

KAISER BROADCASTING

Fri 3/31

Mon 4/3

Fri 4/7

March 14, 1972

Kaiser Center
300 Lakeside Drive
Oakland Ca 94604
415/271 2575

Richard C Block
Vice President
& General Manager

Dear Dr. Gerbner:

I'm writing to you at the suggestion of Professor Walter Rosenblith, Provost, MIT, and a member of the Board of Kaiser Broadcasting Corporation.

Walter has told me of your work in consumer education, and he believes that we should explore ways to present your findings and suggestions to the American public. As you may know, in addition to operating WKBS-TV Channel 48 Philadelphia, we operate similar stations in Boston, Cleveland, Detroit, San Francisco and Los Angeles. About 6 million people watch our stations once weekly.

I get to Philadelphia frequently so that I'd be happy to come to your office. If you could let me know two dates and times that you could set aside (an hour or so or lunch I would think would be just fine), I'd like to visit with you. I would also like to bring along our director of public affairs at WKBS, Carl Grant.

I shall look forward to hearing from you.

Cordially,



RCB:lc

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

March 27, 1972

Mr. Richard C. Block
Vice President and General Manager
Kaiser Broadcasting
300 Lakeside Drive
Oakland, California 94604

Dear Dick:

This is to confirm our appointment for lunch on Thursday
noon, April 13. I am looking forward to seeing you and
Carl Grant in my office as soon after 12:00 as you can
make it.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:atz
cc: Carl Grant

KAISER BROADCASTING

Kaiser Center
300 Lakeside Drive
Oakland Ca 94604
415/271 2575

Richard C Block
Vice President
& General Manager

April 17, 1972

Dear George:

I thought our meeting in Philadelphia was both productive and pleasant. I did appreciate that you gave of your time so graciously.

I am eagerly awaiting Carl Grant's memo outlining the three proposed experimental programs (working title "The Meaning Behind the Message"). Your brief statement about the purpose of the program will be helpful to me in getting cooperation from the networks for excerpts of the programs.

I shall look forward to speaking at the Communications Colloquium on October 9. My much too long bio is enclosed. I'm sure we'll be getting together before that, however.

Cordially,



RCB:lc
Enc.

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

cc: Carl Grant
Dr. Walter A. Rosenblith

KAISER BROADCASTING

Kaiser Center
300 Lakeside Drive
Oakland Ca 94604
415/271 2575

RICHARD C. BLOCK


VICE PRESIDENT AND GENERAL MANAGER
KAISER BROADCASTING CORPORATION

Dick Block was born in San Francisco December 17, 1926. He attended Stanford University where he was graduated with an AB degree in Sociology in 1949. The next year he became program director of KDFC(FM) San Francisco. Block served in the Merchant Marine as a cadet 1944-46 and the Coast Guard as an officer 1951-53.

From 1953 until 1957, Block worked at three San Joaquin Valley TV stations in California as they took to the air. His duties ranged from publicity and promotion to production, traffic and sales. The stations were, respectively, KTVU Channel 36 Stockton (now dark), KOVR Channel 13 Stockton (then independent) and KCRA Channel 3 Sacramento, an NBC affiliate. In 1957, he returned to San Francisco at KRON-TV Channel 4, the NBC affiliate, as sales promotion and merchandising director.

In April 1958, Mort Werner, a long-time friend and then a vice president of Kaiser Industries Corporation, offered him the job of managing KHVH AM-TV Honolulu, which had been on the air a year. (Werner is now in charge of programming at NBC-TV.)

(more)



In 1961, Block was transferred to Kaiser's home office in Oakland, California, to plan the expansion of Kaiser Broadcasting as well as work on the affiliated companies network television programming projects.

The All-Channel, passed 1962, directed Kaiser's efforts into establishment of major market TV stations. Applications were filed that year for UHF stations in Chicago, Detroit, Los Angeles, Philadelphia and San Francisco. (With the exception of Chicago, permits were granted for all markets. The Chicago application was dropped to avoid a competitive hearing. The Hawaii stations were sold in 1964.)

During this time Kaiser acquired KBAY(FM) San Francisco and changed its call-sign to KFOG.

In 1963, while continuing to manage broadcast operations, Mr. Block was appointed vice president and general manager of Kaiser Hawaii-Kai Development Corporation, a 6,000-acre satellite city development 10 miles from downtown Honolulu. This assignment was concluded in 1964.

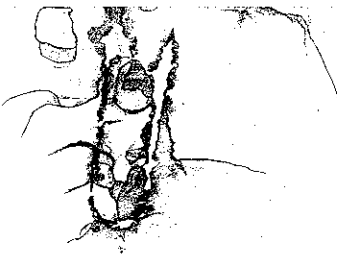
Kaiser's first UHF, WKBD-TV Detroit, went on the air January 10, 1965. It was followed by WKBS-TV Philadelphia on September 1, 1965. On June 29, 1966, KBSC-TV Channel 52 Corona-Los Angeles began telecasting. The same year WXHR AM-FM-TV Cambridge-Boston was purchased in partnership with The Boston Globe. The television station's call was changed to WKBG-TV. The radio station changed its identity to WCAS and the FM to WJIB. In January 1968, WKBF-TV Cleveland and KBHK-TV Channel 44 San Francisco went on the air.

(more)

Mr. Block has taught the commercial broadcasting course at the Stanford Broadcasting & Film Institute each summer since 1967, and has lectured at Boston University, the University of California at Berkeley, Ohio University, University of Texas at Austin, San Francisco State and San Diego State.

He served on the Television Board of the National Association of Broadcasters for the maximum two terms 1968-72. In 1971, he was elected to the board of the Television Bureau of Advertising for a four-year term. The following year he was appointed to the board of the Association for Professional Broadcasting Education (APBE) for a two-year term.

Block is married to the former Cecelia Ulfelder. They live in San Francisco with their two children, Julie and Nicholas.



April 17, 1972


TO: Richard C. Wlock
Carl Grant

FROM: George Gerbner

To follow up on our conversation last Thursday, and in the interest of time, I am mailing to each of you my initial input to our projected joint enterprise. This represents my thinking as of now, and I welcome any comment and further development from you. The plan we designed seems fine to me, although I am not wedded to any of the details.

Carl Grant and I will continue to work out the details of format, timing, announcements, etc., and I assume that Carl will keep Dick informed.

GG:kas



*The Annenberg School
of Communications*
3620 WALNUT STREET


UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

Telephone: 594-7041

April 17, 1972

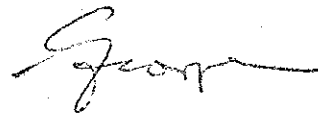
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3620 WALNUT STREET

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April 17, 1972

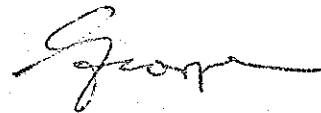
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Carl Grant and I will continue to work out the details of format, timing, announcements, etc., and I assume that Carl will keep Dick informed.

GG:kas



~~1/28~~
KAISER
BROADCASTING

4/28

CARL GRANT

Mr. Burbree,

I thought you might
like to see a copy of
Dick Block's letter to
Bob Wood of CBS.

I have firming up
some dates for the week
of June 19th. Please
call me at your
convenience. CB

April 25, 1972

Dear Bob:

Thank you for listening to the sketchy outline of the three experimental programs which we'd like to do with Dr. George Gerbner of The Annenberg School of Communications this summer on our WKBS-TV Channel 48 Philadelphia.

I want to emphasize that these programs are not in any way designed to disparage the programs they will examine. I am personally involved in the project, and I just won't let this happen. Moreover, Gerbner has a refreshing positiveness about his approach toward commercial TV, unlike some other academics who are close-minded and hostile.

The short series would run for three weeks beginning Thursday, July 27, at 7:30 p.m. There would be no commercial content. Gerbner would appear along with our WKBS news director, Carl Grant. There would be a small studio audience that would enter into the dialogue.

Essentially, Gerbner believes that TV tells us much about ourselves, although we are unaware of this. These insights will help viewers to understand more about themselves and their societies. A learning process will be stimulated.

I think the essence of the experiment is best stated in Gerbner's words (from his April 17 statement which is attached):

"Viewers will call the shots. They will be asked what they think of the shows, how they understand them, how they use the insights they might derive from their entertainment. Then we shall discuss their comments and questions in light of what they reveal about us and our society as well as the shows, and against the background of what we know about the nature and effects of television."

C
O
P
Y

KAISER BROADCASTING

Kaiser Center
300 Lakeside Drive
Oakland Ca 94604
415/271 2573

Richard C Block
Vice President
& General Manager

June 1, 1972

Dear Professor Pool:

Barry Thurston, our Vice President for Programming, Derk Zimmerman, Program Manager at Channel 56 Boston and I enjoyed and are grateful for the lunch we had with you in Cambridge on May 25.

We will be getting back to you within the next month or so about our plans for children's programming. We are moving toward the goal of retaining three consultants such as yourself, Dr. George Gerbner and Dr. Eleanor Maccoby for the project. (Eleanor will be in England until September).

Additionally, we think your thought about centralizing production, at least for the first year, with a talented team makes sense. Tentatively we are thinking in terms of our San Francisco station.

The short pieces of approximately 1 - 2 minutes (working title from you "Snippets") must not be irrelevant interruptions, and they must be tied together under some umbrella. Suggested topics (but not an all inclusive list), would be health & nutrition; civic pride; survival skills in cities; interpersonal relationships; intellectual & cultural arts; mechanical & white collar skills; history; animals & birds; and suggested books and movies for young people.

It will be necessary for us to establish a unit with a talented school teacher playing an important role. If Eleanor Maccoby were available for the project, the teacher would get guidance from her.

COPY

June 1, 1972
Page 2

Additionally, we would like to meet at least twice a year with our consultants. This, and other details, will be worked out over the ensuing weeks.

I'm sending a copy of this letter to Drs. Gerbner and Maccoby for their information. Again, thank you for your time and for the lunch.

Cordially,



RCB:ck

Professor Ithiel de Sola Pool
Political Science Department
Massachusetts Institute of Technology
Cambridge, Mass.

cc: Frank Allen Philpot
J. G. Saunders
B. H. Thurston
C. D. Zimmerman

~~Dr.~~ George Gerbner - FYI. Regards.

Dr. Eleanor Maccoby - Eleanor, to give you an idea of what we're up to. Don't mean to be presumptuous about possibly including you in our little group, but if it all comes to pass we would certainly like to have you. Regards to Mac.

KAISER BROADCASTING

Kaiser Center
300 Lakeside Drive
Oakland Ca 94604
415/271 2575

Richard C Block
Vice President
& General Manager

July 14, 1972

Dear George:

Carl Grant has asked me to give you a critique of the programs that were aired on "Delaware Valley Today".

Unfortunately, I have been and will be "on the road" for the next four weeks, and I'm not going to have an opportunity to sit down and look at them until I get past this hectic schedule.

I would like to say, however, that it looks to me as if it was a most worthwhile shakedown cruise, and I'd like to proceed and do one following a "Perry Mason" some time during the month of August, if that sounds good to you.

By the way, I thought that CBS really went out of their way in trying to get us the programs we asked for. They ran into exactly the same kind of buzz saw that we encountered with the syndicated programs. Bob Wood, President, personally told me how much he wanted to do it, and I know that it was far more than a token effort on their part.

This time I think that we should be alert for some publicity (both local and national), and I think it will be a far better effort because of the first two experimental runs.

Again, thanks for your patience, understanding and continued interest.

Cordially,



RCB:lc

Dr. George Gerbner
Professor of Communications and Dean
Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19104

cc: Carl Grant
G. William Ryan

July 24, 1972

Richard C. Block
Vice President &
General Manager
Kaiser Center
300 Lakeside Drive
Oakland, Calif. 94694

Dear Dick:

Thank you for your letter of July 14. Unfortunately, I too am over-committed on various trips, research, writing, consulting, TV and other projects, and administrative duties.

We have invested about a week's work in preparing for and doing the two experimental programs. They were aired over a month ago. In the absence of any specific follow-up, I have allocated the little time remaining this summer to other pressing projects.

We have developed an interesting and valid program idea which I intend to pursue along lines that will appear to be the most productive. There are various format possibilities that do not depend on the availability of tapes or excerpts. Whenever you have had the opportunity to view the tapes and to give me your professional critique and views as to the desirability of such a program for your stations, I will be glad to continue our discussions.

With best regards,

George Gerbner
Professor of Communications
and Dean

cc: Carl Grant

William Ryan

KAISER BROADCASTING

Kaiser Center
300 Lakeside Drive
Oakland Ca 94604
415/271 2575

Richard C Block
Vice President
& General Manager

July 25, 1972

Dear George:

I did see the tapes. You were excellent; however, I think Carl Grant may not be the right person. It doesn't seem to be his bag. I think he would be a good producer, but we need somebody livelier as co-host.

Additionally, I think a studio audience is desirable, and obviously, it will work a lot better following a program than as was done on the morning show.

Best regards.

Cordially,



RCB:lc

Dr. George Gerbner
Professor of Communications and Dean
Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19104

RICHARD C. BLOCK
SENIOR VICE PRESIDENT
KAISER BROADCASTING CORPORATION
300 Lakeside Drive
Oakland, CA 94666
415/271-2575

- April 1958 to May 1974 Chief Executive Officer, Kaiser Broadcasting Corporation, a wholly owned subsidiary of Kaiser Industries Corporation. (Titles held: President, Vice President, General Manager, Division Manager.) Gross revenues grew from \$450,000 to \$30 million, employees from 20 to 530.
- 1958-1961 Joined Kaiser as General Manager of Hawaiian radio and TV stations. Developed both stations to number one, respectively, in market. TV was highest rated among all ABC affiliates in three-or-four-station markets with equal facilities.
- 1961-1964 Transferred to Oakland headquarters to expand broadcast operations and work on Kaiser-sponsored network TV shows. Latter assignment included working with principals and creative heads of networks and such studios as Twentieth Century-Fox, Warner Bros. and Desilu. Also was client contact for Young & Rubicam, Kaiser agency.
- In 1961, recommended filing for UHF independents in major markets. Impetus was Henry J. Kaiser's desire for a fourth network, absence of independent service in such markets as Philadelphia, Boston and Cleveland and pending legislation requiring UHF tuners on all sets.
- 1962 Negotiated purchase of FM station in San Francisco for \$76,000. Changed call-sign to KFOG which became one of top ten stations in market. (Also developed sister station WJIB(FM) Boston in 1966. Sold both as package to General Electric for \$5.2 million cash 1973-74. Highest price ever paid for FM's. Gain on sale over \$4.5 million. No broker fees.)

- 1963 Added additional responsibility of managing Hawaii-Kai, a 6,000-acre new town near Honolulu. Project was having problems. Shut down unprofitable operations, instituted new marketing, advertising and promotion plans, made major changes in master plans to retain natural beauty of site while also offering housing for larger market and made major personnel changes. Identified successor who is still President. Hawaii-Kai is outstanding success.
- 1964 Negotiated sale of Hawaii stations for \$4.25 million cash to concentrate on development of Mainland group.
- 1965-1968 Built and developed TV stations in Detroit ('65), Philadelphia ('65), Los Angeles ('66), Boston ('66), Cleveland ('68) and San Francisco ('68). All stations built from ground up. Projects required either building or remodeling loft space for studios, purchasing land, building towers and negotiating long term leases. Also formed station and corporate staffs during this period. Managed Philadelphia station for first eight months on air. Detroit now most profitable UHF station -- network or independent -- in history. Kaiser independents are also number one among independents in Cleveland and Philadelphia. In Chicago, Los Angeles and San Francisco (where there is VHF independent competition) Kaiser station is leading UHF independent.
- 1972 Negotiated acquisition of Marshall Field's independent UHF in Chicago by Field assuming 22.5% ownership of Kaiser. Appointed to Board of new joint licensee. (Took over station July 1, 1973.)
- 1973 Formed Kaiser Broadcasting Spot Sales, a new division to handle group national sales.

Other Career Highlights

- Government Invited to testify before Senate Commerce Subcommittee on Communication (Senator Pastore) on license renewal bill. Also invited to appear before en banc meetings of FCC on cable TV, children's programming and the Fairness Doctrine.
- Currently Executive Committee member of Employer Support of the Guard and Reserve headed by James M. Roche, former Chairman, General Motors.

Industry

- 1968-1972 Board member, National Association of Broadcasters, for maximum two terms
- 1972-1976 Board member, Television Bureau of Advertising
- 1973-1977 Board member, Association of Independent Television Stations
- 1972-1976 Board member and Treasurer, Broadcast Education Association
- 1972 to present Chairman, Research Committee, National Association of Broadcasters

Academic

Have taught at Stanford University, Department of Communication, beginning in 1963. Have had basic broadcasting management course for summer quarter since 1967. Also have taught spring and fall quarters. Have lectured at many universities throughout country.

Member, Advisory Council to the Career Planning and Placement Center, Stanford University

Other Work Experience

- 1957-1958 KRON-TV (NBC affiliate) San Francisco, CA. Advertising and Merchandising Director.
- 1955-1957 KCRA-TV (NBC affiliate) Sacramento, CA. Joined prior to air date. Set all traffic and promotion systems. Worked in local and national sales development.
- 1954-1955 KOVR-TV Stockton, CA. Joined prior to air date. Established operational department. Also directed. Continuity Director.
- 1953-1954 KTVU-TV Stockton, CA. Joined prior to air date. Established traffic, promotion and publicity systems. Directed and announced.
- 1950-1951 KDFC(FM) San Francisco, CA. Program Director/Announcer.

Military

- 1944-1946 United States Merchant Marine Cadet Corps. Served aboard ships as Engineering Cadet in Pacific Theatre.
- 1951-1953 Commissioned Ensign. Served as Port Security Officer.

Education

- 1944-1949 Stanford University, AB, Sociology and Economics. Attended San Francisco public schools prior to Stanford.

Personal

Born San Francisco, December 17, 1926. Married (1953) to Cecelia Ulfelder. Two children, Julie (17) and Nick (13).
Home: 2820 Lake Street, San Francisco, CA 94121
Telephone: 415/751-1373

April 1974

RICHARD C. BLOCK
KAISER CENTER · 300 LAKESIDE DRIVE
OAKLAND 12, CALIFORNIA
November 13, 1974

*Use
home
address on
vifa*

Dear George:

Thank you for sending me the copy of your letter to the San Francisco group. I'm delighted that the bumper strip found its way to Budapest!

It's difficult for me to say just what I'll be doing from here on; but I am definitely out of Kaiser. I've had some interest to do consultancies or work on projects, and I will also continue to teach.

If I can ever be of service to you on a given assignment or as an advisor, please let me know as I'd very much like to work with you. I have enclosed my "commercial" resume for your files just in case something comes up someday.

I would also appreciate it if you would send me a subscription form to your journal. Stu Hyde, who is Chairman of the Broadcast Communication Arts department at San Francisco State University would also like a sample copy and subscription form. Just use the address as above, but add the Zip Code 94132.

Many thanks for all that you did while I was at Kaiser, and I do hope our paths will cross again.

Cordially,

Richard C. Block

RCB:lc
Enc.

Dr. George Gerbner
Professor of Communications & Dean
Annenberg School of Communications
University of Pennsylvania
3260 Walnut Street
Philadelphia, PA 19104

November 25, 1974

Mr. Richard C. Block
2820 Lake Street
San Francisco, CA 94121

Dear Dick:

Thank you very much for sharing with me your plans and interests. I will certainly keep them in mind if something of potential interest comes up. Conversely, please let me know if I can work with you in any capacity in the future. I also enjoyed our work together, and hope we can keep in touch in the future.

Meanwhile, I am enclosing something you will find of more than scholarly interest. I don't know if you were involved in getting me together with Alphaventure, but you can see that it turned out to be a liberal education both ways. I suggest that you read the materials in chronological order, which is the way they are stapled, and hope you have fun with them.

With best regards.

Sincerely yours,

George Gerbner

GG:kas
enclosures

December 5, 1974

Mr. Richard C. Block
2820 Lake Street
San Francisco, CA. 94121

Dear Dick:

You will be interested in this response to the materials I have sent you.

With best regards.

Sincerely yours,

George Gerbner

GG:kas
encl.

RICHARD C. BLOCK

2820 LAKE STREET

SAN FRANCISCO, CA 94121

415 · 751 · 1373

December 6, 1974

Dear George:

The exchange between you and the 'Marble was marvelous. I don't think I've enjoyed reading something so much in ages.

I had a feeling what was coming after not getting too far into your report. It was pure, delightful Gerbner, and I could well imagine how it would be received. But the extent of the reaction and acrimony was much more, I must admit, than I had expected.

You were so right in stating that I would have "some fun" in the experience. I was on a plane when I read the material, and laughed aloud at several things which made my unknown seatmates look at me as if I were not playing with a full deck.

It was vintage Gerbner versus the thin-skinned establishment at its best! It's unfortunate that it cannot have wider circulation. And, I do agree that you were helpful to them, but it's the classic case of telling the artist what's wrong with his picture or why you don't like his doggy.

Have a fine holiday season, and I will look forward to when we can get together again.

Cordially,



RCB:lc

Dr. George Gerbner
Professor of Communications and Dean
Annenberg School of Communications
University of Pennsylvania
3260 Walnut Street
Philadelphia, PA 19104

June 23, 1975

Mr. Richard C. Block
2820 Lake St.
San Francisco, CA 94121

Dear Dick:

I was very pleased to read in Variety that you will be developing syndicated programming for Columbia Pictures TV. Congratulations and best wishes for an enjoyable and rewarding association with Columbia.

Let me know when you expect to be in this vicinity so that we can arrange to have lunch, and perhaps even another Colloquium.

Best regards.

Sincerely yours,

George Gerbner

GG:kas

**COLUMBIA
PICTURES
TELEVISION**

COLGEMS SQUARE, BURBANK, CALIFORNIA, 91505 (213) 843-6000

RICHARD C. BLOCK
SYNDICATED PROGRAM DEVELOPMENT

August 20, 1975

Dr. George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

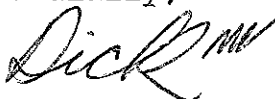
Dear George:

Thank you for putting us in touch with Neal Gross.

By a copy of this letter, I am letting Neal know that we will be delighted to look into whatever he has in mind once he has completed our disclaimer form, which I am certain he understands is a corporate requirement.

Best regards.

Cordially,



RCB:nw

cc: Dr. Neal Gross
w/Enclosure

PUBLIC BROADCASTING SERVICE

485 L'ENFANT PLAZA WEST, S. W., WASHINGTON, D. C. 20024 · (202) 488-5000

Block

September 2, 1975

Dr. George Gerbner
University of Pennsylvania
The Annenberg School of Communications
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

Thank you for your letter of August 18 regarding the November 17 Colloquium.

Would "Reflections of a 48 Year Old Broadcaster" seem to fill the bill? It would be fun for me, let me touch on my earlier days in radio and TV, the Kaiser experience and learning it plus the new challenges personally and in the industry.

I will be here the week of September 8th and call you then.

Cordially,

Block
(mg)

Richard C. Block
UHF Project - Consultant

RCB/mg

Attachment

cc: Robert Lewis Shayon

Dick Block
Age 48
1 wife, 2 kids: woman 19/boy 15

Stanford '49 - Sociology
Stanford '51 - Graduate Work/Economics

- 1950 - Program Director at a San Francisco FM station.
- 1953 - (After Korean Service) First TV job. Did everything. Directed, wrote, sold, swept. Station went broke (UHF).
- 1954 - 2nd TV job ditto. VHF Dumont net affiliate. Dumont went broke.
- 1955 - 3rd TV job. New NBC affiliate. Owners now very rich. Did lots of things.
- 1957 - Moved from 25th market to 6th (Sacramento to San Francisco). Fun but no challenge.
- 1958 - Joined Kaiser in Hawaii. Ran TV and radio. Very successful. Competition all surfing.
- 1961 - To Kaiser H.W. in California. Worked on network programming. Came up with idea to build UHF's in LA, Chi, Phila, Bos, SF, Detroit and Cleve.
- 1964 - First taught at Stanford.
- 1965 - First UHF on in Detroit.
- 1966-
- 1968 - Ditto other ones.
- 1968-
- 1973 - NAB, TVB, INTV, BEA boards.
- 1974 - New president at Kaiser Industries. Goodbye Dick.
- 1974-
- 1975 - PBS, Columbia Pictures TV and the wonders of consulting.
- 1976 - Whither.

PUBLIC BROADCASTING SERVICE

485 LENFANT PLAZA WEST, S. W., WASHINGTON, D. C. 20024 · (202) 488-5000

November 21, 1975

Dr. George Gerber
Dean
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19174

Dear George:

I certainly enjoyed the opportunity to see you again, and it was especially nice with Ilona there.

And, of course, it was a treat to be your guest at dinner and get all those good tips about what to do in Vienna, Budapest and Prague.

Finally, it was stimulating and an honor to once again be asked to participate at the Colloquium. I hope that the students enjoyed it as much as I did.

Cordially,

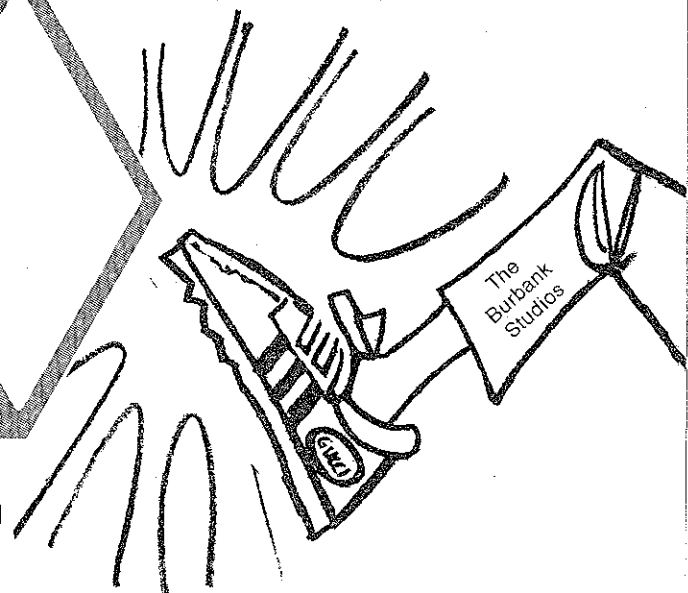
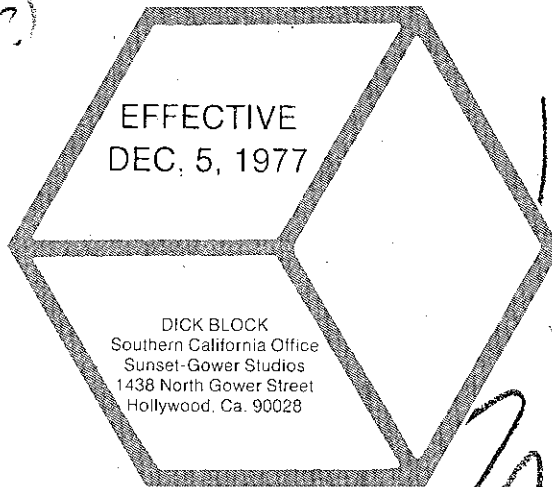


Richard C. Block
UHF Project - Consultant

RCB/mg

WE'VE DECIDED
TO MOVE

*File
Block*



NEW NUMBER TOO! (213) 461-2711

MEMO

12/08/75

George:

Thanks so much for sending the story from the Daily.

I loved Vienna and Budapest, but did not get to Prague. It was really enough for the short period of time that I was in Europe.

Please give my best to Ilona; and I do hope your janitorial strike has been settled!

Best,

RICHARD C. BLOCK

DICK BLOCK/L.A.



September 16, 1977

Joyce Nelson
Canadian Broadcasting Corp.
42 Charles St. East
Toronto, Canada
M4Y 1T5

Dear Joyce:

I certainly regret that we were unable to meet during your visit here.

As you no doubt were apprised, I was traveling practically the entire month of August (and have continued into September). I did try to call you at the hotel several times, but the timing just didn't seem to work out.

If there is anything I can do for you as a follow through, please do not hesitate to let me know. I will look forward to meeting you.

Sincerely,

cc: George Gerbner, University of Pennsylvania —

Dictated but not read.

DICK BLOCK & ASSOCIATES

*File
Block*

March 7, 1983

Larry Gross
The Annenberg School of Communications
Room 222
3620 Walnut
Philadelphia, PA 19104

Dear Larry:

As you have heard by now, the producer of the BEA April 9 luncheon panel has decided to pass on the "sex and violence" theme and go in another direction.

I want you to know we very much appreciated your willingness to appear and are sorry it didn't work out. Perhaps sometime in the future we'll be more successful.

Best,

Dick

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Please reply to:

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