

Administration: (606) 257-3874  
Budget/Development: (606) 257-3984  
Graduate Program: (606) 257-7805  
Technology Coordinator: (606) 257-2810  
Undergraduate Services: (606) 257-4839

Office of the Dean  
Grehan Building  
Lexington, KY 40506-0042  
E-mail: [comm@ukcc.uky.edu](mailto:comm@ukcc.uky.edu)  
FAX: (606) 257-7818

September 24, 1997

Dr. George Gerbner  
Department of Broadcasting and Telecommunications  
Temple University  
Philadelphia, PA 19122

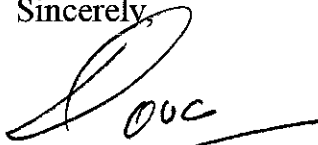
Dear George:

Please accept this tardy note of congratulations on your appointment as the Bell Telecommunications Chair at Temple University. Great proof that there is life after being an academic administrator!

I have told my boss the Chancellor and everyone in the college that June 30, 1998 will be my last day as dean. In my official letter to all I said that I was 'stepping up' to the faculty. It was George Gerbner who said about 15 years ago in a Sunday edition of, if I recall correctly, *The New York Times*, that being a full professor was the best job in the world. Two decades of academic administration seem just about right for me.

Look forward to seeing you at the usual gatherings. A big hello to Ilona.

Sincerely,



Douglas A. Boyd  
Professor and Dean

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