



April 14, 1972

MEMORANDUM

TO: Robert Lewis Shayon  
FROM: George Gerbner

A colloquium idea came out of a luncheon meeting I had Thursday with Richard C. Block, Vice-President and General Manager, Kaiser Broadcasting, so I signed him up for October 9, if that is still open and ok with you. He will send me a resume. The working title is "How Does One Broadcaster Respond to the Mid-Seventies." Perhaps you can sharpen this up a bit in further conversation or correspondence.

His address is 300 Lakeside Drive, Oakland, California 94604, telephone - 415/271-2575.

GG:kas