



Herbert Quandt Stiftung
Eine Stiftung der BMW AG

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Unsere Zeichen
Durchwahl (0 89) 38 95-
Datum
Thema

UJZ-mai
3701
August 04, 1988

Dear Dean Gerbner,

Enclosed please find the final programme for the Herbert Quandt Stiftung's 1988 "Transatlantic Forum". I would also like to take this opportunity to thank you once again for having made it possible for us to hold the conference at the Annenberg School. I must admit, however, that I am still disappointed that direct cooperation between the Herbert Quandt Stiftung and the Annenberg School could not be forthcoming. Yet I do, of course, understand that considering your present line of research you do not want-

to be additionally encumbered with subjects which do tend more towards journalism, public affairs and public relations.

We have invited to the conference representatives from science, economics, politics and the media on both sides of the Atlantic. Invitations to your colleagues at the Annenberg School will of course be sent out in the next few days. In addition, any interested students of the Annenberg School are, of course, very welcome to attend, insofar as there is enough space.

Before closing, please let me express a very personal request: it would be a great pleasure and honour for us if you, as Dean of the Annenberg School, would open the conference with a few words of welcome at 14.00 on Thursday 15th September. The general secretary of the Herbert Quandt Stiftung, Dr. Horst Avenarius and I would, of course, be very pleased to meet you in your office before the start of the conference.

Yours sincerely,

Dr. Ulf J. Zabel

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August 12, 1988

Mr. Ulf J. Zabel
Herbert Quandt Stiftung
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FEDERAL REPUBLIC OF GERMANY

Dear Dr. Zabel:

Thank you for your letter of August 4, received a day after Mr. Franz Birgel distributed the printed program and prospectus to me and other faculty. I was surprised to see the Annenberg School so prominently identified on the cover (in letters much larger and more central than the Herbert Quandt Stiftung itself), despite the fact that we were excluded from the planning and members of our faculty heavily and prominently involved in international communications work were not given an opportunity to consider a role on the program. I am already receiving inquiries by some puzzled readers about what appears to be an Annenberg School program without Annenberg School participation.

In fact, at the one planning session I attended I pointed out areas of common interest including journalism and public affairs. In my letter to you of May 24 I repeated our offer to cooperate in an area most germane to the theme of the conference. I also tried to reach you by telephone to further discuss the matter. There was no follow-up or even response to any of these initiatives. That is why there is no direct cooperation between our organizations.

At any rate, I will be pleased to see you and Mr. Avenarius in my office before the start of the conference, and to welcome the participants as the administrator of the building in which the conference is taking place.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



Mr. George Gerbner
Professor of Communications
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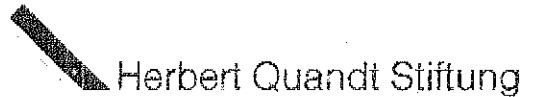
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Datum
Thema

Dear Dean Gerbner:

Thank you for your kind letter of August 12th. I would once again like to emphasize that I deeply regret that we have not been able to achieve our primary goal of close cooperation between the Herbert Quandt Stiftung and the Annenberg School. Please believe me, when I say that I am very upset about this. I admit that the close contact which we were striving for did not come about, most probably due to my illness which laid me up between April and July. Judging from your kind letter of August 12th, I am sure that closer relations would have certainly led to the Transatlantic Forum being a truly joint venture between our two institutes. As I have said, I do deeply regret this, but hope, too, that close cooperation between the Annenberg School and the Herbert Quandt Stiftung will be possible in the future. I am firmly convinced that there are many points of common interest between the activities of the Herbert Quandt Stiftung and your lines of research. This is why I feel that we should endeavor to work towards future cooperation.

It was by no means our intention - and I do not think that this impression is given - to suggest cooperation between our two institutes simply by mentioning the location of the Forum. May I say, that here at the Munich University, for example, there are many conferences and the like which take place and for which the University administration simply provides the appropriate rooms. Nevertheless, the University is always mentioned in the foreground as location in all the brochures, advertisements and other literature.

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In any case, I am very grateful to you as Administrator of the building in which the conference is taking place, that you will be greeting our participants and guests at the Opening Session of the Transatlantic Forum to be held at 2.00 p.m. on September 15th. Despite all the slight misunderstandings of the past, I would also be very glad and honored if you were to join us at the Herbert Quandt Stiftung Reception to be held at the University Museum of Archeology and Anthropology from 8.00 p.m. to 10 p.m. on September 15th.

I would also like to thank you in advance for receiving Dr. Avenarius and myself in your office at 2.00 p.m. on this coming Friday, September 9th. You are doing me a great favour in this respect, as on the eve of the conference I shall have to pick up a number of our guests personally from the airport.

Here, I would also like to mention that I am very pleased that Shepard Stone, for years now head of the Aspen Institute in Berlin, will be participating at our conference.

I look forward to seeing you this coming Friday and remain,

Sincerely yours,

(Ulf J. Zabel)