

11/29/65

Dear Ted -

You may be interested in the enclosed. (Lutz's story).

Our lecture series is a more modest operation now (> prefer to spend the money on faculty), but we can pay \$100 for a talk to our Communications Colloquium (required of all students). This is a blanket invitation to you, at least once a year, when you can combine it with a trip East. Please let me know when that can be arranged.

How is everything?

Best -

George



theodore peterson.

Dear George:

Bless you for sending copies of the Philadelphia INQUIRER's series about the woes of Curtis. It is a remarkable job, and I am delighted to have it. Thank you very much.

Thank you too for the invitation to speak at Annenberg one of these days. I would very much like to, although not this year, I am afraid. I have been getting to New York--getting there too damned often, in fact. Consequently, I have got to the point of trying to hold down the length of the trips. But I would like to swing by Philadelphia one of these days, and if your invitation is open next year, well, I will certainly take you up on it. Eleanor Blum is still raving about the wonderful time she had when she was there.

At Airlie House early in January, I had a visit with Sol Worth, who is very impressed by the progress you have made and who brought me up on some of the developments at Annenberg. He struck me as a capable soul. And evidently Glenn White is delighted with

-over-

College of Journalism and Communications
University of Illinois, Urbana



theodore peterson

Dear George:

This is just a hasty note to cover a point or two in your letter. I see no reason that Dick Rider would not be a good ~~man~~ man for the position you outlined in your letter. From all that I have heard, he is an excellent teacher. At any rate, I don't see what you would have to lose by sounding him out.

Unfortunately, I have no one to suggest for your graphics workshop. But if I do get any ideas, I will pass them along.

Thank you very much indeed for sending along your interesting paper, which I am sharing with some of your other friends here.

All the best.

4/6/65

College of Journalism and Communications
University of Illinois, Urbana

February 18, 1965

Dr. Theodore Peterson, Dean
College of Journalism and Communications
University of Illinois
Urbana, Illinois

Dear Ted:

Glad you can get some writing done. Wish I could say the same. However, I cannot break the clipping habit -- so many thanks. The Education Study is finally finished; will send you a copy soon.

Would you please drop me a note with Dick Ryder's current address, if you have it, and a word or two about him -- your candid estimate. I recall him as imaginative and capable, given some scope; but you know him better. I might have something for him.

Best regards,

GG:ls



October 8, 1965

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

Dear George:

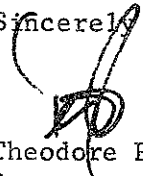
C. H. Sandage, who has made our Department of Advertising a distinguished one, has asked to be relieved of its headship as of next September 1 so that he can spend the remaining years before his retirement in full-time teaching and research. A College committee is now seeking his successor. Whether we will find him in academic life or in business, I cannot predict; but I do know that we want a very good man--one with intellectual stature, one who will continue to provide the leadership that Dr. Sandage has demonstrated.

Since we are looking for the very best person we can find, I have not burdened the committee with a list of qualifications, which might turn out to be restrictive. We do have a strong graduate program in advertising; therefore, it might be desirable for the new head to have the doctorate. However, I am more concerned about the caliber and stature of the individual than I am about advanced degrees.

If you should be able to suggest the names of some good prospects that I could pass along to the committee, I would be eternally grateful.

Best wishes.

Sincerely yours,



Theodore Peterson
Dean

TP:lk

PS - Thank for letter of 1/31 and
help on reviewers. John Schmitt requested
a book on our list & I sent it to him.

Who the hell is Richard Nielsen? Tell
him to slow down and do one thing well
before he tries to do everything.

Thank for JD correspondence. JD has
ruined the boat also on the direction of the
future so let's try JOC for awhile. Yes
> would very much like to have a piece
from you on magazine publishing,
perhaps stemming drains - demise of old,
rise of new, changing economic base of



THEODORE PETERSON

Dear George,

Do you by any
chance have a current
home address for
Glenn White? I'd
appreciate it if you
do—

all the best

11/12/65

College of Journalism and Communications
University of Illinois, Urbana



February 14, 1967

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

Dear George:

Thank you very much for your evaluation of Mr. Tulsii Saral, who has applied for a fellowship.

Your comments will be useful to us in making our evaluation and we are grateful for them.

Sincerely,

A handwritten signature in dark ink, appearing to be 'TP', written over a circular stamp or mark.

Theodore Peterson
Dean

March 24, 1967

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


Dear George:

I am delighted that you plan to do a chapter for Prof. Halmos' sociological monograph. Although I declined because I doubt my competence, I have agreed to reconsider once he has the table of contents tentatively drawn up; if I can properly fit into such distinguished company without goofing it, I will.

As a matter of fact, we do have a couple of very good PhDs coming along. One who is now hunting for a spot is Jack Colldeweih, who has been working under Martie Fishbein. He is at work on his dissertation. He is strong in psychology and sociology and has an interest in the mass media. Another is Barry Fulton, who just recently passed his prelims. He has a background in speech and has done work in psychology and information theory and linguistics. He's a very bright guy.

All the best.

Sincerely,


Theodore Peterson
Dean

March 31, 1967

Dr. Theodore Peterson
Dean, College of Journalism and Communications
University of Illinois
Urbana, Illinois 61801

Dear Ted:

Enclosed are three copies of our current Bulletin. One is for you, although you will get your "mailing list" copy in due time. I would be very grateful if you would pass one on to Jack Goldwain and the other to Barry Fulton.

I would like to get from each of them an expression of basic interest and of such functions as they might envisage for themselves in the context of our program (soon to be extended to the Ph.D.). It would be helpful to be as specific as possible about teaching and research interests (and qualifications).

I received a letter of inquiry from Richard Bayley.

Many thanks for your help. Perc Tannenbaum is joining us. Wish me something.

Sincerely yours,

GG:kaf
Enclosures

George Gerbner,
Dean

September 1, 1967

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

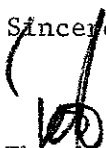
Dear George:

It was good to see you in Boulder, and I enjoyed our visit. The AEJ convention was pretty much like all the other ones. Jack Bain and Erwin Bettinghaus of Michigan State, who shuttled between AEJ and the sessions of your group, told me the meetings of the latter were far more interesting.

If your plans for Annenberg include a new librarian, I can steer you toward a good one, certified by Eleanor Blum. I am sending along her data sheet.

All the best.

Sincerely,


Theodore Peterson
Dean

encl.

September 11, 1967

Dean Theodore Peterson
College of Journalism & Communications
University of Illinois
Urbana, Illinois 61803

Dear Ted:

Many thanks for the information on the good looking (at least on paper) librarian. A year ago I would have been most interested. In the meantime, we appointed a new librarian who is doing fine so that we are set at least for the time being. Should there be any possibility of a change toward the end of the year, I will certainly get in touch with Miss Bangiolo.

It was great fun to visit and gossip in Boulder. I would like to set a date for your Colloquium here. The fall schedule is fairly well set so from our point of view a spring date (Monday afternoon) would be preferable. I would appreciate it if you would drop me a note to let me know about any travel plans with which we might be able to tie in. If I don't hear from you about that in a few weeks, we will propose a date as soon as we start working on the spring schedule.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

PERSONAL INFORMATION

Name: Cecilia Bangiolo Age: 26 Birthplace: Robinson, Illinois
Home address: 503 W. Green, Apt. 1
 Urbana, Illinois
 phone: 367-1573
Work address: 122 Gregory Hall
 University of Illinois
 Urbana, Illinois
 phone: 333-2216

EDUCATIONAL BACKGROUND

High school: Paris High School, Paris, Illinois. Graduated, 1958.
College: Eastern Illinois University, Charleston, Illinois. Graduated, 1961.
Major: Speech
Minors: English, sociology, psychology
Degree: B. S. in Education

University of Illinois, Urbana, Illinois. Graduated, February, 1967.
Major: Journalism
Minor: Education
Degree: M. S. in Journalism

University of Illinois, Urbana, Illinois. Will graduate, February, 1968.
Major: Library Science
Degree: M. S. in Library Science

WORK EXPERIENCE

High school teacher.

Pana High School, Pana, Illinois, 1961-62: Teacher of English and speech,
drama coach.

Lakeview High School, Decatur, Illinois, 1962-65: Lecturer and small group
instructor in English and speech, newspaper advisor.

Library assistant.

Journalism library, University of Illinois, 1966- : Student assistant,
graduate assistant.

REFERENCES

Dr. Eleanor Blum, Librarian
Journalism Library
122 Gregory Hall
University of Illinois
Urbana, Illinois

Dr. Jay Jensen, Head
Journalism Department
College of Journalism and
Communications
University of Illinois
Urbana, Illinois

Additional references can be furnished on request.

October 10, 1967

Dean Theodore Peterson
College of Journalism and Communications
University of Illinois
Urbana, Illinois 61801

Dear Ted:

Bob Shayon will invite you (if he hasn't already) to speak in our Colloquium on Monday, February 5; thanks for your availability and willingness. I think a talk based on your "Communications in a Changing World" paper would be of great interest to our students and faculty, but the topic is, of course, up to you.

I would like to take advantage of your presence to bring about a small informal gathering of people interested in the history of communications. I have just about given up finding a genuine "communications historian" and, at least for the time being, would like to organize an advanced seminar for next year in which different people, meeting with a few students, would develop the materials and issues that might eventually provide the basis for a good course. This is the subject I would like discussed while you are here. I would invite a classicist, a medieval historian, a person specializing in the history of printing, a modern historian, and two or three people interested in media history, including yourself. This may be a dinner meeting or a meeting held sometime the day following your colloquium, whichever would be more convenient for you. The purpose of the meeting would be to have an initial discussion about the seminar idea, and perhaps even to make plans for offering such a seminar in the fall or spring of 1968-69.

Please let me know whether you could be available for such a meeting Monday night or the following day, or both.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

College of Communications University of Illinois



Office of the Dean

119 Gregory Hall, Urbana, Illinois 61801

Telephone (217) 333-2350

November 10, 1970

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

Dear George:

Within the next few weeks, I plan to recommend James Carey for promotion from associate professor to full professor. The outcome of my recommendation will depend on an all-University committee on promotions, and I would like to build as strong a case as I can. Therefore, I am asking a few people like you and Hiram Haydn who are familiar with Jim's work if you would be willing to write me a letter on his behalf. I would be grateful if you would.

What is this nonsense I hear about your giving up the deanship?

All the best.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Theodore Peterson'.

Theodore Peterson
Dean

November 16, 1970

AIR MAIL

Dean Theodore Peterson
College of Communications
University of Illinois
Urbana, Illinois 61801

Dear Ted:

I hope this will help. If you need something more specific, please let me know.

The nonsense you inquire about is this. After 7 years as Dean, and recruiting a whole new faculty, I thought that the faculty, the University, and the Trustees should have an opportunity to consider directions, and leadership, and either to change or to renew a mandate. In other words, I am not quitting, but neither do I want to be taken for granted, and, if I am to continue as Dean, I want as much unity and support for the direction I represent as I think necessary to keep moving ahead in these crazy times. We'll see what happens.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

November 16, 1970

Dean Theodore Peterson
College of Communications
University of Illinois
Urbana, Illinois 61801

Dear Dean Peterson:

I am pleased to reply to your request for comments on the qualifications of Dr. James W. Carey for promotion to Professor. I have known Dr. Carey since he was a graduate student, and have followed his work and career with great interest. I can perhaps summarize my opinion by saying that I think Carey is one of the three or four top scholars in our field today, and that in his particular line of research and scholarship he is number 1. In other words, if I were to recommend to a communications program the outstanding person in the country who represents the best blend of humanistic scholarship with critical insight into empirical research in communications, it would be Jim Carey.

I would be pleased to give you detailed and specific views on his work, if necessary. But I believe that I can serve the purposes of your evaluation better by expressing a general appraisal from the point of view of one who is constantly searching for and trying to recruit the best available talent in our field. We have invited Carey to visit here and with excellent results, use his materials in our work, and would be pleased to consider him for a professorship anytime that his loyalty to Illinois -- which I have had the opportunity to test -- shows signs of weakening.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

November 16, 1970

Dean Theodore Peterson
College of Communications
University of Illinois
Urbana, Illinois 61801

Dear Dean Peterson:

I am pleased to reply to your request for comments on the qualifications of Dr. James W. Carey for promotion to Professor. I have known Dr. Carey since he was a graduate student, and have followed his work and career with great interest. I can perhaps summarize my opinion by saying that I think Carey is one of the three or four top scholars in our field today, and that in his particular line of research and scholarship he is number 1. In other words, if I were to recommend to a communications program the outstanding person in the country who represents the best blend of humanistic scholarship with critical insight into empirical research in communications, it would be Jim Carey.

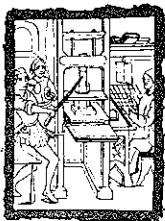
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With best regards.

Sincerely yours,

CG:kas

George Gerbner,
Professor of Communications
and Dean



THEODORE PETERSON

Dear George,

Bless you for writing me that good letter on behalf of Jim Carey. I am grateful.

I can appreciate your putting your job on the line after all the building you have done there.

However, I could also understand your wanting to quit it. After what sometimes seems a half-century

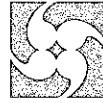
over

of administration, I
often wonder if it
has all been
worth while and
long for a simple
life of teaching and
scholarship.

Walk in peace -

11/24/70

A stylized handwritten signature, possibly initials, consisting of several overlapping loops and curves.



January 21, 1972

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

Dear George:

Michael Brown, who was awarded his bachelor's degree in journalism here in 1970, has asked that I write you about him since he is applying for admission to your graduate program.

My acquaintance with Michael was pretty much limited to Journ. 231, the undergraduate seminar I taught in theory of the press, although we did visit three or four times about his career plans. As a student of mine, he struck me as serious, conscientious, more mature than most undergraduates. He has a keen mind and a genuine desire to learn. He always came to class well prepared (sometimes better prepared than I expected anyone to be), and he invariably contributed more than his share of insightful comments.


Judging from his classroom performance, I have no doubt of his ability to handle and profit from graduate study.

But he was unsure of what he wanted to do in life. He has tried several things, none of which has really satisfied him, and all of this disturbed him somewhat because he thought one of his age should have been settled on a career by now. I tried to reassure him by pointing out that many people do not settle on a career until their mid-twenties; indeed, many World War II veterans were older than that. I have dwelt on this aspect of his personality for so long because I had thought he had made up his mind at last--that law school was what he really wanted. Evidently it was not. Such indeciveness does not bother me in the least. There is a certain wholesomeness in a student's admitting that he really does not know what he wants to do, even after a reasonable amount of experimenting, instead of plugging away unhappily at something he does not like.

In short, I think he has genuine intellectual ability, and it would be nice if your faculty could help him decide what to do with it. But if you are disturbed by what appears to be restlessness and indecision about a career choice, he is probably not for you--unless, of course, he has definitely made up his mind.

All my best to you.

Sincerely,


Theodore Peterson
Dean

AIR MAIL

January 28, 1972

Dean Theodore Peterson
College of Communications
University of Illinois
119 Gregory Hall
Urbana, Illinois 61801

Dear Ted:

Let me take the occasion of acknowledging and thanking you for the informative letter about Michael Brown to also enclose a brochure about our forthcoming Symposium, and to tell you that I am back on the job.

I spent the summer and fall on a sabbatical which I insisted on as necessary for my work as a professor, and hence my suefulness as dean. At the same time, as I think I mentioned to you last spring, I also outlined our faculty's program to the new administration, and tendered my resignation pending their response on the program.

The fact that I am back indicates that we have reached a modus vivendi. No more, no less, but enough to go ahead.

I got a lot of reading and some thinking and writing done during the sabbatical, which does not seem like much but was satisfying in that I could actually control about 60% of my time.

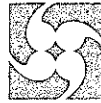
Best regards to all.

Sincerely yours,

GG:kas
enclosure

George Gerbner,
Professor of Communications
and Dean

College of Communications University of Illinois



Office of the Dean

119 Gregory Hall, Urbana, Illinois 61801
Telephone (217) 333-2350

April 27, 1972

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

Dear George:

Bill Arthur, who edited Look for many years, has told me about a top-flight former staffer of his who would like to teach photojournalism. His name is Jim Hansen, and his resumé is enclosed. We are well-covered in this area, so I am writing to a few other people to let them know of Jim's availability.

Some might be deterred by his lack of a college degree--I wouldn't--but his professional credentials are awesome.

All the best.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Theodore Peterson'.

Theodore Peterson
Dean

TP:jva

Enc.

Resume of: James T. Hansen
Box 721
Setauket, New York 11733
Phone: (Area Code: 516) 941 - 4179

.....
Date of Birth: April 20, 1921
Family Status: Married; three children
General Health Excellent
Location preference: Will re-locate

.....
26 years as Staff Photographer with LOOK Magazine, 2 years as Laboratory Technician prior to joining the regular LOOK staff, 3½ years as wartime photographer with U.S.Navy in World War II

.....
Single largest total page leader among LOOK's photographic staff during period covering January 1946 to September 1971. Traveled on every continent and in each state on a variety of assignments. A typical range of work: Overseas Journey with Dean Rusk; An Interview with Nehru in New Delhi; Interviews in the Orient with Sato of Japan, Park of S.Korea, Ky and Thieu of South Vietnam, Generals Westmoreland and Abrams, Ambassadors Lodge and Bunker; Also photographed in Moscow and Communist Poland; Fashion layouts in the Caribbean and Portugal; Food stories in Norway and Mozambique; A Road Trip With The Baseball Dodgers; Christmas in Appalachia; The War in Vietnam (1967, 1968, 1969); The Nobel Prize (in Oslo and Stockholm); Children of the World (photographed in 16 countries); Children With Cancer; An Open Heart Operation; The Trail of Assassin James Earl Ray

.....
Helped pioneer photo journalism techniques at LOOK Magazine

.....
Photographs have also appeared in: Woman's Home Companion, MCall's, America Illustrated, Playboy, Holiday Inn Magazine and many foreign publications on a syndicated basis

.....
Photographs have been featured in books: Our Land, Our People (Prentice-H), Story of America's Religions (Holt-Ri-Wi), Turncoat (Prentice-H), Best Sports Stories of 1967 (E.P.Dutton), The LOOK Years (Cowles)

.....
A book of my photographs: "One, Two, Three, Four, Five, Six" (The MacMillan Co.) is scheduled to be published in September 1972

.....
Newspaper: Participated on special projects for NEWSDAY (in connection with the establishment of a Sunday edition) during the period August 1971 to the present time: Researching and editing, originating photographic ideas and performing staff photographic functions in all areas of the newspaper and magazine supplement

.....
Awards: National Press Photographer's and Univ. of Missouri, Freedom House, National School Bell, American Institute of Graphic Arts, Photography In Fine Arts, Gold Medal Award of Wash. D.C. Art Directors, The Art Directors of New York, Overseas Press Club

.....
Photo editing and color expertise: Have extensive photo editing background at LOOK; have owned and operated a high quality color film processing laboratory which processed LOOK's work under contract

.....
Formal Education: High School Graduate

.....
Memberships: ASMP and NPPA

May 3, 1972

AIR MAIL

Dean Theodore Peterson
College of Communications
University of Illinois
119 Gregory Hall
Urbana, Illinois 61801

Dear Ted:

Thank you for your note about Jim Hansen. We have no such opening, but could use a top-notch scholarly type in mass communications. Have any really good Ph.D.'s coming out?

With best regards.

Sincerely yours,

GG:kes

George Gerbner,
Professor of Communications
and Dean



October 31, 1973

Dr. Guido Stempel III
Editor, Journalism Quarterly
School of Journalism
Ohio University
Athens, Ohio 45701

Dear Dr. Stempel:

Although I am a slow man to write letters to the editor and although this letter may make me seem testy and self-seeking when in fact I am the most jovial and generous of persons, I must get off a few words about the article "Research Article Productivity of U. S. Journalism Faculties," that you ran in the Summer issue of Journalism Quarterly. I find your decision to publish it inexplicable, if not downright irresponsible, for it is shoddy research that no doubt will be widely disseminated.

It will be widely disseminated because these are days when academic institutions are being called on to produce whatever evidence they can to justify their budgets and existence. It will be read, alas, by persons who do not comprehend its almost fraudulent limitations and probably will be used by persons who choose to ignore them.

Most of my criticism stems from the ambiguous view of journalism education that the authors take. (That was a fault of the unfortunate Syracuse study, which your authors quote, although not the only one.) Your authors never explicitly define "school of journalism." The nearest they come to a definition is in their choice of the six journals on which the whole study rests. And their choice of those six is capricious at best. They hedge by saying that they must confine their study to six journals for "practical restrictions," but they give no rational compelling reason for choosing that six (or indeed that number instead of seven or eight). That list discriminates against interdisciplinary researchers on the one hand and productive professionals on the other--people like Charles E. Osgood, Martin Fishbein, Nancy Wiggins, Richard Merritt and Rita Simon of our Institute of Communications Research, who publish in journals of psychology, sociology and political science but seldom in JQ; people like Thomas Guback, who, although he has had articles in Journalism Quarterly and Journal of Broadcasting, also writes for such foreign-language journals as Cinéthique of France and Filmkritik of Germany; and people like Gene Graham, who is more likely to turn up in Columbia Journalism Review or Nieman Reports than in POQ. Indeed, the list would probably discriminate against poor Wilbur Schramm, who is piously invoked in the opening paragraph and who fathered our Institute of Communications Research. Surely an instrument intended to measure research output should be fine enough to capture people like that and people like those in Stanford's Institute for Communications Research and

Dr. Guido Stempel III, page 2, October 31, 1973

Michigan State's Department of Communications. At the very least, the list should not represent a unique unawareness of what is going on in everyday journalism education: Why include Journal of Broadcasting but no journal of advertising, when only 15 schools have accredited programs in radio-TV but 24 have accredited programs in advertising?

As a learning exercise in a research methods course, the paper might rate a charitable "C"; as serious research, it has no place in a serious journal. And, more's the pity, people are going to take it seriously.

Sincerely,

A handwritten signature in cursive script that reads "Theodore Peterson".

Theodore Peterson
Dean

PETERSON
November 13, 1973

Dean Theodore Peterson
College of Communications
University of Illinois
Urbana, Illinois 61801

Dear Ted:

Enclosed are two books I hope you will agree to review for the Journal of Communication. The anthology edited by Tom Wolfe and E. W. Johnson may be particularly important because of its historical and general implications for the press. The essays honoring Clarence Gohdes you may or may not consider significant or relevant enough to review, or perhaps even to note briefly. Let it grace your bookshelf anyway.

Our next deadline (for the spring issue) is December 15. The next after that is March 15. I hope you can make it for the first one.

I will be writing soon about our first issue, coming out in January, and other matters.

With best regards.

Sincerely yours,

George Gerbner

GG:kas
encl.

THE NEW JOURNALISM by Tom Wolfe and E. W. Johnson. New York: Harper & Row, 1973, p. 394, \$10.95.

ESSAYS MOSTLY ON PERIODICAL PUBLISHING IN AMERICA edited by James Woodress. Durham, N.C.: Duke University Press, 1973, p. 229.

Review copy from **DUKE UNIVERSITY PRESS**

6697 COLLEGE STATION

DURHAM, NORTH CAROLINA 27708

ESSAYS MOSTLY ON PERIODICAL
PUBLISHING IN AMERICA

A Collection in Honor of Clarence Gohdes

James L. Woodress, editor

Publication Date: March 1, 1973

Price: \$8.75

PLEASE SEND TWO COPIES OF YOUR REVIEW TO
PROMOTION DEPARTMENT, DUKE UNIVERSITY PRESS

George —

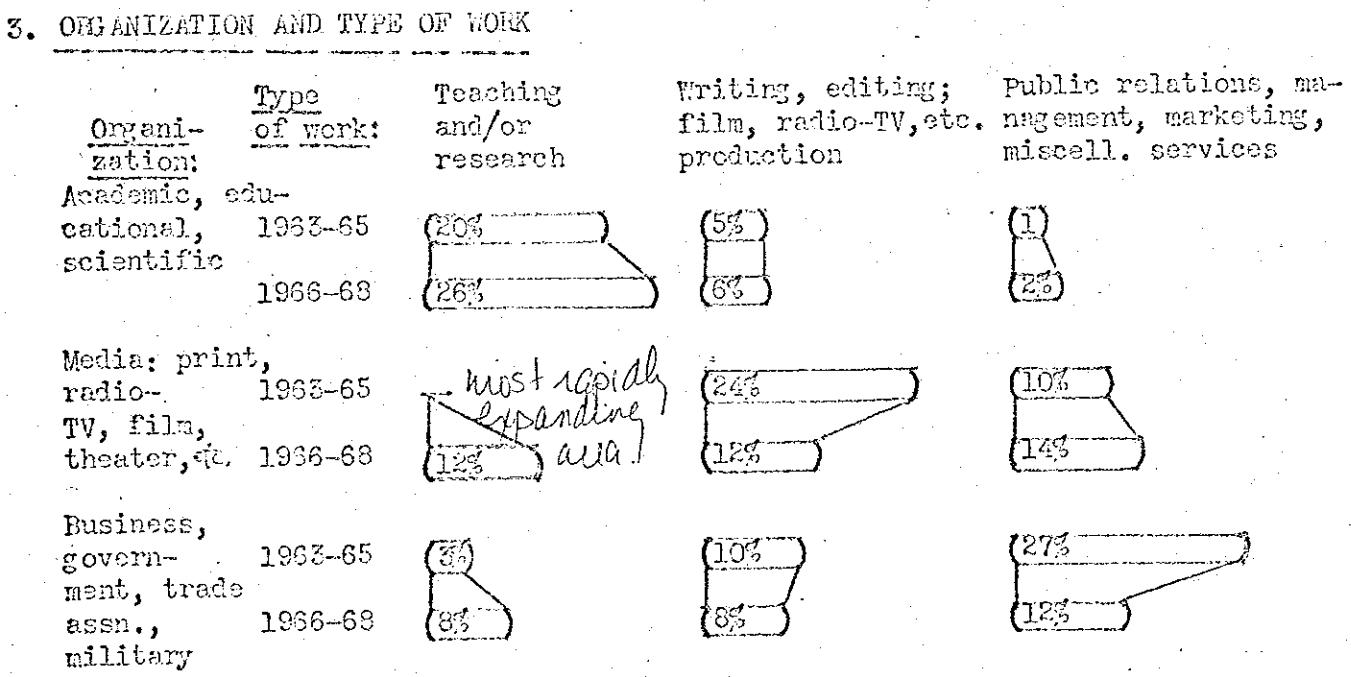
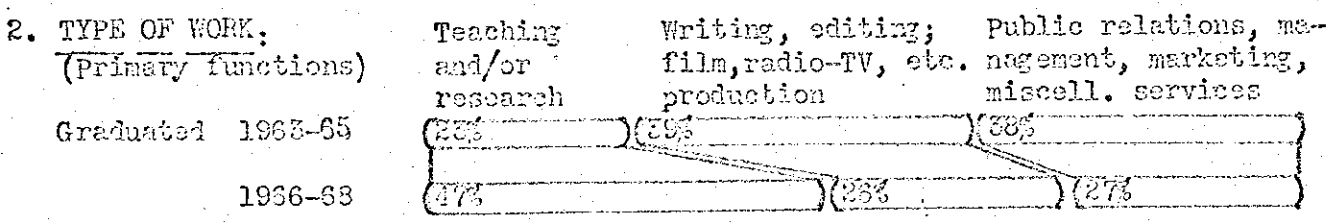
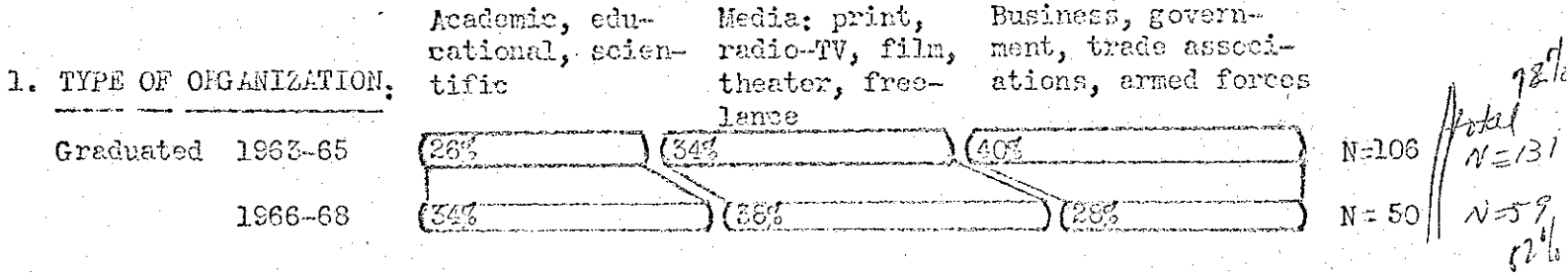
We were going to send this book for review to Ted Peterson at Illinois — along with Essays Mostly on Periodical Publishing in America (Duke Univ. Press).

Do you have a copy of the Duke book — the note I wrote myself sounds as though it's already here.

I note that we never asked Peterson if he wanted to review these — although he should want to. The Wolfe book is very important.

S

TRENDS IN CAREER PATTERNS OF 156 ALUMNI OF THE ANNENBERG SCHOOL OF COMMUNICATIONS WHO HAVE RECEIVED THE MASTER OF ARTS BETWEEN 1963 AND 1968 AND FOR WHOM CURRENT INFORMATION IS AVAILABLE





November 21, 1973

Dr. Guido H. Stempel III
Editor, Journalism Quarterly
School of Journalism
Ohio University
Athens, Ohio 45701

Dear Dr. Stempel:

Thank you for your response to my grumpy letter about the research productivity piece. I did not intend the letter for publication in JQ. Although you are certainly free to use it if you wish, I suspect you could use your space for other things.

I do not want to belabor my original contention--that I think the piece represented shoddy research--but I simply must reply to a couple of your points. Sure, a researcher "is entitled to limit a study by excluding some things." But when the exclusions are almost surely more indicative of what is going on than the inclusions, then the research is suspect. And just consider what Cole and Bowers excluded: books, which alone in some ways may be more indicative of research productivity than the journals they used, and a multitude of carriers of basic and sophisticated communications research findings. Second, I don't think your analogy between ACEJ accreditation as evaluation and the Cole-Bowers article as evaluation really stands up for a number of reasons. One, of course, is that the ACEJ has never presumed to rank-order schools by any set of criteria, and Cole and Bowers did, with an instrument of such limited precision that the results can be called "objective" only by stretching the meaning of that term.

Personally, I am opposed to rank-ordering schools of journalism by any criteria, since the rank-orderings usually have about as much meaning as those lists of the Ten Best Newspapers. Lest you think that my letter was motivated by entirely selfish interests, I am sending along a release from Change magazine, which carried a study ranking us as second best. Frankly, I am not much more impressed by the Stau study than by the Cole-Bowers study, although I find the results far more credible.

Well, I've had my say, and I feel better.

All the best.

Sincerely,

Theodore Peterson

Dean

College of Communications University of Illinois



Office of the Dean

119 Gregory Hall, Urbana, Illinois 61801
Telephone (217) 333-2350

January 22, 1974

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


Dear George:

Here is the review of Tom Wolfe's book about the New Journalism. Frankly, it is hard to say much new about it.

I've read the book of essays honoring Clarence Gohdes that James Woodress has edited. It is commonplace even for volumes of this sort, and I don't think it merits a review or notice.

Walk in peace.

Sincerely,


Theodore Peterson
Dean

Enc.

January 28, 1974
AIR MAIL

Dr. Theodore Peterson
Dean
College of Communications
University of Illinois
Urbana, Illinois 61801

Dear Ted:

Thank you very much for your review of the Tom Wolfe book. It will now grace the Summer issue and I am very pleased to have it.

I am enclosing the current book list for your perusal. If anything on it inspires you, please let me know and I will rush the book to you, if still available.

I probably shouldn't give out a trade secret, but this little device works so well that I have eager and often high-quality reviewers competing for books!

The Winter issue will be out within a couple of weeks, and I will send you a copy soon thereafter. At that time I will also write you about the contents of the Spring issue, and the symposia we are planning for the rest of the year.

Now, how about a substantial contribution from you? Let me know what you are working on, and when I can expect something from you.

With best regards.

Sincerely yours,

George Gerbner

GG:kas
encl.

PET

College of Communications University of Illinois



Office of the Dean

119 Gregory Hall, Urbana, Illinois 61801
Telephone (217) 333-2350

January 31, 1974

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

Dear George:

On your current list of books up for review, there is only one item that really interests me. And since I read it in manuscript and advised the publisher against publication, I am scarcely the best person to review it.

One of the faults of Journalism Quarterly--I am tempted to say one of many faults--is the small stable of book reviewers. I am delighted to see that you are determined to avoid that shortcoming in the Journal of Communication. I am taking the liberty of circulating your list of books available for review among members of our faculty to give you an even broader base of reviewers to choose among.

Who is
Mickelson
in Greg Hall

And I am enclosing copies of a couple of rather uncivil letters that I was moved to write the editor of JQ.

I am working on a rewrite of Magazines in the Twentieth Century. If I proceed at my present pace, however, it will probably have to be retitled Magazines in the Twenty-First Century on publication. But if you ever need a piece about the current state of the magazine publishing business, I would be glad to give it a try.

Yes
July 1? →

Walk in peace.

Sincerely,

Theodore Peterson
Dean

Enc.

W. M. ...
S. ...
A. ...



Office of the Dean

119 Gregory Hall, Urbana, Illinois 61801
(217) 333-2350

November 8, 1974

File

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

Dear George:

Thanks for letting me know of your search for faculty talent. I am circulating your letter among selected members of our faculty in the hope that they might have some suggestions.

Last week when I was at Berkeley, I had a good visit with Percy Tannenbaum. It was the first time I'd seen him in at least a half-dozen years.

Walk in peace.

Sincerely,

Ted

Theodore Peterson *TY.*
Dean