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Colleen
9/21/01
Marino
for CB
See letter

September 4, 2001

Professor George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Professor Gerbner:

I am writing to ask for your assistance in evaluating the work of Dr. Stuart Ewen, Professor and Chair of our Department of Film and Media Studies. We are considering Dr. Ewen for an appointment as a *Distinguished Professor*.

The CUNY Board of Trustees established this rank to recognize outstanding scholars and artists whose accomplishments go well beyond those we normally expect of our full professors. The rank of Distinguished Professor is reserved for a very small group of faculty who have truly achieved positions of national leadership in their fields. Such leadership is typically based on a large body of work over an extended career, one that is recognized by authoritative peers as having had a major impact on their field by advancing understanding, influencing the work of others, and often, defining new directions of inquiry or creativity.

As an authoritative peer, your evaluation of the work of Dr. Ewen is invaluable to us, and we will be in your debt for providing us with your expert advice. Constraints of our academic calendar require that we receive your response by Monday, September 24th. Do let me know if this will not be possible. I can assure you that your evaluations will be kept confidential to the full extent of the law. You can reach me at robert.marino@hunter.cuny.edu for any questions, or if I can provide you with any additional information as you prepare this evaluation.

Finally, we would appreciate it if you would include a copy of your own bio, or point us to an appropriate url. I am very grateful to you for your invaluable help in this matter. Please receive our deepest thanks.

Sincerely,

Robert A. Marino
Acting Dean

Enclosures

Dean Robert Merino
Dept. of Film and Media Studies
Hunter College, CUNY
695 Park Ave, NY NY 10021

9/23/01

Dear Dean Marino:

I am very pleased to write on behalf of Prof. Stuart Ewen's nomination for a Distinguished Professorship. I first became aware of Ewen's writings in the mid-1970s, following the publication of *Captains of Consciousness*. The book's reception was strong and instantaneous. Though advertising was certainly a major fixture in everyday life by the 70s, Ewen's was one the first histories of American advertising to have been written, and gave rise to what has become a major field of inquiry. That the book has recently appeared in a twenty-fifth anniversary edition does not surprise me. Long after it was first published, it continues to be one of the most significant books on advertising and consumer culture and is widely considered, by scholars in the field, to be a "classic."

Because of his path breaking book, and the widespread and enthusiastic reception that followed, in 1983 I asked Ewen to contribute to a special issue of the *Journal of Communication*, entitled "Ferment in the Field," which surveyed the explosion of a new generation critical scholarship in the field of communication. The issue included essays by the most important writers in the field, internationally, and Ewen was certainly one of them, even by that time.

Since the mid-1980s, particularly following the publication of *All Consuming Images* and *PR! A Social History of Spin*, Ewen's stature as one of the most innovative thinkers in the field of media studies, and certainly one of its most influential historians, has only grown. His writings are widely read and appear in worldwide translations. Bill Moyers based a television series on one of his books. He is invited to lecture at universities, museums and cultural centers, nationally and internationally. His work is both academically pertinent and socially relevant. Because of this, he has helped to spur critical discussions among people working in the media. He is, in short, a public intellectual.

Ewen is a scholar whose work has left—and continues to leave—footprints on the ways that people think about media, consumer society and American cultural history. It has shed light on the structures of commercialism and the problems they pose for a healthy and democratic cultural environment. He brings distinction to your program and you are fortunate to have him at Hunter. I recommend his candidacy for a Distinguished Professorship with great enthusiasm.

Sincerely yours,

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