

October 11, 1957

Mr. Jack Wizard
Production Code Administration
Motion Picture Association of America
8480 Beverly Blvd.
Hollywood 46, California

Dear Mr Wizard:

Our mutual friend, Marcel Frym suggested that you might be able to give us help and advice on a research problem.

We have been asked by the National Institute of Mental Health to study some problems relating to the communication of mental health information. The grant extends over a period of several years, and covers different phases of the problem.

At the present time we are most interested in learning more about the treatment of the problem of mental illness in the media, especially in films, television, and the press. By treatment we mean both informational and dramatic (entertainment), and both productions designed around mental illness as a central theme and incidental occurrence of this topic. In other words, we would like to learn more about the portrayal of the mentally ill, of his relationships to others, his problems, and people and services related to him, and about policies or assumptions governing such portrayal.

We have done some analysis of content, and need to do more. We need case study material that would indicate what happens to relevant material in the process of selection for production, and in the process of production itself. We would like to find out from people connected with the industry, and others possibly concerned with this problem, what rules, codes, taboos, pressures, formal or informal working assumptions, etc., guide selection and production decisions related to our topic.

Our job is fact-finding, not judgment or advice. We are planning to interview people mostly on the East and West Coast, and to gather as much documentary case material as we can. I expect to be in L.A. the week of November 18 for an exploratory visit, and would appreciate it very much if you could suggest a time and place for a brief conversation so I could get some suggestions from you as to what might be the most profitable ways to proceed. If you could also suggest other people to contact in advance for an appointment (in the movie industry, at the networks, or in other organizations that might have some relevant information), I would be most grateful.

Sincerely yours,

George Gerbner

WALES

Sugg. by
D. Jones,
Richman (PAR.)

November 11, 1957

Wed 10:30

Mr. Clark Wales - PR Director ↓
Association of Motion Picture Producers, Inc.
8480 Beverly Boulevard
Los Angeles 48, California

Dear Mr. Wales:

I have been encouraged to turn to you for possible advice and assistance in a research problem.

We have been studying the communication of mental health information under a grant from the National Institute of Mental Health. At the present time we are most interested in learning more about the treatment of the problem of mental illness in the media, especially in films and television.

We would like to find out from people in the industry, and others concerned with this problem, what policies, codes, pressures, working assumptions affect the selection and handling of material involving problems of mental illness, from script to final product. We are also interested in learning about any problems or policies of exploitation and distribution that might relate to such material.

The subject itself includes the "image" of mental illness, the portrayal of mentally ill persons, the treatment of their relationships to others, the handling of people and services related to them, especially in dramatic entertainment productions. We are interested in casual or incidental cropping up of this subject in films and programs, as well as in factors affecting its treatment as a main theme.

I am planning to make an exploratory visit to Los Angeles the week of November 18. My main purpose is to establish contact with people in key positions from our point of view, to talk to people who have personal experiences in being associated with productions related to our topic, and to gather as much case-study material as possible.

May I call you early next week when I get into town? If at that time we find that we might have a profitable conversation on this subject, I will appreciate a brief personal interview at a convenient time.

Thanks for any consideration you give our problem, and advice or help you might be able to offer.

Sincerely yours,

George Gerbner
Assistant Professor

GG:fs

MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
1600 EYE STREET, NORTHWEST
WASHINGTON 6, D. C.



ERIC JOHNSTON
PRESIDENT

KENNETH CLARK
VICE PRESIDENT

January 27, 1958

Professor George Gerbner
Institute of Communications Research
The University of Illinois
Urbana, Illinois

Dear Professor Gerbner:

I am glad you found so much of what you want in Cogley's report. I take it that you are requesting us to turn over to you the complete content analysis on 60-80 titles you think would be pertinent to your study. I am not prepared to turn over the sheets on these titles.

We will be prepared, however, to try to answer certain specific questions you may want to ask with respect to each of these titles. If this is agreeable to you, please send me the list of titles together with the specific questions you have in mind. I think you should try to target (if I may use the word) your questions and not make them of a broad, sweeping, general nature.

I would be grateful if you would send along the lists and the questions in duplicate, so I may turn over the spare copy to Mr. Linden.

Thank you and best wishes.

Sincerely yours,

Kenneth Clark

June 22, 1966

Mr. Jack Valenti, President
Motion Picture Association of America, Inc.
1600 Eye Street, Northwest
Washington 6, D. C.

Dear Mr. Valenti:

I was most interested in your remarks, as reported in the New York Times on June 21, proposing closer relationships with universities, and the establishment of seminars, awards, and grants to foster creative talent in filmmaking and scholarship. We are, of course, dedicated to these objectives and welcome your support of them.

You may be interested to know that we have sponsored such seminars and have given such scholarships as you propose, and will continue to do so. Also, The School is embarking on the design and construction of a major new Center for Communication Arts and Sciences on the University of Pennsylvania campus, and will be in a position to launch further new programs developing and exhibiting fresh works of art and inquiry.

The enclosed portfolio is to acquaint you with the type of program and the type of students we have. If you see any way we can help cement the "partnership" you propose, or would like us to suggest specific steps to that end, please let me know and I will be glad to follow through.

Sincerely yours,

GG:kaf
Enclosure

George Gerbner,
Dean

MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
1600 EYE STREET, NORTHWEST
WASHINGTON, D. C. 20006



JACK VALENTI
PRESIDENT

June 25, 1966

Dear Dean Gerbner:

How very kind you are to take the time to write and enclose the portfolio concerning The Annenberg School of Communications. The idea of establishing seminars, awards, etc., is but a step into the future. The key lies within our young people.

I would appreciate hearing from you regarding your new programs.

With best wishes,

Sincerely,

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