

Memo

Talk to Dick -
also about Curney!

Dear George:

It was a pleasure to have the opportunity to talk to you at Swampscott, although I do wish we had had the opportunity for more extended conversation.

I am having some additional copies of the manuscript for Content Analysis reproduced, and should have a copy of one of these working drafts in your hands by the beginning of next week.

Regarding plans for the symposium on Content Analysis, please be assured that I will be most happy to lend my assistance in whatever way seems most productive.

Please do not hesitate to write if I can be of any help.



Richard W. Budd, Director
Mass Communications Research Bureau

5/11/66:md

July 12, 1966

Dr. Richard W. Budd, Director
Mass Communications Research Bureau
School of Journalism
University of Iowa
Iowa City, Iowa 52240

Dear Dick:

Pardon me for not replying earlier and for still not being able to give you detailed comments on the manuscript. I ran through it very quickly and found it extremely useful. However, amidst the regular duties plus making preparations to go out of the country I have been unable to give it sufficient attention to make specific comments.

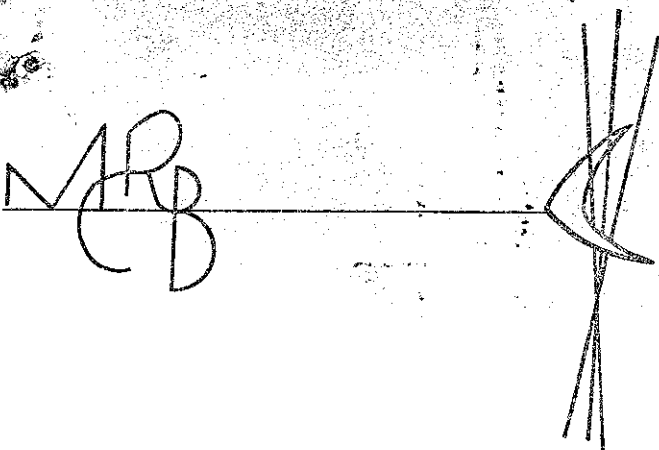
I will certainly let you know about our plans for the content analysis symposium.

With best regards.

Sincerely yours,

GC:kaf

George Gerbner,
Dean



MRB

MASS COMMUNICATIONS RESEARCH BUREAU
SCHOOL OF JOURNALISM
THE UNIVERSITY OF IOWA
IOWA CITY, IOWA 52240

Richard W. Budd, Ph. D., Director
L. Erwin Atwood, Ph. D., Assoc. Director

November 15, 1966

Dr. George Gerbner, Dean
The Annenberg School of Communication
University of Pennsylvania
University Park, Pennsylvania 16802

Dear George:

A copy of your October Communications Newsletter came to me today and reminded me that you might appreciate hearing something of the progress of our new book on content analysis.

The volume which will be entitled Content Analysis of Communications, is now in press at the MacMillan Company, and is scheduled to be on the market sometime in March. I am hopeful that the new edition will be able to do something to spark a new look at some content studies.

Gleaning from the variety of information releases and other material I have received from Annenberg since our last meeting has left me sort of breathless. Your program sounds dynamic and exciting and, hopefully, it will be contagious. As you are aware, we are now in the process here at Iowa of re-structuring our own program and seeking a director to fill the job vacated by Les Moeller just two weeks ago. I think the situation provides us with an exceptional opportunity to give our program the kind of direction that is so badly needed in this whole area of study. In this regard, it strikes me that it might be extremely helpful to talk to you in regard to some of the major kinds of problems that arise in attempting to create such a program. We shall see.

Sincerely,



Richard W. Budd
Director

RWB/cs

*Bevins -
invite to conference*

November 22, 1966

Dr. Richard W. Budd, Director
Mass Communications Research Bureau
School of Journalism
The University of Iowa
Iowa City, Iowa 52240

Dear Dick:

I was glad to learn that the content analysis book is in press; we are looking forward to its appearance. Our content analysis symposium is now scheduled for November 1967, and you will certainly be invited to attend.

If I can be of any help in your planning, or if you can visit us next time you are in this area, please let me know.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

THE UNIVERSITY OF IOWA

IOWA CITY, IOWA 52240



School of Journalism
Area 319: 353-5414

December 6, 1966

Mr. Bernard W. Wishy
Center for Computer-Oriented Research in
the Humanities and Social Sciences
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear Mr. Wishy:

Your letter of December 1 was received with deepest appreciation. Thank you for your thoughtfulness. When I last saw George Gerbner, at the AAPOR convention last May, he told me that plans were underway for such a symposium. I'm happy to hear that it has definitely been scheduled for next fall.

I will look forward to attending and taking part in such a session.

At this early stage, I hope (and I am sure that you are) you will view content analysis from the broader behavioral frame. In our new book (which will be available from MacMillan in March) we have tried to recognize content analysis as a fine "unobtrusive measure" in the study of communication behavior, in the study of messages and the conditions under which they are produced, processed and distributed. I should think that considerable emphasis should be placed on the use of the techniques of content analysis in conjunction with other behavioral measures, and on the relationship of content variables to other identifiable behavioral variables.

In short, we have tried to breathe some life back into the method by conceiving of it as something more than a descriptive technique, but rather as another most useful measure of human behavior. I would like to see the symposium expand upon this concept.

At any rate, you didn't ask for a sermon, and I shall be delighted to be there. Again, thank you.

Sincerely,

Richard W. Budd, Director
Mass Communication
Research Bureau

RWB/cs

January 3, 1967

Dr. Richard W. Budd, Director
Mass Communication Research Bureau
The University of Iowa School of Journalism
Iowa City, Iowa 52240

Dear Dick:

Many thanks for sending me your statement on communication education. I enjoyed reading it and have no specific comment on it except that it will be helpful in our continuing search for clarifying our own position.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

MRB

MASS COMMUNICATIONS RESEARCH BUREAU
SCHOOL OF JOURNALISM
THE UNIVERSITY OF IOWA
IOWA CITY, IOWA 52240

Richard W. Budd, Ph. D., Director
L. Erwin Atwood, Ph. D., Assoc. Director

February 3, 1967

Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia 19104

Dear George:

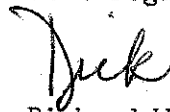
I ask a boon. It is my understanding that there is an opening at Temple University. Since you are close at hand, I thought you might be able to tell me something about the program and, more importantly, your evaluation of the prospects there.

I realize you are busy, but the information would be of considerable help to me.

We continue to fight the battle here, and hopefully some of us will not find it necessary to abandon ship. As you know, however, we are sort of committed to going for broke; the possibility of leaving Iowa (even in face of our successes in the Research Bureau) does exist.

I will appreciate hearing from you.

Best regards,



Richard W. Budd
Director

February 13, 1967

Dr. Richard W. Budd, Director
Mass Communications Research Bureau
School of Journalism
The University of Iowa
Iowa City, Iowa 52240

Dear Dick:

I understand that they are looking for a dean for some sort of a communications set-up at Temple University, but the situation is very confused because of departmental and political complications. I think they don't know what they want to do yet, and I have not been able to get any reliable information. If and when I do, I will let you know.

In the meantime, I don't think that prospects there are very good unless top level developments take a more positive turn.

What is the problem at Iowa? With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

THE UNIVERSITY OF IOWA

IOWA CITY, IOWA 52240



Mass Communication
Research Bureau
Area 319: 353-3283

February 17, 1967

Dr. George Gerbner, Dean
The Annenberg School of Communication
University of Pennsylvania
University Park, Pennsylvania 16802

Dear George:

Thank you for your comments about the Temple situation. In a way, they confirmed my suspicions.

To give a direct answer to your question, nothing is wrong at Iowa--at least not yet. As you know, Mal and I have been involved (deeply involved) in trying to move Iowa in the directions of our Interdisciplinary Communication Laboratory approach. And, as you might well imagine, it has not been an easy task. At the moment, we have every advantage for making the change, including a sympathetic higher administration. We are seeking a new director, funds have been made available for a substantial remodeling of our building (which is still relatively new) and we have several faculty positions to fill (which could provide us with the basis for the kind of faculty needed to handle the Lab concept).

Needless to say, our inability to move the apparently immovable has been extremely frustrating, especially when we feel that the mandate for change is so clear.

The more involved answer to your question is that unless we get the proper person to direct the School (and by proper I mean one who will be committed to moving us in the ICL direction), I personally will need a different environment in which to work. Secondly, the mere pressure brought to bear by the possibility of some key members of the faculty departing can work to our advantage. I state this latter point only because it is a fact of life, although it is not particularly a personal philosophy of mine.

We most certainly have not given up the fight. Our hope now is to push toward an early (although it is now growing somewhat late) selection of a director, and make our stand at that point.

Again, thanks for the information. Mal sends his regards. I am sure that our paths are bound to cross somewhere during the annual Spring runabout.

Best regards,

Richard W. Budd, Director
Mass Communication Research
Bureau

October 10, 1967

Dr. Richard W. Budd, Director
Mass Communication
Research Bureau
School of Journalism
The University of Iowa
Iowa City, Iowa 52240

Returned form

Dear Dick:

Let me add to the enclosed printed call and program my personal invitation to attend this conference as our guest. In addition to the principals delivering commissioned papers reporting on recent work in the field, we want the active participation of a few special guests whose contributions provide the basis for much of this progress. I hope you will return the reservation form including hotel and meals which we will be pleased to provide free of charge for our special guests.

We are also planning a pre-conference dinner for principals and guests on Thursday, November 16, and will send you further information about time and place upon receiving your reservation form. Your presence and participation will help you make this a significant conference. I hope it will be possible for you to attend.

Sincerely yours,

George Gerbner,
Dean

enclosure

GG:veb

November 7, 1967

Dr. Richard W. Budd, Director
Mass Communication Research Bureau
School of Journalism
The University of Iowa
Iowa City, Iowa 52240

Dear Dick:

I am delighted that you will attend our conference. The final schedule is enclosed. Principals and guests will assemble in the lobby of The Annenberg School of Communications on Thursday, November 16, by 5:30 p.m., and we shall proceed from there to the Faculty Club for dinner. I am looking forward to seeing you then.

Sincerely yours,

GG:kaf
enclosure

George Gerbner,
Dean

THE UNIVERSITY OF IOWA

IOWA CITY, IOWA 52240



School of Journalism
Area 319: 353-5414

November 21, 1967

Dr. George Gerbner, Dean
The Annenberg School of Communication
University of Pennsylvania
University Park, Pennsylvania 16802

Dear George:

I'm sorry that in the rush of leaving Philadelphia I did not have the opportunity to thank you in person for the gracious way in which I was received at Annenberg. I was most pleased to be your guest and to have the opportunity to contribute my small part to the conference. Earle Barcus asked me to participate in the roundup session on education, at which point I was able to leave a few of my ideas behind.

I found the whole conference stimulating, tiring and, I guess, a little unfinished. Let me explain. The volume of output from the principals and the panelists was quite high, almost intoxicating. I think we could have used a couple of more days to sit in small interest groups and digest the material and bend it toward some areas to be pursued. For example, I found the whole area of what we do about analysis of non-verbal communication to be most challenging. I had the opportunity to kick that notion around with Randy Harrison and a few other people, but it needs more thinking. I feel that that kind of thinking best takes place in the context of a conference; it sometimes tends to get shoved to the back of the mind once one returns to other duties and other demands.

I'm certainly not complaining--just reacting.

On another level, I was delighted to have the opportunity to see Annenberg, your facilities (most impressive) and to talk to some of your faculty. I am more convinced than ever that you do have a handle on the world. I don't blame you one damn bit for not being tempted by other offers.

My main regret is that I did not have the chance to talk with you at length. I guess we never have, but I feel that at this stage (both in our program here at Iowa and for me personally) your counsel would be most valuable. I hope we have the opportunity to follow up on that in the near future.

Again, George, my sincere thanks. Congratulations on a fine, well run conference.

Warmest regards,

Dick

Richard W. Budd
Associate Director

RWB:jh

April 4, 1984

Richard Budd
Dean
School of Communication and Library Studies
Rutgers University
4 Huntington Street
New Brunswick, NJ 08903

Dear Dick:

After reviewing the FIPSE proposal from Rutgers School of Communication Information and Library Studies, I am pleased to write a letter in support of the School's request. There is a great need for a graduate level program which provides education and training for information specialists. Most of the graduate programs on the East Coast are designed primarily to expose students to theoretical issues in the field of communication and information. The program which Rutgers is proposing would fill an important need for information professionals who need both exposure to theoretical issues and specific skills training geared to competency in the Information Age.

I think Rutgers University's new School of Communication and Information Library Studies has brought together a group of faculty members who will make meaningful contributions to the education of information specialists. The combined resources of the Departments of Communication, Journalism and Mass Media, and Library and Information Studies will provide an exceptionally well qualified home for this program.

I would welcome a site visit from a team of Rutgers SCILS faculty after the project is underway. The faculty at The Annenberg School would be very interested in the developments at Rutgers and the strategies used by the faculty to design and implement programs in communication and information processing and technology. I think we could benefit from such an exchange.

Let me express my sincere support for the grant proposal. I think SCILS will do an excellent job designing and administering the program.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean



SCHOOL OF COMMUNICATION, INFORMATION AND LIBRARY STUDIES • OFFICE OF THE DEAN
4 HUNTINGTON STREET • NEW BRUNSWICK • NEW JERSEY 08903 • 201/932-7168

April 25, 1984

George Gerbner
Professor of Communications and Dean
Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19104

Dear George:

We have now completed our grant proposal, "Graduate Professional Education for Information Specialists in an Electronic Age," and forwarded it to the United States Department of Education's Fund for the Improvement of Post-Secondary Education.

The proposal set out in detail the critical steps SCILS needs to take in the development of a comprehensive curriculum that will ultimately best serve a number of constituencies toward whom our graduates will be directed. Needless to say, such a program would have no hope of success without the development of proper liaison with business, industry and with the numerous professional and education organizations with whom we must interact.

Clearly, your letter of endorsement was crucial to our overall effort. I want to thank you for taking the time to support what we believe will represent a unique effort in higher education.

Sincerely,

Richard W. Budd, Dean

RWB/mtf