications. I appreciate your suggestion and interest, and hope that we can take advantage of this opportunity.

Sincerely yours,

GG:kaf

George Gerbner,
Dean