

STANFORD UNIVERSITY

STANFORD, CALIFORNIA

DEPARTMENT OF COMMUNICATION AND JOURNALISM:
INSTITUTE FOR COMMUNICATION RESEARCH

January 9, 1959

Prof. George Gerbner
Institute of Communications Research
The University of Illinois
Urbana, Illinois

Dear Professor Gerbner:

Thank you for your letter.

For the last five years, I have been in charge of a study of the diffusion of scientific ideas and the coming into use of research findings. The mental health project was a close relative of that project. As you remember, I was active in setting up the mental health grant and, during the first year, in the research itself. Therefore, I have followed your project with keen interest.

We are now getting together a fat volume on our findings regarding the communication and use of scientific ideas, emphasizing in this case behavioral science. We have a theoretical and mathematical model, a series of case studies, a series of experiments and observations on diffusion, and a group of reports of experiments involving the communication of behavioral science knowledge.

With one or two exceptions, everything in this volume was done specially for our project, although the scholars represented come from several institutions in addition to Stanford. One of the exceptions is the piece I asked Jum to do. The article I proposed to Ted was a report on the circumstances surrounding the selection and treatment by the media of material on mental health. You found that media content in this field was notably different from both expert and public opinion and knowledge. The question I hoped you would answer is, what in the policy forming process of the media brought this about?

Whether you are in a position to tackle that question, or interested in doing so, I don't know. But if you are, I should like to have a chapter on it, because it would be throwing light on one of your most interesting findings. I should need it by March 15, and I could take up to 25 typewritten pages.

I don't want to turn you aside from more demanding responsibilities, and it is conceivable, although not likely, that we might decide the article, after we saw it, did not belong in the book. You could have it, in any case, for journal publication; and if it appeared in our book it would be in very good company, and I think you would be pleased.

When you have thought this over, let me know whether you want to do the article.

Sincerely yours
W. L. G. [Signature]

12 January, 1959

Dr. Wilbur Schramm
Director, Institute of Communications
Research
Stanford University
Stanford, California

Dear Dr. Schramm:

Your letter of January 9 clarified the questions we had in mind. Accordingly, I am going ahead with the preparation of the article. Perc Tammanbaum, who has done part of the field work with me might want to collaborate on the piece; I am assuming there would be no objection to this if he should find time for it.

Sincerely yours,

George Croner
Research Assistant Professor

cc/pt

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

DEPARTMENT OF
COMMUNICATION AND JOURNALISM:
INSTITUTE FOR COMMUNICATION RESEARCH

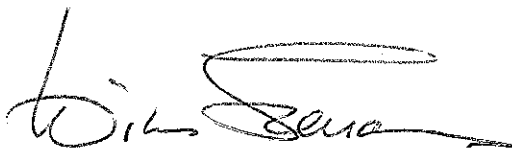
January 19, 1959

Dr. George Gerbner
Institute of Communications Research
The University of Illinois
Urbana, Illinois

Dear Dr. Gerbner:

I am glad the assignment is clarified, and you are going ahead. If Perc wants to collaborate, I'd be very pleased.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Wilbur Schramm". The signature is written in dark ink and is positioned above the typed name and title.

WS:lm

Wilbur Schramm
Director

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

DEPARTMENT OF COMMUNICATION AND JOURNALISM:
INSTITUTE FOR COMMUNICATION RESEARCH

March 27, 1959

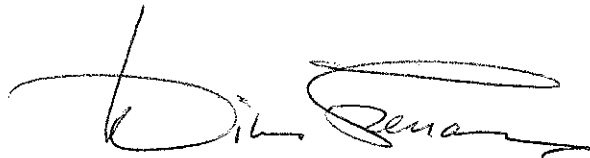
Dr. George C. Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear Dr. Gerbner:

This is to report that I have now received the manuscript from Perc. My plan is to use it, possibly slightly reduced, in the book. In the meantime, you are free to publish it elsewhere if you want to. If you do publish it, acknowledgment should be made.

On Perc's suggestion, I am sending half the \$200 to you, and half to him. Your check ought to be arriving in a few days.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Wilbur Schramm", written in dark ink.

Wilbur Schramm
Director

WS:lm

March 25, 1960

Dr. Wilbur Schramm
Director, Institute of Communications
Research
Stanford University
Stanford, California

Dear Dr. Schramm:

I am writing to ask for your advice and help. Recently I applied to the Passport Office, Department of State, for special permission to go to Hungary for purposes of research and family visit. Yesterday I was notified that the request has been denied on general grounds.

While the family visit can probably take place elsewhere, it is quite important for the research project, supported under a contract by the Office of Education, that I secure permission for a visit. The study is a comparative investigation of the portrayal of education in the mass media, and it calls for an Eastern European country to be included in the comparison. Because of my previous contacts and familiarity with language and conditions, Hungary would be the logical place to do that part of the study. I am enclosing a copy of the correspondence and the research proposal, now approved, for your information.

The question is what can be done to get the necessary validation of passports? I am acquainted with people who have received such special permission last year on a family basis only, so I know that it can be done. The Department's answer is most general, and reads as if I had asked them to open up Hungary to unrestricted travel rather than for a special permission to visit there. I am prepared to renew my request and ask for further consideration, and to go to Washington if necessary. But I am hoping that you might be able to advise me on how to proceed and to whom to turn in or out of the State Department, or to help me in some other way.

Once this affair is settled I would be grateful for any advice and possible future consultation on the research itself.

Sincerely yours,

George Gerbner
Research Assistant Professor

September 20, 1960

Professor Wilbur Schramm, Director
Institute for Communication Research
Stanford University
Stanford, California

Dear Professor Schramm:

I want to thank you again for your helpful suggestions last spring. I had a very successful summer. Lined up research assistance for our study in London, Paris, Budapest and Warsaw, and collected materials there as well as in Moscow and Prague. The plan now is to include all those countries plus Germany rather than to pick one from East and West.

Expect to go back for follow-up visit within a year. Don't think I want to do it in the summer again, so in all probability I will not be able to go to the IACOR meeting at Evian that Ray Nixon wrote about, although I am much interested.

Sincerely yours,

George Gerbner

GG/vmb

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

INSTITUTE FOR COMMUNICATION RESEARCH

April 20, 1964

Prof. George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

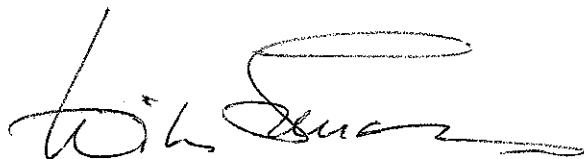
Dear George:

I am delighted to hear that you are going to be the Dean of the Annenberg School. Hearty congratulations!

If we can help you in any way we shall certainly try to.

With best wishes, I am

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Wilbur Schramm". The signature is fluid and cursive, with a large, sweeping initial "W" and a long, horizontal flourish at the end.

WS:lm

Wilbur Schramm
Director

April 28, 1964

Dr. Wilbur Schramm
Director
Institute for Communication
Research
Stanford University
Stanford, California

Dear Wilbur:

Thanks! I am sure you can help me in many ways. For one thing, we'll be looking for good people over the next 2-3 years.

I'll be at The Annenberg School after July 1. Would be very pleased if you could come for a visit on your next trip east, or find some other opportunity for us to meet again.

With best regards,

Sincerely yours,

George Gerbner

GG:ls

COPIES

March 8, 1965

Dr. Wilbur Schramm, Director
Institute for Communication Research
Stanford University
Stanford, California

Dear Wilbur:

We are considering Robert Lewis Shayon for a full-time faculty appointment. He would be responsible for courses in mass media criticism and decision-making, and would be active in certain other professional and industry-related aspects of the program.

I am turning to you as a person familiar with Bob Shayon and his work for a candid appraisal of his personality and qualifications for such a position. As Bob holds no academic degree, letters of recommendation from persons such as yourself will be a decisive factor in the University's consideration of such an appointment. I will be grateful for your assistance.

We also expect to make other appointments and are looking for outstanding people in various social science, creative, and professional categories interested in communications as such and open to interdisciplinary collaboration. Your suggestions would be most welcome.

Best regards,

GG:ls

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

INSTITUTE FOR COMMUNICATION RESEARCH

March 12, 1965

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

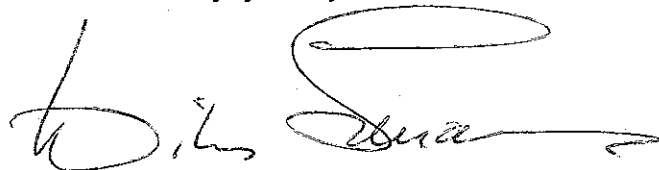
Dear George:

Bob Shayon is stimulating, alert, likable, a good speaker, popular with students. During the quarter he was with us he made a very good impression, and there was some movement to keep him with us. Indeed, there are very few negative things to say about him. It seems to me that in almost any American university he could stimulate critical thinking about television content on the part of young people going out to work professionally in the medium, or on the part of undergraduates who will be the new generation of television-viewing adults.

With student audiences like these, his lack of college education, and especially of advanced study, makes no difference; in fact, may be a positive advantage. I should be less than candid, however, if I did not add that his lack of advanced training does make a difference in his contact with Ph.D. candidates or with people preparing to be scholars in the mass media. Thus, whereas professional students in broadcasting found his course live and exciting, the lack of depth and knowledge of scholarly literature in the lecture he gave to the Department colloquium was a little embarrassing.

These last sentences are not to be interpreted as warning you away from him -- only as warning you to use him in the way that fits his strengths.

Sincerely yours,



WS:lm

Wilbur Schramm
Director



The EAST-WEST CENTER

EAST-WEST COMMUNICATION INSTITUTE

1777 EAST-WEST ROAD
HONOLULU, HAWAII 96822

April 23, 1974

Mr. George Gerbner
Journal of Communication
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

Ordinarily I should say yes to anything you ask in the way of an article. In these months, though, I am going through an experience with which you are not unfamiliar -- building a new institute. Seven day weeks, ten hour days, head full of bureaucratic problems. Please excuse me from doing the article for your all issue: it would be irresponsible of me to take it on.

You have done a wonderful job with the Journal -- lifted its face and its eyes.

Best wishes!

Sincerely yours,

Wilbur Schramm
Director

File Schramm

July 13, 1978

Wilbur Schramm
Professor of Communications
Centre for Comm. Studies
Chinese University of Hong Kong
Shatin, New Territories
HONG KONG

Dear Wilbur:

Since I did not hear from you by July 1, I assume you were unable to get the material on the SITE project for the Prospective Journal article. (We also wrote to Chitnis about the symposium and have not yet received a reply.)

However, I do want you to know that, if sometime before next June you find you do have access to that material, I would very much like to have you write an article placing that experiment in an analytical-critical perspective.

As to other articles--make the Journal your forum! (We now have the combined circulation of JQ and POQ.)

Best regards--

Sincerely yours,

George Gerbner
Editor

GG:jf

SCRAMM

January 17, 1980

Dr. Wilbur Sch^{RAMM}~~RAMM~~
East-West Center
1777 East-West Road
Honolulu, HI 96848

Dear Wilbur:

I am very pleased to invite your participation in and contribution to our conference on WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES to be held in Philadelphia May 12-14, 1980. Enclosed is a general announcement of the conference.

We would like you to suggest a title and brief description for a 10-minute oral presentation addressed to a diverse audience of communications specialists.

We should have your reply as soon as possible so that we can complete and announce the program.

If you agree to give a 10-minute oral presentation, we will be pleased to waive the conference fee, reimburse the cost of round trip economy class travel to Philadelphia, and pay for your accommodations and meals during the conference.

Please indicate in your response the exact title and description of your conference talk, and the exact and full title (or other description) of your position and institutional affiliation as you want it to be listed on the program.

Further information about accommodations and program will be sent after we receive your reply. We are enthusiastic about the prospect of your contribution to this conference and hope to hear from you soon.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG/amcn
Enclosure



The EAST-WEST CENTER

EAST-WEST COMMUNICATION INSTITUTE

1777 EAST-WEST ROAD
HONOLULU, HAWAII 96822
CABLE: EASWESCE

30 January, 1980

Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
3620 Walnut St., C5
Philadelphia, Pa. 19104

Dear George:

I am afraid you are going to think I don't want to come to Annenberg or your meetings, because I have had to say no to several invitation.

Your May conference sounds wonderful, and I am sure I should enjoy every minute of it, and yet feel that I should ask to be excused.

I had a little coronary last fall, after a stressful period in which I dashed from one corner of the world to another, committed intellectual mayhem on a huge university class, and tried to keep dealines on a book. I have come out of that in very good shape, and now run two miles a day without much trouble, but find it necessary to choose among sources of extra stress. So I do things that help pay the hospital bills, and things for which I feel obligated because I helped plan them, but feel that I must be wary of accepting invitations like yours that would be pure pleasure but would fill up the spring schedule too full and consequently raise the stress. I am even declining ICA for that reason.

Therefore I hope you will forgive me this time, and accept my best wishes for everything including the May meeting.

Yours sincerely,

Wilbur Schramm

MAILGRAM SERVICE CENTER
MIDDLETOWN, VA. 22645

Western
Union Mailgram



4-0556428351002 12/17/82 ICS IPMMTZZ CSP PHAB
1 2158987041 MGM TDMT PHILADELPHIA PA 12-17 0450P EST

ANNENBERG SCHOOL OF COMMUNICATIONS MS BOGGS
3620 WALNUT ST
PHILADELPHIA PA 19104

THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

TDMT PHILADELPHIA PA 19/18 12-17 0450P EST
INT EASWESSEN WILBUR SCHRAMM
HONOLULU (HAWAII)
DEEPEST SYMPATHIES, UNDERSTAND PROBLEMS, DEADLINE EXTENDED TO MARCH
1. BEST HOLIDAY WISHES
GEORGE GERBNER

COL 1.

16:50 EST

MGMCOMP



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESGEN TELEX: 743-0331

14 December, 1982

Dr. George Gerbner, Editor
Journal of Communication
The Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19104-3858

Dear George:

I want you to know how much I appreciate your effort to make it possible for me to be in the Ferment issue.

And I want very much to be in the Journal for that issue, but at the moment the odds are 50 yes, 50 no.

We lost our son in late summer, under rather messy circumstances. He disappeared. It took a week to find his body -- he was a computer consultant in San Francisco -- and three days more to make sure it was he. We shall never know what happened in his last days, and perhaps it is better that we don't. But ours was an experience we don't wish for anyone else. The shock gradually was absorbed in our brains and bodies. I had a two-week episode. Betty was very ill, and lost 25 pounds in a few weeks. She is returning to health now, and I have been somewhat near my old self for several months. But I had to plunge right into the undone work -- the post-survey of the Palapa satellite and its effects after six years, and a new study of circulation of the news. I have been working 12 hours a day, seven days a week on these obligation. As you know, that is far from an ideal platform from which to dive into an important journal article.

But I do have some things I should like to say about the current state of communication theory and research and how it got that way, and will try to do so, although I am not hopeful. Let's leave it this way: If you don't get a telegram from me by December 28, you should not save any space. If I telegraph you, I will include a space estimate; if I am unable to telegraph you, I shall be sad. But it looks to me like an exciting issue, with or without me.

Best holiday wishes!


Wilbur Schramm
Director Emeritus

September 29, 1983

Dr. Wilbur Schramm
Distinguished Center Researcher
The East-West Communications Institute
East-West Center
1777 East-West Road
Honolulu, HI 96848

Dear Wilbur:

Thank you for your letter of September 20. We are delighted that you can be with us October 12-14.

Bob Hornik will meet you at the airport on October 12 and take you to the hotel. (I have to be in New York that evening.)

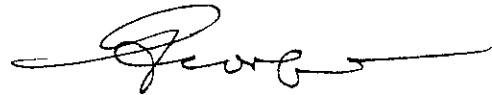
I will meet you at your hotel on Thursday, October 13, at 10 a.m. We will spend the morning and lunch with key colleagues on the encyclopedia project. In the mid-afternoon Bob Hornik would like to take advantage of your presence and arrange a meeting with interested students. Faculty friends and spouses will join us for dinner.

On Friday we will meet with some prospective section editors and Oxford representatives. (Did I tell you that we have signed with Oxford University Press to co-publish?) I am saving an hour for us late Friday afternoon for a business discussion.

We are of course reimbursing you for all expenses (your savings appreciated; please keep major receipts, stubs), and look forward to a mutually rewarding and indeed exciting and enjoyable working relationship. Columbus "discovered" something even better and bigger than he expected on the day of your arrival (although he didn't know it). I hope that augurs well for us.

With best regards.

Sincerely,



George Gerbner
Professor of Communications
and Dean

GG:ab

CC: Eric Barnouw
Robert Hornik
Larry Gross
Tobia Worth



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWECEN TELEX: 743-0331

17 October, 1983

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

Dear George:

That was a hard decision: whether to stay in Philadelphia and try to take care of the World Series problem, or hurry back to the Pacific to try to take care of Hurricane Raymond that was bearing down on Hawaii. So we lost the Series, but I am still holding Raymond off, about 500 miles to the east.

I want to thank you for all your kindness and considerateness, and especially for sending me home a day early to work on the hurricane. My conscience aches rather badly over the extra \$500 the Encyclopedia budget had to pay. (The conscience ache is rather near my stomach, but has nothing to do with the food I ate in Philadelphia or on the plane.)

About all I can do about it is to perform \$500 extra work, which I shall, and to refrain from charging you any of the incidentals of the trip -- airport transportation, motel on Tuesday night, etc. You will, however, ^{have} received the hotel bill, which I signed Saturday morning just before dawn, and I am enclosing the air fare bill which I paid in Honolulu and the bill which you paid in Philadelphia. If it is not too much, please pay me ~~the~~ the Honolulu-Philadelphia bill (\$689) which I had intended to be the only travel charge.

It is going to be an important, a demanding, and a fun book. Last week was, of course, a learning time for me, and I tried to keep quiet while I found out some of the things the others on your staff had been deciding and learning for the last several months. Now I know at least the rules of the game, and can begin, in my small way, to be helpful. Obviously I'll be more helpful in a month or two, and would undoubtedly be still more helpful if I were there all the time. But let's try to make it work by high tech over long distance. If it doesn't work well enough, then I can review whether I can be of sufficient use by whatever method. The next step is to study the material I brought home with me, think about it, and begin to put notes on paper. I'll be able to send you some material to add to your papers by this next weekend. Then in



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

2

another week or two the first installment of work on the ~~the~~ three areas assigned to me. I shall send these to Eric . Meanwhile, if you begin to see, as the weeks pass, things I can do to be more useful, please tell me candidly and promptly.

When I get your official letter, I shall reduce my time commitment to the East-West Center so as to be fair to both of you.

Let me say again how impressed I was with what you have undertaken and how much you have already accomplished.

With every good wish, I am

Yours,

Bice

Wilbur Schramm



East-West Center

Xc: GG
Tobia
Erik

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWECEN TELEX: 743-0331

17 October, 1983

Dr. Larry Gross
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pa.
19104

Dear Larry:

Thank you for being kind and friendly and a patient teacher while I tried to learn in two days what the rest of you had absorbed in six months. On the whole, it was a rather impressive experience, and the book is clearly going to be something that all of us will be proud of.

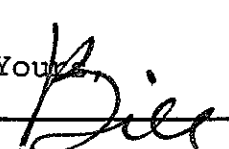
I am sure you understood why I sat rather more quietly than usual and listened rather than trying to talk about plans I had not yet made and decisions I had ^{not} yet thought out. But this next weekend I shall send you a little packet of material to add to your stock; and in two or three weeks will begin to send you the first maps and charts on the three areas you assigned to me -- development, international communication, and that endless topic, the Third World (or whatever Leo Bogart wants it called).

As the first material begins to flow from me to Philadelphia I hope that you will sit down some day and write me a note on the general topic of how I can be of most help to you. I shant know until I have more experience with the working team, but I am sure you know that I can be of some help to you with a number of the unassigned areas, and with some little fraction of the names we need to know.

I wrote George that it was a hard decision Saturday morning -- whether to ~~sat~~ and contribute to Philadelphia's fortunes in the World Series, or hurry back to protect Hawaii against hurricane Raymond. You probably noticed that Philadelphia may have needed me more than Hawaii, but also that the hurricane has been frightened into sitting rather quietly 500 miles to the east of us. When a storm arises in the editorial office, send for me.

With good wishes, I am

Yours,


Wilbur Schramm

88
FYI
T



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

17 October, 1983

Dr. Erik Barnouw
Editor, Encyclopedia of Communications
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pa. 19104

Dear Erik:

This is just to say thank you for all your kindness and helpfulness to me in these last days. As you realized, of course, that was an intensive learning experience for me, and I kept wishing I had entered into the discussion three months earlier, but at the same time appreciating all you had done to make things easier for me. It was good to see you sitting in the editor's chair, and I shall try to do everything I can to make that chair as comfortable as possible for you.

The next step is to absorb the mass of reading material I brought home with me. The next one will be to make some order out of the three areas assigned to me: international communication, development, and the Third World (or whatever Leo Bogart wants it called.) I shall send you a little packet this coming weekend, to add to your materials. Then the first systematic material on the three areas, beginning in another week or two. I shall send these addressed to you.

I felt it was best to keep quiet at our meeting, listen and learn, rather than to waste your time with my ignorance of what you may have expected of me. Now, however, you can expect more active participation. And as the work begins to develop, I hope you will sit down when you wish and write me candidly how I could be more helpful to you. Although the Third World is an endless assignment, still let me point out to you that there are some other still-unassigned areas in which I can be helpful -- e.g., news media, premodern history, and I can certainly help you find someone to do the message transport technologies. Larry, I imagine, is going to do television, and I have no idea of trying to take any of the other media from you. The huge topic of literature greatly bothers me, but I will gladly let someone else worry about it.

With good wishes, I am

Yours,
Bill

Wilbur Schramm

October 17, 1983

Dr. Wilbur Schramm
Distinguished Center Researcher
The East-West Communications Institute
East-West Center
1777 East-West Road
Honolulu, HI 96848

Dear Bill:

We are delighted that you could visit and participate in our discussions and are enthusiastic about the prospect of working with you on the International Encyclopedia of Communications.

I am pleased to confirm our offer of a position as Consulting Editor for one year (renewable) at an honorarium of \$15,000 a year, payable monthly starting November 1, 1983. In addition, we would like you to act as Section Editor, as discussed, at the rate paid all Section Editors. We are writing guidelines for Section Editors and will send it to you as soon as completed.

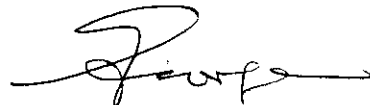
We are also prepared to reimburse you for incidental expenses and to support a part-time staff assistant either here or in Honolulu.

As we discussed, we are also studying the computer communications options and will send information about that as soon as possible.

We hope you will accept this offer and look forward to a rewarding association. In responding, please supply a home address where mail (and checks) are to be sent, and your social security number.

With best regards,

Sincerely yours,



George Gerbner
Professor of Communications
and Dean

GG:ab

Mailed Fed. Exp. - copies to those listed

9-27

September 29, 1983

Dr. Wilbur Schramm
Distinguished Center Researcher
The East-West Communications Institute
East-West Center
1777 East-West Road
Honolulu, HI 96848

Dear Wilbur:

Thank you for your letter of September 20. We are delighted that you can be with us October 12-14.

Bob Hornik will meet you at the airport on October 12 and take you to the hotel. (I have to be in New York that evening.)

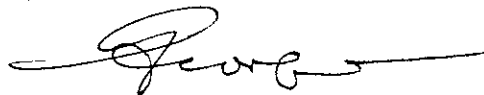
I will meet you at your hotel on Thursday, October 13, at 10 a.m. We will spend the morning and lunch with key colleagues on the encyclopedia project. In the mid-afternoon Bob Hornik would like to take advantage of your presence and arrange a meeting with interested students. Faculty friends and spouses will join us for dinner.

On Friday we will meet with some prospective section editors and Oxford representatives. (Did I tell you that we have signed with Oxford University Press to co-publish?) I am saving an hour for us late Friday afternoon for a business discussion.

We are of course reimbursing you for all expenses (your savings appreciated; please keep major receipts, stubs), and look forward to a mutually rewarding and indeed exciting and enjoyable working relationship. Columbus "discovered" something even better and bigger than he expected on the day of your arrival (although he didn't know it). I hope that augurs well for us.

With best regards.

Sincerely,



George Gerbner
Professor of Communications
and Dean

GG:ab

CC: Eric Barnouw
Robert Hornik
Larry Gross
Tobia Worth

November 17, 1983

Dr. Wilbur Schramm
Distinguished Center Researcher
The East-West Communications Institute
East-West Center
1777 East-West Road
Honolulu, HI 96848

Dear Bill:

Here is a copy of the original. I am sorry about the delay but glad to have talked to you and received your response.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Enclosure

Never found in
re way of anyone
doing work
Doesn't cost 7000 \$

24 November, 1983

Sony, George!
Don't worry about
how horrible this copy
looks. Next week it
will look better.

Dr. Erik Barnouw
Editor, International Encyclopedia
Annenberg Schooll of Communications
3620 Walnut Street C5
Philadelphia, Pa.
19104

Dear Erik:

Because it is Thanksgiving Day please forgive me for writing to you on my sticky old typewriter at home, rather than my slick word processor at the office. This will save us a day of postage time, and let me tell you, a bit earlier, how much I appreciated the kindness and thoughtfulness of your letter. Not least, I appreciated the fact that the letter came at all: except for the "minutes" of the October meeting the first communication I have had from Philadelphia came only two days ago. Inasmuch as your film and broadcasting students at Columbia must have been assigned to take courses in Empathy I, II, and III, they and you must have appreciated how left out and puzzled I felt for six weeks, trying to belong to the staff.

I realize it will be difficult for you having me far out here, while the rest of you are closely grouped. And I shall try to understand, and to fit my work to the way you are thinking about it. At first it will demand a bit more patience, a bit more effort to keep in communication than would otherwise be necessary, and some drops of human kindness spilled on someone who has come in very late to the planning process and is bound not to agree completely with all of it. Be patient with me, though, and one of these miraculous days you may find me slightly useful to you.

Now, to business:

? Editor decides,

I shant argue about what the "Board" has decided about "short takes," although I bet you will reverse that decision and add to that little list a thousand others. But you want me to get to work on the kind of outlines you have been making, and I am willing.

Furthermore, I have no objection to your directions for section editors, which I shall sign and return on January 1: I have asked George not to put me on your payroll until that time, because I feel it will take me that long before I learn enough about the process to be of any real use to you. But I promise not to lag far behind the rest of you, and while I learn we shall have time to talk occasionally over procedures

that preceded me and still may be worth another paragraph or two.

Example:

As I recall, you assigned me three general topics: a very big and complex one, the Third World (or let's call them the less developed countries), and two neater ones -- development (national development?) and international communication. Wonderful. I accept with joy, and am ready to take on others when the stage clears. However, I note with interest that the Board feels that if I get to work hard on the two topical outlines I may find myself covering about every ~~other~~ "Third World" topic also. As Kurt Lewin used to say, "May be, but I sink absolute ozzer."

At least consider patiently and sympathetically whether the road to what we want to publish about the non-Western world might not point more directly through the non-Western world than through the series of outlines of Western scholarship which seem to be represented by your topical headings.

Example: a few days ago one of my young people read a paper on different concepts of self between East and West and how they related to different developments of communication. I can't imagine that working very neatly into what Leo or George will be doing. Recently we spent an hour talking about Mayan communication. Obviously something that deals with string alphabets and communication between great leaders and little people may have something to say about Mayan communication, but will that be what distinguished our encyclopedia from ordinary ones? I was dreaming the other day about what I might be looking up in the new Encyclopedia, and it occurred to me that I might want to know something about communication in Nepal or Sri Lanka, and ~~might~~ want to be able to refer to a 500-word ^{mini-} article on people, place, languages, controls, literacy, education, political functions, GNP, media, etc., etc. Obviously most of these topics would occur in n topical outlines. But do they not grow more readily and directly out of a consideration of people, cultures, history, languages, interactions, etc., than out of a large set of Western-oriented topical outlines?

To take an example, let us consider how I might go about meeting the three-pronged assignment you have given me. The two topics are easy enough. I have my fingers and my telephone on the best persons in those fields (from our point of view, at least) and can turn out the outlines you want in reasonably short time.

But over my shoulder will be hanging that enormous topic -- less developed countries. What is the best way to handle those?

Med
Files
Hansen
order
LST

So far as Asia and the South Pacific go, we have ^{here} an almost unequalled team of scholars and communicators on those areas. Down the hall sits Wimal Disannayake (Cambridge Ph.D. in folk media, broadcaster for BBC, head of communication study for Sri Lanka, etc., a real authority on the Subcontinent. Majid Tehranian is just across the street: Iran, Cambridge, M.I.T. We have ~~the~~ perhaps the top international political figure for the South Pacific Commission a dollar-across-the-Delaware away. We have perhaps ten really top scholars on China, including part-time staff like Fred Yu and 11 young Chinese scholars and journalists who are being ruined by me. We are pretty good on Japan, and have our own ongoing research going ~~cooperatively~~ cooperatively with Indonesia, Malaysia, Singapore, Japan, Thailand, and a few other places. Suppose, now, I get samples of these persons together occasionally. It would cost some time and a few lunches -- no more. If we want more, we can take advantage of visitors, or people on the topical fringe, like two of the best economists of Asia. Suppose we toss ~~at~~ the question: what do readers need on Asia and the Pacific from the new Encyclopedia, how should ~~the~~ subject matter be divided, and who could best write it?

I don't know how it would work out; I haven't tried it. But I suspect that it would be less orderly and perhaps more exciting than a set of our topical outlines.

Asia and the Pacific, of course, aren't the only less developed areas. We aren't so rich in Latin Americanists, although both Jack Lyle and I have done a lot of work there. But this could be handled, in large part through men I have trained ~~ex~~ like McAnany and Mayo, and close acquaintances like Beltran -- correspondence and telephone -- or (if financially feasible) through a meeting in some location like Tallahassee, Florida where John Mayo and Bob Norgan are, with McAnany not far away in Austin, Texas, and Beltran just across the Gulf in Colombia.

Before I develop a plan to invade through Sub-Sahara Africa or the Arab countries, I would have to seek advice. Those might be more difficult.

My suggestion is merely that perhaps the non-Western world is too big to be handled by neat outlines, although that world too has codes and modes and systems and major articles; and that we might

retain more of the riches by starting big and sharpening down than the other way.

If you want to abandon that approach, just say so. In any case, I shall do the two topic outlines for you, with such help as I can co-opt. I am willing to turn out a version of the two main articles* although I warn you there will be competition (Majid, for example, feels he should write all the development analyses). I shall at least suggest, though not write without a starter's signal, a small, or perhaps astoundingly large, series of "short take" articles some of which will undoubtedly appear in the book; you will be surprised how large four volumes and four million words are, and how many separate subjects people will look up.

Meanwhile I wish you a happy post-Thanksgiving weekend. Many times in recent weeks I have wished I were in Philadelphia to bother you (and learn from you). Perhaps I am at least saving you time. And one of these months, you must arrange a meeting in Hawaii.

With every good wish, I am

Yours,

Bill

Wilbur Schramm

* As you "hope"



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESGEN TELEX: 743-0331

Thanksday, 1983

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

Dear George:

It's just like a miracle: a blinding flash of Postal Service rivalling the speed of tectonic plates. For six weeks, silence. Then, between Monday noon of this week and Wednesday evening came: (1) your original October 17 letter, (2) the copy of that letter with your added note, (3) Erik's first feedback response, (4) the detailed letter about the responsibilities of section heads. So after a number of ~~wasted~~ weeks I feel we may be back in communication.

As I told you on the phone I accept with pleasure the appointment you have given me, on the terms you have stated.

However, I want to suggest a few amendments that I hope will make things a bit easier for you, rather than more difficult.

First, put me on the payroll as of January 1. That will help make up for the wasted time, and by that time I will know enough about the project to be of some use to it.

Second, let's have no misunderstanding about health. Erik writes that he had just heard about my heart attack -- apparently on November 7. Tell him to un-hear what he heard. There was no heart attack. I was sick as hell that ~~day~~ but, thank God, there was no heart attack. I was at the office on Thursday the 10th. But I want to make the point that we must not let any of the health problems that are supposed to afflict us old fellows also afflict the book. If something serious happens to me, you will be one of the first to know it, and I expect you to pick up my unfinished work and take me off the payroll. At once.

Third, I suggest that we, who are supposed to know something about communication, make use of what we know on that topic as soon as possible. Agreed that it would be a lot easier if I were in Philadelphia, but I think it is worth trying this way; and whereas it probably makes no difference whether I occasionally have an idea or not, still I'd like to try to build a few intersections of the Center with the Periphery.



East-West Center

0 yes: 085 18 7132

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWECEN TELEX: 743-0331

- 2 -

I stand ready to help in any way that makes sense to both of us, but we need more two-way conversation and more consideration of alternatives. It was a joy to get that first letter from Erik on Tuesday because it was the first bit of feedback. I suggest now that we take at least a few steps to improve the possibility of discussion between Center and Periphery. E.g., let's use my home address for post: 1650 Ala Moana, Apt. 3009; Honolulu, HI, 96815. My home number is (808) 946-5539; office, (808) 944-7321. There are five hours difference between us. Therefore, you should probably telephone me, if you need to, after noon your time. I am agreeable to setting up a (sound) teleconference every two weeks or so, if you think it would be helpful. I don't have to remind you, though, that a session like that has to be well organized in advance. And, as I shall repeat in a few lines, I am ready to buy an IBM CP and enter into a regular exchange of electronic mail or the equivalent.

Finally, because I don't think we ought to have secrets between us on such matters, let me tell you how I have arranged or am arranging my finances relative to this business. I shall have to cut my salary by one half, meaning that I will receive about \$26,000 in addition to what you pay me. In no sense is this to be interpreted as a pitch for a larger salary. I am going to spend my money during these remaining years on what I feel is worth doing, not on trying to live well. I look forward actually to using a large part of the \$15000 on Encyclopedia expenses. I am ready to buy an IBM personal computer if we decide to go that way. I expect to use some of the available money on part-time help, secretarial expense, occasional travel, and the like. All that I can ask of you is that you help me, when appropriate, in any expenses of that kind. I shall do my best to contribute to a great book, and shall say frankly what I think are the greater policy choices that might be made. When my comments or my work become obnoxious, throw me out.

If these reactions make any sense to you, then I think I am ready to start to help.

With every good wish, I am

This would look better if typed on my nice office IBM, or my office word processor. But not on Thanksgiving Day.

Sincerely yours.

Wilbur Schramm

December 7, 1983

Dr. Wilbur Schramm
1650 Ala Moana, Apt. 3009
Honolulu, HI 96815

Dear Bill:

Finally our communication seems to be in working order. I received your Thanksgiving Day special delivery registered letter on Monday, December 5.

Our efficient payroll machinery should have already started to crank out checks for you, and you should have received your November check by now. I would prefer not to interrupt this process; who knows what happens to the delicate machinery if we intervene? Besides, in my opinion, you have already started working for us and are entitled to the checks.

Your message on health has been received and delivered.

As to the electronic connection, please find out and let me know if you can have access to MAILNET, probably through the University of Hawaii. If you do, that gives us one alternative. The other is to get you a modem and use long distance telephone at off-peak hours. While we are waiting for your response, we shall explore these and other possibilities. And as we have discussed before, please send me statements of your expenses, with whatever receipts, or other back-up material might be available and necessary.

We shall have fun with this project, and are delighted to have you with us!

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG: ab

November 17, 1983

Wilbur Schramm
Distinguished Center Researcher
East-West Communications Center
1777 East-West Road
Honolulu, Hawaii 96848

Dear Bill,

Here are some thoughts on your NATIONAL DEVELOPMENT section.

Again, your topical outline identifies precisely the themes and topics that need to be treated. Once more, the problem is how to organize them encyclopediawise - to coin new jargon.

During your recent visit here I heard you review for a class four decades of efforts to use communications to stimulate national development. It was a recital of expectations, problems, project, achievements, disappointments. It seems to me that the main article in this section (perhap of "B" or "C" length) should perform exactly this same task, discussing and briefly explaining all projects mentioned in your outline, and introducing the reader to terminology they used, such as "cadres," "animateurs," etc. I hope you would write this historic summary. I feel it should be titled:

NATIONAL DEVELOPMENT

I guess efforts of the sort to be discussed in this article are still on-going, but under other rubrics. The term NATIONAL DEVELOPMENT seems to me to belong especially to the postwar decades. Is this a correct impression?

A number of the subtopics in this main article might also, I assume, be worth separate entries. These might include:

GREEN REVOLUTION
MARANHAO PROJECT
SITE
URBANIZATION

I suggest you approach such decisions as follows. If you know of a writer who is ideal for a significant subtopic, who could give us a high-quality entry on it, let's go ahead with it. You would then restrict the treatment of it in your own article sufficiently to avoid excessive overlap. It would be best not to decide on a separate treatment of a subtopic except in relation to a highly desirable contributor.

This approach should be especially fruitful in the NATIONAL DEVELOPMENT section; you probably have a number of non-Americans in mind as possible contributors.

In summary, let's plan the section not in abstract terms but purely in terms of a cluster of title/author packages - with, of course, a word-count attached to each package.

If during the next year or two a writer publishes a book or article that provides a brilliant, definitive treatment of a subtopic which we have not featured in a separate entry, we can always contract for such an entry, which we would cross-reference to the main entry for the larger context. Excessive overlap between them can be solved by shaving down either or both. We shall have to do this sort of thing frequently.

A word about titling. In this encyclopedia, when we adopt an entry like

NATIONAL DEVELOPMENT

it is my assumption that we would mean: the role of communications in national development. In other words, the title of the

encyclopedia itself shades the meaning of all entry titles.
I hope we can avoid titles like

NATIONAL DEVELOPMENT, ROLE OF COMMUNICATIONS IN

I hope you agree on this approach to our titling decisions.
If you don't, please let me know.

We are not yet in our new quarters. But we are given glimpses
of floor charts and fabric swatches. I didn't think I'd still
be playing house, but it's fun.

Yesterday I learned of your heart attack; today, that you are
doing well. Greetings from all of us. Get well, take it easy.
We need you.

Sincerely,



Erik Barnouw

EB:mb



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEFAX: 743-0331

24 November, 1983

Dr. Erik Barnouw
Editor, International Encyclopedia
Annenberg School of Communications
3620 Walnut Street C5
Philadelphia, Pa.
19104

*Don't worry about
how horrible this copy
looks. Next week it
will look better.*

Dear Erik:

Because it is Thanksgiving Day please forgive me for writing to you on my sticky old typewriter at home, rather than my slick word processor at the office. This will save us a day of postage time, and let me tell you, a bit earlier, how much I appreciated the kindness and thoughtfulness of your letter. Not least, I appreciated the fact that the letter came at all: except for the "minutes" of the October meeting the first communication I have had from Philadelphia came only two days ago. Inasmuch as your film and broadcasting students at Columbia must have been assigned to take courses in Empathy I, II, and III, they and you must have appreciated how left out and puzzled I felt for six weeks, trying to belong to the staff.

I realize it will be difficult for you having me far out here, while the rest of you are closely grouped. And I shall try to understand, and to fit my work to the way you are thinking about it. At first it will demand a bit more patience, a bit more effort to keep in communication than would otherwise be necessary, and some drops of human kindness spilled on someone who has come in very late to the planning process and is bound not to agree completely with all of it. Be patient with me, though, and one of these miraculous days you may find me slightly useful to you.

Now, to business:

I shant argue about what the "Board" has decided about "short takes," although I bet you will reverse that decision and add to that little list a thousand others. But you want me to get to work on the kind of outlines you have been making, and I am willing.

Furthermore, I have no objection to your directions for section editors, which I shall sign and return on January 1: I have asked George not to put me on your payroll until that time, because I feel it will take me that long before I learn enough about the process to be of any real use to you. But I promise not to lag far behind the rest of you, and while I learn we shall have time to talk occasionally over procedures



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

- 2 -

that preceded me add still may be worth another paragraph or two.

Example:

As I recall, you assigned me three general topics: a very big and complex one, the Third World (or let's call them the less developed countries), and two neater ones -- development (national development?) and international communication. Wonderful. I accept with joy, and am ready to take on others when the stage clears. However, I note with interest that the Board feels that if I get to work hard on the two topical outlines I may find myself covering about every ~~other~~ "Third World" topic also. As Kurt Lewin used to say, "May be, but I sink absolute ozzer."

At least consider patiently and sympathetically whether the road to what we want to publish about the non-Western world might not point more directly through the non-Western world than through the series of outlines of Western scholarship which seem to be represented by your topical headings..

Example: a few days ago one of my young people read a paper on different concepts of self between East and West and how they related to different developments of communication. I can't imagine that working very neatly into what Leo or George will be doing. Recently we spent an hour talking about Mayan communication. Obviously something that deals with string alphabets and communication between great leaders and little people may have something to say about Mayan communication, but will that be what distinguished our encyclopedia from ordinary ones? I was dreaming the other day about what I might be looking up in the new Encyclopedia, and it occurred to me that I might want to know something about communication in Nepal or Sri Lanka, and ~~want~~ want to be able to refer to a 500-word article on people, place, languages, controls, literacy, education, political functions, GNP, media, etc., etc. Obviously most of these topics would occur in n topical outlines. But do they not grow more readily and directly out of a consideration of people, cultures, history, languages, interactions, etc., than out of a large set of Western-oriented topical outlines?

To take an example, let us consider how I might go about meeting the three-pronged assignment you have given me. The two topics are easy enough. I have my fingers and my telephone on the best persons in those fields (from our point of view, at least) and can turn out the outlines you want in reasonably short time.



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

- 3 -

But over my shoulder will be hanging that enormous topic -- less developed countries. What is the best way to handle those?

So far as Asia and the South Pacific go, we have ^{here} an almost unequalled team of scholars and communicators on those areas. Down the hall sits Wimal Disannayake (Cambridge Ph.D. in folk media, broadcaster for BBC, head of communication study for Sri Lanka, etc.), a real authority on the Subcontinent. Majid Tehranian is just across the street: Iran, Cambridge, M.I.T. We have ~~him~~ perhaps the top international political figure for the South Pacific Commission a dollar-across-the-Delaware away. We have perhaps ten really top scholars on China, including part-time staff like Fred Yu and 11 young Chinese scholars and journalists who are being ruined by me. We are pretty good on Japan, and have our own ongoing research going cooperatively with Indonesia, Malaysia, Singapore, Japan, Thailand, and a few other places. Suppose, now, I get samples of these persons together occasionally. It would cost some time and a few lunches -- no more. If we want more, we can take advantage of visitors, or people on the topical fringe, like two of the best economists of Asia. Suppose we toss ^{at} the question: what do readers need on Asia and the Pacific from the new Encyclopedia, how should ~~the~~ subject matter be divided, and who could best write it?

I don't know how it would work out; I haven't tried it. But I suspect that it would ^{be} less orderly and perhaps more exciting than a set of our topical outlines.

Asia and the Pacific, of course, aren't the only less developed areas. We aren't so rich in Latin Americanists, although both Jack Lyle and I have done a lot of work there. But this could be handled, in large part through men I have trained ~~like~~ like McAnany and Mayo, and close acquaintances like Beltran -- correspondence and telephone -- or (if financially feasible) through a meeting in some location like Tallahassee, Florida where John Mayo and Bob Norgan are, with McAnany not far away in Austin, Texas, and Beltran just across the Gulf in Colombia.

Before I develop a plan to invade through Sub-Sahara Africa or the Arab countries, I would have to seek advice. Those might be more difficult.

My suggestion is merely that perhaps the non-Western world is too big to be handled by neat outlines, although that world too has codes and modes and systems and major articles; and that we might



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESGEN TELEX: 743-0331

- 4 -

retain more of the riches by starting big and sharpening down, than the other way.

If you want to abandon that approach, just say so. In any case, I shall do the two topic outlines for you, with such help as I can co-opt. I am willing to turn out a version of the two main articles, *although I warn you there will be competition (Majid, for example, feels he should write all the development analyses). I shall at least suggest, though not write without a starter's signal, a small, or perhaps astoundingly large, series of "short take" articles some of which will undoubtedly appear in the book; you will be surprised how large four volumes and four million words are, and how many separate subjects people will look up.

Meanwhile I wish you a happy post-Thanksgiving weekend. Many times in recent weeks I have wished I were in Philadelphia to bother you (and learn from you). Perhaps I am at least saving you time. And one of these months, you must arrange a meeting in Hawaii.

With every good wish, I am

Yours,

Bice

Wilbur Schramm

* As you "hope"



East-West Center

East-West Communication Institute

1777 EAST-WEST ROAD · HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

30 December, 1983

Dear Erik:

Please be patient. Just a little longer.

I have been very sick -- much sicker than I realized. As a result you have got very little return, and you don't owe me anything anyway until I am once again hale and hearty and productive. But we are now experimenting with a long-distance word-transmitter, will soon have a "Development" version for you, and will meet with my people who have ideas of how to handle the developing country materials.

Once we get reasonably healthy, things will come very fast. I can see some of the problems you are beginning to face at the office. Poor Leo! Like the rest of us, he knows too much about his subject, and wants to write it all, but will relax when he starts page 100. Or 110.

One problem I hope you will give some attention to is the little things vs the big things. E.g., 400 words on each of 150 countries, with communication facts, or regional tables with 10 tables in each. 400 words on Grenada or 400 x 150 words on developing countries, etc. As I begin to sit up straighter, I'll write you some samples.

But please do be patient, for A LITTLE LONGER. I am going to help you on this book, and, barring the recent act of God, would have been helping long before this.

May you all have a great new year!

Yours,

January 5, 1984

Dr. Wilbur Schramm
Distinguished Center Researcher
East-West Communications Institute
1777 East-West Road
Honolulu, Hawaii 96848

Dear Bill,

This letter will be about our global problems. We'll leave the cosmic till later.

Things keep moving. Proposals in various forms are coming in from Section Editors, and we are trying to respond to each as promptly as possible. Copies of their proposals as well as our replies will be going to you, and will give you some feel of the status of things.

As you will note from an enclosure, we are getting ready to send invitations to proposed editorial advisers, a hundred or so in number, selected for wide representation of regions and disciplines. Various nominees of yours are on the list. A draft of the letter is enclosed.

In your Thanksgiving day letter you raise some difficult issues about Third World input. You write:

I was dreaming the other day about what I might be looking up in the new Encyclopedia, and it occurred to me that I might want to know something about communications in Nepal or Sri Lanka, and want to be able to refer to a 500-word mini-article on people, place, languages, controls, literacy, education, political functions, GNP, media, etc., etc.

This seems to suggest a country-by-country approach. This has some attractions, but also raises some nightmarish problems.

If we have entries for individual countries, would we not have to include all countries? If not, where would we draw the line? Would we not be sure to outrage some? And how could we possibly assemble comparable, reasonably up-to-date information on xxx countries? Would not grievous errors result? And what data would be involved? The U.N. has published reference books showing, for each country, the number of newspapers, radio stations, television stations, schools, newspaper circulation, literacy rate, etc., and these tabulations end up telling you almost nothing about the nature of communications in the various countries.

Certainly anything unusual or significant about communications in any country should be recognized in our encyclopedia. But maybe it can be done better by articles that cut across boundaries. For instance, I hope you will do an article on ETV internationally, detailing significant experiments in various places, and what they apparently did or did not accomplish.

Similarly, our motion picture section will have an article examining the evolution of the medium internationally, mentioning people who have made unusual contributions and had important influence. Those mentioned and discussed would presumably include Ousmane Sembene of Senegal, Satyajit Ray of India, Lester Peries of Sri Lanka, Sir Run Run Shaw of Hong Kong. Some of them might also deserve separate spinoff entries.

Similarly, our entry on the history of the newspaper will mention many newspapers in Third World countries, and some, like Al Ahram, might also deserve separate entries.

Articles on linguistics, music, folklore, documentary film, sculpture, schools, visual arts, dance, etc. will likewise be expected to take an international approach, citing any country where anything interesting is happening or has happened. Our problem will be to make sure such opportunities are not missed.

This cross-cut approach means that no country will find its name as an entry title, but many countries will find that the index refers the reader to scores of diverse entries, referring to diverse topics and periods.

An educational virtue of the the cross-cut approach may be that instead of bolstering separateness, it encourages recognition of relationships, influences, similarities, differences. It might have some bridge building effect.

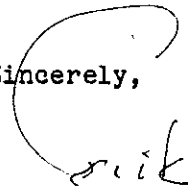
Many of the less-developed countries will welcome our recognition of the role of their ancestors in the early history of communications. We have special opportunities in such topics as the Silk Road; and the history of paper, detailing the long route by which it traveled from Asia via North Africa to Europe; also, the Line of Demarcation, the papal edict dividing the New World between Spain and Portugal, along a line that still marks the boundary between the Spanish and Portugese languages in South America. There are scores of such intercontinental topics that deserve our very special attention.

I have gone into some detail about this because it seems a basic policy issue. Our board had had several discussions about country-by-country entries, and the feeling has been against them. This doesn't mean the subject won't come up again, but I wanted you to know the current feeling. However we approach our aim of being internationally enlightening, it won't be easy.

The more input we get from our editorial advisers, and from your innumerable informal contacts, the better. But I hesitate about your idea of assembling groups of your contacts to draw up formal recommendations. Too much possibility of rancor if we don't proceed accordingly.

Will try to keep you informed, and we always look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Erik". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Erik Barnouw
Editor
International Encyclopedia
of Communications

EB:mb

January 9, 1984

Dr. Wilbur Schramm
1650 Ala Moana
Apt. 3009
Honolulu, HI 96815

Dear Bill:

This is a belated expression of good wishes for the New Year, and thanks for the hilarious mad illustrated encyclopedia. I distributed it to our last meeting before Christmas and it broke up the meeting for at least half an hour.

The encyclopedia project hopes to move into its new home on campus by the end of January. I know that Erik is keeping you posted on developments of substance so I will not cross that line of communication. However, let me remind you that we are waiting for information on your access to MAILNET or other electronic networks.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

On their fiftieth wedding anniversary

Betty and Wilbur Schramm

are thinking gratefully of their friends

who have contributed so much

to the happiness of so many years

August 5, 1934-1984

(over)

Dear George - I am glad I
finally caught up with you after
slipping out of Illinois just before
you arrived. But I hope the next
years will bring more happiness and
more success to you, and that we can
publish a book together.

Wishes



East-West Center

Institute of Culture and Communication

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCFN TELEX: 743-0331

15 August, 1984

Dr. George Gerbner
Dean
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C 5
Philadelphia, Pa.
19104

Dear George:

I think you ought to know that I am going to retire
from the East-West Center this year.

I suggested October 1 to them as the date. They asked
me whether I couldn't stay at least until the end of the
calendar year, and I suppose that is the way it will come
out.

Whether this will make me any more useful to you I don't
know. But as you know I have been very guilty about not
doing more. And this arrangement should, at least, make
it easier to concentrate my efforts and give the encyclo-
pedia more time. If desired.

Every good wish!

Yours,

Wilbur Schramm

The Lakeside Press

R·R·DONNELLEY & SONS COMPANY

CORPORATE HEADQUARTERS: 2223 KING DRIVE • CHICAGO, ILLINOIS 60616

CHICAGO SALES OFFICE

300 WEST ADAMS STREET • CHICAGO, ILLINOIS 60606

TELEPHONE (312) 326-8000



May 7, 1984

Mr. Wilbur Schramm
Dean Emeritus
East-West Center
Institute of Culture and Communications
1777 East-West Road
Honolulu, Hawaii 96848

Dear Wilbur Schramm:

Having heard your name for so many years at World Book, I almost feel as if I know you, but I am quite sure we have never met. My husband, Ken Petchenik, remembers well a trip to visit you one time at Stanford University--he sends his regards.

As to your request for a 1,000 word article on cartography for the International Encyclopedia of Communications, I am torn but have finally decided that I am not the best person to do the writing. The topic is certainly an interesting one (or at least as I understand it from your letter), but I am far from knowledgeable on the subject of the history of cartography. The theory of cartographic communication is my specialty, but I am short of facts about the particulars of its evolution.

The person who should write this article is Arthur H. Robinson, with whom I had the good fortune to be associated in writing The Nature of Maps. Not only does he know about communications but he is a world-class expert in the history of cartography. He is retired from the University of Wisconsin now and, unlike me, is probably not frantic for time to do the article. I have discussed with him the possibility of his writing the article for you, and he agreed to consider it, but would like some additional clarification on the approach you want him to take. The subject is one on which it would be easier to write 100,000 words rather than 1,000 words, I'm afraid. ۞

I have received some contract papers from Erik Barnouw. Shall I return them to him or shall I just assume that new materials will be sent to Robbie?

As I say, I am sorry to pass up this interesting opportunity but given other considerable demands on my time, I do not think I can quickly learn enough to write the article you want. I hope some time we have the opportunity to meet, or to work together.

Best regards,

Barbara B. Petchenik

BBP:rr

P.S. Arthur Robinson's address is:

101 Burr Oak Lane, Mt. Horeb, WI 53572 (608) 437-8039

All contracts and prices are subject to confirmation by an officer of the Company



East-West Center

Institute of Culture and Communication

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEX TELEX: 743-0331

15 May, 1984

Dr. George Gerbner
Dr. Erik Barnouw
International Encyclopedia of Communication
Annenberg School of Communication
Blockley Hall S1
University of Pennsylvania
Philadelphia, Pa. 19104

Dear George and Erik:

As I told George a few weeks ago, I am not going to accept the check for this month because (as was the case in November) I haven't been of enough use to you. It's hard to be helpful when one is so far away in hours and from policy making. But I'll keep trying. Would you be willing to receive a brief visit in August (when I have to go to Florida to receive another medal from the national journalism association)?

I am putting the check in George's copy of this letter. Most of the rest of it will be for Erik.

Enclosed is a copy of Barbara Petchenik's letter. May I have permission to write to Dr. Robinson, who seems all set up for the job?

At the moment I am dealing with an economist who specializes in transportation, trying to find out whether he knows anything about history or only about rates and the like. If I don't find the right person for this in a week, I'll draw in an economist to help, and write the history part of the article myself, without name credit.

And I will be very happy to get through the assignment problem on this area about which I know so little, and start on a topic in which I know the experts better. What have you decided to do about development? I am at your service. As I told George, I haven't known exactly to do about Third World, inasmuch as the popular culture stuff seems to be given away. However, I have talked with about 350 persons from the Third World about what they would look like to look up in this kind of book, and will be summarizing the results and sending them to you shortly.



East-West Center

Institute of Culture and Communication

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWECEN TELEEX: 743-0331

2

I have finished a book on the history of human communication. Nice and readable and lots of pictures. I have declined to talk with any publishers while it was being written, but don't think there will be any great difficulty in publishing it. Any suggestions?

God, I am sorry I can't be of more use to you.

Best wishes to you both!

Wilbur Schramm



East-West Center

Institute of Culture and Communication

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

21 May, 1984

Dear George —

I forgot to enclose this
in the last letter. Now, at least, you
can see that I have been doing
something.

Best!

Bill

PERSON TO PERSON

The Story of Human Communication

Wilbur Schramm

THE STORY OF HUMAN COMMUNICATION

1. The Dawn Years

The experience of exploring the ancient painted caves ...What they look like...What they tell us about pre-historic communication...How the caves were discovered: The story of Lascaux...Why did the first picture-making animal put his art in unlighted caves?...What was it used for?...Was this period of the cave paintings and the perfecting of tool-making a sort of prehistoric Renaissance?

2. How Long Is a Long Time?

What it means that humans have been on earth only one or two million of the fifteen billion years since the Big Bang...The cosmic calendar...Man's day...The recorded history of human communication: 12 seconds of man's day on earth...Four great periods in human communication.

3. The Birth of Language

Communication before verbal language...The nature of non-verbal communication...Why did man go the verbal rather than the non-verbal way?...Hypotheses as to how language originated...Human life and human language...Did language develop in more than one place on earth?...Principal languages and language groups.

4. The Invention of Writing

Only in the last 10,000 years have villages and agriculture replaced the hunter-gatherer way of life ...Only in the last 6,000 years have humans replaced the Memory Man with writing...The setting out of which writing emerged...Relation of early writing to pictures...Steps in the growth of language...Characters, syllabaries, alphabets...Examples of development of languages...Language: man's greatest intellectual achievement; writing: his greatest invention.

5. Institutions of Communication: The City

From the cave to the village to the city...What the city meant to man...What it meant to communication

...To the development of education...What did the early writers sound like?...Cities and civilization.

6. Institutions of Communication: The School

Half of all the professional communicators in the world are connected in some way with schools... Early education was essentially practical... Education in the Middle East, China, and India... "The School of Hellas"... Two strands of Greek education ... Content of some early teaching... Abelard and the universities.

7. Language for Mathematics and Science

Counting... Is man the only animal that counts?... Numbers... The longest step: learning to think of "twoness" and "threeness"... The number zero... Ionian science... What Ionia means to us today.

8. The Day of the Printer

Gutenberg a symbolic figure rather than an originator... Pre-Gutenberg developments in East Asia... Why it took so long for Europe to find out what China and Korea had learned about printing... How Gutenberg happened to be the right man in the right place... Printing launches a tidal wave of social change.

9. Institutions of Communication: From Scribe to Publisher

The shadow of the ancient scribe falls on every piece of modern printing... What the scribe did... The post office comes into being... Book publishing becomes a major activity... Growth of libraries... The newspaper comes to life... The magazine: neither book nor newspaper.

10. Communication and the Electronic Century

Inventions and their roots... Man captures sight on film... Sound on wire... The Memory Man goes electronic ... The camera captures motion... The birth of radio... Pictures in the air.

11. Institutions of Communication: The Mass Media

The nature of a mass medium... The significance of interaction between media content and media audiences ... Does a communication medium ever die?... Newspapers in our time... Movies in our century... Radio in our century... The middle age of television... McLuhan on the effects of television.

12. Communication, Public Opinion, and Politics

The "Fourth Estate"...How those pictures get into our heads...The agenda-setting function of the media... The "selling" of the candidate...The nature of the political power of the media.

13. Institutions of Communication: Advertising

The "voice of advertising" grows loud...Advertising agencies...Why advertising is important for the media and their audiences... "The day the ads stopped."

14. The New Age of Information

How did people feel at the beginning of other ages of man?...The great years in the 1940's...The new world of information...opportunity vs. overload... The economics of information...Can a computer "think"?...The real challenge to the computer — tomorrow.

References and Readings

July 2, 1984

Dr. Wilbur Schramm
1650 Ala Moana
Apt. 3009
Honolulu, HI 96815

Dear Bill:

I am sorry we will not see you here in August but certainly understand the reasons.

Thank you for sending me the outline of Person to Person; The Story of Human Communication. It seems most interesting and, as I noted in my letter of May 24, we would be very pleased to consider it for the Annenberg/Longman Communication Books project. I believe it could give your book a quality setting and good promotional and marketing service. I hope you will send me the manuscript and pictures.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

CC: Marsha Siefert



East-West Center

Institute of Culture and Communication

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESCEM TELEX: 743-0331

11 July, 1984

Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
3620 Walnut, C 5
Philadelphia, PA.
19104

Dear George:

About the book:

I would rather have you publish it than give it to anyone else.

Only 15 words in my last contract with Harper and Row kept me from sending it to you two weeks ago. I promised to give them first look at the next book.

So I sent it to them two weeks ago. It doesn't look to me like a typical Harper and Row book, but they have to decide that. They have published Men, Messages, and Media (now, since the coming of a female editor, renamed Men, Women, Messages, and Media) and the Responsibility book.

It's tough luck about August 6. Anyway, enjoy the summer.

Yours with every good wish!

Wilbur Schramm

Extra paragraph:

The Harper editor, urged to hurry up his decision, is complaining about this being a slow time of year to get readings, etc. As soon as he sends it back, if he does, I'll put it back in the mail to you.



East-West Center

Institute of Culture and Communication

1777 EAST-WEST ROAD HONOLULU, HAWAII 96848 CABLE: EASWESSEN TELEEX: 743-0331

27 October, 1984


Dear George:

This is just thank you.

Thank you for all your kindness and thoughtfulness, for giving me a chance to meet the people I did, notably your pretty wife and Mr. Annenberg who is still hunting down three magnums of Robert Mondavi 1974 Reserve. Maybe I can follow the trail and find him some of the priceless stuff. For your wife I can leave hardly anything except the advice that if she has any idea of flying United between east and west she might well consider taking a ship instead. Coming east, as you remember, I got up at 4 a.m., drove to the San Francisco airport, and found the plane was cancelled. Another one left five hours later. Going west I got up at 5 a.m., left only a little late, but sat for two hours in the middle of one of the airports while mechanics tried to repair the elevator that was supposed to carry hot food from the 747 cellar to the passenger deck. Result: phenomenally late arrival and no hot food. Recommendation: ship or balloon.

One more suggestion, though. You were very kind, kinder than I deserved, to put me up at that costly Hilton. Let's see if I can't find a less expensive one next time. And also, let's forget the airfare between San Francisco and Philadelphia. Stanford paid my way between Honolulu and San Francisco. This is the larger part of the travel cost; I can cover SF-Phila-SF. Except, of course, ~~that~~ next time let's use a balloon.

Congratulations on the deaning you are doing at Annenberg. And best and warmest wishes!

Yours,

Wilbur Schramm

November 6, 1984

Wilbur Schramm
East-West Center
Institute of Culture and Communication
1777 East-West Road
Honolulu Hawaii 96848

Dear Bill,

Thank you for your letter and very kind words of October 27. Ilona, the Annenbergs, all your other friends and colleagues, and I myself were delighted that you could spend some time with us. And, following your advice, I am beginning to collect brochures of ships going to Hawaii, and inquire about (or perhaps begin to organize) balloon rides.

I don't know why you don't want us to cover the San Francisco-Philadelphia round trip fare; after all, Stanford saved up the larger bill. So just send your ticket stub along and we will be pleased to reimburse you.

I look forward to our next visit, here, in Hawaii, or at a balloon-crossing point.

With best regards.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG/mb

December 5, 1984

Wilbur Schramm
1650 Ala Moana
Apt. 3009
Honolulu, HI 96815

Dear Bill:

Considering what seem to be the hazards of the flight to and from Honolulu, you did not fare so badly! The only thing I can figure out from your airline ticket and invoice is that we owe you \$161, a bargain! By copy of this letter I am asking Mary Brennan to process a reimbursement check for you.

We are looking forward to more articles, more letters, more copy.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

CC: Mary Brennan

March 14, 1986

Dr. Wilbur Schramm
1650 Ala Moana
Apt. #3009
Honolulu, HI 96815

Dear Bill:

Thank you for your note and kind words of March 3.
It was good to have you here, as usual, and we look
forward to more frequent contacts in the near future.

I am glad you enjoyed the Gannett talk at Columbia,
and am looking forward to the same on May 12.

With best regards,

Sincerely yours,

George Gerbner

GG:ab

August 10, 1987

Dr. Wilbur Schramm
1650 Ala Moana
Apt. 3009
Honolulu, HI 96815

Dear Bill:

I found your good letter and manuscript of July 2 upon my return and have now completed another round of quick work on it before leaving for another trip. I am now forwarding our ms. to Lee Ann Draud, the Associate Editor whose unenviable task is to whip it into shape, if possible.

After that it will run the usual editorial gauntlet. Meanwhile I am enclosing a copy of the latest draft. There is no time for another round, but please call Lee Ann at the Encyclopedia office (215 898 1600) if you have some objections or corrections to make. It would be very desirable to get some general statistics on the Japanese situation, but I have no good source for that. If you do, please telex or call that in to Lee Ann.

Once the editorial process is completed, we'll get final draft (or what's left of it) to approve.

I want to thank you for the splendid and speedy cooperation. If we only had more time (and better foresight on the timetable)...

Best regards,

Sincerely yours,

George Gerbner

GG:ab

CC: Lee Ann Draud
Larry Gross

Wilbut Schramm

Dear Bill,

Your fine package provided so much food for thought that I want to take several letters to respond. This is number one.

I was at once attracted to your short-takes suggestion, and hoped we might go into that. But the Editorial Board feels, and I agree, that it is far more important to begin organizing the areas assigned to you as Section Editor. So, for the time being, let's put aside the short-takes plan. I may come back to it later. In this letter I'll focus on INTERNATIONAL COMMUNICATION.

Your "topical outline" ("trial run") for INTERNATIONAL COMMUNICATION seems to include everything in the way of themes and issues which needs to be brought out. The problem now is to organize this material into a cluster of entries with titles that readers are likely to look up.

I'll suggest one possible approach, which would divide the task into three divisions: (1) a major article; (2) several mid-length articles; (3) short takes.

It seems to me the section needs one major article of 4000-5000 words titled

INTERNATIONAL COMMUNICATION

which would tackle the whole subject historically and mention just about everything included in your topical outline. It would mention all mechanisms of international communication (from migration/travel/exploration/trade/diplomacy/war through to the present complexity of media and organizations).

It would make clear that all can distribute misinformation and stereotypes as well as information and understanding, as your outline indicates. It would cite the continuing "aspirations" relating to communication, and the way that each new communications development has intensified the aspiration while at the same time opening up new possibilities for monopoly, domination, censorship, etc. In the present century we have/^{built}innumerable organizations around the aspirations, ranging from scholarship organizations to United Nations agencies. You list many of them. But I suppose the question of whether the "aspirations" are likely to overcome the "frustrations" must be left as an unresolved issue. Perhaps it seems quixotic to try to pack all this into one entry, but I think it is important that one article should bring out the complexities involved in INTERNATIONAL COMMUNICATION, leaving it to other entries to zero in on specifics. The concentration has its own kind of excitement. My hope would be that you would write this major article.

(2) Mid-length articles. A number of topics briefly mentioned in the major article would need more attention than the major article can give them. This might apply to:

DIPLOMACY
TRADE
WAR
EXPLORATION

and other topics. An evolutionary treatment would be appropriate for these too, it seems to me, because it throws the changing role of communications into bold relief. Commodore Perry was really on his own in Edo Bay. Today his every move would be "micromonitored" by an array of mechanisms and agencies

including the White House. Your problem will be to decide which of the essential threads can be adequately treated in the comprehensive article and which need separate entries. The separate entries would of course be cross-referenced to the major article, which would provide a larger context.

(3) Short takes. Both the major article and the mid-length articles would presumably mention things, people, and organizations that deserve an entry with further information. These might include:

SILK ROAD
UNESCO
NEW WORLD INFORMATION ORDER
LEAGUE OF ARAB STATES

These would be items of explanation, identification, definition. A function of these entries would be to lead the reader via cross-reference from a topic about which he is curious to the larger articles tackling larger issues. They would also take care of interrelationships with other sections.

I realize you may already have zeroed in on some other plan. Let me know if any of this is of help to you.

Sincerely

Dear George —

This is to wish you a happy holiday, and to tell you how much I appreciate your kindness to me this year and, more generally, the way you have run the Encyclopedia.

I haven't seen so much of the school, but am sure I would have the same impression of what you do there: you will be missed, come next autumn.

I wish I could have been of more help to you this year, and that I had been so far away. But I still stand by to help as I can, and meantime send you and your nice wife warm greetings and good wishes.

Bill.

JOYOUS CHRISTMAS



University of Hawaii at Manoa

Department of Communication
2560 Campus Road • Room 337
Honolulu, Hawaii 96822
Telephone: (808) 948-8715 • Cable Address: UNIHAW

December 29, 1987

Ms. Betty Schramm
1650 Ala Moana Blvd.
Honolulu, HI

Dear Betty:

On behalf of my colleagues and myself, I wish to express our deepest condolences to you and your family. Wilbur was a great teacher and friend to all of us, and we all feel the less without him. The enclosed is a feeble expression of my own feelings for him.

We all wish you the best.

Affectionately yours,

Majid Tehranian
Professor and Chair

Dear Betty
I thought you
would like to see
the enclosed. Attached
is the article suitable for

FOR WILBUR

"And God bless you,"
He said in his cracked voice.
Those were his parting words.
Gentle and kind
as the morning breeze
on a roaring ocean
travelling many miles
over the rough waters
of life
to slow down
to greet a perfect stranger
on a lost shore.

H'is gone now
to the mountaintop
to rest,
where ambition
ceases to devour the soul.
Wiser with age,
younger in spirit
-- as few of us manage --
teacher and friend
to all of us,
with tales to tell
of the world's follies
with a chuckle
and a twinkle in the eyes.

You
will be missed,
Wilbur,
sorely
here
in our muddled world,
where we still need
to learn
-- a thing or two --
on how
to relate,
communicate.

INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATIONS

OXFORD UNIVERSITY PRESS, INC./UNIVERSITY OF PENNSYLVANIA

EDITOR
Erik Barnouw

CONSULTING EDITOR
Wilbur Schramm

MANAGING EDITOR
Tobia L. Worth

ASSOCIATE EDITOR
Larry Gross

EDITORIAL BOARD

George Gerbner, Chair
David Attwooll
Erik Barnouw
Peter Clarke
Larry Gross
Sheldon Meyer
Maurice Mitchell
Wilbur Schramm
Tobia L. Worth

January 18, 1988

Mrs. Wilbur Schramm
1650 Ala Moano
Suite 3009
Honolulu, HI 96815

Dear Betty,

We have all been deeply saddened by the news of Wilbur's passing. We can sense what a gap it must leave in your life. The entire Board and staff of the Encyclopedia joins me in conveying to you our sympathy and condolences.

We knew him not only as a brilliant scholar, especially honored for his pioneering work in our field, but also as a generous friend and delightful companion. We were in constant touch with him during the five years of Encyclopedia work, and his contributions to it have been immeasurable.

In the Encyclopedia, now being readied for the printer, his name appears as an editor and as the author of no less than nine articles. He is mentioned in many articles by others. Today we determined that his career would also be the subject of a new article entitled SCHRAMM, WILBUR (1907-1987). It is the final addition to the Encyclopedia.

Sincerely,

George Gerbner
Professor of Communications
and Dean

CC: International Encyclopedia of Communications Board and Staff

January 28, 1988

File Schramm

Dr. Steven Chaffee, Chair
Department of Communication

Dr. Donald F. Roberts, Director
Institute for Communication Reserch
Stanford University
Stanford, CA 94305-2070

Dear Steve and Don:

Thank you for your letter of January 22 and invitation to the memorial meeting for Wilbur Schramm. As you know, Bill was a valued and active Contributing Editor of our International Encyclopedia of Communications project (now nearing completion), co-author with me of an article in the IEC on the Study of Communications, and good friend and colleague.

I regret that many conflicts preclude my attendance at the February 8 gathering. But I would like to take this opportunity on behalf of the Encyclopedia staff, our faculty and students, and his many friends here, to convey our warm and vivid remembrance of Bill as a pioneer in our field, supporter of many of our endeavors, and wise advisor and friend.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305-2070

DEPARTMENT OF COMMUNICATION
Telex 348402
STANFRD-STNU

Department Office (415) 723-1941
Journalism (415) 723-0353
Film and Television (415) 723-4904
Institute for Communication Research
(415) 723-3696

January 22, 1988

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

Dear George:

By now you have undoubtedly received the sad news that we lost a good friend and colleague during the recent holiday season. Wilbur Schramm died a few days before the turn of the year. He had just received the author's copy of his latest book, A History of Human Communication, and had the start of the next one on his computer.

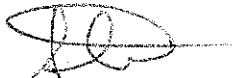
Wilbur will be missed by a great many people, but those associated with Stanford's Department of Communication share a particular sense of loss. He founded the Institute for Communication Research in the 1950's, guided the Ph.D. program to national renown, served as mentor to a remarkable number of currently active communication scholars, and in a very real sense invented the field of communication research as it exists today. Many people who have been associated with Stanford University and most who identify themselves as communication scholars owe Wilbur a great debt -- for his friendship and support, for what he taught us, and for the field to which he introduced so many.

We in the Department of Communication invite you to join us in acknowledging that debt. We are planning a gathering of his students, friends and colleagues at which we can share our memories of Wilbur. We hope you can meet with us at the Stanford Faculty Club on Monday, February 8, from 5:00 to 6:30 p.m.

We have asked several of Wilbur's friends to spend a few minutes recalling different stages of his life and career. We'll begin these remarks at about 5:30 p.m., after which anyone attending who wishes to speak is invited to remember Wilbur.

We sincerely hope you will join us for this informal remembrance ceremony. It will be helpful if you can let us know if you can come.

Sincerely,



Steven Chaffee, Chair
Department of Communication



Donald F. Roberts, Director
Institute for Communication
Research

P.S. A number of people have inquired about a memorial gift. Given a life devoted to the training of Ph.D.'s in communication, we can think of no more fitting memorial to Wilbur Schramm than an endowment to support outstanding Ph.D. students during their final year of study, while they write their dissertations. Gifts may be directed to the Schramm Fellows Fund, Department of Communication.