January 18, 1965

Dr. Lester F. Beck
3519 Graysby Avenue
San Pedro, California

Dear Lester:

I want to confirm our invitation to visit The School and to make a presentation on your current research and film activities to our students and faculty. The date we mentioned, May 4, is the day before our semester ends, so an alternate Tuesday or Thursday might be better. However, if this is the most convenient date for you, please let me know as soon as you can. We can pay an honorarium of $100 for the talk, and your expenses from Washington.

I hope you can come; we are excited about the prospect of having you here. Our best to Isabel and you.

Sincerely yours,

GG:ls

June 17, 1965

Dr. George Gerbner
Annenburg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

Things have been rather hectic in our household since I last talked with you. One of our closest friends, a person for whom Isabel feels great responsibility, underwent a serious eye operation and has been convalescing in our home. The chances of total blindness are not remote. On top of this, we learned that our good friends in Europe with whom we planned to drive to Prague and way points are hospitalized as a result of an accident in Southern France. They will fly back to Los Angeles as soon as they are able to leave the hospital. Undaunted, we still plan to leave for Europe come July 12, and, among other things, will spend some time at the Max Planck Institute at Starnberg. This is the "home" of Konrad Lorenz, the man who initiated a wholly new trend in the study of animal behavior under natural conditions.

Now about the points we discussed during my recent visit. Isabel is reluctant to leave Los Angeles for many reasons. She loves our home and its view of the ocean. Also she holds a high salaried, responsible position with the LA Junior College System. Just this past week she took a qualifying examination along with 40 others for a deanship and placed third on the list! She now is in a position to choose what she would most like to do, and it would be unfair to ask her to leave what she has achieved.

So any discussion of my possible role at Annenburg would have to be on the basis of periodic assignments such as alternate semesters, alternate years, or a special, short-term lectureship. I would like to work with you, and see what we could do to generate the flow of funds to Annenburg for media research, or experimentation with media in their various forms, including new ways of teaching with media. A periodic assignment would make it possible for Isabel to take leave off and on and to join with me in the East, without sacrificing her professional role in LA. Such an arrangement also would avoid issues of tenure, etc. for me.

Here are some examples of projects that I might be able to attract to Annenburg:

1. I presently have an NDEA contract (Title VII) for the production of a film for national distribution on the subject of "Media, Creativity and Change". More needs to be done in this field, and Annenburg might

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very well prove to be the best environment for it.

2. The American Cancer Society, in association with the Oregon Division, has accepted a script that I recently wrote on "Smoking, Past and Present". This is a film for early, teen-age kids. Production will start in August. It is possible that Annenburg might like to cooperate in some way with the project since the film has some interesting innovations built in to it, and undoubtedly will enjoy wide distribution to schools, youth agencies, and TV stations. More needs to be done in the area of attitude-building films and TV programs, and Annenburg may be just the place to do it.

3. The whole area of the preschool child in relation to TV has been sorely neglected. I have a contract for a monograph in this field and will push for federal support for a new series of TV programs for the preschool child. Where better to coordinate this kind of activity than at Annenburg?

4. The film on TV teaching which I left with you has all sorts of implications for higher education in Pennsylvania, especially ~~with~~ the teachers" colleges. It would be interesting to see what we might do to develop an inter-institutional TV network with the various colleges, with Annenburg as the point of origin. As a matter of fact, Isabel is intensely interested in this kind of project since she wants to link the 23 junior colleges in Southern California with TV.

I had hoped that I might visit you again this month to discuss personally the contents of this letter. But the Advisory Committee meeting with WETA-TV in Washington, D. C. has been set back to August. Perhaps we can get together then.

With sincere good wishes,

Cordially,

Lester F. Beck

LFB/s

PS: The above may sound like I am not interested in teaching. Not so! My first love is teaching, but I also am interested in bringing students into contact with ongoing things that command the support of others.

June 21, 1965

Dr. Lester Beck
3519 Graysby Avenue
San Pedro, California

Dear Lester:

I was very sorry to learn about the unfortunate things that happened to your friends. I can well understand that you were upset. I can also appreciate all the good reasons that tie you and Isabel to Los Angeles.

Unfortunately, what we need most is people, full-time resident people, to carry our the many exciting projects that can be funded. Ours is not primarily a production facility but a center of ideas and of human interaction. We only produce what our faculty and students want to produce to experiment with and carry out their ideas. And we cannot contemplate any research or production activity without the originator being on the scene to see it through.

A deanship for Isabel we could probably find in one of the two dozen or so colleges in this area. Moving the ocean might take a little longer.

If you can visit in August, or any time, please let me know. Meanwhile, have a wonderful trip.

With best regards.

Sincerely,

GG:cr