

THE UNIVERSITY OF IOWA

IOWA CITY, IOWA 52240



Department of Speech and Dramatic Art

July 7, 1969

Dr. George Gerbner, Dean
Annenberg School of Communication
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

It took a visitor from Britain, our mutual friend Jim Halloran, to tell me that you had done an interesting sort of content analysis of violence on television. I also ran across a reference to your study on "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study." If copies of these are still available, I would appreciate receiving them. If there is a charge, bill me at the address above.

Hope that all is well with you and your colleagues.

Cordially,

A handwritten signature in dark ink, appearing to read "S. L. Becker", written over a horizontal line.

Samuel L. Becker
Chairman

SLB:mlm

July 15, 1969

Dr. Samuel L. Becker, Chairman
Department of Speech and Dramatic Art
The University of Iowa
Iowa City, Iowa 52240

Dear Sam:

Enclosed is what we have available on the violence study. Also enclosed are a few reprints of papers that came out of the education study, but the full (and massive) report is available only from the Documents Expediting Project, or from the Educational Research Information Center of the U.S. Office of Education.

I will be glad to send you anything else in which you may be interested from the enclosed publications list, if available.

With best regards.

Sincerely yours,

GC:kaf
enclosures

George Gerbner,
Dean

The University of Iowa

Iowa City, Iowa 52242

Larry Gross
Suzanne Fox
Pena



Department of Speech and Dramatic Art

May 5, 1976

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

Dear George:

We read your paper on "The Scary World of TV's Heavy Viewer" in Psychology Today with much interest. Some of my students and I are especially interested in your finding on the relationship of television use to suspicion and fear, and we would appreciate seeing more of the data. When your complete report is done I would appreciate your letting me know where I can order a copy. In addition, one of my students is interested in some other kinds of analyses on your data. She has gotten involved in different sorts of statistical analytical techniques and wants to try them out on a variety of kinds of data related to mass communications. For this purpose, can we get a duplicate of your data deck or a duplicate of the tape if you have the data stored that way? She would, of course, respect your prior rights to publication on all of the questions for which you have collected this information.

Any help you can provide on the above will be much appreciated.

Cordially,

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

Samuel L. Becker
Chairman

cs Also, can we get on the mailing list for your periodic violence index reports? Would be good to have first hand reports rather than those that get filtered through the media.

May 12, 1976

Samuel L. Becker
Chairman
Dept. of Speech and Dramatic Arts
The University of Iowa
Iowa City, IA 52242

Dear Sam:

Enclosed is the summary of our Violence Profile. A fuller report is in the current issue of the Journal of Communication which will also be the best source of information about future reports.

As to the data, I am circulating your letter to Larry Gross and other members of our project staff to see what they think about your request. Meanwhile, please let me know (or ask your student to let me know) more precisely the kind of data in which you might be interested.

With best regards.

Sincerely yours,

George Garbner,
Professor of Communications
and Dean

GG:kas
encl.

May 12, 1976

Samuel L. Becker
Chairman
Dept. of Speech and Dramatic Arts
The University of Iowa
Iowa City, IA 52242

Dear Sam:

Enclosed is the summary of our Violence Profile. A fuller report is in the current issue of the Journal of Communication which will also be the best source of information about future reports.

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With best regards.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
encl.



Department of Communication and Theatre Arts

October 12, 1982

Dean George Gerbner
Annenberg School of Communication
University of Pennsylvania
Philadelphia, PA

Dear George:

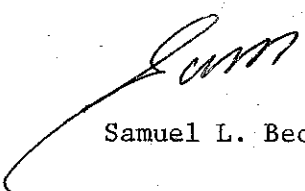
We have a faculty member in theatre at Iowa named Robert Hedley who is presently being considered for tenure. For many years, until 1981, he was active in theatre in Philadelphia. Among other things he was the artistic director of a professional theatre company there, The Philadelphia Company. We brought him to Iowa as head of our Playwrights' Workshop and Director of Theatre.

One of the key considerations in the tenure review is the quality of his artistic work, his development as an artist, and the prospects for his continued development. Since most of his artistic work was done in Philadelphia, we are trying to get some assessments from people in your city. It occurred to me that you might know of people from your school who could provide knowledgeable and detailed assessments--perhaps your wife, the head of your theatre program, or both. I would have written directly to them, but I do not know them. I would appreciate your passing my request on.

If either or both are willing to write, their letters will be confidential. They will be read only by the few tenured full professors of this department who must make the initial recommendation here one way or the other, the dean of the college, and the vice president for academic affairs.

George, I will appreciate anything you can do for us.

Cordially,



Samuel L. Becker

P. S. By the way, our new president, Jim Freedman, speaks highly of you. He was the dean of your law school until he moved to Iowa. Fine fellow.

SLB/lis

October 25, 1982

Samuel L. Becker
Department of Communication
and Theatre Arts
The University of Iowa
Iowa City, IA 52242

Dear Sam:

I asked Ilona, my wife, and a few others about Bob Hedley but recollections are too distant and vague to be of any value. We all remember Bob at Villanova, then looking around, then starting (I think) The Philadelphia Company, but none of us worked with him sufficiently to know the quality of his artistic work etc.

As I am going on several trips today, I am asking my secretary to call up the present director of The Philadelphia Company and inquire if anyone there can write an assessment. If so, she will write a "ps" to this letter giving the name and address and telephone number of the person.


Sorry I cannot be of more help at this time. I will be out of town when this letter is transcribed and signed but I am sending best personal regards to you and also to Jim Freedman.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

P.S. As Dr. Gerbner suggested, I called The Philadelphia Company and spoke to Sarah Garonzik, who told me that several people there had also received your letter.

Avis Beck



University of Iowa
Department of Communication and Theatre Arts

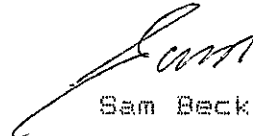
20 March 1984

Prof. George Gerbner, Dean
Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-3858

Dear George:

I just finished reading the "Ferment in the Field" issue of the Journal of Communication (I am a bit behind in my reading) and want you to know how enjoyable and stimulating I found it. It's a fine contribution to our field. I especially appreciated your epilogue. It expresses my thoughts on all of the arguments we have been suffering through for the past few years, but I have never been able to say it as well. It will be required reading for some of my students. I appreciate your sharing it with us.

Cordially



Sam Becker

Copies placed in mailbox

UNIVERSITY INTRAMURAL CORRESPONDENCE

MEMO TO: Janice Fisher, Marsha Siefert
FROM: George Gerbner
DATE: March 27, 1983

*File
Becker*

For your enjoyment!

GG

March 27, 1984

Prof. Samuel Becker
Department of Communication & Theater Arts
224 Jessup Hall
University of Iowa
Iowa City, IA 52242

Dear Sam:

I was very pleased to read your kind words about
"Ferment" and the epilogue, and appreciate your taking
the trouble to write me.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

The University of Iowa

Iowa City, Iowa 52242

Department of Communication Studies



1847

November 20, 1984

Dean George Gerbner
Annenberg School of Communication
University of Pennsylvania
Philadelphia, PA 19104-3858

Dear George:

I hope you can suggest strong possibilities for a tenure track faculty position in our department. I am enclosing a copy of the job description. This is a replacement for Bob Pepper, who is leaving to head the research staff in the National Telecommunication Agency in the Department of Commerce. Although we can be somewhat flexible in his replacement, we would like very much to have someone who has the ability and desire to develop a strong program of research in telecommunications policy. He or she could be a fresh Ph.D. or someone who has been out for a year or two.

I look forward to hearing from you and from anyone you recommend. We are trying to move rapidly, so anyone interested should contact us soon.

If a possible candidate has questions about the position, he or she should feel free to call me at (319) 353-3159. I assume you know we are an affirmative action/equal opportunity institution. Therefore, we are interested in finding the best possible faculty member, regardless of sex or ethnic background.

Thanks much for any help you can offer.

Cordially

A handwritten signature in dark ink, appearing to read 'S. L. Becker', written in a cursive style.

Samuel L. Becker
Professor

Enclosure

NICHOLAS JOHNSON

BOX 1876 IOWA CITY IA 52244 319-337-5555

November 28, 1984

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

Dear George:

Sam Becker has shared with me your notice regarding the UNESCO Project.

Just what you need, another project!

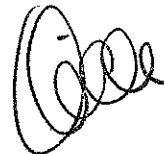
But, seriously, I do think congratulations are in order. This should bring together a terribly useful -- and certainly as complete as is possible -- collection of material.

Most of what I would have to contribute I presume you already have in your files. There was testimony before the President's Violence Commission. I presume you have all that testimony, along with the staff volume on the media that came out of it.

The other thing I might contribute I really do not have, but presumably you do. That is the research that you and I did with support from the American Medical Association and others when I was Chairing the National Citizen's Committee for Broadcasting. Although some of the definitions and procedures we used were similar to those you have used elsewhere, there were also some significant differences, you will recall, and certainly the notion of tying in instances of violence with commercial sponsorship was a unique part of the research design in searching for corporate behavior-modifiers.

Good luck to you, George, and let me take this opportunity to extend to you and my other friends at Annenberg very best wishes for the coming holiday season.

Sincerely,



cc: Sam Becker
NJ/jag

December 3, 1984

Professor Samuel L. Becker
The University of Iowa
Department of Communication Studies
Iowa City, IA 52242

Dear Sam:

In response to your letter of November 20 I am sending you, enclosed, the curriculum vitae of Dan Schiller. In the six years since his Ph.D., he has compiled an admirable publications record and is probably the most productive and dynamic telecommunications policy historian and researcher (and teacher) working today. Incidentally, he is equally familiar with general social science theory and methodology.

I think very highly of Dan Schiller and am taking the liberty of alerting him, in case he does not yet know, of your opening. Dan has a tenured position at Temple University, and I think that the main reason behind his mobility is the effort to find a place where both he and his wife (a very talented Ph.D. in folklore, popular culture, and communications) can find work together.

If you have any questions, please call.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Enclosure