

# WKBS TV

# ch48

Kaiser Broadcasting

Burlington-Philadelphia

3201 S 26 St  
Philadelphia Pa 19145  
215/336 6400

February 4, 1972

Dear Dr. Gerbner:

Lon Lee, Bill Ryan, Larry Shackelford, Jim Warner and I enjoyed having lunch with you Monday, January 31st, at WKBS TV. We feel it gave us a good opportunity to exchange thoughts with you about communications and about your view of the major problem facing Philadelphia.

You said the major problem facing the City is the urban drift which is increasing the cleavage among the various races and cultures and is now beginning to be defined geographically. If this continues unchecked, you believe there is a threat of civil war.

You stated the purpose of communications is to illuminate the public to better understanding and to create a climate for legislators to be able to do something about our many problems. You expressed the view that this country can do anything it decides it wants to do. You do not accept the proposition that we are helpless.

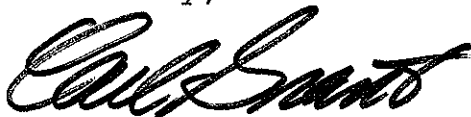
In referring specifically to television, you said you would like to see programs challenging our society's basic assumptions. For example, you mentioned a newscast. You described a newscast as a highly scripted scenario. Your question is "Why do we look at things the way we do?" The end result of this kind of inquiry, you said, would be better understanding.

You envisage three elements in such programs: (1) visual material -- dramatization or newscasts, (2) series of questions -- very basic types that do not assume anything and (3) the presentation of the researcher who will lead the discussion through a challenge of a basic assumption.

I believe this would make an interesting presentation on our "Delaware Valley Today" program and would like to further discuss the matter with you and Fred Harper. I will call Mr. Harper next week.

Thank you for an interesting and informative meeting.

Sincerely,



Carl Grant  
News Director

CG/jag

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

cc: Messrs. Fred Harper, Director, Radio & TV Office,  
University of Pennsylvania  
G. William Ryan, General Manager, WKBS TV

*mailed Symp.  
brochure 2-9-72 (K)*

February 9, 1972

Carl Grant, News Director  
WKBS TV  
Kaiser Broadcasting  
3201 S. 26 Street  
Philadelphia, Pennsylvania 19145

Dear Mr. Grant:

Thank you for your letter of February 4, and its accurate and perceptive summary of our luncheon conversation.

If you feel that there are matters of mutual interest that we should pursue, I would be pleased to invite you and anyone else you care to bring along to a lunch in the Faculty Club with Fred Harper and myself.

Perhaps you can let Fred know when that would be convenient, and he can then coordinate the date with his own schedule and my secretary.

Please give my best regards to your colleagues and my thanks for the hospitality.

Sincerely yours,

GC:kas

George Gerbner,  
Professor of Communications  
and Dean

CC: Fred Harper, Director, Radio & TV Office, UofP  
G. William Ryan, General Manager, WKBS TV

Kaiser Broadcasting

Burlington-Philadelphia

3201 S 26 St  
Philadelphia Pa 19145  
215/336 6400

March 16, 1972

Dear Dr. Gerbner:

Please forgive my delay in replying to your February letter.

I have been engaged in a number of time-consuming projects -- preparing our license renewal and directing a TV Campaign Workshop. With those projects completed, I may now devote more time to my day-to-day affairs.

I am still very much interested in pursuing your idea of showing a portion of a particular TV program on the air, followed by your analysis of its violent content.

Our next step, I would think, is to meet to decide what program we would use and when it would be convenient to do it.

As I mentioned in our initial meeting, I would like to try it first on the "Delaware Valley Today" which is scheduled weekday mornings from 11:15AM to 12:Noon.

When shall we get together?

Sincerely,



Carl Grant  
News and Public Affairs Director

CG/gcv

cc: Fred Harper - Director, Radio & TV Office - University of Pennsylvania  
G. William Ryan - General Manager - WKBS TV

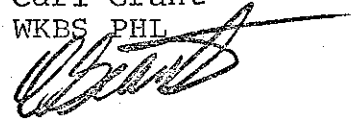
Dr. George Gerbner  
Professor of Communications and Dean  
The Annenberg School of Communications  
UNIVERSITY OF PENNSYLVANIA  
3620 Walnut St.  
Philadelphia, Pa. 19104

# KAISER BROADCASTING

Richard C. Block, KB 2532  
Dr. George Gerbner, University of Penna.

TO Lon C. Lee, WKBS TV  
AT Terry L. Lionberger, WKBS TV  
Frank Allen Philpot, KB 2516  
Glenn H. Romsos, WKBS TV  
COPIES G. William Ryan, WKBS TV

DATE 4/20/72  
FROM Carl Grant  
AT WKBS PHL



SUBJECT A NEW TYPE OF PROGRAM (DR. GERBNER'S MEMO 4/17/72)

As I mentioned in a phone conversation with Dr. Gerbner, I am in agreement with his stated purpose of the programs. The next step is to get more specific about dates and arrangements to use the programs, format, and promotion.

The dates we established at our initial meeting were:  
"Perry Mason" analysis - week of July 24th, "Gunsmoke"  
analysis - week of July 31st, and "All in the Family"  
analysis - week of August 7th.

I would like to air these programs on three consecutive Thursday nights -- July 27th, August 3rd, and August 10th. That means we would use as the basis of our analysis the "Perry Mason" program scheduled Friday, July 21st (our program July 27th), the "Gunsmoke" program scheduled Monday, July 31st (our program August 3rd), and the "All in the Family" program scheduled Saturday, August 5th (our program August 10th).

Arrangements will have to be made now to obtain these programs to preview them during mid June. Dick Block said he would make program contacts. We will make two-inch and one-inch tape dubs and return these programs. The one-inch tape will give us flexibility to view the programs as desired; the two-inch tape will be used in the actual production of our programs.

Our programs should be an hour in prime time. The elements will include taped excerpts from the programs being discussed, analysis by Dr. Gerbner, questions from viewers who will be able to write them in, and questions from a live audience of 15 to 20 people. I would guide the discussion by posing the viewers' questions to Dr. Gerbner and by calling on members of the audience. Dr. Gerbner visualizes the tone of our program much like that of the "Phil Donahue Show."  
I agree.

A NEW TYPE OF PROGRAM  
PAGE TWO

The audience should include a cross section of people. However, I also propose to ask a number of well-known types such as School Superintendent Matthew Costanzo to sit in the audience. Such participation would add an interesting element.


The viewers' response should be tied into the promotion. We will run newspaper and TV Guide ads the week preceding and the night of the regularly-scheduled program that will be analyzed. There will be several lines where the viewer can jot down his question and mail it to us. Lon Lee, our program manager, can help lay this out.

Because of time needed to allow the viewer to watch the program and send us his question, we will have to tape each of our analysis programs earlier in the day it is scheduled for broadcast. That means we would tape and air the "Perry Mason" program July 27th, tape and air the "Gunsmoke" program August 3rd, and tape and air the "All in the Family" program August 10th. I would further suggest we schedule our programs for either 7:30 PM to 8:30 PM or 10:00 PM to 11:00 PM.

Dr. Gerbner explained he had a professional interest in doing these three programs and would do them without compensation.

Dr. Gerbner will be out of town until April 24th, at which time we will hold another conference.

CG/jag



**KAISER  
BROADCASTING**

TO Lon C. Lee  
AT

DATE 5/1/72  
FROM Carl Grant  
AT

COPIES Richard C. Block, KB 2532  
Dr. George Gerbner  
Terry L. Lionberger, WKBS TV  
G. William Ryan, WKBS TV  
Barry H. Thurston, KB 2527

(Dictated but not read)

SUBJECT DR. GERBNER PROJECT

Dr. Gerbner, Dean, Annenberg School of Communications, University of Pennsylvania, will appear on the "Delaware Valley Today" June 20th and 21st to discuss the "Perry Mason" and "Wild Wild West" programs that air June 19th.

Would you please get clearances for the two programs and try to get prints in the station by June 5th for screening.

There won't be a live audience for these "Delaware Valley Today" programs, but we may take phone calls.

We should also make arrangements to record the two programs on one-inch tape for review by participants in the major project with Dr. Gerbner in late July/early August. This should provide a good shakedown for the project.

CG/jag

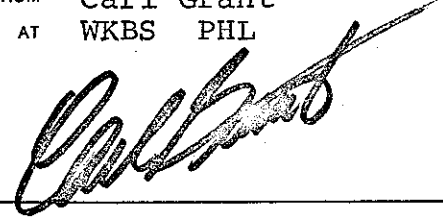
# KAISER BROADCASTING

TO Richard C. Block  
AT Guy Galante  
✓ George Gerbner  
Lon C. Lee  
Terry L. Lionberger

Frank Allen Philpot  
Glenn H. Romsos  
G. William Ryan  
James G. Saunders  
Barry H. Thurston

DATE 5/11/72  
FROM Carl Grant  
AT WKBS PHL

COPIES



SUBJECT DR. GERBNER PROJECT

Following is a detailed plan for successfully carrying out this project. The targets must be met without fail. A lot of people are involved, and we will have to make a concerted effort.

For the purposes of this plan, the project is divided into two major parts. They are designated throughout this plan as #1 and #2.

#1 refers to the analysis of the "Perry Mason" and "Wild Wild West" programs on the "Delaware Valley Today." The two programs will be telecast as regularly scheduled on June 19th. Our discussion of the programs on the "Delaware Valley Today" will follow on June 20th and June 21st. The "Delaware Valley Today" programs will not be as elaborate as the later prime-time programs (Part #2). There will be no live audiences or newspaper ads. Viewer questions will come from "Feedback" calls during the "Delaware Valley Today." The first part of the Gerbner Project (Part #1) will provide a good shakedown for the remainder of the project (Part #2).

#2 refers to the analysis of the "Perry Mason," "Gunsmoke," and "All in the Family" programs in prime time. The three programs will be telecast as regularly scheduled: "Perry Mason" -- July 21st, "Gunsmoke" -- July 31st, and "All in the Family" -- August 5th. Our discussion of the programs will follow their broadcasts: "Perry Mason" analysis -- July 27th, "Gunsmoke" analysis -- August 3rd, and the "All in the Family" analysis -- August 10th. Our discussion "specials" will be aired in prime time with a live audience. There will be a lot of promotion. The second part of the Gerbner Project (Part #2) is of major importance.

DR. GERBNER PROJECT  
PAGE TWO

Also, the personnel abbreviations are:

- RCB - Richard C. Block, Vice President & General Manager,  
Kaiser Broadcasting Corp.
- GG - Guy Galante, Director, WKBS TV
- Dr. GG - Dr. George Gerbner, Dean of the Annenberg School  
of Communications, University of Pennsylvania
- CG - Carl Grant, News Director, WKBS TV
- LL - Lon C. Lee, Program Manager, WKBS TV
- TL - Terry L. Lionberger, Production Manager, WKBS TV
- GWR - G. William Ryan, General Manager, WKBS TV
- BHT - Barry H. Thurston, Vice President of Programming,  
Kaiser Broadcasting Corp.

Please, carefully read your responsibilities. I will be in constant communication.

CG/jag

Attachment

<u>Plan</u>	<u>Target</u>	<u>Actual</u>
Meeting Set #2 GG, CG, LL, TL, GWR responsibility	5/1	<u>5/1</u>
Meeting Set #2 GG, CG, LL, TL, GWR responsibility	5/8	<u>5/8</u>
Final Meeting Set #2 GG, CG, LL, TL, GWR responsibility	5/15	_____
Send Set #2 renditions to RCB, BHT, Dr GG. CG responsibility	5/16	_____
Final approval for "Perry Mason" and "Wild Wild West" programs to be used in #1. LL responsibility	5/18	_____
Receive comments concerning Set #2. RCB, Dr GG, BHT responsibility	5/22	_____
CBS approval for "Gunsmoke" and "All in the Family" use in #2. RCB responsibility	5/22	_____
Begin Set #2 preparation. TL responsibility	5/23	_____
"Perry Mason" and "Wild Wild West" programs for #1 in station. LL responsibility	5/31	_____
"Perry Mason" and "Wild Wild West" programs for #1 dubbed to 2-inch and 1-inch video tapes. TL responsibility	6/2	_____

<u>Plan</u>	<u>Target</u>	<u>Actual</u>
Dr. GG begins previewing "Perry Mason" and "Wild Wild West" programs for #1. Dr. GG responsibility	6/5	—
Dr. GG completes previewing "Perry Mason" and "Wild Wild West" programs for #1. Dr. GG responsibility	6/12	—
Meeting to discuss tape excerpts to be used in #1. Dr. GG, CG, TL responsibility	6/13	—
Complete on-air promotion for "Perry Mason" and "Wild Wild West" programs to run during June 19th regular broadcasts of these programs. LL responsibility	6/14	—
"Perry Mason" program for #2 should arrive at the station. LL responsibility	6/15	—
"Gunsmoke" and "All in the Family" programs for #2 should arrive at the station from CBS. RCB responsibility; LL or CG may coordinate	6/15	—
"Perry Mason," "Gunsmoke," and "All in the Family" programs for #2 dubbed to 2-inch and 1-inch video tapes and returned. TL responsibility	6/19	—
"Perry Mason" and "Wild Wild West" programs and promos of #1 aired as regularly scheduled. LL responsibility	6/19	—

<u>Plan</u>	<u>Target</u>	<u>Actual</u>
"Perry Mason" program of #1 discussed on "Delaware Valley Today." Dr. GG and CG responsibility	6/20	_____
"Delaware Valley Today" taped off air on 1-inch tape. TL responsibility	6/20	_____
"Wild Wild West" program of #1 discussed on "Delaware Valley Today." Dr. GG and CG responsibility	6/21	_____
"Delaware Valley Today" taped off air on 1-inch tape. TL responsibility	6/21	_____
Dr. GG begins previewing "Perry Mason," "Gunsmoke," and "All in the Family" programs for #2. Dr. GG responsibility	6/22	_____
Complete all #2 ads for TV Guide. LL responsibility	6/23	_____
Ads for all of #2 sent to TV Guide for publication. LL responsibility	6/26	_____
Meeting to discuss all tape excerpts to be used in #2. Dr. GG, CG, TL responsibility	7/6	_____
Complete Set #2. TL responsibility	7/7	_____

<u>Plan</u>	<u>Target</u>	<u>Actual</u>
Complete all #2 ads for newspapers. LL responsibility	7/11	—
Ads for all #2 sent to newspapers for publication. LL responsibility	7/12	—
Meeting for general discussion of #2 programs. GG, Dr. GG, CG, LL, TL responsibility	7/13	—
Complete securing audience participants for all #2 programs. Dr. GG and CG responsibility	7/14	—
Complete on-air promotion for all #2 programs. LL responsibility	7/15	—
Ads for July 27 "Special" on "Perry Mason" run in newspapers so viewers can send in questions. LL responsibility	7/19 through 7/22	—
Broadcast on-air promos for July 27 "Special" on "Perry Mason." LL responsibility	7/19 through 7/22	—
Meeting for general discussion of #2 programs. GG, Dr. GG, CG, LL, TL responsibility	7/20	—
Schedule station photographer to cover all three "Special" program tapings. TL responsibility	7/20	—
Inform TV critics and other press about the project. LL responsibility	7/20	—

<u>Plan</u>	<u>Target</u>	<u>Actual</u>
"Perry Mason" program of #2 is aired as regularly scheduled. LL responsibility	7/21	—
Meeting to discuss viewer mailed-in questions on "Perry Mason" program of #2. Dr. GG and CG responsibility	7/26	—
"Special" on "Perry Mason" taped in studio. GG, Dr. GG, CG, LL, TL responsibility	7/27	—
"Special" on "Perry Mason" broadcast. LL responsibility	7/27	—
Invite press to cover-August 3 taping in studio, including TV Guide. LL responsibility	7/28	—
Broadcast on-air promos for August 3 "Special" on "Gunsmoke." LL responsibility	7/28 through 8/3	—
Ads for August 3 "Special" on "Gunsmoke" run in newspapers so viewers can send in questions. LL responsibility	7/29 through 8/1	—
"Gunsmoke" program is aired as regularly scheduled by WCAU TV. CBS responsibility	7/31	—
Meeting to discuss mailed-in questions on "Gunsmoke" program. Dr. GG and CG responsibility	8/2	—

<u>Plan</u>	<u>Target</u>	<u>Actual</u>
"Special" on "Gunsmoke" taped in studio. GG, Dr. GG, CG, LL, TL responsibility	8/3	—
"Special" on "Gunsmoke" broadcast. LL responsibility	8/4	—
Invite press to cover August 10 taping in studio. LL responsibility	8/4	—
Broadcast on-air promos for August 10 "Special" on "All in the Family." LL responsibility	8/4	—
Ads for August 10 "Special" on "All in the Family" run in newspapers so viewers can send in questions. LL responsibility	8/4 through 8/6	—
"All in the Family" program is aired as regularly scheduled by WCAU TV. CBS responsibility	8/5	—
Meeting to discuss mailed-in questions on "All in the Family" program. Dr. GG and CG responsibility	8/9	—
"Special" on "All in the Family" taped in studio. GG, Dr. GG, CG, LL, TL responsibility	8/10	—
"Special" on "All in the Family" broadcast. LL responsibility	8/10	—
Summary and evaluation of project. CG responsibility as well as all others who wish to comment.	8/11	—
Prepare release and photos and send to appropriate publications. LL responsibility	8/11	—

# KAISER BROADCASTING

TO Richard C. Block, KB 2532  
George Gerbner, University of Pennsylvania  
AT Barry H. Thurston, KB 2527

DATE 5/16/72  
FROM Carl Grant  
AT WKBS PHIL

COPIES See Distribution List Below



SUBJECT SET FOR DR. GEORGE GERBNER PROJECT

Enclosed are renditions of the proposed set for the Dr. Gerbner Project.

While Drawing #2 shows an audience of 24, the actual number I propose to invite is 16.

We propose to use a limbo effect with the TV screen shapes flown behind the set. During audience participation segments, I will go into the audience and one camera will be turned to shoot the audience head on. The other camera will shoot Dr. Gerbner's responses.

A picture of characters from the program being discussed will also be flown behind the set as depicted by the orange visual element in Picture #1. This could be a blue-on-blue creating the capability of keying the start of each taped excerpt as Dr. Gerbner and I look towards it. We would then switch to the full screen tape source.

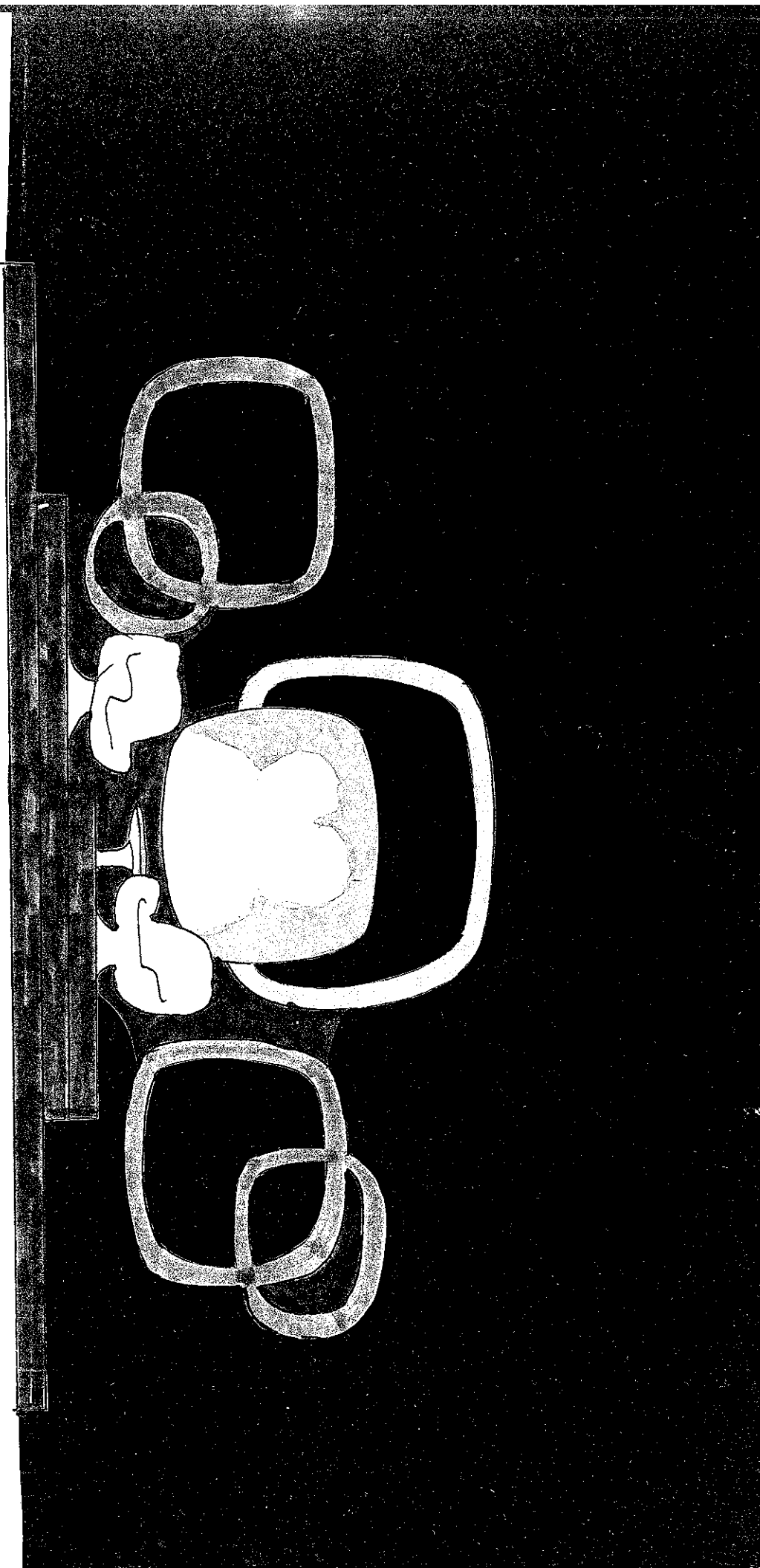
As indicated in my memo "Dr. Gerbner Project Plan" (5/11/72), I would like to have responses from Dick Block, Dr. George Gerbner, and Barry Thurston by Monday, May 22nd.

I have sent one copy of the set plans to Dick Block with the expectation that they will be routed to Barry Thurston. Dr. Gerbner was sent the second grouping of set proposals.

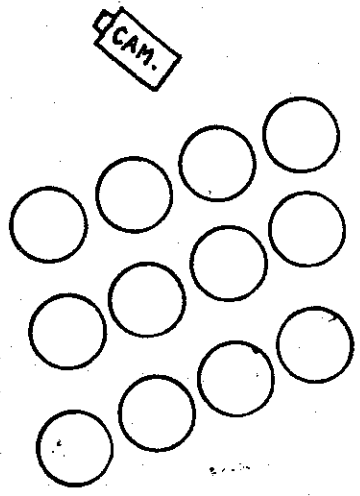
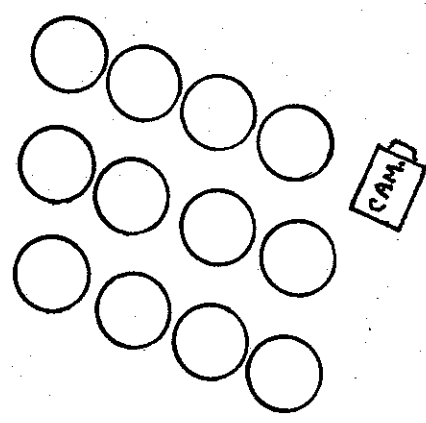
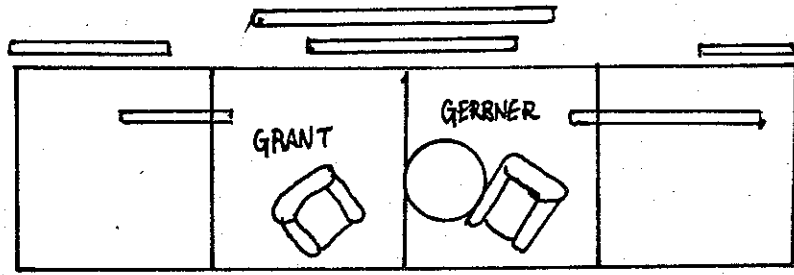
CG/jag  
Enclosures (To: RCB & Dr. GG)

Distribution List:

Lon C. Lee, WKBS TV  
Terry L. Lionberger, WKBS TV  
Frank Allen Philpot, KB 2516  
G. William Ryan, WKBS TV  
James G. Saunders, KB 2531

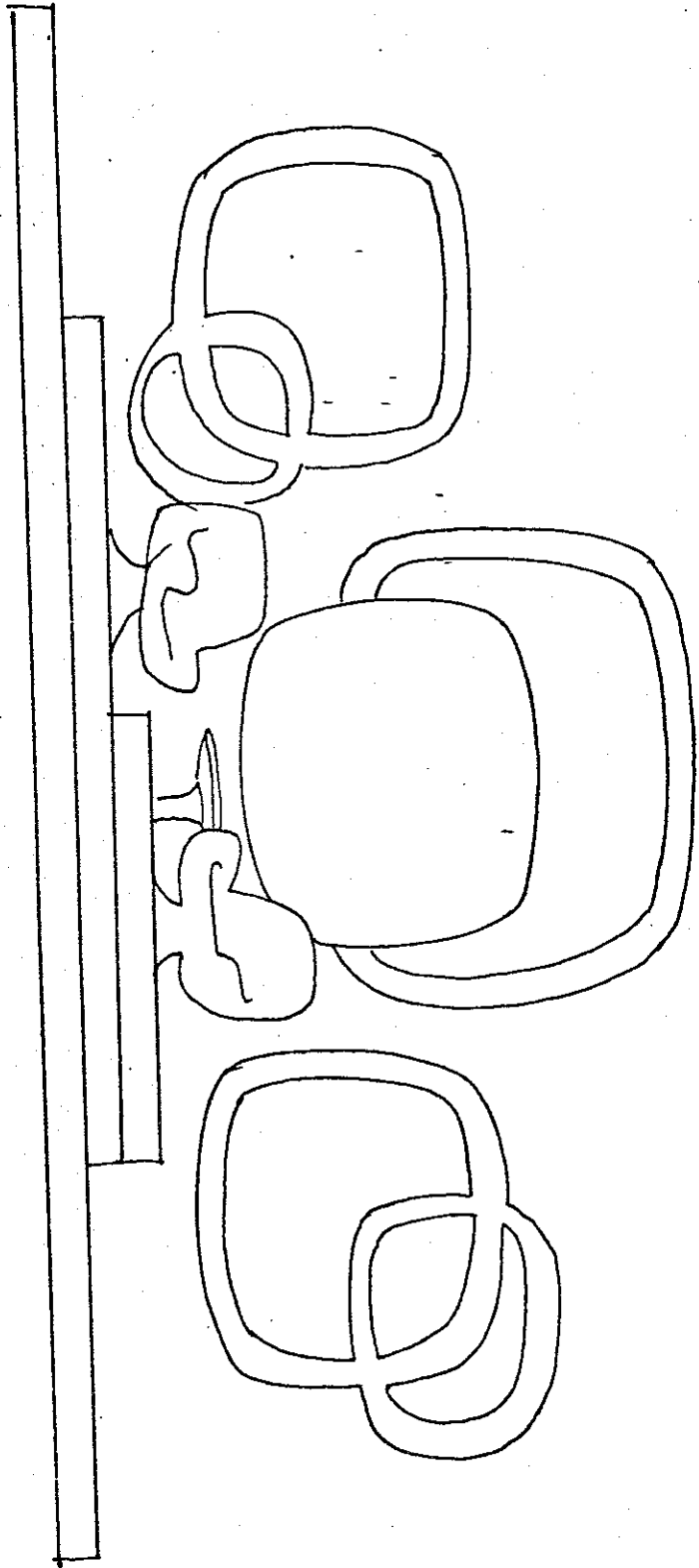


#1




#2

176



#3



May 22, 1972

MEMORANDUM

TO: Carl Grant

FROM: George Gerbner

1. I trust that you have received my responses to your memorandum of May 11, and that we have made arrangements for the times and places of our meetings.
2. The set described in your memo of May 16 seems fine. My only question concerns your suggestion that "a picture of characters from the program being discussed will also be flown behind the set, etc." I feel that this may be distracting unless it could be keyed to the particular point under discussion, which is difficult. However, the use of the screen depicted by the orange visual element in your picture No. 1 for starting the taped excerpts seems to be an excellent idea.
3. The enclosed notice is about a panel discussion aired on WNYC-TV some time ago and dealing with the Surgeon General's report.

GG:kas  
encl.

May 22, 1972

MEMORANDUM

TO: Carl Grant  
FROM: George Gerbner

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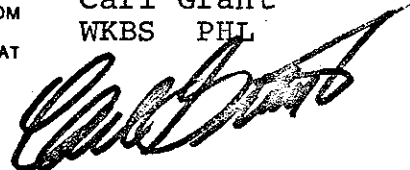
# KAISER BROADCASTING

TO See Distribution List

AT

DATE 6/21/72  
FROM Carl Grant  
AT WKBS PHL

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SUBJECT WILD WILD WEST -- THE MESSAGE BEHIND THE MESSAGE

Dr. Gerbner and I again watched a tape replay of our program immediately after it was broadcast.

As far as the set is concerned, the table was eliminated. I still think visual identification of some kind (large picture, super, crawl) would help reinforce the topic of discussion.

Sari Thomas, a graduate student of Annenberg School of Communications, University of Pennsylvania, gave the program summary. Her presentation was short and extemporaneous. She also concentrated more on the characterizations. I think the changes, which we asked her to make, represented an improvement over James Murphy's report yesterday.

We may have needed more time to answer the "feedback" questions but the rapid exchange at the end of the program was interesting.

I believe this program is an improvement over the first one. However, it still points out the need for excerpts or the need to follow a complete run of a program.

We also have this program on one-inch tape.

CG/jag

Distribution List:

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Barry H. Thurston, KB 2527

# KAISER BROADCASTING

TO See Distribution List  
AT  
COPIES

DATE 6/21/72  
FROM Carl Grant  
WKBS PHL  
AT



SUBJECT PERRY MASON -- THE MESSAGE BEHIND THE MESSAGE

Immediately following our first attempt at "The Message Behind the Message," Dr. Gerbner and I viewed a tape replay of the program and I had these thoughts.

The experiment proved to be a good learning experience. It pointed out a number of shortcomings that should be changed in any future prime-time programs.

"The Message Behind the Message" is very difficult to do a day or two after the actual broadcast of the program selected for discussion, in this case, "Perry Mason." The analysis would be much more effective immediately following the entire showing of the program. All concerned would then presumably have a shared experience. Other possibilities include using taped excerpts from programs but we all know the problems encountered in this area. Also, we might consider doing short capsules at the conclusion of certain programs.

In doing the analysis of "Perry Mason," we asked a University of Pennsylvania graduate student, James Murphy, to present a summary of the plot. He did a very exact job but it was a bit too long. This kind of segment might be improved by shortening it and concentrating more on the characterizations within the program. However, this technique should not be considered a suitable substitute for following a program or using excerpts.

"Feedback" phone calls, when presented on note cards, do not create enough of a sense of viewer participation. The idea of a live audience in a prime time show, coupled with the "feedback" calls, would add an interesting element and a sense of spontaneity.

In any prime-time effort, the set should be changed to add a feeling of excitement. For example, the table used in the "Delaware Valley Today" program turned out to be a very poor prop. I also felt throughout the playback that the topic of discussion needed constant reinforcement. This could be accomplished by having a huge picture of Perry Mason in the background and/or perhaps a super or crawl periodically reinforcing the gist of the program.

PERRY MASON -- THE MESSAGE BEHIND THE MESSAGE  
PAGE TWO

In summary, I would say it is a worthwhile project that needs more experimentation. Perhaps we should consider doing "The Message Behind the Message" at least once a month on the "Delaware Valley Today" to see what can be developed.

Incidentally, this program was recorded on a one-inch tape if anyone is interested in viewing it.

CG/jag

Distribution List:

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