

LEO BOGART
Executive Vice President and General Manager

February 6, 1968

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

Dear Dean Gerbner:

I have been most impressed by the output of the School since you took over, and would like to get acquainted with you and also bring you up to date on some of the work we are doing here.

Please let me know when you plan to be in New York, so that we can arrange a visit.

Cordially yours,

Leo Bogart
n.f.

LB:mz

February 12, 1968

Mr. Leo Bogart
Executive Vice-President and General Manager
Bureau of Advertising
A. N. P. A.
485 Lexington Avenue
New York, New York 10017

Dear Mr. Bogart:

Many thanks for your kind note of February 6. I want to take this opportunity to tell you that your address which I heard at the AAPOR meeting last May was the most incisive analysis of that subject I have ever run across. I would very much appreciate your sending me a few reprints (I could use up to 10) for faculty and student use here.

I would be very pleased to visit with you but have no trip scheduled to New York until the end of March. I have some meetings beginning with noon on Friday, March 29, and might have some time in the morning.

But you might also be interested in visiting us and becoming more familiar with the School and its program. So let me extend a cordial invitation to have lunch with me here at a convenient time, and meet other members of our faculty, and become better acquainted with our facilities and plans.

Please let me know whether either or both of these suggestions seem suitable.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

LEO BOGART
Executive Vice President and General Manager

February 15, 1968

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

Dear Dean Gerbner:

I appreciate getting your invitation and would like to take you up on it. I will arrange a trip to Philadelphia within the next few weeks, and will call you to check on possible dates.

However, let me assure you that my invitation for you to visit our office and see some of our research presentations still stands.

I appreciate your kind comments about my AAPOR address and I am sending you some reprints under separate cover.

Very sincerely yours,

A handwritten signature in cursive script that reads "Leo Bogart". The signature is written in dark ink and is positioned below the typed name.

LB:mz

LEO BOGART, Ph.D.
Executive Vice President and General Manager

November 26, 1968

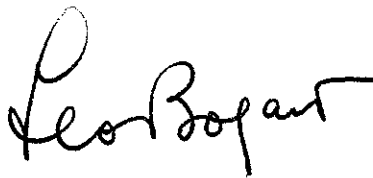
Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pa. 19104

Dear Professor Gerbner:

I read with great interest your testimony before the Commission on the Causes and Prevention of Violence and would very much like to get a copy of the tables to which you refer in your statement. Would this be possible, please?

I thought you might, at the same time, be interested in glancing at the attached which I presented to the Commission the day after you were there.

Cordially yours,

A handwritten signature in cursive script that reads "Leo Bogart". The signature is written in dark ink and is positioned below the typed name "Leo Bogart".

December 2, 1968

Dr. Leo Bogart
Executive Vice-President and General Manager
Bureau of Advertising
A. N. P. A.
485 Lexington Avenue
New York, New York 10017

Dear Dr. Bogart:

Many thanks for sending me a copy of your testimony before the Commission on Causes and Prevention of Violence. I completely agree that the crucial dimensions to be investigated would be the effects of mass-mediated violence upon our assumptions about the kind of world in which we live and about the kind of general social and political behavior we might expect (and, even more importantly, accept!), rather than upon individual acts committed in a great variety of actual situations. You express this point very well on page 12 of your testimony.

I spoke from notes and did not know that a transcript of my testimony was even available. I shudder to think that an uncorrected and unedited transcript is being circulated.

Enclosed is a copy of the tables to which I referred. These are fragments from unpublished studies I have conducted, and I am afraid that they are not self-explanatory. But if you are interested in further explanation, just call me, or come down for that long-promised visit to Philadelphia.

Speaking of the kind of study that should be conducted, it may be that survey data relating assumptions of and anxiety about the extent of violence in society and the world to media habits and preferences are available somewhere, or could be built into some ongoing studies. Any suggestions?

With best regards.

Sincerely yours,

GG:kaf
enclosure

George Gerbner,
Dean

LEO BOGART, Ph.D.
Executive Vice President and General Manager

December 10, 1968

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

Dear Dean Gerbner:

Thank you for the material. I still do intend to get to Philadelphia!

Relative to the last paragraph of your letter, there are several studies on personal experience with violence including one made by NORC and another commissioned by the Eisenhower Commission. I believe the Bureau of Social Science Research in Washington also has done something in this area. I am not sure whether any of these surveys included media questions, but I feel certain there must be something in this area.

Very sincerely yours,

Leo Bogart,

NEWS

UNIVERSITY of PENNSYLVANIA
NEWS BUREAU, Franklin Building
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The generation that grew up with Howdy Doody and other childhood TV heroes has not rejected newspapers in favor of television, according to Leo Bogart, executive vice president and general manager of the Bureau of Advertising of the American Newspaper Publishers Association.

Dr. Bogart will discuss "Young People (14-25) and Their Media Habits -- Some Findings from a New Survey" at a colloquium sponsored by the University of Pennsylvania's Annenberg School of Communications. His lecture will be presented at 4 p.m. on Monday, February 22, in the Colloquium Room of the School at 3620 Walnut Street. It is open to the public.

The survey on which Dr. Bogart will report outlines the relationships between newspaper reading and education, individual maturity and involvement in community and family life. Young people, it has been found, read newspapers as often and as thoroughly as other adults. And as they grow older, they spend proportionately more time reading newspapers and less time watching television.

(more)

Before joining the American Newspaper Publishers Association, Dr. Bogart directed public opinion research for Standard Oil Company of New Jersey. He has taught at three universities, including Columbia, and has been active in numerous public opinion and marketing research organizations. A consultant to a number of U.S. government organizations, Dr. Bogart was a member of President Kennedy's 1960 Task Force on U.S. information policy.

Dr. Bogart's publications include "Strategy in Advertising" and "The Age of Television" among others. He has been editor of several books and has written some fifty articles on public opinion, communications and marketing.

Monday's colloquium is part of a series sponsored by The Annenberg School of Communications where professionals, social scientists and artists in the field of communications discuss problems and issues in the field.

LEO BOGART, Ph.D.
Executive Vice President and General Manager

March 1, 1971

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

Dear George:

I have read your content analysis with enormous interest and with admiration, not only for its painstaking methodology, but for its sensitive and imaginative conclusions. I want to pass on to you one reaction which I am sure you have anticipated and/or encountered elsewhere but which nonetheless seems to me to be crucial in formulating action decisions based on what you have found out:

I have long felt that in examining media content one must make allowance for the size and nature of the audience exposed to it. To look at this in the most general way, was any thought given or is it at this point feasible for you to examine the programs you have analyzed in relation to both their absolute ratings and also with respect to the demographic structure of their audiences? Specifically, by including the Saturday morning shows in your total you have introduced an element which is not comparable to your prime time programming either in size or in composition. I am not sure how this might affect the overall conclusions, but at some point you might find it worthwhile to break these two segments of the analysis apart and report on them separately.

In a somewhat related vein, I am ^{not} sure that the symbolic function and psychological response to violence (either by adults or by young children) can be equated for cartoons and for straight drama. I believe the original Himmelweit studies in England reported some interesting differences in response by children to violence that occurred in (a) straight fiction, (b) war and disaster documentaries which represented a real but remote world with which they could not identify, and (c) incidental real violence in situations which were closer to home, like a spectator fight at a sporting event. (This aroused the greatest amount of empathetic aggression.) I think the question of whether cartoons can be classified with the straight drama becomes particularly important when you develop overall indicators to be followed year by year.

Dear George Gerbner


-2-

March 1, 1971

I should be interested to know how the television industry responds to your findings which have so many implications, not only for the study of violence, but for the overall assessment of TV's symbolic functions and social effects.

It was good to see you the other day, and I hope we might continue our conversation some time soon.

Cordially yours,

A handwritten signature in black ink, appearing to read "Leo", with a long, sweeping horizontal stroke extending to the right.

Leo Bogart

March 9, 1971

Dr. Leo Bogart
Executive Vice President and
General Manager
Bureau of Advertising
A.N.P.A.
485 Lexington Avenue
New York, New York 10017

Dear Leo:

Thank you very much for your letter of March 1, and your kind and perceptive comments. Let me try to reply to them.

The question of relating the size and nature of the audience to media content findings is an important but very complex one. I have often wondered how audience size and "quality" can be used as a weighting factor, and what assumptions would have to be made in developing any formula. Or perhaps it is not so much a question of weighting but of simply relating content configurations to the kind of public they tend to cultivate.

As to looking at Saturday morning shows (mostly cartoons) separately from the others, that is undoubtedly necessary, and we do have all the findings tabulated separately by cartoon and non-cartoon programs. Much of the data are reported separately, although not all. You are quite right in that all such findings should be kept separate for purposes of comparison. Nevertheless, I am very much intrigued by the fact that the social and personality structure of the fictional world seems to cut across all media and types of programs, as if all were parts of the same general mythology, elaborated in many different forms, shapes, and styles for many different tastes.

I do not think that the psychological response to violence should be seen only or even mainly in terms of aggression. First of all, I believe that fear is a more important psychological correlate of violence than is aggression, as, indeed, victimization is a more prevalent symbolic element than is the commission of violence. At any rate, the primary symbolic functions in my opinion are the demonstrations of

March 9, 1971

how power works (or should work from the point of view of the dominant institutions), and in that the materials designed for children are especially critical for acculturation. At any rate, differences in psychological response such as a feeling of involvement are not directly related to the acculturation functions as I see them; arousal might even inhibit the kind of learning I believe is going on primarily in fantasy materials that viewers can look at with greater detachment, and, therefore, more as a moral lesson than as vicarious experience. Anyway, this is a complex subject that I would like to discuss with you sometime.

These findings have not yet been published and probably will not be until the Surgeon General's Scientific Advisory Committee publishes its material, of which this is a part. Therefore, I have had no industry responses to our findings. However, we intend to continue the annual monitoring and to develop my notion of cultural indicators, especially if we can find some stable source of funding for it. Do you have any suggestions? Would you like to be (and could you be) involved in our research in any way?

Thank you for coming down and giving a most stimulating talk. Let us keep in touch.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

January 24, 1972

Dr. Leo Bogart
Bureau of Advertising
485 Lexington Avenue
New York, N.Y. 10017

Dear Leo:

Thanks for your note and the article. I hope you will come down to the Symposium.

With best regards.

Sincerely yours,

GG:kas
enclosure

George Gerbner,
Professor of Communications
and Dean

Leo Bogart

Remarks before ICMA

New Orleans

July 2, 1974

I deeply appreciate the opportunity to talk to you about a subject on which you are all experts, because after I've finished, I expect you all to straighten me out, and that means I'll learn something.

The sale of newspaper advertising depends on our ability to provide the size and kind of audience that advertisers want to reach at a price that makes sense in a highly competitive media environment. It is not enough for audiences to remain constant in size as the population and the economy continue to grow. Advertisers expect them to keep building, and any sign of weakness is taken as a signal to withdraw support. All this merely explains why the maintenance of healthy growth in newspaper circulation and in the newspaper reading habit is of vital concern to us at the Newspaper Advertising Bureau. I know that all of you are well aware that advertising is also essential to circulation. Advertising represents a major information utility that attracts readers to a newspaper, and advertising is essential to keep newspapers going and therefore to keep the reading habit alive.

I would like to approach the subject of newspaper circulation as a problem in consumer marketing, and it may be useful to explain at the outset how I understand marketing to differ from sales management. The sales manager begins with his product and its distribution system. He is essentially concerned with deploying and motivating the available manpower in order to best his competitors and to make the most of his market potential. The marketer begins with the consumer, analyzing his attributes and then determining what kind of product will best fit his needs. Thus, the actual design of the product, its pricing, its promotion, and its distribution are all interlocking parts of the marketing task.

From my perspective, newspaper circulation managers have done an extraordinary job of keeping our business growing through a series of revolutionary transformations in postwar American life.

But the question of how newspaper circulation is doing must be answered like the question in the old vaudeville joke where the comedian is asked, "How is your wife?" and answers, "Compared to

what?" We all know that both daily and Sunday circulation are at an all-time high, but against what yardstick should their growth be measured? For every 100 households in 1960, there were 111 newspapers sold each day. The figure is now 92. But that comparison is misleading, because households now include more people living alone and in what might be called unconventional arrangements. In 1960, for every ~~1,000~~¹⁰⁰ households, there were 209 adults of eighteen and over and 121 children. The latest figures show 201 adults and only 100 children. For every ~~1,000~~¹⁰⁰ families in 1960, there were 130 newspapers sold daily. Now there are 116. But that comparison is also deceptive, because the composition of families has changed, too.

For every 100 people in 1960, there were 33 dailies sold; now there are 30. In 1960, 35.6% of the population was under eighteen. That ratio has fallen to 32.4%, not a very dramatic shift when we look at it that way. Another way to view it is that the actual number of

of youngsters under eighteen grew by 6%, while the number of young people eighteen to twenty-four, not yet settled down to the stage of rearing a family, grew by 62%. For every 100 young people in that age group in 1960, there were 365 papers sold. The ratio today is 242. For the active adult population between twenty-five and sixty-four, there were 71 newspapers per hundred in 1960, and the proportion now is only slightly less: 68 per hundred.

So this analysis has to conclude that newspaper circulation has failed to match not so much the growth rate of households, families, and adult population as the demographic explosion in the generation of postwar babies who will be the citizens and customers of tomorrow, and who with their superior level of education should be the readers, too.

If we look at the country as a whole, the long term trends run strongly in our favor. Newspaper readership is strongest among people in metropolitan areas, and this number is up. It is strongest among

active adults in the years up to retirement, and that number is growing and will continue to grow. It is strongest among those of greatest education and affluence, and in spite of this year's uncertain economy, the long term trend is for more of that. It is stronger among women who work than among those who don't, and the proportion of working women has also been rising and is now a majority.

From many studies, both nationally and locally, we have a very clear picture of the kinds of people who are likely not to be newspaper readers. They are no more often found among women than among men, but slightly more of them are outside metropolitan areas where there is less easy access to a daily newspaper. A high proportion of them (51%) are people who are poor and below average in income and people who are poorly educated; people who lack facility in English; non-white young people, people who are single, divorced, or widowed. For a multitude of historical reasons, different newspaper markets have varying proportions of people with these characteristics.

There is wide variety within our big medium, and it makes most generalizations about it seem foolish to anyone who tries to apply them to his own particular problems. There is bound to be a substantial difference in outlook between those of you whose papers are doing well, those who are holding their own, and those who are doing far less well than you or your publishers would like.

A circulation department can do rather little to change the racial composition of its market or the average level of educational attainment or the proportion of families on welfare or the rate of industrial or economic growth. I don't believe, by the way, that these matters are totally outside the newspaper's influence, since I can not think of any institution that carries potentially more weight than the newspaper in determining what happens to the economic and social progress of any community.

My associate, Fred Williams, has been looking at a group of newspapers in twelve markets that have a high ratio of circulation

to households and twelve matched markets of equal size that have a low ratio of circulation to households. The successful markets have an average of 100 copies sold for every 100 households; the less successful markets sell 79 copies for every 100 households. A comparison of these two sets of markets shows that the high-readership markets are more stable. Between 1960 and 1970, their households grew by 19% compared with a 31% growth in the low readership group. So one explanation for the lower circulation levels is the more rapid growth of these markets and the inability of the newspapers to convert as many of the newcomers to regular readership. As further evidence of their stability, the high-readership markets have smaller families, more single-person households, a lower birth rate, and an older population. They have higher levels of education and voting and a higher proportion of home ownership. They appear to have a different economic base, with much more of the government revenue coming from taxes and a much higher percentage of the population employed in manufacturing. They have a higher ratio of retail sales to spendable income. All of the high markets have colleges; five out of the twelve low markets do not. The

high markets are also more apt to be on the main routes of air transportation.

So there are things about a market which make it more or less likely to enjoy strong newspaper circulation. But the papers in these markets also reveal some interesting differences when their content is analyzed. The papers in the high group are more likely to have a political party affiliation than are those in the low group. They publish fewer editorials per issue and a smaller proportion of those are on local topics; fewer of their editorials end up telling the reader what "should" or "must" be done. They are more likely to label their women's pages in a traditional way rather than to describe them in terms of "Modern Living." They carry more advertising and editorial coverage addressed to women. They are also more likely to accept ads for X-rated movies. You'll be interested to know that they list more circulation executives among their managements, and when we wrote for copies of their papers, 86% were responsive, compared to 53% of the less successful group.

Many of you cooperated in a survey we just completed among ICMA members. It yielded replies from 202 U.S. newspapers, with bigger papers and morning papers overrepresented in our sampling, as you might expect. Only three papers in eight report gains in coverage in the city zone since 1967, while about two in three report coverage gains in the retail trading zone. All but two of the papers whose coverage has improved also have had a gain in circulation.

Papers that had improved their coverage credit effective promotion, and improved distribution. One in four circulation managers answering attributes gains to an improvement in the editorial product itself. But the product is blamed by only two out of 81 who give reasons for a decline in coverage. Only a handful blame their losses on the changes in the inner city. About one in seven blames competition; one in seven mentions a decline in the proportion who read two papers a day. About the same proportion blame changes in life-style, delivery problems, and production problems. But three out of four say that price increases are to blame. I'll ^{shall} come back to the subject of prices.

~~In a moment.~~

The newspaper-reading habit has an amazing consistency. We know from our big national study last year that three-fourths of all newspaper readers say their paper is delivered at home. One might think that with all the moving around and emergencies that disturb people's daily routines, a good part of any day's reading would be accounted for by people who might be classified as only occasional readers. But the evidence shows otherwise. Eighty-two percent of all the people who read the newspaper today will be reading five out of five issues of that paper this week. Nine percent will read four out of five issues. So the problem is not one of selling copies of the newspaper as such. The problem is to get the reader hooked on the daily reading habit, and that is most likely to happen if he is a regular subscriber.

Eight out of ten papers in our ICMA survey report that subscriptions now represent a higher percentage of their circulation than they did six years ago. The number of newsstands has declined

along with the number of competing big city papers and the volume of downtown pedestrian traffic. How important is the loss of single-copy sales? Of the papers whose coverage levels have fallen, nearly half report an actual drop in circulation, and all but two have shown greater losses among subscribers than in single-copy sales. Of those who have gained circulation despite a drop in coverage, two out of three got their biggest gains in subscriptions, and one out of three got them in single copies.

Among those who have an increase in the proportion of subscriptions, the principal explanations advanced are better delivery, good promotion, and increases in the single-copy price that make the subscription a better buy. But paradoxically, price increases are mentioned just as often by those who are gaining most in single-copy sales; they also attribute this to more vending machines, to apartment living, mobility, and other changes in life-style that discourage regular delivery.

It is, of course, in the big competitive cities that circulators have faced the biggest problems. Ten years ago, newspapers of 100,000 and over circulation represented 55% of all daily circulation. That ratio is now down to 50%.

My earlier examination of circulation trends since 1960 includes at the starting point a number of big-city dailies that are no longer publishing today. These papers went out of business for many complex reasons, but primarily because they could not get enough advertising to meet escalating production costs. They did not go out of business because their readers had stopped buying them. In fact, their final circulation figures were only 15% below their peaks, on the average.

Now let me ask you to join me in an outrageous assumption. Suppose all these papers had generated more advertising, settled their labor difficulties on reasonable terms, and kept publishing. Suppose further that they had grown with their markets, at the same rate as the rest

of the daily press. In that case, we'd be selling more newspapers today than in 1960 per hundred people (34 compared with 33) and per hundred adults twenty-five to sixty-four (75 compared with 71). We'd be selling just as many - about 130 - per hundred families.

This little fantasy serves to remind us that newspapers are unique, and that when they disappear, their successors and competitors never manage to capture more than a fraction of their lost readers.

1. So the number one explanation for the overall trend in the circulation statistics is the fact that we have fewer papers on sale today in the big competitive markets.

2. A second explanation for the trends in circulation is the declining percentage of metropolitan population that remains in the central city, from 50.5% in 1960 to 45.5% ten years later. As more of the people in a market live beyond the municipal boundary line, it

becomes necessary for the paper's news coverage to reflect a variety of local civic interests and personalities. This fractionation of local news has helped the rise of daily and weekly newspapers in the suburbs, but this growth has by no means compensated for the losses in the readership of the central city metropolitan press.

A study we made last year shows no difference between morning and evening papers, either in their editorial content or in the way readers read and use them. However, it is often said that the principal victims of the changing competitive balance in the major markets have been the evening newspapers that face strong suburban competition.

Between 1960 and 1973, thirteen newspapers failed in four of the 35 major markets in which, in 1960, a morning paper was dominant. Six of these failing papers were AM's, and seven were PM's - not a striking difference. Ten AM's and 19 PM papers remained stagnant in circulation or took losses. Circulation gains were made by 26 AM's and 17 PM's.

In the 37 cities where an evening paper was the circulation leader in 1960, 23 AM's showed gains, and 15 PM's. Two evening papers failed, and 24 stood still or lost ground, compared with fifteen morning papers. So the picture for both AM's and PM's in those markets has been roughly comparable.

In the 25 competitive markets, since 1960, six morning papers gained circulation and four did not, while six failed. Seven evening papers gained, and fourteen showed no gain or losses, and nine failed. In the 47 non-competitive markets, thirty-four morning papers gained and fourteen didn't, while twenty-two evening papers gained and twenty-four didn't. So on the whole, evening papers did better in the non-competitive markets than in the competitive ones, and paradoxically, they did better in those situations where they were the second half of a combination than where they had started out on top.

3. Another great force affecting circulation trends is the changing racial composition of our big central cities. What has been

going on can be considered just one more wave of immigration such as our cities have absorbed for hundreds of years, in which newcomers from very different cultural environments are gradually absorbed as they acquire the language and the habits of urban living and as their children are educated and acquire the newspaper reading habit. Long run, as this part of our population is brought closer to the mainstream level of income and education, they should become good newspaper readers.

In the meantime, we all know of the special distribution and collection problems in the inner city, and we know that the educational disadvantage of Negroes and other minorities makes them harder to convert to the reading habit. But does this mean that a shift in the racial balance of the central city is automatically related to a circulation loss? In the decade of the 1960's, twelve of the fifteen major newspapers that failed were published in cities with a declining white population and a rising number of Negroes. In cities with those characteristics, 11 other competitive newspapers lost circulation, but 25 showed gains. In the non-competitive cities where the same racial

change was occurring, though not as dramatically, the ratio of success to failure was much the same: eleven up and thirteen down.

What of the growth markets, in which total population, Negro and White, continued to grow in the central city? In the competitive newspaper situations, three papers disappeared, four failed to gain circulation, and twelve went up. And in the single-ownership cities, twenty papers gained circulation and four did not, but there were no failures. It is clear that overall growth in a market does not guarantee gains, and that the substitution of Negroes for whites in the central city does not guarantee losses either.

4. A fourth major area which should give us concern is the dramatic change in outlook among young people. Consider, for example, the findings of a new study by Daniel Yankelovich, Inc. that compares the shift in attitude in the four years between 1969 and 1973 among young people who have not been to college. The feeling that religion is a very important value went in this four-year period from 64% to 42%. The belief that patriotism is a very important value

Ref

went from 60% to 40%. The belief that hard work always pays off went from 79% to 56%. And in every case, on these and a great many other questions, the current opinions among the non-college majority are very close to those that the growing number of college educated young people were expressing four years earlier. A large national survey we made last year showed that young people are not merely less dependent on newspapers than I think they should be, but also that they are less likely than their elders to identify their own viewpoints with those of the newspapers they read. We have some way to go in winning the loyalty of a generation that is quite willing to read Rolling Stone and the underground press.

5. Another issue that is brought up to explain circulation trends is the increased mobility of the population. It's true that more of us keep moving around. A majority of women between the ages of twenty-one and sixty-four are now working. As we ^{are} ~~were~~ vividly reminded ^{by the} ~~during~~ the gasoline shortages, ~~last winter~~, 78% of all working Americans drive to their jobs. A study we have just completed

shows that 17% of the population takes a winter vacation trip; 39% a summer vacation trip, and 34% take long weekends during the course of the year.

But contrary to what is often said, people are actually making fewer permanent moves than they did in the recent past. Between 1960 and 1961, 20% of the population moved to a different house, and 6.3% moved to a different county. Between 1970 and 1971, the most recent available data show about the same percentage moving to a different county - 6.5% - but a drop to 17.9% in the percentage who moved at all.

6. Another problem advanced by circulators in our survey is the shift to apartment house living. In 1960, only 17% of all new housing starts were for housing units in buildings of three or more units. In 1973, 42% of all new housing units were in this bracket, and in metropolitan areas, the proportion was much higher -- 53%. I don't

have to spell out for you why it is tougher to get into, sell, and service customers who live in apartment buildings, and a high proportion of these are the same young people I was talking about a moment ago. We still have a long way to go, however, before the apartment house becomes typical of the American way of life, since only 9% of all dwelling units are in buildings with ten or more apartments, and by no means all of these are high-rise.

7. Another factor in the picture is the growing strength of television news. The typical station now provides 3 hours and 5 minutes of news a day - 2 hours and 5 minutes local, and 1 hour of network. For many people, the habit of watching a newscast at a particular time has become just as firmly entrenched as the habit of reading a newspaper. The average adult now watches about a half hour of news in the course of the late afternoon and evening. This may not seem like much, but it is 50% more than it was 10 years ago. In point of fact, newspaper news does not really compete with television news, or for that matter with radio news bulletins or the news magazines. They all complement each other and add up to a total cumulative sense of involvement with what is going on in the world.

8. To what extent is newspaper readership inhibited by the rising cost of the product itself? Price increases, as I noted a moment ago, are blamed by three of every four circulation managers in our ICMA survey whose papers have lost ground. Circulation executives

are naturally resistant to price increases, on the generally correct assumption that they will lead to at least the temporary loss of some marginal readers, especially those for whom theirs is the "second paper." Since 1960, the cost of living has gone up by 50%. The cost of buying a newspaper has gone up by 82%. The cost of buying a magazine has gone up by virtually the same amount - 77%. Yet magazine circulation is up 27.8% since 1960, against a 7.2% growth in daily newspaper circulation. Could this mean that price rises are not the all-powerful explanation many of you think they are?

The top 96 newspapers that showed circulation gains between 1960 and 1973 had aggregate gains of 22% and increased their price to the reader by 84% in that period. The 55 big papers that failed to gain circulation in the same years lost 13% and increased their price by 74%. For both AM and PM papers, the pattern holds up: price increases don't in themselves explain the loss of readers. But papers that are losing readers, probably for other reasons, do tend to hold back on price increases for fear of losing more.

9. The problems of recruiting, motivating, and training circulation personnel are much tougher than ever. You are going to hear from Stan Smith tomorrow about the very exciting new research program on which ICMA and ANPA are working with MIT and which promises to make significant improvements in the circulation delivery system. I know all of us want to give some thought to the question of who's going to be taking the papers around. I think more of them will be adults.

Two-thirds of the evening papers, and four-fifths of the morning papers replying in our ICMA survey employ at least some adult carriers. They account for at least ten percent of the carrier force in the case of about half the AM's and a fourth of the PM's. Forty-eight percent say there has been no change in the proportion of adult carriers since 1967; 7% say they are employing fewer now, and the remaining 45% say the percentage of adults is increasing. About three-fourths believe that costs are higher with adult carriers, roughly 10% to 15%

higher on average. The trend toward more adults, incidentally, is no different for papers that have been gaining in coverage and those that have been losing.

There is also very little difference between gainers and losers in the method of billing subscribers. Most papers give the reader a number of options: 55% offer monthly billings, 45% let them pay weekly, 13% biweekly, 18% every three months, 12% every six months, and 11% offer annual billings. About a third of the papers reporting have carriers leave a bill and let subscribers return a payment by mail. A third also bill at least some subscribers directly by mail.

Three out of five circulation departments contact subscribers who have cancelled to find out why they stopped the paper. The proportion who do this is actually slightly higher among papers that have been losing ground than among those who have been gaining.

The recent Syracuse University study, which most of you have seen or read about, also puts the spotlight on delivery problems, and

of course these are extremely important. But of the 450 stops that were checked out in the three cities studied, 55% were people who could not be contacted, and of those contacted, 29% mentioned moves or vacations as the reason for cancelling their subscriptions.

Any study of why people stop their subscriptions is bound to reflect the difficulty of making contact with people on the move. The people who can be located and interviewed are the minority who are still living where they used to be. There is no way of getting people who are no longer around to keep buying the paper, but historically they have been counterbalanced by new people coming in. It's not just the circulation stops that should concern us; it's the ones that never start.

I know that many of you feel that the real problem of building circulation is one of assuring delivery and improving service. I agree that this is vital. But my own analysis of the trends in readership leads me to the conclusion that our problem is not merely one of

getting the paper to the customer but one of making him feel that when he has it he has something of value. Value to me means that there is something in it that he doesn't get from the television news. Value means that it is worth the increased cost he has to pay for it.

Value means that although he has more demands on his time, the newspaper still represents an essential guide for his daily life.

So I think we have to come back to the actual product as the heart of the newspaper marketing problem. And here, in my opinion, there are four issues to be faced.

First and foremost is the question of whether newspapers have been sufficiently responsive editorially to the changed outlook of the people who will be running this country ten and twenty years from now. In the era after Vietnam and Watergate, we must seriously ask ourselves whether newspapers are talking in terms that young people can relate to and identify with. To do so without alienating the vast bulk of the existing readership will take effort, research, and above all, experimentation.

Second, how can newspapers accelerate the conversion of Negroes and Spanish-speaking Americans to regular readership? Many of you have worked hard to promote circulation in ghetto neighborhoods. Your papers have increased the amount of space devoted to news of these neighborhoods and have actively recruited minority staff. Has this effort been sufficient and is it today getting the urgent priority it deserves if our business is going to stay strong?

Third, to what extent are newspapers really responding with awareness that Women's Lib is not a passing phenomenon but an expression of a genuine structural change in the American work force, and therefore in the life experience of what is now a majority of American women. Our survey last year showed that only one-fourth as much newspaper space is devoted to news and features that are generally considered of primary interest to women as to material of primary interest to men. Isn't it time that editors took another look at that?

Fourth, the best newspaper readers have always been the most sophisticated and the most educated members of the community. Paradoxically, these are also the people who express the greatest amount of disagreement with the editorial policies of their hometown papers. The public's level of education has shown a steady rise. Are newspapers keeping up with this trend,³ and can ~~we~~^{they} become more sophisticated without alienating ~~our~~^{their} mass audience?

Since my assignment today is to stir things up a little, there are just four additional questions I'd like to pose by way of conclusion.

Fifth, do we know enough about why in similar kinds of situations, some papers are far more successful than others in holding onto readers and gaining new ones? Don't we need more detailed study of these individual cases? The Audit Bureau of Circulations seems to be interested now in expanding the scope of its activities. Why couldn't its computerized data be put to work analytically to help

answer questions on where the losses and gains have been in specific counties, for specific papers? We need intensive study of case histories of success and failure to find out why newspapers starting with the same set of conditions and problems end up with very different circulation trends.

Sixth, hasn't the time come for the newspaper business to make an appropriate investment in the development of the newspaper reading habit among children and young people, especially in our big central cities? Our efforts so far have been impressive. In 1971, the last school year for which there are estimates, four hundred dailies cooperating in the Newspaper In The Classroom program distributed fifty million copies to five million elementary and high school pupils. That is a prodigious accomplishment. But the five million represented ten percent of the total school enrollment. Is our accomplishment proportionate to the need?

Newspapers deal with what is immediate and relevant. Backed up by proper techniques and teacher training, couldn't they make a

significant contribution to improving the reading level of children in inner city schools? What would be the real long-term profit from using overrun and return copies for this purpose rather than asscrap? Would it be helpful to get a sharp high-level outside look at the Newspaper In The Classroom program to assess the obstacles it has faced, both in schools and on newspapers, to evaluate its materials and programs and to consider what kinds of realistic new efforts can be mobilized behind it?

Seventh, in the past a substantial share of all newspaper promotion has been devoted to winning readers at the expense of the competition. Shouldn't more of this promotional effort be aimed at building the newspaper reading habit? Our ICMA survey found that among morning-evening publications under a single ownership, only one in ten sells combination subscriptions. Why are not more newspapers with separate editorial products trying to encourage people to read both a morning and an evening paper each day?

Eighth, doesn't the circulation side of our business deserve more high level attention from newspaper managements, both on an industry-wide basis and on individual papers? Isn't it time to professionalize the circulation management function by giving it appropriate academic roots? Almost every journalism school offers courses on advertising. Only a handful offer courses on circulation management, which to my mind represents just as complex a body of skills and is just as noble a calling. To get academic acceptance means that texts must be commissioned and curricula planned. How else are we going to get the high level of new talent we need in your part of our business?

The Newspaper Advertising Bureau runs 110 training seminars and workshops a year for newspaper staffs to upgrade the quality of advertising salesmanship. Isn't there a need for a comparable program in circulation? And do you want our help?

I have been giving you some personal opinions here, and talking within the newspaper family, so my eye has been on the hole today and not on the doughnut. I don't have to remind you, I hope, how big and

how prosperous our business is today, by every conceivable yardstick.

We have more daily newspapers being published now than there have been in several decades and published in more different cities than ever before in history. Our circulation and advertising are both bigger than ever. The great social and demographic trends in our society are all working on our behalf. But the time to avoid complacency is precisely when everything's going our way. And we on the advertising side know very well that our continued success depends 100% on yours.

Leo Bogart

ICMA - New Orleans
July 2, 1974

July 23, 1974

(F)

Dr. Leo Bogart
Executive Vice President
and General Manager
Newspaper Advertising Bureau, Inc.
485 Lexington Avenue
New York, N.Y. 10017

Dear Leo:

Thank you for your letter of July 15 and the attached copy of your speech to ICMA in New Orleans.

Yes I would like to have an article based on the material in this speech. It is informative, authoritative, realistic, critical, partisan -- all things we like in the Journal.

Let me suggest a 15 page paper concentrating on the changes in demography and outlook, the unique functions of the newspaper, the television issue, some special circulation problems especially as they reflect social changes and problems, and a strong critique and recommendations. Although you are welcome to write in any style you wish, I would suggest keeping the first person point of view, and writing a lively paper from your position as research director, vice president, general manager, etc., addressed to students, researchers, and all those interested in the viability and vigor of the daily newspaper. Please do include the scholarly trappings at least to the extent of references to any published or otherwise available materials and studies or reports you mention.

A December 15 deadline would put you in line for the Spring issue if you tell me soon that we can count on it. I am pleased to report that we are getting a large amount of good quality material, and subscriptions are coming in fine, too.

I may not be able to sign this because we are leaving on a trip for 3 weeks, but am sending best personal regards and am looking forward to your response.

Sincerely yours,

George Gartner



Newspaper Advertising Bureau, Inc.

485 Lexington Avenue
New York, New York 10017
212 687-9300

Leo Bogart
Executive Vice President
and General Manager

July 15, 1974

Dean George Gerbner
Annenberg School of
Communications
University of Pennsylvania
Philadelphia, Pa. 19174

Dear George:

You may remember in a rash moment asking me to keep your new journal in mind for any new articles I was working on. The receipt of your excellent issue #3 reminds of this. Do you have any interest in an adaptation of the attached speech I just made to the newspaper circulation managers? There's a fair amount of exhortation in it but I think with a new introduction and some excisions it could be made reasonably respectable. What do you think?

Cordially,

Leo.

*Issue -
References - attached;*



Newspaper Advertising Bureau, Inc.

485 Lexington Avenue
New York, New York 10017
212 687-9300

Leo Bogart
Executive Vice President
and General Manager



August 21, 1974

Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pa. 19174

Dear George:

This is just an acknowledgment of your letter regarding my piece on newspaper circulation, which I am now revising for Communication, and which will be in your hands well before December.

Cordially yours,



Newspaper Advertising Bureau, Inc.

485 Lexington Avenue
New York, New York 10017
212 687-9300

Leo Bogart
Executive Vice President
and General Manager

January 15, 1975

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

Dear George:

Thank you for the material that you sent me. I shall take it up with the ANPA News Research Committee at the meeting this Friday.

Cordially yours,



Newspaper Advertising Bureau, Inc.

485 Lexington Avenue
New York, New York 10017
212 687-9300

Leo Bogart
Executive Vice President
and General Manager

October 21, 1974

Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear Dean Gerbner:

There is a correction to be made in Mr. Bogart's article on "Maintaining Newspaper Circulation," and I don't know whether he mentioned it to you.

In the first footnote on page 14 of the manuscript, the title of his article in the Columbia Journalism Review should be "Urban Papers under Pressure."

Sincerely yours,

Marie Stanton

Secretary

BOGART

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September 23, 1974

Mr. Leo Bogart
Executive Vice President and
General Manager
Newspaper Advertising Bureau, Inc.
485 Lexington Avenue
New York, N.Y. 10017

Dear Leo:

Thank you for your letter of September 6 and the attached manuscript on "Maintaining Newspaper Circulation." I look forward to reading it upon my return from a conference abroad.

Length and other commitments make it unlikely that we can get this into the Winter issue, but will try our best.

Will be in touch again as soon as possible.

Sincerely yours,

George Gerbner

GC:kas

Transcribed and signed in
Dr. Gerbner's absence



Newspaper Advertising Bureau, Inc.

485 Lexington Avenue
New York, New York 10017
212 687-9300

Leo Bogart
Executive Vice President
and General Manager

Ads
Topic

September 6, 1974

Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pa. 19174

Dear George:

I hope this is now satisfactory. Given the topical character of the data, is there any possibility of getting it into your Winter issue?

Cordially yours,

Leo



Newspaper Advertising Bureau, Inc.

Leo Bogart, Ph.D.
Executive Vice President
and General Manager

Get letter

Get questionnaire

BOGART

485 Lexington Avenue
New York, New York 10017
212 687-9300

December 11, 1974

Dear George:

I am enclosing the edited copy of the paper with my blue-penciled comments. I hope they are all clear. I have not tried to retype anything, because I realize that you might have further changes to make. I trust I will get a look at the proofs.

I am, indeed, very interested in your new data on television and newspaper news. What are we talking about in the way of cost? And what specific questionnaire items are available for cross-analysis?

Best personal regards.

Cordially yours,

Dean George Gerbner
Editor
Journal of Communication
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19174

*3000
Summer
job
computer*

*Est scholarship
2000 - 3000*

12/3/74

George--

I have made some editorial changes in this (all very minor) and have made a xerox copy to send to Bogart. It would probably be better if, as you suggested, you wrote to him.

I must say I'm not sure why we are running this article. It seems to be a cross between market research and PR for newspaper management, which might be better suited to a newspaper publishers' publication. However, I assume we are committed, so. . .

Susie

P.S. You might want to explain in your letter that the bracketed sentences will be extracts. I don't think this is messy enough to retype, and I will have more time to fix it up in January than I do this week.

December 4, 1974

368

Dr. Leo Bogart
Executive Vice President &
General Manager
Newspaper Advertising Bureau, Inc.
485 Lexington Ave.
New York, N.Y. 10017

Dear Leo:

As I received your letter of November 26, with the article on "Will The Medium Get The Message?" I just completed my editorial work on your newspaper circulation article, and passed it on to Susan Schmidt for her additional touches. This more recent paper may help us summarize some parts of the earlier article, and perhaps add a few paragraphs on television. We should be sending you our recommended version for your further revisions and comments very soon. It will definitely appear in the Spring issue of the Journal.

I am also just finishing an expanded version of the Violence Profile we discussed at the SSRC meeting. I am sure that you realize we are essentially testing out some related measures of television content and effects. We have additional data on the influence of newspaper reading upon the extent to which the television "facts of life" are absorbed by the viewer. These data are extremely illuminating from the point of view of the actual influence of news reading on conceptions about the world, etc. They tend to show that while reading the newspaper runs counter to the television effect, the frequent viewing of television news goes hand in hand with the effect of dramatic content and does not act like newspaper reading.

It seems to me that we could go much more deeply into the issue of the relative influences of newspaper reading, television news watching, and general television viewing, and investigate the interrelationships among these media uses. This should be of interest to you and both encouraging and challenging to newspaper executives in general. Please let me know if you might have an interest in a little side study on this question, based on the data we have in our computer archives.

We will be in touch soon about your article. With best regards.

Sincerely yours,

George Gerbner

GG:kas

January 13, 1975

Dr. Leo Bogart
Executive Vice President and General Manager
Newspaper Advertising Bureau, Inc.
485 Lexington Ave.
New York, N.Y. 10017

Dear Leo:

I regret that time does not permit the development of a formal or in any sense adequate research proposal to take advantage of the opportunity mentioned in my letter of December 4. Basically, our Cultural Indicators data permit the comparison of responses between light and heavy television viewers and light and heavy newspaper readers. Our preliminary results indicate that news reading runs counter to television viewing (including TV news) in its relationship to conceptions of aspects of social reality.

The data come from a quota survey by Starch and a national probability survey by ORC, both commissioned by our project. I am enclosing a copy of the 56-item Starch questionnaire. The 4-item ORC survey is explained on pages 44-45 of the enclosed VIOLENCE PROFILE NO. 6.

That report also describes the methodology of the research. Of special interest would be the tabulation of data permitting direct comparison between the relative effects of news reading and TV viewing. This would be an extension to other items of data contained in Figures 8 and 13 of the VIOLENCE PROFILE report.

As I mentioned on the telephone, this work would require the services of a graduate assistant for about two months, some computer costs, and a certain amount of supervision. We could bring it in for \$3,000 by about September 1, if you are interested.

A more formal statement and budget could be prepared in due course. Now I just wanted you to have some information for the forthcoming meeting. Let me know if we should plan for this work.

Sincerely yours,

George Gerbner

GG:kas
encl.

Dear Leo:

I regret that time does not permit the development of a formal or in any sense adequate research proposal ~~write~~ to take advantage of the opportunity mentioned in my letter of December 4. Basically, our Cultural Indicators data permit the comparison of responses ~~to~~ ~~question about conceptions of social reality~~ between light and heavy television viewers and light and heavy newspaper readers. Our preliminary results indicate that news reading runs counter to television viewing (including TV news), in its relationship to conceptions of aspects of social reality.

The ~~questions items on which we have~~ data come from a quota survey by Starch and a national probability survey by ORC, both commissioned by our projects. I am enclosing a copy of the 56-item Starch questionnaire, ~~and~~ The 4-item ORC survey, is explained on pages 44-45 of the enclosed VIOLENCE PROFILE NO. 6.

That report also describes the methodology of the research, ~~from which~~ Of special interest to ~~you would~~ would be the tabulation of ~~these~~ data permitting direct comparison between the relative effects of news reading and TV viewing. ~~or~~ This would be an extension ^{to other} of ~~all~~ items of ~~the~~ data contained in Figures 8 and 13 of the VIOLENCE PROFILE report, ^{into the principal} ~~broken down by the available demographic groups.~~

As I mentioned on the telephone, this work would require ~~the~~ ~~half~~ services of a ~~graduate assi~~ graduate assistant for about two months, some computer costs, and a certain amount of supervision. We could bring it in for \$3,000 by about September 1, if you are interested.

A more formal statement and budget could be prepared in due ~~course~~ ^{for the} ~~time~~. Now I just wanted you to have some information ~~xxxxxxxxxxxx~~ the forthcoming meeting. Let me know if we should plan ~~for~~ this work.



File
Newspaper Advertising Bureau, Inc.

485 Lexington Avenue
New York, New York 10017
212 687-9300

Leo Bogart
Executive Vice President
and General Manager

January 24, 1975

Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

I made your proposal to the News Research Steering Committee of the ANPA last Friday, and it received sympathetic attention. However, it was a latecomer among twenty-five separate research proposals which the group discussed, and I am sorry to say that it was not among the top ten for which some limited funding is possible.

I do hope you are able to get some analysis along the lines you suggested, because I think it would be useful, and certainly of interest to me, personally.

All the best.

Cordially yours,

Leo

LEO BOGART • 135 Central Park West • New York, N. Y. 10023

March 6, 1982

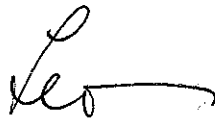
Dear George,

I have just put in my name as a candidate for a new chair in Telecommunications at Teachers College, Columbia University. I took the liberty of giving your name as a reference, and I hope you don't mind.

I gather that the search committee is realistic about the newness of the field, and is looking for a mass communications generalist rather than for someone with a technical orientation. As it happens, I've been writing on the subject since 1966 and organized a national conference on it about a year ago. I am on the ANEA Telecommunications Committee, and gave a major presentation on the topic at the last Newspaper Publishers' Convention. What I'm most interested in, of course, are the social consequences of the big technological changes that are just in their early stages.

I turned 60 a few months ago, and I see a return to academia as a way of prolonging my productive life. I'm attaching the biography I use on my job, rather than the long c.v. with all the references. If you need that, or any other information, please let me know. Thanks in advance for anything nice you might say if the search committee writes you, as I suspect they will.

Warm regards,

A handwritten signature in cursive script, appearing to read "Leo", with a long horizontal flourish extending to the right.

Dear George,

Your letter regarding the inaugural session of your new Washington center forces me to crystallize my thoughts about your flattering invitation to be a candidate for the directorship. I've decided that I really don't want to leave New York, even for so exciting an opportunity. I very much appreciate being considered, and wish you and Peter the very best of luck with the venture.

Sincerely yours,

Leo

P.S. I look forward to seeing you on the 15th.

UNIVERSITY OF PENNSYLVANIA THE ANNENBERG SCHOOL OF COMMUNICATIONS

3620 WALNUT STREET C5
PHILADELPHIA, PA. 19104
TELEPHONE: 215 243-7041

March 29, 1982

Dr. George Gerbner
Dean, ASC

Dear George -

Presenting Leo Bogart's name to the Executive Committee as a candidate for the Washington job seems like a good idea if it does not involve an appointment to our Standing Faculty. It might, as you point out, make a very good short-term solution to the Washington staffing and as an Adjunct Professorship. If the Executive Committee decides to forward this candidacy for consideration by our Faculty then I would appreciate the opportunity to look over his publications and other materials. I would like to point out to the Executive Committee now, however, that while Dr. Bogart has had extensive commercial research experience he has not had any appreciable or extended responsibility for the supervision of graduate students and their doctoral dissertations.

Thank you for the opportunity to express my views at this time.

Sincerely,



Charles R. Wright
Professor of Communications
and Sociology

September 13, 1983

Dr. George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania

Dear George:

I am writing in response to the Executive Committee's request for advice about the proposal by Dr. Leo Bogart to offer courses on a commuting basis. While much depends upon the details of the arrangement, in general I don't favor such propositions.

First, I don't see what "gaps" in our academic program need to be filled in this way. Many of the proposed courses seem more appropriate to a journalism curriculum than to the particular academic orientation of the ASC's communications curriculum. A case might be made for the course in business communications as a service course for Wharton undergraduates if we wished to provide such a service.

Second, if there are some gaps in our curriculum they should be the subject of a curriculum review by the ASC faculty, and alternative ways of filling them should be explored.


Third, in general I think it is not a good idea for our students and for our academic program to have many classes taught by part-time visitors who have less than full academic responsibility. Exceptions can be made for an occasional, unusual opportunity, e.g. a course by someone like Mead or Lazarsfeld, in their day.

Fourth, the appointment (should there be one) ought to be reviewed and acted upon first by the Standing Faculty of the Annenberg School, with discussion in a faculty meeting. I urge this not only for consideration of the proposed candidate but for any such proposed appointment.

I prefer not to make any written comments about Leo Bogart's qualifications for an appointment without having seen his vita and publications. But I am willing to discuss this with members of the Executive Committee, if requested, given more information.

I thank the Committee for asking for my views on this matter.

Sincerely,


Charles R. Wright
Professor of Communications
and Sociology

August 11, 1983

Leo Bogart
135 Central Park West
New York, NY 10023

Dear Leo:

Many thanks for your note of August 1 and the list of course descriptions which look interesting and useful to me.

Our next step will be to discuss the opportunities inherent in your possible availability and how they match the needs of our program.

In the meantime, we are negotiating with publishers and hope to firm up the encyclopedia arrangements in a few weeks.

Please keep me posted of any developments on your end. I will be in touch with you again probably in September or as soon as we have some information from here.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

LEO BOGART • 135 Central Park West • New York, N. Y. 10023

August 1, 1983

Dear George,

I am attaching a list of brief course descriptions.

I have done research and published books or articles on all these subjects, and would be happy to refer you to specific items in my bibliography if this is pertinent. The list is in no particular order of preference on my part. While each suggested course is free-standing, they might make four pairs of two-semester sequences. I realize that some of the subjects may already have been preempted, either within the School or elsewhere in the University.

I would prefer to get any further correspondence at my home address (above) rather than at my office, but don't hesitate to call me at either place.

Cordially yours,



The Mass Media System

An examination of U.S. mass media as a system of interrelated institutions. The economic base of mass media; public and advertiser support. Universal and specialized functions. The economics of broadcasting and print. Competition within and among media; its nature and effects. Diversity and concentration of ownership; effects on pricing and content. Ownership, management and staffing. Social origins and values of media practitioners and decision makers. Relation of the media to other social institutions.

Commercial Culture

How media content influences social values and norms under the American system of private ownership, where content is a commodity for sale to audiences and audiences are a commodity for sale to advertisers. How the practices, standards and institutions of contemporary popular culture contrast with those of elite culture and of traditional folk culture. Media-rich and media-poor societies. Judgmental criteria used in media decision making; the role of research. The theory of "cultural democracy". Media policy and the modification of taste. Advertising as a component of media content and as a determinant of media success or failure.

Business Communication

A survey of the techniques through which different types of business communicate with their publics: Consumer and business-to-business advertising, corporate public relations, product publicity and promotion, employee and stockholder communications.

Public relations and the company's self-image. Publicity and newsmaking. Advertising's social and economic role; how it relates to marketing objectives: budgeting, planning, creative strategy. Interactions of advertisers, agencies and media.

Mass Media Audiences

Historical evolution of mass media audiences. Circulation auditing and the origins of measurement. Extension of the audience concept from broadcasting to print. Commercial measurement services and their methods. Role of audience data in media management and planning; media selection models in advertising. Simulation of audience data. Audience characteristics and intermedia comparisons. Audience segmentation, duplication and flow.

Public Opinion

Historical review of public opinion theory in both democratic and non-democratic political systems. Opinion formation and change. Social determinants of opinion. Mass media, organized interest groups and the creation of public issues. Interactions of public opinion, collective behavior and the political process. Opinion surveys and the awareness of public opinion. Public and private polls; their uses and limitations. (Survey data on U.S. racial attitudes, the Vietnam War, Watergate and currently topical subjects will be used as case histories).

International Communication

Communication across national boundaries, from royal couriers to satellite transmission. Barriers to international communication; their political implications. Informal and official communications. Style centers and "cultural imperialism". The role of international organizations, including multinational corporations. Policy issues involving international satellite broadcasting. Theory and practice of propaganda in war and peacetime; black, gray and white propaganda. Audience targeting and the functions of different media. Premises of current U.S. information policy. (Case histories from both World Wars, the Cold War and topical issues).

The Periodical Press

History of print media and a review of their present state. Characteristics of print communication. The journalistic tradition in America and elsewhere. The distinctive functions of daily and weekly newspapers, the minority press, magazines, business and professional publications. Varieties of newspapers and magazines; differences in their economic structure, organization, staffing, content and readership. Social, political and economic functions of newspapers and magazines. The life cycle of publications. Adaptation to broadcast competition. Readership trends as indicators of social change. Implications of changing production technology.

News

Theories and definitions of news. History of newsgathering and dissemination. Varieties of news and their psychological appeals. Social differences in news interests. News organizations, their control and staffing: newspapers, news magazines, radio and television stations and networks, the wire and feature services. The doctrine of objectivity. Pseudo-events, press conferences and press releases. The news budget; its demands and constraints. News beats. News and features. The news as entertainment. Live news: the impact of television. The human interest story. Newsmakers and journalists. News management and manipulation.

Leo Bogart
UNIVERSITY INTRAMURAL CORRESPONDENCE

MEMO TO: Executive Committee: L. Gross, R. Hornik
K. Krippendorff, P. Messaris

FROM: G. Gerbner

DATE: August 11, 1983

Dear Execs:

Leo Bogart indicated possible availability to teach a course on a commuting basis (or more, but from New York) and I asked him to send me some suggestions. They are enclosed.

The opportunity is to provide some specific service or plug a hole (if you want to think of our curriculum as swiss cheese) with an established and fairly high-level talent.

We can discuss at our next meeting.

George

September 6, 1983

File Bogart

Dr. Charles R. Wright
328 Annenberg School of Communications
3440 Market Street
Philadelphia, PA 19104

Dear Charles:

Leo Bogart has indicated possible availability to teach a course on a commuting basis and I asked him to send me some suggestions. His letter and suggestions are enclosed.

We discussed this prospect in the Executive Committee and decided to ask for your advice. Please let me know what you think of these suggestions, and which ones, if any, we might do well to pursue.

This may be an opportunity to provide some specific service or to fill some gaps, particularly on the undergraduate level. What do you think?

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

*Discussed
with him*

GG:ab

Enclosures

Undergrad adjunct
1-2 courses
 ① // *press as a special unit*
 ② *business course*

and memoirs.
exercise in filial piety.
biographical information.
Along with the social mo-
Collins had to swallow, he had
professional rebuffs. He was repeatedly
passed over for academic positions: 1.
Merton Chair of Language and Literature
at Oxford, which he had helped to
establish and confidently applied for in
1885, went, instead, to a philologist; it
wasn't until 1904 that he got a professor-
ship at the University of Birmingham.
His relations with editors were no less
unhappy. A pathetic correspondence has
been preserved by the National Library
of Scotland (which I happened on, years
ago, while doing some research on Gosse
and Collins), in which Collins sends letter
after letter to the editor of *Blackwood's*
magazine, inquiring after the fate of an
article. ("This is the *third* or *fourth* letter
I have written *begging* you to send me
just one line to tell me what has become
of my 'Athenaeus Oxoniensis,'" he writes
in 1877, and continues, "I really think an
author who has taken such trouble as I
have done to please you is not being
exacting when after a piece has been re-
tained *three* years... he ventures mod-
estly to enquire after his bantering. I can-
not reproach myself with impertinently
and intrusively *bothering* you and I am
sure there was nothing in the tone of my
repeated letters which could in any way
have annoyed...") Was it any wonder
that Gosse's appointment to the Clark
Lectureship should have galled Collins,
and that he should have seized an oppor-
tunity to savage Gosse's very vulnerable
book with special, ill-concealed joy?

But lucklessness is like a disease for
which there is no cure, and among the

~~resp~~
2/27/85
Dear George,

Coming upon the
attached reminds me that
several years have passed
since you asked me to
write an Introduction for
the Congmans v.2 of the
Tweed Social Behavior report.
I met your deadline, but
have never heard a peep
out of you since.

What's the story?

Leo Bogart

Gannett Center
for Media Studies

Columbia University
2950 Broadway
New York, New York 10027-7004

212/280-8392

Send who 3/18/90
End of May
addres

February 23, 1990

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA, 19104

Dear George:

I am writing to ask whether you would be willing to set down some of your reflections on the developments in mass media content that may be coming in the next 30 years. These would become part of a monograph that is being prepared for a symposium on The Future of Information, sponsored by the government of Valencia, Spain. Professor Carlos Soria, of the University of Navarra, has asked me to help him obtain the views of 20 leading authorities on mass communication as background material for a "summit meeting" of news organizations to be held in Valencia on December 3-5.

I am sure that your ideas would make an extremely valuable contribution to this report, which will be published both in English and Spanish. We found like to have five double-spaced pages of manuscript that might deal with any or all of the following questions, or with any other issues that you feel are relevant:

Communications technology has been dramatically transformed in recent years, and further advances are on the horizon. Just to name a few: Teletext and videotex, high definition television, laser disks, image digitization, inkjet printing, satellite broadcasting, the rapid spread of cable, the VCR, and facsimile transmission. Looking ahead as far as you reasonably can, say to the year 2020, are there any other technological developments that you consider likely to occur?

Which of the new forms of communication are likely to have only specialized uses, and which will emerge as major elements in the mass media system? How will the content and character of the present mass media be affected by the new media? Will their appearance in any significant way alter the present balance between individual and mass communication? Between specialized and general interest media? Between information and entertainment? Between consumer-supported and advertiser-supported media?

National Advisory Committee Frank H. T. Rhodes, *Chairman*

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Ann Compton

Katherine W. Fanning

Robert MacNeil

Gerald M. Sass

Thomas Winship

As evolving technology blurs the traditional boundary lines between print and audio-visual media, how will this change the content of media, the rhetorical style of communication, the duration of messages?

What implications does new technology carry for the social consensus that has come from widely shared images, symbols and values? How will it affect the size, composition and character of audiences, the segmentation of interests, the prevailing levels of taste? Governments are necessarily involved in the regulation of certain forms of communication, like the broadcast frequency spectrum. Does new technology therefore raise new threats to freedom of expression, or does it guarantee greater freedom of information choice? As technical barriers to international communication dissolve, what are the effects on information content? Must new media forms inevitably widen the gap between the information-rich and poor?

New
news
info
order

If you are willing to contribute to this report, we will need your five-page essay by May 15, which I admit, does not leave very much time. There will be a modest honorarium of \$300, and the organizers of the symposium will need to know whether you wish this deposited directly into a particular bank account (name and number) or paid by check. Also, I will need, as soon as possible, a short curriculum vitae, of about 20 lines.

I very much hope you will be willing to contribute to this interesting project, and look forward to receiving your affirmative response.

Very sincerely yours,



Leo Bogart
Senior Fellow

Forgive the form letter.

135 Central Park West
New York 10023, NY

October 12, 1990

Dear

George,

I have just had a visit with Professor Carlos Soria, one of the organizers of the Valencia Symposium on the Future of Communications. He has asked me to send you the enclosed check and to assure you that he appreciates your valuable contribution.

However he also told me that, because of a change in government in the province, the symposium itself has been postponed. The University of Navarra will therefore itself be publishing the volume that will contain your essay, and will of course provide you with a copy when it appears. I thought the entries in our own section were highly interesting, and surprisingly unredundant. Although I was just an intermediary in this enterprise, I want to thank you personally for your response.

Cordially yours,



Leo Bogart

MEDIA DIVERSITY AND AUDIENCE CHOICE: A CRITICAL ANALYSIS

By

George Gerbner

A *New York Times* editorial on the last day of 1989 looked back at a decade of development in communications. It observed that things were moving ever faster and farther. Telephones became portable. Computers drive business, industry, transport, government, and many professionals in offices and homes. The video cassette recorder (VCR) appeared from nowhere to become a fixture in two-thirds of American homes. And more was still to come:

Before cable, Manhattan residents could watch only seven channels... Today's Manhattanite can graze among 37 channels, and others are on the way.

Because of cable, culture now travels faster. MTV provides throbbing music day and night. There are channels for movies, channels for children, channels for talk, channels for sports. And, of course channels for news -- news that seemed to sweep through living rooms at gale force.

This, declared *The Times*, gave viewers "control over what was watched."

Received opinions about new diversity and active audience control reverberate in the media and often also in the academy. There is no doubt that the development and convergence of powerful new communications technologies revolutionized business, institutional and professional life. But does the average home user really gain and exercise greater control? That is the question we address in this paper by looking at the actual availability and choice of diverse media materials by the vast majority of people.

The media proliferation of the 1980s strained some traditional client relationships (such as network advertising) and sharpened competition for existing markets. But it did not increase the supply of original sources of ideas or productions. On the contrary, the apparent market fragmentation was accompanied by an unprecedented wave of mergers, acquisitions, and cutbacks. Trying to finance their growth and still return a profit, giant conglomerates cut costs, reduced staffs, curtailed experimentation, and limited or abandoned specialized and public affairs programming. (For a report see Donahue, 1989.) They seemed to be secure in the knowledge that large and otherwise diverse groups of media consumers exercise new media choices along existing lines. These are tastes and preferences cultivated mostly by television.

The overwhelming fact of cultural life is that television has become the common everyday symbolic environment into which children are born and in which they live and learn from cradle to grave. The set is on an average of 7 hours a day in the average American home. Viewing is a relatively non-selective daily ritual. It fits styles of life, income, education, and work. Most viewers watch by the clock and not by the program. The content preferences and "predisposition" so important to selectively used media do not apply to the over-arching patterns of the world of television.

The more viewers watch (and the more electronic media they own the more they seem to watch) the fewer basic content choices they have. This fact is obvious if we compare what is available through electronic media with what is available through print. But it is also true for electronic media choices themselves.

Our long standing "Cultural Indicators" research on network television content and the consequences of exposure (Gerbner, 1986, 1990, Signorielli 1986, Signorielli and Morgan, 1990,) demonstrates that many of the most typical content patterns of life on television -- action structure, casting, social typing, and fate -- are common to most types of programming and news. They are inescapable. Exposure to them depends more on how much than on what the viewer watches. Independent stations and syndicated program originators cater mostly to the same markets and audience expectations and follow the same basic production and programming patterns.

Most cable companies do not engage in new production. Those that do compete for the most popular network-type fare. (And also charge for it, and increasingly also carry advertising.) Specialized channels duplicate and compete with similar content on other (mostly print) media.

Movie theaters, once an endangered species, now adjust to and reap record profits from the convergence of new technologies. Industry analysts report that "The box-office surge has been helped along by broadcast TV, cable TV and home video. . . Producers are using sales of foreign, cable TV and home video rights to virtually guarantee a film's profit before it even reaches theaters." Movie marketers are singing praises of the new technologies as efficient ways to promote movies that appeal to the largest audiences. (Walley, 1989, p. 80)

Video production has of course been fully integrated into the new electronic system. Rentals concentrate on the most profitable titles. They also specialize in "adult" fare and other features that are more likely to imitate and even

exceed some of the most exploitive features of standard productions and programs than to offer alternatives or challenges to it.

It is, then, a political myth and intellectual conceit to assume that diverse audiences are clamoring for varied ideas, new knowledge and fresh experiences. Often ignored by promoters of new technologies is the fact that cultural enrichment and diversity come from investment in education, art, science, and talent in general, and from resources devoted to the abolition of barriers to creative work such as minority status or assembly-line dramatic and news formulas.. In the decade of media explosion, the proportion of resources devoted to such social investment declined.

While media proliferate and consolidate, the numbers of writers, directors, journalists, and other creators of information and entertainment shrink. Under these circumstances, the entry of new communication technologies into the home means, on the whole, more time spent on the most popular types of electronic entertainment delivered by a greater variety of means. The new orchestration of media has fewer players sounding more novel instruments but playing fewer tunes for audiences who want more of what they already know and like.

Audience research from many countries confirms the fact that media diversification and novelty, as such, do not create new audience interests. On the contrary, they provide more means and styles (and markets) through which existing interests can be more single-mindedly exploited and pursued. (See, for example, Becker and Schoenbach, 1989, p. 354.)

Just as video rentals gravitate toward the "block buster" product, two-thirds of those who record programs on their VCRs tape popular network fare to view more often and at more convenient times. The A.C. Nielson Company reports that instead of diversifying viewing patterns, most VCR users provide their own "reruns." "Grazers" change channels frequently but relatively aimlessly. They are more creatures of chance than choice. There is no evidence that their choices differ from those of habit.

Viewer inertia and repeat viewing are the rule, eclectic and diverse choices the exception. These facts need not be interpreted as denigrating "passive" and "powerless" audiences. Respect for audience choices comes from a recognition of the cultural context in which they are made. Given a particular cultural situation, audiences use their powers as they, not wishful thinkers, like to use them. In his summary of audience behavior Comstock (1980, p. 11)

concluded that "Viewers do watch programs they are familiar with and like, when they can."

Cable homes watch more television and have more channels to pursue their preferences. Although VCR and remote control use led to a decline of viewer inertia (staying with the same channels through program changes), most cable and VCR users seek more of the same content types through a greater variety of outlets. Cable penetration even increased channel loyalty among those who stay with standard channels (Walker, 1988). By staying with regular station and network schedules, many of these "loyal" viewers may actually see a greater variety of programs than those who pursue more limited preferences through the availability of more media choices.

Evidence that this is indeed happening comes from several large-scale media market surveys. Neuman (in press) examined these data looking for diversity of viewer perceptions and choices. He was disappointed. Audience perceptions of program themes and motivations for viewing are strikingly similar across gender, income, educational and age groups. Furthermore, the correlations of actual viewing patterns with perceptions are also similar in the different demographic categories. The highest positive correlation is with "relaxation" and the lowest (negative) correlation with program perceived as "informative," or "sophisticated."

"People like television to be funny and action-filled," Neuman concludes. "That is true for the teenager and the grandmother, the construction worker and the tax lawyer...The overwhelming pattern is one of rather uniform motivation and choice."

Even newspaper preferences and interest differences among different social groups are slight (an average of less than 5 percent). These, Neuman notes, "are not likely to inflame the souls of targeting marketeers or those whose financial investments are based on the narrowcasting concept."

Our "cultivation analysis" of television viewing (Gerbner et al., 1986; Signorielli and Morgan, 1990) also shows the erosion of traditional differences in different generations born into television homes. The more viewers watch television, the more they share common conceptions of reality regardless of other group differences. Cable, VCR, news viewing or other program preferences and selections do not significantly alter the basic "mainstreaming" pattern. Diversified media investments also imprint the book publishing business with their homogenizing tendencies.

All that does not mean the death of diversity. Credit should be given to the creative people who manage from time to time to produce thoughtful, challenging, magnificent works. Significant and restive pockets of resistance, alienation, and polarization also exist side-by-side with pervasive homogenization and "mainstreaming." But it is clear that the global spread of mass marketing in all media, new or old, will not address, let alone satisfy, the human and public need for genuine diversity and choice.

The increasingly diversified electronic discharge of ever more massive content configurations into the mainstream of the cultural environment, and of their ever deeper penetration into the dynamics of opinion-formation and choice, confronts communities all over the world with a major new social policy challenge. The need is to build an international constituency participating in and supporting the development of cultural policies that address that challenge. A new environmental movement, dedicated to the cultural environment that will shape and guide the fate of those who survive the degradation of the physical environment, is needed to tackle that task.

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November 29, 1993

Professor George Gerbner
Annenberg School of Communication
University of Pennsylvania
Philadelphia, PA

Dear George:

In the paper you prepared for the aborted Valencia symposium into which we were both dragooned a few years ago, you make the following very succinct statement:

"the more viewers watch... the fewer basic content choices they have... Many of the most typical content patterns of life on television -- action structure, casting, social typing, and fate -- are common to most types of programming and news. They are inescapable... The more viewers watch television, the more they share common conceptions of reality." (George Gerbner, "Media Diversity and Audience Choice: A Critical Analysis", unpublished paper, 1990).

May I have your permission to use this quotation in my forthcoming book, *Commercial Culture*? And is the attribution correct, or has your paper since been published?

Cordially yours,



Start with end
agencies