

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
DEPARTMENT OF ECONOMICS AND SOCIAL SCIENCE

March 9, 1965

POLITICAL SCIENCE SECTION

CAMBRIDGE, MASSACHUSETTS 02139

Professor George Gerbner
University of Pennsylvania
Philadelphia, Pa.

Dear George:

You will recall my phonecall some weeks ago about Paul Hiniker. As I suspected he might, he turned down a job that was offered him and is now available. I believe he has been in touch with you directly. I am therefore sending you some comments about his general quality.

Paul Hiniker is an unusual combination of an experimentalist and an area specialist. He came to us from social psychology in which field he has a Masters degree. He has retained his interests in experimental and quantitative methods and in the social-psychological aspects of communication problems. At the same time he has become quite an expert on communist China and its communication systems, having learned some Chinese and just completed 400 interviews in Hongkong.

This spread and energy are characteristic of Mr. Hiniker. When he went to Hongkong several of us told him he should be happy if he got 50 interviews and that he should treat them as case studies. He refused to be deterred. He drew a sample design which will give him adequate representation of each of the major social groups in communist China and managed to complete 400 thorough interviews, covering his entire sample design. At the same time he replicated a Festinger cognitive dissonance experiment with recent refugee subjects.

I would not describe Hiniker as primarily a Chinese area specialist. He is primarily a behavioral scientist with an interest in communications, but obviously not one who can be confined in petty problems.

I might add that he is a very cooperative young man and would, from the limited evidence available, be expected to make

an excellent teacher.

He will be done with his dissertation in time to take a September job. However, his primary desire right now is to turn his dissertation into a book. He has shown a strong interest in possible post-doctoral fellowships or jobs which would allow a certain amount of research time even at the expense of such other considerations as longer-run security. You might find it interesting to talk to him if there is any possibility at your Institution.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Ithiel".

Ithiel de Sola Pool.

March 19, 1965

Professor Ithiel de Sola Pool
Center for International Studies
Massachusetts Institute of Technology
Cambridge, Massachusetts

Dear Ithiel:

Many thanks for your letter of March 9 about Paul Hinker. As you probably know, I invited him to visit here on Monday, March 22. We are definitely interested in exploring the possibilities of an appointment here.

Sincerely yours,

GG:ls

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
CENTER FOR INTERNATIONAL STUDIES
30 WADSWORTH STREET
CAMBRIDGE, MASS. 02139

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:

Thank you for your nice letter
about the conference on content analysis
next November. I am delighted that such
a meeting is being planned and hope I
will be able to be there.

Sincerely yours,



Ithiel de Sola Pool

Dr.

October 10, 1967

Dr. Ithiel de Sola Pool
Massachusetts Institute of Technology
Center for International Studies
30 Wadsworth Street
Cambridge, Mass. 02139

Dear Ithiel:

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 make this a significant conference. I hope it will be possible for you to attend.

Sincerely yours,

George Gerbner,
Dean

enclosure

GG:veb

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
CENTER FOR INTERNATIONAL STUDIES
30 WADSWORTH STREET
CAMBRIDGE, MASS. 02139

October 19, 1967

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

Dear George:

I had looked forward very much to the conference on content analysis. It is an important meeting with an excellent list of papers and should play a significant part in restimulating work in the field. Unfortunately, I will be ten thousand miles away in Vietnam at the time of the meeting. It will be my loss.

Sincerely yours,



Ithiel de Sola Pool

IdSP/fm

UNIVERSITY INTRAMURAL CORRESPONDENCE

The Annenberg School
of Communications

November 25, 1970

MEMORANDUM

TO: The Faculty
FROM: Dr. George Gerbner

Please announce in your classes:

1. Information about the next Colloquium (enclosed). Please note that this Colloquium will be presented in the Annenberg Auditorium.
2. Student-faculty coffee hour in the Lounge will precede the Colloquium.

GG:kas
enclosure

Stay for dinner?

NEWS

UNIVERSITY of PENNSYLVANIA
NEWS BUREAU, Franklin Building
3451 Walnut Street, Philadelphia 19104

For immediate release:

(112570)

For information, call:
(Mrs.) Michele M. Steege
Tel. (215) 594-8721

During a political crisis, how much information do different segments of society receive from newspapers, magazines, radio or TV?

At a colloquium on Monday, November 30, at the University of Pennsylvania, Dr. Ithiel de Sola Pool, professor of political science and a senior staff member of the Center for International Studies at Massachusetts Institute of Technology, will explain how he has adapted the computer to find answers to this question and others.

His lecture titled "Experiments in Computer Simulation of Social Communications Systems" will be presented at 4 p.m. in the Annenberg School auditorium, 3620 Walnut Street. Sponsored jointly by The Annenberg School of Communications and the Moore School of Electrical Engineering, it is open to the public without charge.

To construct computer models of the way information travels in society, Dr. Pool feeds the computer two sets of data: information on the population, its social character and the type of media different groups use and understand, and data on which media cover an event and how much coverage the event is given. From these two groups of data,

(more)

the computer can tell which people receive the information and how much information they receive.

Dr. Pool's models have helped him understand the flow of information during political crises, such as the Cuban Missile Crisis, or during information campaigns, such as the campaign to promote better public understanding of the United Nations.

A leader in the development of the computer for detailed projections of public opinion, Dr. Pool has studied educational TV audiences and the effectiveness of the medium and assessed public opinion and political attitudes in Viet Nam. Dr. Pool is author of Candidates, Issues and Strategies, co-author of American Business and Public Policy and The People Look at Educational Television and contributor and editor for many other publications.

Ithiel de Sola Pool is the last colloquium speaker in the fall series sponsored by The Annenberg School of Communications. At these colloquia broadcasters, journalists, political scientists and sociologists discuss various aspects of the field of communications.

Pool

October 15, 1973

Professor Ithiel de Sola Pool
Center for International Studies
Massachusetts Institute of Technology
Cambridge, Mass. 02139

Dear Ithiel:

This is to remind you that I am still looking forward to receiving a copy of your keynote address at the Nicosia conference for possible publication in the Journal of Communication.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

Pool

October 30, 1973

Professor Ithiel de Sola Pool
Center for International Studies
Massachusetts Institute of Technology
Cambridge, Mass. 02139

Dear Ithiel:

Thank you very much for sending me your paper on "The Rise of Communications Policy Research." We like it and would like to use it in an early issue of the Journal of Communication.

A few cuts and some minor editorial revisions will be necessary to make a journal article out of your talk. We will need some references and a few sentences of additional explanation on things you treat very lightly for a knowledgeable and somewhat specialized audience.

Please let me know if you would like to begin by making these revisions yourself, or if you would prefer to have us send you a partially edited copy with questions and suggestions.

With best regards.

Sincerely yours,

George Gerbner,
Editor
Journal of Communication

GG:kas

CC: Ms. Susan Schmidt

Susan has the copy

210
General Comment? P10 to 26
Comments on Pool's article:

1. I think this would be better used as what it is now--an article on communications policy research: what it is, its history, how it differs from other types of communications research, and examples of the kinds of issues being studied.
2. The section which relates most closely to our symposium (from the bottom of p. 12 through p. 15) is in the paper just as an example of the kinds of issues being raised by policy research. I can see the threads of connection between the earlier pages, but they are so tenuous that I don't think it would be a good idea to depend on them.
3. I thought about using just the section from p. 12 to p. 15 in the symposium, but I don't think that really fits either. The reason is that Pool is really not talking about quite the same thing that Schiller, Varis, and Guback are talking about. He is talking about governments broadcasting ideological messages into another country, and objections to that on the part of the governments of receiving countries. Our authors aren't talking about exactly that--they deal more with commercial broadcasting systems and the prevalence of American and other Western commercial programming. As I read Pool, he brushes against the same topic, but isn't really on the same issue. Therefore, I think it's unfair to him to present this as the other side of what Schiller, Varis, and Guback are saying, because it really isn't. I suspect that Pool would be able to deal with their topic from the same point of view, but we would be better off asking him to do that for our "next year's" return to this topic.
4. Before we used this article, we would have to put in a lot of references that aren't there now, and I think some things he brushed over lightly should be expanded a little. I suggest we think about this in terms of an article on communications policy research, for a later issue.

General comment on the symposium: I think three articles are enough, and I think the ones we have relate well to ~~each other~~ one another and the issue in focus. Also, it occurs to me that any fourth contribution we used should ideally come from a non-American.

SS.

X to Surge

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
CENTER FOR INTERNATIONAL STUDIES
30 WADSWORTH STREET
CAMBRIDGE, MASS. 02139

November 6, 1973

Mr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut St. C5
Philadelphia, Pennsylvania 19174

Dear George:

It would be fine if you would send me a partially edited copy of my paper with questions and suggestions for revision into a journal article. That should be done in a very off-the-cuff way to avoid someone spending unnecessary time on it at this stage, but it would help me a great deal in making the necessary changes.

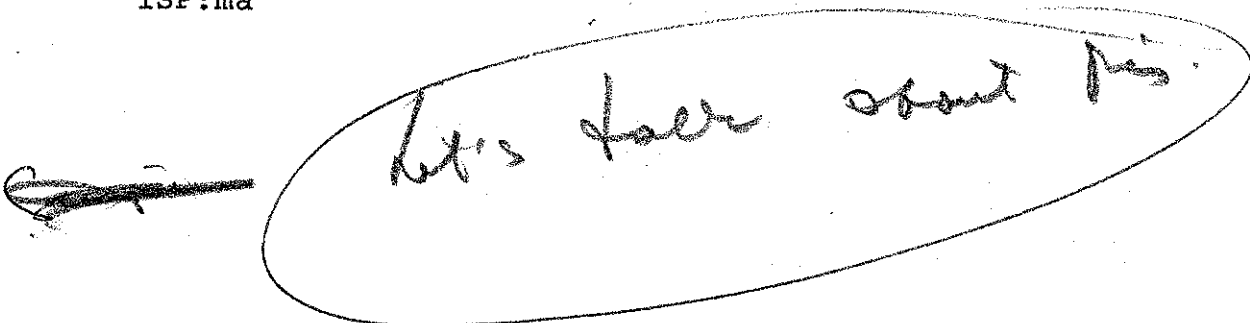
I am delighted that you want to use it in the Journal of Communication.

Sincerely,



Ithiel de Sola Pool

ISP:ma


Let's face about this.

November 21, 1973

Professor Ithiel de Sola Pool
Center for International Studies
Massachusetts Institute of Technology
30 Wadsworth Street
Cambridge, Massachusetts 02139

Dear Ithiel:

Once we started editing we decided to go all the way, and have it re-typed so you could look at a clean copy. You will note our style of brief extracts rather than subheads. We think this is close to final ms. unless you wish to make further changes, which you are welcome to do. Please furnish requested references, if possible.

We would appreciate your revisions, if any, by December 15.

With best regards.

Sincerely yours,

George Gerbner
Editor

GG:skd
Enclosure

P.S. Please give us the information about yourself which you would like to have included in an "about-the-author" paragraph.

February 4, 1974

Professor Ithiel de Sola Pool
Center for International Studies
Massachusetts Institute of Technology
30 Wadsworth Street
Cambridge, Mass. 02139

Dear Prof. Pool:

Enclosed please find a set of galley proofs for your article, "The Rise of Communications Policy Research," in the Spring 1974 Journal.

The proofs have been read by the printer's proofreader, and will be read by two people here before they are returned to the printer. They must be returned on Feb. 20, so I would appreciate receiving your corrections as soon as possible.

Thank you for your cooperation.

Sincerely,

Susan Schmidt
Associate Editor

6/7/74

Called to meet
to meet him
asked him
to draft
rejoinder.

9

File Pool

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
DEPARTMENT OF POLITICAL SCIENCE

CAMBRIDGE, MASSACHUSETTS 02139

May 22, 1974

Mr. George Gerbner
Journal of Communication
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pa. 19174

Dear George:

It would be quite inappropriate for me to comment on whether you should publish the Gandy piece. If you decide to do so, I would, of course, appreciate the opportunity to consider whether I should write a rejoinder.

Sincerely,
Ithiel
Ithiel de Sola Pool

November 6, 1975

Prof. Ithiel de Sola Pool
Center for International Studies
Massachusetts Institute of Technology
Cambridge, MA 02138

Dear Ithiel:

I am taking the liberty of sending you, enclosed, an article by Alan H. Wurtzel submitted for publication in the Journal. You may have a special interest in this because of your involvement in the Bell Centennial Symposium series. I would also appreciate your assessment of the significance and suitability of this article for publication in the Journal.

I look forward to hearing from you.

With best regards.

Sincerely yours,

George Gerbner

GG:kas
enclosure

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
DEPARTMENT OF POLITICAL SCIENCE

CAMBRIDGE, MASSACHUSETTS 02139

November 24, 1975

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

Vize 10/27

Dear George,

Many thanks for sending the article by Alan H. Wurtzel and Colin Turner. You ought certainly to publish the piece. There is nothing like it in the literature. As you know the literature on telephone usage is extremely thin. There are some speculations but I know of no study other than this one which tests the propositions that have been put forward by a few people like Aronson.

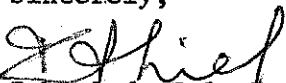
Like any study done quickly to seize a crisis moment, one can complain that the research has defects that would have been avoided in a more careful study with pre-tests and revisions. It would be idle perfectionism to complain about that however. In general, the authors showed remarkable prescience in the questions that they posed in quick response to the situation.

Here are a couple of minor suggestions for the authors: On page one they suggest that a rapid development of radio in the 1930s "displaced" inquiry into the effects of the telephone. That suggests that there had been a substantial literature earlier. I do not believe that was the case. The statement at the end of the page quoted from Aronson, about 90 years of scholarly neglect, is more accurate.

At the bottom of page one, the authors allude to some literature in 1906 but the footnote refers to Ball's recent article. This should identify the 1906 ~~1906~~ that they are referring to.

There is a typo in footnote 8.

I have sent announcements of our telephone series to Wurtzel and Turner.

Sincerely,

Ithiel de Sola Pool

IdSP/sp

December 10, 1975

Prof. Ithiel de Sola Pool
Dept. of Political Science
Massachusetts Institute of Technology
Cambridge, MA 02139

Dear Ithiel:

Thank you again for your very helpful comments on the article by Wurtzel and Turner. I have accepted the piece and asked for the clarification on the reference to a 1906 study.

Let me also thank you for your comment on the morning of November 7 at the Reston, VA conference. You perceived the situation correctly and I think succeeded in correcting it.

Best regards.

Sincerely yours,

George Gerbner

GG:kas

IRAN COMMUNICATIONS & DEVELOPMENT INSTITUTE

2/9/77

*Am I supposed
win article?
No - just
direct - not indirect*

Prof. George Gerbner
The Annenberg School of Communication
University of Pennsylvania
3620 Walnut St. C5
Philadelphia, Pa. 19174

Dear George,

By now you should have received not only my cable, but also hopefully, both copies of my revised article. I hope the timing caused you no pain. Your original letter arrived as I was in the wind up rush in Tokyo. Then the whole month of January was what the Japanese call a Kamakaze trip through Asia. That means roughly the same thing as "its Wednesday so it must be India." Most interesting were the Indonesian and the Indian satellite projects. The Indonesians are using theirs solely for telephony, for which it is fully justified. They have a \$1½ billion 3-year telephone development plan of which the satellite and ground stations are just 1/10 and microwaves would cost much more. But the satellite was billed as a way of bringing education, so its failure to be used in that way is resulting in the whole effort being criticized. Similarly in India the SITE research shows definite positive effects of TV in the experimental villages, but it is being described as a failure because these are not the effects the government prescribed. For example there is better language learning among children in TV than in control villages and fewer "don't know" answers, but no indication of more adoption of the practices the government was advocating.

In any case, my apologies for not having gotten to the revision until I got here and got your cable.

This letter, however, is about another matter. While I was in Tokyo I taught a course at Keio university and came to know a remarkable communications researcher there, Prof. Sumiko Iwao, who got her Ph.D. at Yale with Bob Abelson. You have probably heard the comment on various occasions that Japanese TV is much more violent than American, but Japanese society less violent. We discussed that in one of our seminars. Among the comments were challenges to the proposition itself. Many of the Japanese feel that what we call violence in Japanese drama is highly stylized and understood as unreal and that real violence is avoided. In any case it is clear that there is an interesting question there and that a careful content analysis of Japanese TV with well designed categories would be a first step. Sumiko and I have put in a proposal to the Hoso Bunka Foundation (NHK's) for a preliminary planning grant. We want to work out the methodology.

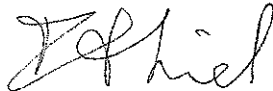
One of the things we want to do is to incorporate in the categories, the categories that you used in the US content analysis so as to

make possible US-Japan comparisons. So in our proposal we said that we would be inviting you to advise us on the development of the project. That is what I am now doing. I hope we may call upon your wisdom and experience and also get from you whatever content analysis guidance materials you prepared.

We will not know whether we have the grant until March, and will probably proceed then in the summer and fall. However, Sumiko is going to be on a speaking tour in the US in March. While it is short and does not include Philadelphia, I did suggest that if possible it would be useful for her to be in touch with you. Hopefully, she will also be talking to Eleanor Sheldon about relating to the SSRC committee.

Before signing off, one other topic. Nozomu Takasaki has written me about your letter to him on the flow conference. I believe RITE will be interested in it. They do have a substantial amount of quantitative data on the flow of communications between Japan and foreign countries. In any case you should be hearing from him in due course.

Sincerely,



March 2, 1977

Professor Ithiel de Sola Pool
Iran Communications & Development Institute
P.O. Box 33 - 183 Tadjrish
Teheran, IRAN

Dear Ithiel:

I think your article is in good shape and in press (I am asking associate editor Marsha Siefert to enclose a note if there are any problems or comments). At any rate, thank you for your cable and revisions. Your comments about your trip and various experiences suggests that there should be a "telecommunications travelogue" type article forthcoming in the not-too-distant future. I hope that you will let me have such an article.

The project you have proposed with Sumiko Iwao is addressed to one of the critical issues I have often wondered about. My own hunch is that the key is not so much the realism vs. stylized presentation issue (although that may also play a role) but the nature of violence as a social scenario. Violence is a demonstration of relative powers in a society, and, as such, may have more to do with the cultivation of acquiescence to a particular structure of power than with inciting violations. At any rate, I consider that the real issue involved in violence, and your proposal close to the heart of that issue.

It is also very much in line with our own effort to organize cross-cultural comparative studies in Cultural Indicators (of which the Violence study is one part). Therefore, I am not only delighted to provide whatever information and methodological collaboration might be useful, but am also open to suggestion about broader collaboration. It may be that you will find the international Cultural Indicators project of comparative studies in television content and effects, with its methodological workshops and other information sharing activities, a mutually productive context in which to do the Japanese study. At any rate, I want to indicate my interest, willingness to assist, and receptivity to any suggestion about further collaboration that might seem mutually helpful.

Incidentally, the second planning session for our Communications Flow conference, to be held in connection with the ICA annual conference in Berlin, and now scheduled for June 2 and 3 in the Sylterhof Hotel, will also include a methodological sharing and "training" session for those who participate from various countries.

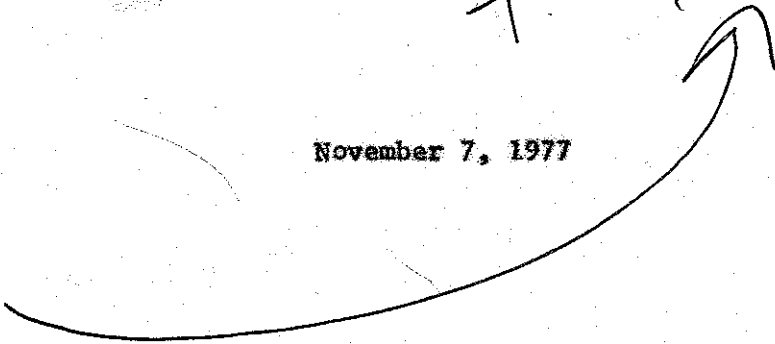
I look forward to hearing from Sumiko Iwao and you about further steps.

Sincerely yours,

George Gerbner

GG:kas

File POOL



November 7, 1977

Dr. Sumiko Iwao
Professor
Keio University
Mita, Minato-Ku
Toyko, Japan

Dear Sumiko,

I hope your trip back to Japan was uneventful and as restful as possible.

I have enclosed a set of blank copies of our recording sheets. I have also included a set of completed coding sheets from one of our training programs to illustrate how these forms are used. Please refer to our recording instrument when you look at these completed forms. Finally, I have included a copy of a recent publication of the results of our study.

I am now in the process of developing ideas and a first draft of the proposal for a cross-cultural study of violence in Japanese and American Television that we will send to the Japanese Society for the Promotion of Science through the Social Science Research Council. I will talk to Ithiel later this week to exchange ideas and to find out the amount of funding that may be available for this project.

I enjoyed meeting you last week and felt that we accomplished quite a bit even though our transportation problems were troublesome.

I hope the enclosed materials are helpful and shall look forward to receiving your revised recording instrument and hearing about your progress.

Sincerely yours,

Nancy Signorielli, Ph.D.
Research Coordinator

NS:sl
enc (3)
cc: Dr. George Gerbner

December 19, 1979

Dr. Ithiel de Sola Pool
Massachusetts Institute of Technology
Department of Political Science
Room #53-401
Cambridge, MA 02139

Dear Dr. de Sola Pool:

I am very pleased to invite your participation in and contribution to our conference on **WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES** to be held in Philadelphia May 12-14, 1980. Enclosed is a general announcement of the conference.

We would like you to address the following topic as a member of a conference panel:

Myths and Realities of the International Flow of Communications.

You are welcome to revise this title and description as you see fit, or to suggest another if you are now working in another area that fits the framework of the conference. In any case, we should have your reply before January 15, 1980, so that we can complete and announce the program.

If you agree to give a 15-minute oral presentation, we will be pleased to waive the conference fee, reimburse the cost of round trip economy class travel to Philadelphia, and pay for your accommodations and meals during the conference. If you choose to prepare a paper of 10-12 double spaced pages and we receive it here before May 1, we will provide an honorarium of \$300.00. If your paper is selected for subsequent publication, we will pay an additional \$200.00 for the publication rights.

Please indicate in your response the exact title and description of your conference talk (if different from the above), and the exact and full title (or other description) of your position and institutional affiliation as you want it to be listed on the program.

Further information about accommodations and program will be sent after we receive your reply. We are enthusiastic about the prospect of your contribution to this conference and hope to hear from you as soon as possible before January 15, 1980.

With best wishes for the holiday season.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG/wmcn
Enclosure

Ithiel de Sola Pool

Prof. Pool (b. 1917) is Ruth and Arthur Sloan Professor of Political Science at the Massachusetts Institute of Technology, and Director of MIT's Research Program on Communications Policy. He has taught at MIT since 1953, and before that at Stanford University and at Hobart College. He was educated at the University of Chicago. He is author and editor of several books in the fields of communications and public opinion including: *The People Look at Educational Television*, 1963; *Talking Back: Citizen Feedback and Cable Technology*, 1973; *The Social Impact of the Telephone*, 1976; *Handbook of Communication*, 1973.

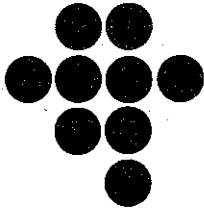
At MIT Professor Pool directs the Research Program on Communications Policy, an interdisciplinary program.

Prof. Pool is a Fellow of the American Academy of Arts and Sciences, and a Foreign Visiting Fellow of Churchill College, Cambridge University, England, and has been a Fellow of the Center for Advanced Study in the Behavioral Sciences.

Massachusetts
Institute
of Technology

Cambridge
Massachusetts
02139

A Joint Project:
Please reply to
the address
checked below.



Research
Program on
Communications
Policy

March 19, 1980

George Gerbner
Professor of Communications
and Dean
University of Pennsylvania
The Anneberg School of Communications
3620 Walnut Street C5
Philadelphia, PA 19104

Dear George,

Enclosed are the materials you requested for the conference on
May 12th. The title of my contribution is fine as listed. You
may add the subtitle: "What are the real trends and what are the
asserted ones?"

→ X (Because of a conflict with my course schedule, I hope it will be
possible for you to schedule my presentation for Wednesday, the
14th.] *Sched?*

I look forward to hearing from you.

Sincerely yours,

*Ithiel de Sola Pool*_{isp}

Ithiel de Sola Pool

IdSP/sp

Enclosure

Center for
Advanced
Engineering
Study
Room 9-228
MIT
617/253-7409

Center for
International
Studies
Room E53-401
MIT
617/253-3124

Center for
Policy
Alternatives
Room 39-551
MIT
617/253-1661

Laboratory for
Computer
Science
Room NE43-105
MIT
617/253-2145

Laboratory for
Information
and
Decision
Systems (LIDS)
Room 35-308
MIT
617/253-2141

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
DEPARTMENT OF POLITICAL SCIENCE

CAMBRIDGE, MASSACHUSETTS 02139

Dr. George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
5620 Walnut Street
Philadelphia, Pa. 19104

April 17, 1980

Dear George:

May I ask your help in making an appointment here at MIT. Three months ago we distributed the enclosed announcement of faculty position. We have narrowed the choice down to four finalists: Michael Tyler, Russell Neuman, Charles Jackson, John Clippinger.

Would you be willing to give us your comparative evaluation of those whom you know?

The job to be filled is a faculty position, probably in the Political Science Department, though in one or two instances a different department might be the appropriate locus. While the candidate must fully meet the scholarly and academic criteria of the host department and have a reasonable chance of ultimately winning tenure, the appointee will also have significant responsibilities in the running of our Research Program on Cocmunications Policy, which is an interdisciplinary program involving economics, technology, and policy.

Keep in mind the special character of MIT. Work done here will focus heavily on the technologies of communication and their economic and social implications. The appointee should therefore be at home not only in the traditional concepts of communications studies, but also in technology and economic analysis. He cannot be everything, but we hope that he will be a bridge between political science (if that is his home department) and electrical engineering or economics or best of all a bit of both.

I should also add that while we will be making one appointment this summer, we anticipate having the funds to make a second appointment a year from now. The three candidates not chosen now are, therefore, actively in the running for the second appointment. So your comments about a team would also be useful.

I realize that this is an imposition on your time, but it may be an important contribution to building a strong center for communications policy research. We wish to reach a decision by the middle of May, so may I urge a quicker reply than I would normally like to ask.

Sincerely yours,


Thiel de Sola Pool

COMMUNICATIONS POLICY

Position in communications policy. The appointment is expected to involve affiliation both with a department and the MIT Research Program on Communications Policy. Competence needed in communications policy and economic analysis as well as political science. Either American or international focus is appropriate.

Prior experience in the field required. Government or industry experience welcomed. Responsibilities include research and teaching on policy issues regarding the organization and regulation of communications systems including telecommunications, mass media, and new communications technologies.

Current research may include regulatory issues regarding communications media in the face of technological change, social consequences of technological changes in communications, etc.

Rank at the junior or middle level. Reply to Professor Nazli Choucri, Personnel Committee, Department of Political Science, M.I.T., E53-490, Cambridge, MA 02139. Equal Opportunity/Affirmative Action Employer.

UNIVERSITY OF PENNSYLVANIA THE ANNENBERG SCHOOL OF COMMUNICATIONS

May 6, 1980

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

File Pool

Professor Nazli Choucri
Personnel Committee
Department of Political Science
Massachusetts Institute of Technology
E-53-490
Cambridge, MA 02139

Dear Professor Choucri:

I have been asked to comment on the four persons being considered for your position in communications policy. Two of them, John Clippinger and Russell Neuman, I know personally; and a third, Michael Tyler, only by reputation and from seeing him at conferences.

John Clippinger is a very able and likeable person. His strongest areas are international communications research from a technology and policy point of view.

Russell Neuman's orientation is more sociological and domestic. He is more media oriented than your position seems to call for, and his work is somewhat diffuse.

Michael Tyler's reputation is that of a technically trained and competent communications expert, with policy orientation but little interest in social consequences.

Although he does not seem to be on your list, my opinion is that Douglas Goldschmidt, who is now with the Academy for Educational Development is probably the best qualified and potentially available person in the area outlined by your position statement.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

BC: Dr. Ithiel de Sola Pool

May 6, 1980

Professor Nazli Choucri
Personnel Committee
Department of Political Science
Massachusetts Institute of Technology
E-53-490
Cambridge, MA 02139

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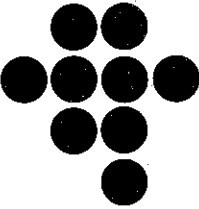
George Gerbner
Professor of Communications
and Dean

CG:ab

BC: Dr. Itzhak de Sola Pool

Massachusetts
Institute
of Technology

Cambridge
Massachusetts
02139



Research
Program on
Communications
Policy

A Joint Project:
Please reply to
the address
checked below.

January 17, 1982

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

Dear George,

Those are fine premises that you have in
Washington. And you have done an excellent job in recruiting
leadership for the use of them. Mich and Barry will be an
excellent team. Congratulations.

Enclosed is my account.

Sincerely yours,

Ithiel de Sola Pool

Center for
Advanced
Engineering
Study
Room 9-228
MIT
617/253-7409

Center for
Information
Systems
Research
Room E53-309
MIT
617/253-2971

Center for
International
Studies
Room E53-401
MIT
617/253-3124

Center for
Policy
Alternatives
Room 39-551
MIT
617/253-1661

Laboratory for
Computer
Science
Room NE43-105
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617/253-2145

Laboratory for
Information
and
Decision
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Room 35-308
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