

# MASS COMM REVIEW

A Journal Published by the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication

David K. Demers, Ph.D., editor  
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April 7, 1998

Professor George Gerbner  
Telecommunication  
Temple University  
Philadelphia, PA 19122

Sent report  
7/9/98

Dear George:

As you may already know, I have instituted a new feature for *Mass Comm Review* called "Scholarly Milestones," in which I ask a leading scholar in communication to contribute an article, essay or commentary on any subject or topic of their choice. The first contributor is Melvin DeFleur of Boston University. I am writing to ask whether you would like to contribute to a future issue.

The "Scholarly Milestones" article is not peer-reviewed, which gives the senior (defined here in terms of wisdom, not age) scholar a chance to speak uncensored to the communication community. I am encouraging potential contributors to write about their research program or their impressions of the field as a whole. But you may write about anything you wish, as long as it deals with the topic of mass communication. The length and format is up to you. References are not necessary, but if you use them please use APA style. (Professor DeFleur wrote 20 double-spaced pages with references.)

I greatly respect and admire your work, and I believe others in the field share my opinion. If you would like to participate, I would like to have your contribution on or before August 1, 1998. If this deadline is not acceptable, I would gladly set up a different one.

Thank you very much. If you have any questions, please feel free to contact me.

Respectfully yours,



David Demers

X-ROUTED: Thu, 25 Jun 1998 08:15:40 -0500  
X-TCP-IDENTITY: Ddemers  
Date: Thu, 25 Jun 1998 08:32:59 -0500  
From: David Demers <ddemers@wsu.edu>  
Organization: Washington State University  
MIME-Version: 1.0  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
Subject: Re: Ms.980518  
Status:

Thank you very much, George. Also, I wrote to you some time ago about contributing a short piece to the "Scholarly Milestones" feature in the new Mass Comm Review (probably to be renamed Mass Communication & Society at the August business meeting). Mel DeFleur has a piece in the first issue. I would be very honored if you would contribute a short essay. I will send you a copy of the first issue so you can see the format and what Mel did. Thanks. --Dave Demers, editor, Mass Comm Review

George Gerbner wrote:

>  
> Review form and letter just faxed to your office. Sorry for delay.  
>  
> George  
>  
> George Gerbner  
> Bell Atlantic Professor of Telecommunication  
> Temple University, Philadelphia. Tel/fax 610 642 3061  
> E-mail:ggerbner@nimbus.temple.edu

X-ROUTED: Thu, 2 Jul 1998 08:07:38 -0500  
X-TCP-IDENTITY: Ddemers  
Date: Thu, 02 Jul 1998 08:25:35 -0500  
From: David Demers <d-demers@wsu.edu>  
Organization: Washington State University  
MIME-Version: 1.0  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
Subject: Re: Ms.980518  
Status:

Thanks very much, George. I will send a copy of Professor DeFleur's article as well as other up-front material. I hope you enjoy your time away this summer. Professor Deb Merskin (University of Oregon) and I were married last week. We're still vacationing in Michigan, where we both grew up. Thanks again for helping me out. --Dave

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George Gerbner wrote:

>  
> Look forward to first issue, and will send contribution. Please enclose  
> reminder, details. etc. I will be out of the country July 9 - Aug. 1.  
> George  
>  
> >Thank you very much, George. Also, I wrote to you some time ago about  
> >contributing a short piece to the "Scholarly Milestones" feature in the  
> >new Mass Comm Review (probably to be renamed Mass Communication &  
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Dear colleagues:

To update you on the progress of Mass Comm Review.

Oxford University Press put the journal and my prospectus through a very rigorous review (masked reviews from about 10 scholars), and things came out very well. Generally speaking, there was strong support from U.S. scholars and mixed reviews from some media studies scholars in England. Oxford wanted to know if I would expand the editorial board to include scholars from England. I said I was open to the idea, but the journal cannot afford to market in England — at least for the time being.

The first issue of MCR is coming together. The "Scholarly Milestones" feature will be written by Melvin DeFleur, whose theme that address the following question: "Where Have All the Milestones Gone?" That should generate some interest and perhaps some controversy. Admittedly, I borrowed the "Scholarly Milestones" title from one of DeFleur's books ("Milestones in Mass Communication"). One of DeFleur's former Ph.D. students, Deb Merskin, who is my fiancée and professor of advertising at the University of Oregon, suggested in jest that I name the first column "MELstones." Thank goodness Mel has a good sense of humor.

Other expected articles for the first issue: 1) A theory piece comparing media systems dependency theory and uses and grats from Sandra Ball-Rokeach; 2) A theory piece on James Bryce's theory of public opinion by Margaret (Peggy) DeFleur (Boston University); 3) A theory and data piece on social movements and mass media by Julia Corbett (University of Utah); 4) a possible work on cultivation and social change; and 5) a book review or two.

My intent is to prepare and send the final edited issue to the publisher in July with the expectation that the division will provide additional financial support at the annual business meeting. If that does not occur, I will personally pay for any additional costs of publishing the journal. It is very important that we get the publication schedule back on line.

I still need manuscripts for future issues. Please encourage your colleagues to submit. I also want a broad range of manuscripts, not just works on media sociology (even though they are very important).

Please let me know if you have any questions or comments.

Thanks.

David Demers, Assistant Professor

## Volunteer

Pssst. Hey you. Yeah, you, reading the newsletter.

Have I got a deal for you!

Ever found yourself thinking, "If I ran the MC&S division, I'd do things this way"? Well here's your chance. Our division is looking for volunteers to staff committees for 1998-1999. This is your chance to change the world — the MC&S world, at least.

The following committees are seeking volunteers: Research, PF&R, and Teaching Standards. Next year, the division will be adding a new committee and chair: graduate student liaison. See yourself fitting in any one of these?

Unhappy with the convention programming? Join a committee and make some suggestions! Want to focus our discussions? The work's not too difficult or time-consuming, and it's greatly rewarding.

Lest you think this call insincere, let me end my plea for volunteers with a story. When Carol M. Liebler was vice-head of the division, back in 1993 before the Kansas City conference, she issued a similar call for volunteers. I wrote Carol a short e-mail and said, "I'm new, but I'd like to help." Carol assigned me to work with Margot Hardenberg on the teaching standards committee.

The rest, as they say, is history — or her-story, in this event. Margot, as you'll recall, was division head in 1997; I'll become division head this fall.

So you see, you can rise to the top of the division through volunteer work.

And we need you. The industry is changing; the division is changing.

Your help can make a difference. We welcome diverse points of view and diverse research concentrations.

If you'd like to be a part of the solution in 1998, send me an e-mail at <GCarter@mail.gcsu.edu>.

Have I got a job for you!

X-ROUTED: Sun, 1 Nov 1998 06:40:12 -0500  
X-TCP-IDENTITY: Ddemers  
Date: Sun, 01 Nov 1998 06:45:25 -0800  
From: David Demers <ddemers@wsu.edu>  
Organization: Washington State University  
MIME-Version: 1.0  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
CC: jlevine@erlbaum.com  
Subject: Re: [Fwd: Mass Communication & Society]  
Status:

Hi George. May I offer a suggestion or two? Go ahead and overnight the two figures to her, as LEA will need clean camera-ready figures. The other concern is whether the figures have been published somewhere else before. If so and you don't own the copyright or the original publisher doesn't allow authors to reproduce their own work, then there are two options: (1) obtain written permission from the copyright holder to publish them or (2) modify the figures so they are not exact duplicates. Given time constraints, the latter may be the best route. Sorry about this. I should have caught this problem sooner. --Dave

--

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509-332-6507 (home office)  
509-332-2458 (fax)  
ddemers@wsu.edu

George Gerbner wrote:

>

> Ms. Levine: I have found good 8 1/2 by 11 copies of the two figures and  
> would like to fax them to you but I only have your telephone number,  
> 201-236-9500. Please let me know if I should fax them (and give fax number)  
> and/or mail them to you on Monday (express mail if needed). gg .

>>

>

> George, attached is an email from the production editor at LEA. Can you  
> >respond to her concerns and copy me? Thanks. --Dave

>>--

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>>509-335-5608 (university office)  
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>>ddemers@wsu.edu

>>

>>Return-Path: <jlevine@erlbaum.com>

>>Received: from pegasus.it.wsu.edu (mailnull@pegasus.it.wsu.edu [134.121.1.2])

>> by cheetah.it.wsu.edu (8.8.7/8.8.7) with ESMTTP id MAA25621

>> for <ddemers@mail.wsu.edu>; Fri, 30 Oct 1998 12:49:54 -0800 (PST)

>>From: jlevine@erlbaum.com

>>Received: (from mailnull@localhost)

>> by pegasus.it.wsu.edu (8.8.7/8.8.7) id MAA24954

> > for ddemers@mail.wsu.edu; Fri, 30 Oct 1998 12:49:53 -0800 (PST)  
> >Received: from mail.eclipse.net (root@mail.eclipse.net [207.207.192.13])  
> > by pegasus.it.wsu.edu (8.8.7/8.8.7) with ESMTTP id MAA25543  
> > for <ddemers@wsu.edu>; Fri, 30 Oct 1998 12:49:46 -0800 (PST)  
> >X-PH: V4.2@pegasus  
> >Received: from smtp-gateway.erlbaum.com (smtp-gateway.erlbaum.com  
> >[207.207.201.34])  
> > by mail.eclipse.net (8.9.1a/8.9.1) with SMTP id PAA25983  
> > for <ddemers@wsu.edu>; Fri, 30 Oct 1998 15:49:38 -0500 (EST)  
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> >R6.00.02)  
> > id AA909778876; Fri, 30 Oct 98 15:48:28 -0500  
> >Message-Id: <9810309097.AA909778876@smtp-gateway.erlbaum.com>  
> >X-Mailer: ccMail Link to SMTP R6.00.02  
> >Date: Fri, 30 Oct 98 15:22:21 -0500  
> >To: <ddemers@wsu.edu>  
> >Subject: Mass Communication & Society  
> >MIME-Version: 1.0  
> >Content-Type: text/plain; charset=US-ASCII  
> >Content-Transfer-Encoding: 7bit  
> >Content-Transfer-Encoding: 7bit  
> >  
> >  
> >I received the figures from George Gerbner today. The figures are not good  
> >quality (they are photocopies) and it appears that they have been published  
> >before; the copies have a figure caption with them. If Dr. Gerbner still wants  
> >to use them, he must obtain written permission from the publisher. He  
> >might also  
> >want to try to obtain better copies. Please let me know as soon as you can  
> >about  
> >this, as I have to hold up production (basically the typesetting) until  
> >this is  
> >resolved.  
> >  
> >Thanks for your help,  
> >Judy  
>  
> George Gerbner  
> Bell Atlantic Professor of Telecommunication  
> Temple University, Philadelphia. Tel/fax 610 642 3061  
> E-mail:ggerbner@nimbus.temple.edu

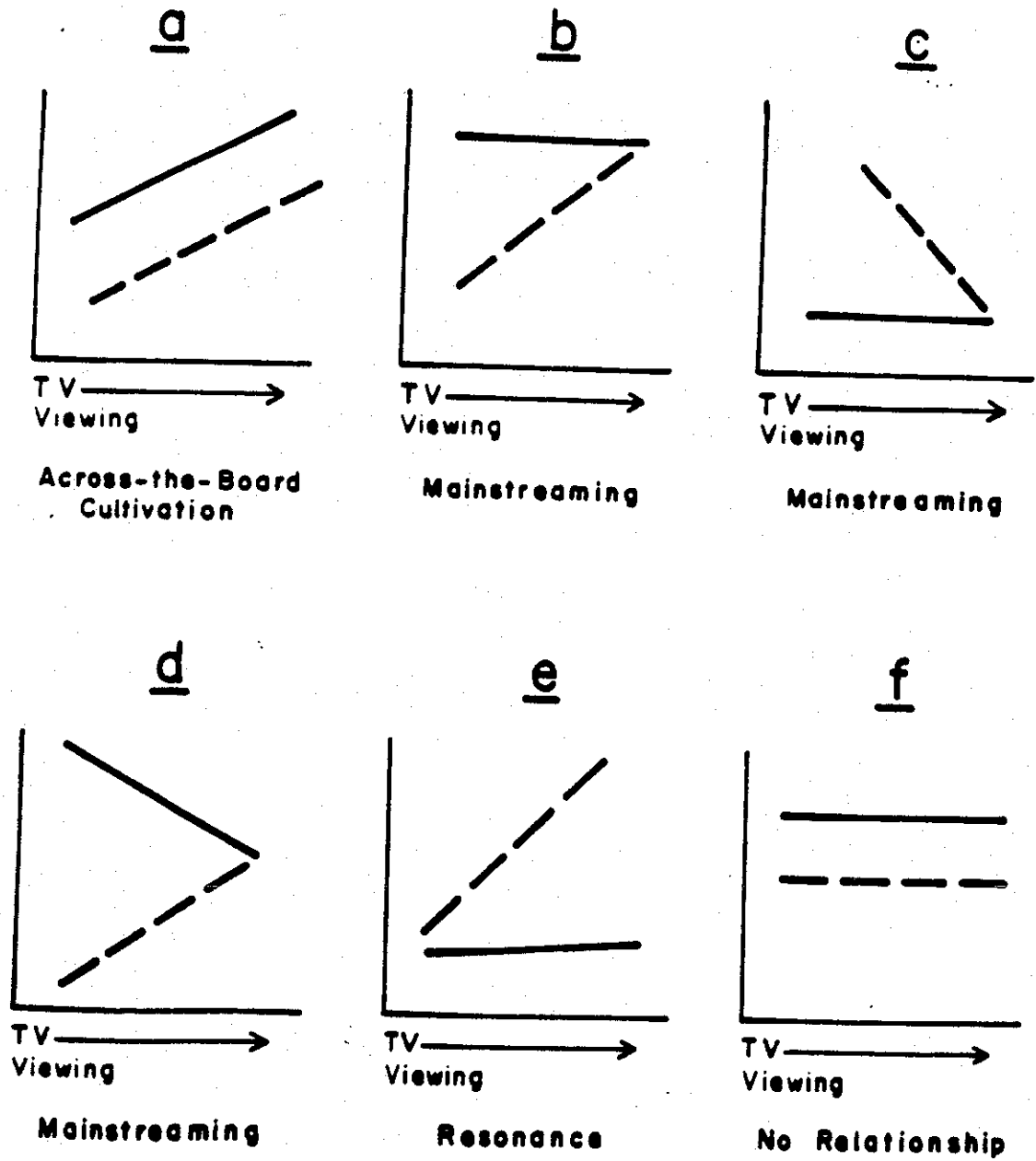


Figure 1  
Models of Cultivation

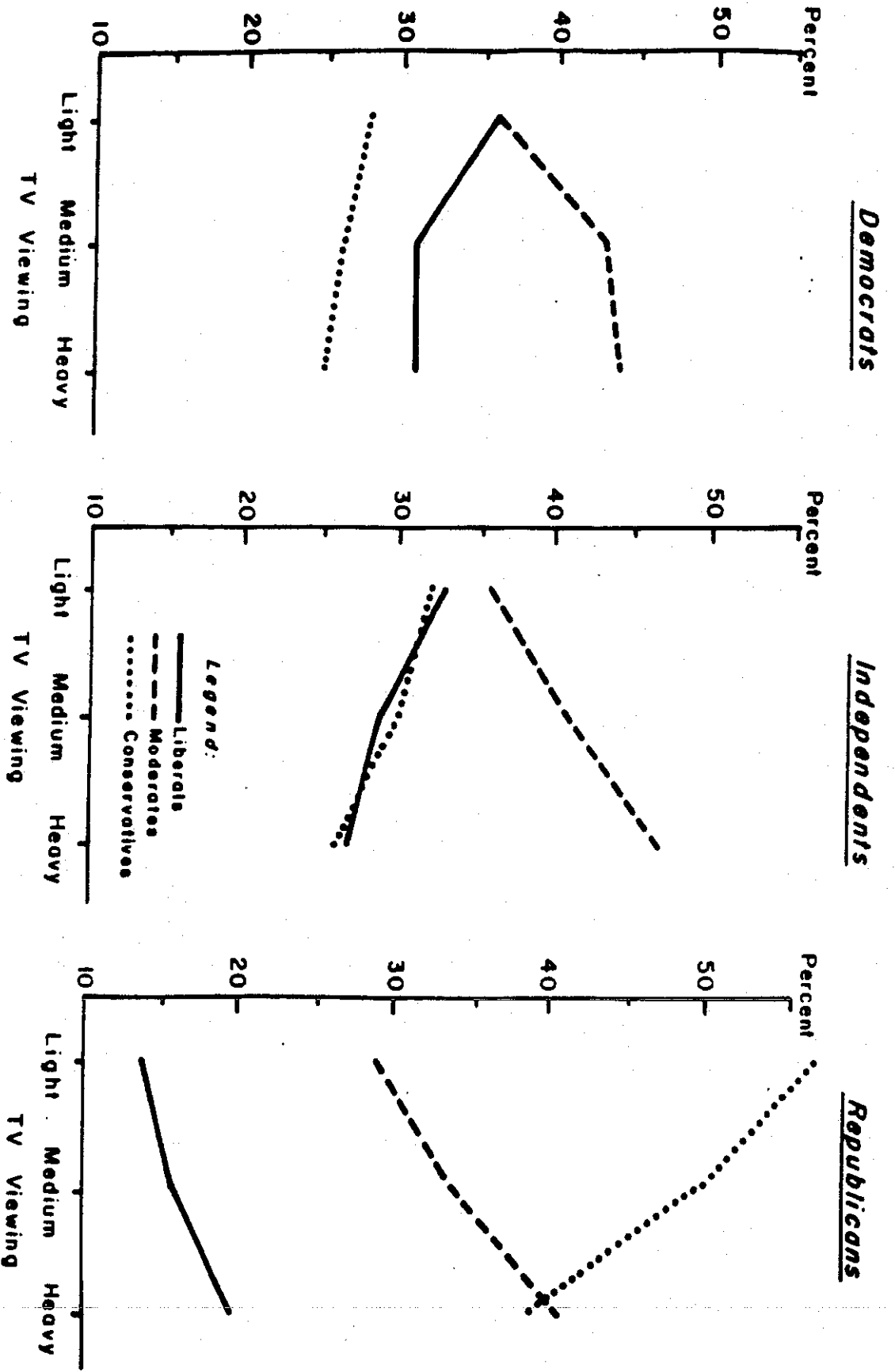


Figure 2  
 Comparisons of Political Self-designation by Amount of  
 Television Viewing Within Parties

# MASS COMMUNICATION & SOCIETY

Official Journal of the Mass Communication & Society Division of the Association for Education in Journalism & Mass Communication

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February 29, 2000

Professor George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

Dear George:

As you may already know, I am leaving my position as editor of *Mass Communication & Society* one year early — on December 31, 2000.

I'm writing to formally thank you for serving on the editorial board over the past three years. The editorial board is the heart of a journal, and I thought MC&S had one of the best "hearts" in the field. I am very grateful to you for your thoughtful reviews and comments.

A special word of thanks also needs to be extended to Malia Lundahl, who is a very dependable administrative assistant, and to George Gladney, Margot Hardenbergh, Richard Shafer, and Bill Griswold, who helped launch and support the new MC&S journal. The Division also owes a debt of gratitude to Washington State University and School of Communications Director Alex Tan, who provided financial and administrative support. I also thank Jennifer McGill and Richard Burke in the AEJMC office, who helped answer many questions and solve many financial problems. I am also pleased to report that the journal is expected to post a small profit for the Division in 1999 — its second year of publication.

This has been an extremely rewarding and challenging experience for me, and I wish you all the best. Thanks again.

Respectfully yours,



David Demers

P.S. Because the issues for Volume 3 (2000) are filled, I am no longer reviewing new manuscripts, which means you will not have to do any more reviews. However, I have about 30 manuscripts that need to complete the review process before Dec. 31. MC&S Division Head Carol Pardun, an assistant professor of journalism and mass communication at the University of North Carolina, will assume duties as interim editor. I do not know her plans for the editorial board, but please feel free to serve if she asks you.