



**HERBERT I. SCHILLER**  
Professor Emeritus  
Department of Communication

UNIVERSITY OF CALIFORNIA, SAN DIEGO  
9500 Gilman Drive  
La Jolla, California 92093-0503

(619) 534-3572

FAX (619) 534-7315

E-MAIL [hschiller@ucsd.edu](mailto:hschiller@ucsd.edu)

To: Herb Schiller <hschille@weber.ucsd.edu>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: What's new?  
Cc:  
Bcc: Cultural Environment Movement <cem@libertynet.org>  
X-Attachments:

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Hi Herb,

Thank you very much for good words and sending me the 1988 paper for the "Festschrift" that never materialized. (I even forgot who initiated that idea.) May I submit it for possible publication in a collection of my essays that Lang publisher proposes to publish? It would be the only piece ABOUT me in the volume. Let me know if you approve, and if you wish to make any changes. (Incidentally, do you hve an electronic version?)

I am attaching FYI a piece about CEM and an invitation to the next CEM convention March 26-27 at Ohio U in Athens Ohio. Let me take this opportunity to invite you to give a keynote speech at that convention; would love to have you give a keynote and then introduce me. Will you?

Best to you and Anita and the "boys."

George

P.S. In an old folder I found your Sept 1975 piece in Le Monde Diplomatique. Do you have a copy or want one?

Schiller

Finally, please send along when you can the 1975 Le  
MondeDiplomatique  
article.

To: Toby Miller <toby.miller@nyu.edu>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Herb S Achiller  
Cc:  
Bcc:  
X-Attachments:

*(Copy corrected  
in e-mail vs sent)*

Draft follows. Please share with Rick Maxwell. Let me know if ok. George.

Herb Schiller was one of the most widely recognized and influential political economists of communication. For many decades he represented the center of gravity in the global debates on cultural imperialism, the power of the media, and many persistent and pervasive themes in international communication. As a leader, scholar, and teacher he strived for a just and fair society and his passionate sense of social justice and social accountability ran through all his writings.

Herb was a scholar whose success rested not upon craft, nor mastery of methodological devices but on the convincing power of his ideas. He was a man who had seen the brutality of the second world war as well as the causes of the economic depressions of the earlier years. Numerous are the academic chairs and professorships, but rare are challenging and noble teachers. Numerous and large are the lecture halls, but far from numerous the young people who genuinely thirst for truth and justice. Herb was a passionate teacher who inspired his students who enthusiastically flocked around him. Students were attracted to his lectures and writings in part because he represented the spirit of the times, an attitude of mind characteristic of a particular generation. His commentaries gave rise to sharp responses and strong feelings from the audience but at the end he sent everyone away thinking. Herb was more than a brilliant teacher and lecturer, he was one of a few outstanding personalities who embodied the conscience of a generation.

Herb's never failing kindness and generosity and his sense of justice coupled with a sure and intuitive understanding of people and human affairs made him a leader and role model in his field. In the 1960's, when he entered the field of international communication and wrote about American hegemony and corporate power in communication and information areas, the United States had reached to its supreme position in politics but was being challenged by the emerging coalition of the "third world" and the internal social upheavals at home. Only in the later years and decades many were able to appreciate fully his skeptical and critical observation of the economic and cultural systems which dominated the world. The titles of his books are telling. Mass Communication and American Empire; The Mind Managers; Communication and Cultural Domination; Who Knows Information in the Age of the Fortune 500; Information and the Crisis Economy; Culture Inc.: The Corporate Takeover of Cultural Expression; and Information Inequality: The Deepening Social Crises in America. His last work, Living in the Number One Country: Reflections from a Critic of American Empire is an account of his own experience as well as a epilogue to all of his previous works.

I knew Herb well for many years. Hamid Mowlana and I collaborated with him on a number of the two edited volumes, Triumph of the Image: The Media's War in the Persian Gulf : A Global Perspective; Invisible Crises: What Conglomerate Control of Media Means for America and the World.

It was in the late 50's or early 60's (I don't remember the exact date) when Mike

Real visited me at the University of Illinois and asked for a recommendation for an appointment of a "progressive" at the University of California at San Diego. I said I know the best person for that job, he is now at Hunter College. The rest, as they say, is history. It is history that Herb himself created. Herb was an anti-fascist and a radical, prolific writer, traveler, speaker, agitator, and realist. In one of his last contributions, in The International Journal for Communication Studies (April 1998) he wrote: "Only the most profound shocks in the global and domestic economies will be sufficient to shake the beliefs and values that now prevail in the minds and consciousness of most Americans. This is not a comforting thought. But the machinery of mind management is so entrenched and pervasive that nothing less than seismic movements can be expected to loosen or weaken its pernicious authority." That "seismic movement" will be the best testimony of the significance of Herb's life's work.

>Terrific, this is great news. Rick will be in touch about length and  
>timing, but the basic brief is for folks either to write something personal  
>or something that is on a topic of research/political significance--perhaps  
>the latter choice might end up being longer than the former, and take  
>longer to do, unless it's something to hand. Ideally, we'd like to have the  
>issue in production in three or four months, in order to be timely, but new  
>writing on a research topic may require additional time. Rick will let you  
>know and get your feedback on which format/genre is preferable to you

>  
>Regards

>  
>Toby

>  
>

>At 01:07 PM 02/28/2000 -0500, you wrote:

>>Hi; Left msg on Richard Maxwell's phone that I'd be glad to write article  
>>for special issue. Please let me know desired length, deadline, etc.

>>Thanks. gg

>>  
>>

>>George Gerbner

>>Bell Atlantic Professor of Telecommunication

>>Temple University, Philadelphia. Tel/fax 610 642 3061

>>E-mail:ggerbner@nimbus.temple.edu

>>  
>>

>>  
>>

>Toby Miller

>Department of Cinema Studies

>New York University

>721 Broadway, Room 600

>NY NY 10003

>

>Email: <toby.miller@nyu.edu>

>Ph: (212) 9981614

>Fax: (212) 9954061

1. Kathleen Heller - VP - index - Brown

2. Rod Maxwell - email IV & New Medical

Write  
email  
well send  
2-mont

3 months - BT response any - after  
Chicago manual stay - stay in  
town (Hosp) e- Tony Miller (C)  
well 718 497 2969

Call  
OK

3. cows, ~~London~~ ~~Chicago~~ ~~Kevin~~ ~~Flannon~~  
endure - 538 7227 Jan  
Robert

4. Valerie - April 12 Wed - OK?  
Carter Center 404 420 5165 - stay day on April

5. Henry - to Chicago - Medical Alliance  $5\frac{1}{2}$   
Board meet? Evaluate when we see  
well Tuesday night - cheer fair

6. Mike Sosa "Senior Editor Radio 4  
series 3/20 - 22 Federal guest / cut off!  
How series are portrayed

April 28, 2000

Dr. Gerbner,

*S. would reply  
5/27/00*

Thanks for committing to write a 2500-word essay that contextualizes Herbert Schiller's political economy of the media perspective. Your essay should place Schiller's perspective within the context of competing global media perspectives and research. As such, your essay will help other scholars appreciate both the strengths and limitations of Schiller's work. I believe that you are uniquely suited to perform this task and that the inclusion of your essay in JOBEM will be extremely helpful to younger scholars.

As we discussed, Vinnie Mosco (vmosco@ccs.carleton.ca) is writing a 3500-word essay that traces Herb Schiller's intellectual development. It will provide some historical background on Herb as well as introduce his seminal political economy of the media perspective. Finally, it will likely integrate a brief discussion of Schiller's forthcoming book, "Living in the No. 1 Country: Reflections from a Critic of American Empire." Vinnie's essay will precede yours in the journal.

You had suggested on the phone that you would have your essay to me by June, or mid-July at the latest. Please let me know if you are having any problems with that schedule. I intend to forward a copy of your essay to Vinnie as soon as I receive it from you. I would prefer if you send your article to me as an email attachment in MS Word or Rich Text Format.

I have not yet received a copy of Schiller's latest book from his publisher, Seven Stories Press. But I expect to receive galleys in the next week or two. I will forward a copy of the galleys to you to keep you informed, but I do not expect or want you to write a review of the book.

I anticipate that this Review & Criticism section will come out in the Winter 2001 edition of the Journal of Broadcasting & Electronic Media. Along with Vinnie's and your essays I intend to include a photo of Herb Schiller somewhere in the section. I would prefer to have a documentary-type photo of him. I'd be open to any suggestions you might have.

On the phone you also said that you thought someone else was doing a "memorial work" on Herb Schiller. I would like to know more about this if you have any information on it, including an email or phone number if you have one.

Finally, I need a mailing address where I can send the galleys of "Living in the No. 1 Country: Reflections from a Critic of American Empire."

I appreciate of your willingness to participate in this project. Please don't hesitate to contact me if you have questions or suggestions.

Dick Schaefer  
R&C Editor, Journal of Broadcasting and Electronic Media  
Phones: 505-843-7485 or 505-277--9556  
Email: [schaefer@unm.edu](mailto:schaefer@unm.edu)

To: "Mariana Johnson" <marianajohnson@hotmail.com>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: TVNM Schiller issue contract  
Cc: toby.miller@nyu.edu  
Bcc:

X-Attachments:

Hi - What contract? Which "Schiller issue" in what journal? What is TVNM? Where did you send the contract? Please explain. gg

Hi, hope you are well.

Just a reminder that I need your Television & New Media contract for the Schiller issue ASAP. Please fax to Toby Miller 212-995-4061.

Thank you,

Mariana Johnson  
TVNM Managing Editor

Get your FREE download of MSN Explorer at  
<<http://explorer.msn.com>><http://explorer.msn.com>

To: richard maxwell <rmax.interport@rcn.com>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: TVNM issue on Schiller  
Cc:  
Bcc:  
X-Attachments:

Rick:

I had sent Mariana messages, see exchanges below, but still never received contract either by fax or mail. There seems to be much confusion and working at cross-purposes, between you, Mariana and Toby Miller. Would appreciate your help in straightening things out, and faxing me a contract at last, so I can sign. My fax no., again, is 610 642 3061.

X-Originating-IP: [205.188.192.24]  
From: "Mariana Johnson" <marianajohnson@hotmail.com>  
To: ggerbner@nimbus.ocis.temple.edu  
Subject: TVNM Schiller issue contract  
Date: Mon, 18 Dec 2000 15:44:26  
Mime-Version: 1.0  
X-OriginalArrivalTime: 18 Dec 2000 15:44:26.0384 (UTC) FILETIME=[66A14100:01C06909]  
Status:

Hi, hope you are well.

Just a reminder that I need your Television & New Media contract for the Schiller issue ASAP. Please fax to Toby Miller 212-995-4061.

Thank you,

Mariana Johnson  
TVNM Managing Editor

Get your FREE download of MSN Explorer at  
<<http://explorer.msn.com>><http://explorer.msn.com>

George

Dear Mariana:

Both home and work address: 234 Golf View Rd., Ardmore, PA, 19003.  
Voice and fax: 610 642 3061.

Look forward to hearing from you.

George

>Dear George,

>

>Thank you for contributing to the Television & New Media special issue

>(no.5) honoring Herb Schiller. We are sending it off to Sage this week. In  
>order to move forward with the bureaucratic work, however, I need you to  
>e-mail me the following information: home and work address, home and work  
>phone number, fax number and any other pertinent contact information. Sage  
>Publications requires this information, and I assure you that any data you  
>provide will be used only by Sage for the purposes of the journal. As soon  
>as I hear back from you via e-mail, I will send out your contract.

>  
>Please feel free to contact me if you have any questions, and thank you for  
>your excellent work. It looks like it's going to be a very impressive issue.

>  
>Mariana Johnson  
>Managing Editor

>  
>Sincerely,

>  
>Mariana Johnson  
>Managing Editor

>  
>Get Your Private, Free E-mail from MSN Hotmail at <http://www.hotmail.com>.

>  
>Share information about yourself, create your own public profile at  
><http://profiles.msn.com>.

Fax no. in my home office is 610 642 3061.(I do not recall receiving the contract. If I did, I returned it signed immediately, as I always do.) gg

>Sorry for the confusion. This summer (I believe it was) you contributed  
>something to the journal Television and New Media for a special issue  
>dedicated to the memory of Herb Schiller. The journal's editor is Toby  
>Miller, but Rick Maxwell is serving as guest editor on this particular  
>issue. I am Mariana Johnson, the Managing Editor. The issue will appear in  
>Feb 2001, but it is going to press this week. Over a month ago I wrote you  
>to get your contact info, which you sent to me, and I then mailed you a  
>contract from Sage Publications. I am guessing the contract did not reach  
>you. If this is the case, could you please email me your fax number and I  
>can fax it to you?

>  
>Thanks, Mariana

>  
>  
>>From: George Gerbner <[ggerbner@nimbus.ocis.temple.edu](mailto:ggerbner@nimbus.ocis.temple.edu)>  
>>To: "Mariana Johnson" <[marianajohnson@hotmail.com](mailto:marianajohnson@hotmail.com)>  
>>CC: toby.miller@nyu.edu  
>>Subject: Re: TVNM Schiller issue contract  
>>Date: Mon, 18 Dec 2000 13:13:12 +0100

>><< attach1 >>  
>Hi - What contract? Which "Schiller issue" in what journal? What is TVNM?  
>Where did you send the contract? Please explain.  
>gg

>  
>Get your FREE download of MSN Explorer at <http://explorer.msn.com>

George,

>  
>I just wanted to follow up on the copy-editing for the TV and New Media  
>issue devoted to Herb's memory. We went ahead and used the first page of  
>the Gazette piece, which should be alright. So the issue is at the press  
>now. One last thing we need, and I'm not sure if you have heard from the  
>managing editor on this matter, is a copy of your contract. Sage holds up  
>printing until they have the contracts. A fax is fine. If you've misplaced  
>the contract, Mariana can fax you another. Please sign and fax it back  
>asap -- the details of the contract let you retain control over your essay  
>for reproduction in anything you author or edit. These formalities are a  
>nuisance, I know, but as I said Sage is a stickler on this and won't budge.  
>The issue looks great, by the way.

>  
>Fax # for contract is: 212 9954061

>  
>Best regards,

>  
>Rick

>  
>  
>George,

>  
>let me know if you come up with th3 info over the weekend. thanks rick

>  
>>I am very sorry, Rick, but I have searched for that info in the little time  
>>I had, but have now run out of time, am leaving home will be back tonight.  
>>Could you locate that Gazette piece on the Internet? Or let it go with p.  
>>188. Or let me have more info (date of piece, etc., and I will try to  
>>search over the weekend. George.  
>>

To: richard maxwell <rmax.interport@rcn.com>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: TVNM issue on Schiller  
Cc:  
Bcc:



X-Attachments:

Received, signed, returned by fax 5 minutes ago, Happy Holidays! George.

>George:

>

>I talked to Mariana and she will be faxing a copy of the contract asap.

>Please return the signed copy to her as soon as you get it. Sorry for the

>confusion.

>

>Have a good holiday and let's make it a great new year!

>

>regards,

>

>Rick

>

>

>

>

>Richard Maxwell

>Associate Professor

>Department of Media Studies

>Queens College-CUNY

office tel: 718-997-2969

office fax: 718-997-2960

home fax: 718-849-8686

<http://www.qc.edu/mediastudies>

X-Sender: rmax.interport@pop.rcn.com  
Mime-Version: 1.0  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
From: richard maxwell <rmax.interport@rcn.com>  
Subject: Re: TVNM issue on Schiller  
Date: Fri, 22 Dec 2000 09:46:13 -0500  
Status:

George

You are not going to believe this. Mariana looked for your fax and tells me that it did not arrive. Wires must have crossed, literally, because this time our communication was fine. Mariana asks that you once again (I'm very sorry to say) fax the contract. At this point, it would be best if you fax a copy directly to Sage at ~~805-499-0871~~. Attention 'Julie.' And, so that I can personally make sure this works this time, please fax me a copy as well to 718-849-8686 (that's my home fax, so don't worry about a cover sheet).

*Sent 12/22/00*

*Sent 12/23/00*

*12:15 pm*

Again, many thanks for all your trouble.

stay warm

Rick

Richard Maxwell  
Associate Professor  
Department of Media Studies  
Queens College-CUNY

office tel: 718-997-2969  
office fax: 718-997-2960  
home fax: 718-849-8686  
<http://www.qc.edu/mediastudies>