

University of Illinois  
at Urbana-Champaign

Institute of  
Communications Research

College of Communications

222B Armory Building  
505 East Armory Avenue  
Champaign, IL 61820-6295  
USA

217 333-1549  
Telex: 5101011969  
TELCOM URUD

November 16, 1987

Dr. George Gerbner  
University of Pennsylvania  
Journal of Communication  
3620 Walnut St.  
Philadelphia, PA 19104-3858

Dear Professor Gerbner:

As you may have heard, on March 18-19, 1988 we are celebrating ICR's 40th Anniversary. As one of our distinguished former faculty, we are eager to include you officially in our celebration.


On Friday evening at a dinner, our focus will be on Institute history. Wilbur Schramm has agreed to participate, along with other ICR directors such as James Carey and Howard Maclay.

On Saturday morning we want to concentrate on the state-of-the-art in communications scholarship. In order to connect that assessment to our Anniversary, we have selected some representative approaches of distinguished work that still find a congenial home among us. Therefore, we are asking you, Herbert Schiller, and possibly Percy Tannenbaum (Dr. Osgood's health will not permit him to participate) to each present a half-hour assessment on the issues as you see them in communications studies. From the vantage point of your own contribution to the field, how do you evaluate current developments? Many of our younger alumni will be eager to discuss these issues with world-class veterans such as yourself.

We will pay your travel expenses, of course. We would appreciate your presentation in written form so we can distribute it to guests and other alumni who are unable to attend but request a copy. For the presentation we will provide a \$250 honorarium.

You have an incredible busy schedule. We are hoping that this event can be squeezed in. We would be most honored to have you attend.

Cordially,



Clifford Christians, Chair  
40th Anniversary Committee

CC/as

November 24, 1987

Dr. Clifford Christians, Chair  
40th Anniversary Committee  
Institute of Communications Research  
University of Illinois, Urbana-Champaign  
222B Armory Building  
505 East Armory Avenue  
Champaign, IL 671820-6295

Dear Cliff:

Thank you for your letter of November 16 and the kind invitation. I would very much like to attend and hope to be able to make the presentation that you are suggesting. With many writing commitments overdue and coming due in the next few months, I am not sure about a written paper but will do my best.

I am looking forward to further information about our meeting, when available.

With best regards,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

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September 29, 1987

TO: College Faculty, ICR Faculty and Students,  
Former Faculty and Alumni

RE: 40th Anniversary, March 18-19, 1988

FROM: Planning Committee (C. Christians, T. Guback, C. Whitney)

This is ICR's 40th year and we are celebrating on March 18-19, 1988.  
You are warmly invited. Please reserve these dates on your calendar.

When the program is finalized, we will write again with the details.  
Our general framework is a dinner on Friday night at the Levis Faculty  
Center, working sessions on Saturday morning and a luncheon on Saturday  
noon. Obviously we want to celebrate with as many former faculty and  
students as possible. Our academic orientation will be an assessment of  
communications research (historical, state-of-the-art, and future  
directions), connected directly and indirectly with ICR's role.

We have selected the date to avoid every possible conflict with campus  
events. We are hoping it is reasonably convenient for you also. Your  
suggestions are always welcome.

CC/as

Date: February 1, 1988  
To: 40th Anniversary Principals (Gerbner, Krippendorf, Schiller,  
Tannenbaum) ✓  
From: 40th Anniversary Committee (Christians, Guback, Whitney) C.C.  
Re: March 18-19, 1988 and Information on February 15

Our 40th Anniversary Program is in place and we are waiting for the official invitations from the printer. Meanwhile, we are eager to move forward our arrangements with you. Everyone here is profoundly grateful for your willingness to participate. We are attempting a memorable gala festival that is intellectually stimulating. Your role is the centerpiece in making it conceptually invigorating.

On the attached page we have included the schedule. It remains essentially unchanged, except that Dean Carey will make a 30-40 minute presentation on Friday night as a substitute for Wilbur Schramm.

At this point we would like to finalize our travel arrangements. We have rooms for you at the University Inn near campus (302 E. John, Champaign, 217-384-2100) for Friday and Saturday night. (Incidentally, should your spouse wish to join you, the price to us is the same for one to four people per room.) In terms of air transportation, given the University's Air Travel Order system and our local travel agency, we would appreciate sending you from here the most efficient tickets with the best flight arrangements. Given the regional character of our air market, local travel agency expertise has usually upgraded the quality of the tickets -- though Piedmont, TWA, and US Air have established a reasonably good national network out of this airport. Please send us the optimum times for leaving and returning, and the name of your airport, and we will send you a ticket. Receiving this by February 15 will be helpful in reserving seats. We will have someone available to meet you at the airport.

For the Anniversary, we are printing programs to distribute to participants. In addition to the schedule, it will include a short testimonial to Schramm, list of previous faculty, alumni, and so forth. If you would put the following items in the mail on February 15, we would be grateful.

- a. A recent photograph;
- b. A title for your presentation (since you will be working on this after February 15, a general title is satisfactory);
- c. A vita. We may want to cull a short bio from it for the program; we will use it in introducing you.

If there is anything we have forgotten or misunderstood, please call or write Cliff Christians. Diane Tipps of the office staff can also assist in completing these details satisfactorily. Your coming will be one of the highlights of the weekend.

Program Highlights - Levis Faculty Center

Friday, March 18

6:30 p.m. Reception

7:30 p.m. Gala Anniversary Dinner

Howard Maclay

Master of Ceremonies

James W. Carey

Address

Theodore Peterson

A Cartoon History

Rita Simon

Remembering ICR

Charles Whitney

A birthday tribute to Eleanor Blum (we're  
keeping this secret)

Saturday, March 19

9:00 a.m. Coffee and rolls

9:30 a.m. Working Session

State of the art in  
communications scholarship

George Gerbner

Herbert Schiller

Percy Tannenbaum

1:00 p.m. Anniversary Luncheon

Our Future Agenda

Klaus Krippendorf

8:00 p.m. Informal Social Hour

at Faculty Residence

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April 6, 1988

Dr. George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George:

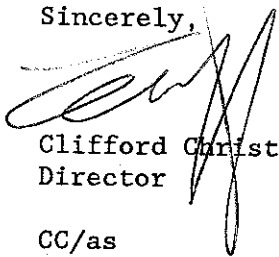
I am completing some final details for the 40th Anniversary, and I recall with pleasure your important contribution to it. Everyone I talked to was very appreciative of the morning session--in particular your excellent paper and competent debate. It was world-class scholarship in action and we look forward to seeing the manuscript when you have it edited.

We submitted a request to the University for your honorarium and trust that it will be mailed without too great a delay.

For those of us who teach and study here, the loyalty of our alumni and former faculty is always a delight to experience. It was a rewarding weekend for us, and your willingness to work it into your complicated schedule honors us and makes us indebted to you.

Every success for your continued writing, traveling, editing, teaching, etc., etc.

Sincerely,



Clifford Christians  
Director

CC/as

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August 2, 1989

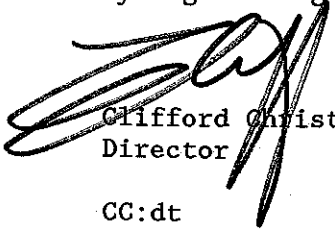
Dr. George Gerbner  
University of Pennsylvania  
Annenberg School of Communications  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George:

Enclosed are a dozen copies of the 40th Anniversary proceedings. Should you wish more, we will gladly send them.

It reminds me of the profound respect for your work among your colleagues here. Your leadership in the field has been virtually unparalleled, and it honored ICR to have you participate in the program.

My highest regard,



Clifford Christians  
Director

CC:dt  
Enclosures

August 8, 1989

Clifford Christians  
Director  
Institute of Communications Research  
College of Communications  
University of Illinois at Urbana-Champaign  
222B Armory Bldg  
505 East Armory Ave.  
Champaign, IL 61820-6295

Dear Cliff:

Thank you for your letter of August 2, the kind words, and the copies of the proceedings. It is good to have these as the recods of a pleasant and memorable occasion.

With best regards.

Sincerely,

George Gerbner  
Professor of Communications  
and Dean Emeritus

GG/mb