

MALLORAN

AIR MAIL

June 12, 1973

Dr. James D. Malloran
Director
Centre for Mass Communication Research
104 Regent Road
Leicester LE1 7 LF ENGLAND

Dear Jim:

It was good to see you in Leipzig and in such good form.

Soon you will receive a formal invitation for our Editorial Board. In the meantime, I read with interest the sixth annual report of the Centre, and it occurred to me that I should remind you that we shall be looking for the best of the new articles and reports coming out from your work for publication in our Journal of Communication.

Also, I noted and marked a few titles in your Seminars and Visiting Speakers series on which I would like to have the opportunity of considering article drafts, if available. I would be grateful if you would convey this inquiry to the authors, or let me know how I might contact them directly.

Please let me know what contributions of your own and of your Centre I might expect in the coming year, and what other interesting work we might consider for inclusion.

Say hello for me to Frieda.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

International Association for Mass Communication Research

Centre for Mass Communication Research
(University of Leicester)
104 Regent Road
Leicester LE1 7LT
England

September 1973

Dear Colleagues and Friends:

I am sure that you must have been beginning to feel that you would never receive the first presidential letter from your new president. Well, here it is and perhaps I ought to start by explaining why it has taken me so long to write to you.

Although I was elected at the Buenos Aires meeting in September last, I did not formally take office until mid-January 1973, following a meeting in Lausanne where Jacques Bourquin did all in his power to ensure a smooth take-over. Once again we were indebted to our past-president for his efforts on behalf of the association. At the Lausanne meeting which was also attended by Vice-President Nordenstreng, Secretary-General Dusiska and Assistant Secretary-General Roegele, it was decided that the first meeting of the new Executive should be held in Leipzig 30th May - 1st June, and that my first letter would be based on what happened at this meeting. As you will see, the financial position of the Association is such that I have to make sure that when I send out nearly 400 letters there is something important and interesting to write about.

I am pleased to be in a position to say that there is something worthwhile to write about, for the Leipzig meeting, so splendidly arranged and accommodated by our Secretary-General, was not only the best attended executive meeting (outside a General Assembly) in the history of the Association, but was dynamic, interesting and above all fruitful. Not surprisingly it showed that we had some serious problems to face (more about these later), but it also showed very clearly indeed that we had an important job to do, that there was a keen and lively interest in our affairs, and that the potential was undoubtedly there for positive international developments in our field.

We spent the first day at Leipzig, very profitably I think, in a free-flowing discussion which ranged far and wide over the aims, purposes, activities and possibilities of the Association past, present and future. We do not meet very often, and we thought that this type of discussion would enable us to get to know each other and possibly provide us with an agreed framework within which we might go on to make decisions. It did both.

In a letter such as this it would be impossible for me to do justice to the most stimulating exchanges which took place, but I outline a few points and questions below which I personally feel were central to the discussions.

The main task of the Association should be to become an active international forum for the very best in mass communication research; international exchange and dialogue being the main function. The Association needs to be more representative than it has been in the past, particularly with regard to the developing countries. The organization and structure of the Association inhibits the sort of development that the present situation demands. It is too cumbersome, too out of date - it needs streamlining. There should be more stress on national committees and organization should be nationally or regionally focussed. There needs to be wider participation and more activity - too much is left to a few of the officers. Even the permanent bureau does not meet frequently enough.

/Over

Sections sponsored by the Association should be active, with planned programmes. It might be better not to have permanent sections, but to call sections or task forces into being only when there is a specific project or programme to carry out.

The Statutes need redrafting with the above and other factors in mind.

The question of documentation and information retrieval is extremely important and we ought to give more attention to this.

With regard to the above, but also on many other matters, we ought to explore the possibilities of a closer working relationship with Unesco, particularly with regard to the policy outlined in the document COM/MD/20.

For an International Association of Mass Communication Research we are not very good at communication. We need to disseminate the news of our activities - make it clear what we are doing. We ought to have our own publication/s.

We need more members and we need more money. But what do we have to offer members? To attract new members we need to be seen as an active, dynamic organisation. What are we doing at present? What have we to offer? Why should people wish to become members?

The problem is that to become really active, to spread the news of our activities to attract new members, we need a sounder financial base than we have at present. But are we likely to get more money unless we are seen to be active? A classic double bend situation.

The above points by no means exhaust the Leipzig discussions but they give a good idea of the ground covered. Let me emphasize that these were simply points for discussion. Votes were not taken - decisions not made.

Decisions were made, however, in two important areas. First it was decided to give priority to the question of publications and investigate the possibility of launching a Journal of the Association and/or establishing a co-operative working relationship with new or existing Journals. A small group (Dusiska, Gerbner, Kempers and Nordenstreng) addressed themselves to this problem and reported back to a plenary session. The principle of a multiple-publication service was accepted and it was thought that the future publication service of IAMCR might fall under the following three headings:

- (1) Presidential letter (news, activities, announcements, etc.)
- (2) Scientific Journals. These would not involve IAMCR in editorial or financial responsibility. The nature of the working relationship would have to be worked out in each selected case. It may be possible to arrange special subscription rates for IAMCR members, our activities, papers etc., would be published, etc. etc.
- (3) International Service of Information on Research. Bibliographical material and abstracts. This could be an independent publication or linked to some other journal.

Obviously much more groundwork is required in this area before firm proposals can be put before members. Our colleagues in the group are currently working on this and will be reporting further to us in 1974. Please do feel free to write to any of them (and to me, please) with your comments and suggestions.

*
A second sub-committee was set up to lay the foundations for the next General Assembly and associated Scientific Congress. They reported back to the plenary and the following decisions were taken.

The next General Assembly Scientific Congress will be held in Leipzig from the 16th to 22nd September, 1974. The theme of the Congress will be: Mass Communication and Social Consciousness in a Changing Society. It was agreed that the work of the Congress should be divided into four sections as outlined below:-

* (Halloran, Levy, Schiller and Zassoursky)

/Over.

A The Economics and Structure of the Mass Media

Convenor: Professor Herbert I. Schiller
 c/o Mr. Frans Kempers
 Instituut voor Perswetenschap
 Aan de Universiteit van Amsterdam
 Oude Turfmarkt 151
 Amsterdam-C
 Netherlands

B Mass Media and Participation

Convenor: Professor Dr. Emil Dusiska
 Direktor
 Karl Marx Universität
 Sektion Journalistik
 Tieckstrasse 2-6
 703 Leipzig
 East Germany

C Mass Media and Socialization

Convenor: Professor James D. Halloran
 Director
 Centre for Mass Communication Research
 104 Regent Road
 Leicester LE1 7LT
 England

D Mass Media and Developing Nations

Convenor: Professor Kaarle Nordenstreng
 Department of Communications
 University of Tampere
 Kalevantie 4
 Tampere
 Finland

Any members wishing to submit a paper for presentation to the Congress should write to the appropriate convenor not later than 21st December, 1973. Final texts of the approved papers should be in the hands of the convenors not later than 21st April, 1974. Please note that Herbert Schiller will be at the Amsterdam address during the coming academic year. Dusiska and Schiller have accepted the joint responsibility for the overall organization of the Congress and I shall be meeting them and other officers for further discussion on the two main questions outlined above in January in Amsterdam.

I said earlier that we had our problems, and not surprisingly these are mainly financial. Thanks to the careful administration of our past president we have a balance in hand of approximately 14,000 Swiss Francs. This is more than Jacques Bourquin inherited, but it is pathetically inadequate and does not provide a base for even the most simple and modest activities. For example, it is not possible for the permanent bureau to meet unless members are subsidized from some external source. This is why there have been so few meetings in the past. We could not have met in Leipzig had it not been for the generous hospitality of Professor Dusiska and his colleagues. At present we are essentially a parasitic organization and this cannot continue, as I am sure you will agree.

In the first instance a great deal can be accomplished by you as members. In the past our annual income from membership dues has not exceeded 7,000 Swiss Francs. I say in the past, for subscriptions have been falling in recent years. In 1972, 95 subscriptions were received - the year before it had been 103 - but at the time of our Leipzig meeting in June I had to report that so far in 1973 there were only 22 members (individuals and organisations) who had paid their dues. Today I am sending out 380 letters to "members" whose names I have taken from the membership list handed over to me by M. Bourquin. It would appear that we have a great many non-paying members.

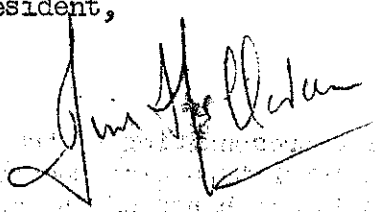
/Over

Incidentally, the cost of this mailing is approximately 300 Swiss Francs. You, at least most of you, could do something about this immediately. You could pay your dues. If you have not already done so, please attend to this at once in the manner outlined below. You could also begin a recruitment drive for new members. I hope I have written enough to indicate that we have a worthwhile task to perform and that we are not short of ideas, plans, ability, good will and energy. Together with many others who attended the Leipzig meeting I was convinced that the interest there augured well for our future. I think we could soon be in a position to take-off and begin to meet our terms of reference as an international research organisation. But enthusiasm can wane and we cannot wait for ever. We need your support now.

It is not just a matter of paying your dues (please pay them) but of taking a much more active part in all the affairs of the Association. At Leipzig I agreed to write a presidential news letter about three times a year. It was hoped that this would enable members to keep in touch with each other and get an overall view of what was going on in the rest of the mass communication research world. But I cannot write if there is nothing to write about, i.e. if you do not send me your news in the first place. So please do write and let me have your news, comments, criticisms, opinions, etc.

I am sorry to have to take this relatively hard line at the start of my presidential term. But there is little point in presenting a false picture, and I thought you would all like to know how we actually stood. As I see it, the situation is crying out for an active association with our aims and objectives. What is more, I am convinced that in IAMCR we have the potential to do the job. All we need is your good will, your participation and your support. I feel sure we can count on it.

Yours very sincerely,
Your President,



P.S. MEMBERSHIP SUBSCRIPTION. Subscriptions are as follows:-

- § 15.00 Sfr. 50.-- (Swiss francs)
for individual members;
- § 30.00 Sfr. 100.--
for universities and institutes (minimum charge)
- § 60.00 Sfr. 200.--) for national councils or
- § 240.00 Sfr. 800.--) international organizations.

NB Please send either a cheque made out and addressed to IAMCR, Petit-Chêne 18B, 1003 Lausanne, Switzerland, or by direct remittance to the account of the IAMCR with the Swiss Bank Corporation, 16 Place St-Francois, 1002 Lausanne, Switzerland (IAMCR Account No. 246'227).

University of Leicester

Centre for Mass Communication Research

Halloran
wait for



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director J. D. Halloran

JDH/AMH

5th December 1973

Professor George Gerbner,
Editor,
Journal of Communication,
The Annenberg School of Communications,
University of Pennsylvania,
320 Walnut Street C5,
Philadelphia, P.A. 19174, U.S.A.

Dear George,

Thank you for your helpful letter of November 21st. Let me congratulate you on your customary efficiency. You really have got things moving well. I am sending you a brief version of an Annual Report I recently presented to the University's Governing Body - you can take from this what you want - and I also include a copy of a paper I recently gave at a Council of Europe Colloquy which was held here in September. I shall send you under separate cover a list of all documents we hold here at the Centre. This will include quite a lot of "fugitive" material. Again, you can make use of this as you think fit. I have nothing to add to my Presidential Letter about the Leipzig General Assembly but enclose another copy which gives a summary of the programme. So far all seems to be going well. As you know the Steering Committee is meeting in Amsterdam on the 3rd and 4th January. Can you join us?

Hope you are well,

Regards,

Yours sincerely,

[Handwritten signature of James D. Halloran]

(James D. Halloran)
Professor & Director.

P.S. I would be pleased to receive The Mass Communicators by Charles Steinberg and the Community Media Handbook for review if these are still available.

PPS. re Amsterdam, if you have any requests about accommodation etc. please write direct to Herb Schiller (at Faculteit der Sociale Wetenschappen, Seminarium voor de Leer de Communicatiemiddelen, Universiteit van Amsterdam, Oude Turfmarkt 151, Amsterdam C, Netherlands). Schiller and Kempers have also suggested that we might like to have a social meeting with our Dutch colleagues in mass communication research on either the evening of 2nd or 3rd. I am sure you will agree that this is an excellent idea.

*Getting - Waste
AMCA - Studies in Interpersonal
Communication
Steering*

[Handwritten asterisk and scribble]

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director J. D. Halloran

JDEH/AMH

5th April 1974

Professor George Gerbner,
Dean, The Annenberg School
of Communication,
University of Pennsylvania,
3620 Walnut Street,
Philadelphia, Penn., U.S.A.

Dear George,

I thought you might like to see the enclosed as it is the first Professorial Inaugural Lecture in this subject in this country. It should give you a good idea of our current thinking in and around the subject.

I would welcome your comments.

Please feel free to take what you want from either of these in any way you want for the Journal.

Regards,

Yours sincerely,

A handwritten signature in black ink, appearing to be 'J. D. Halloran', written over a vertical line that extends from the 'Yours sincerely,' text.

(James D. Halloran)
Professor & Director.

~~Handwritten mark~~
April 19, 1974

Dr. James D. Halloran
Director, Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Jim:

The Spring issue is on its way to all subscribers by regular mail. Please let me know if you do not receive it within a reasonable time. Meanwhile I am enclosing the Table of Contents for your advance information. It is a big and we think rather interesting issue -- another step toward the goal to which you responded when you joined this unusual venture in scholarly publishing.

Your comments and contributions are instrumental to our progress. Please let me have your reaction to the current issue, and your advice on what contributions I might expect from you or seek from others you may know.

The Fall issue (deadline June 15) will feature a symposium on communication in and about old age. The Winter issue (deadline September 15) will include some studies on "paranormal" communication. Subsequent issues will deal with problems of international cultural dependency, art as communication, medical and psychiatric communication, children, and other vital issues. INTERCOM is a constant feature many have found useful. Outstanding major articles, brief research reports, and book reviews are always welcome. I enclose a copy of the current list of books available for review. Please indicate what book(s) you would like to receive for review, or pass the list on to someone else whom you consider a competent critical reviewer.

I look forward to hearing from you.

Sincerely yours,

George Gerbner

GG:kas
encs.

Sent copy of editing
article

April 29, 1974
AIR MAIL

Dr. James D. Malloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester, LE1 7LT ENGLAND

Dear Jim:

I hasten to send you the enclosed proposal and progress report on Cultural Indicators. This has now been funded for another three years. The international comparative part was not approved for U.S. financing. However, I am still anxious to proceed on that on a cooperative basis. I am convinced that it could be the most significant communications research project of our times. So I hope that you will pursue it and will keep me posted.

More about other things in a little while.

Best regards.

Sincerely yours,

George Gerbner

GG:kas
encl.



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director J. D. Halloran

JDH/AMH

22nd April 1974

Professor George Gerbner,
Dean, The Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street C5,
Philadelphia, P.A. 19174, U. S. A.

Dear George,

Thank you for your letter and for forwarding my manuscript to Professor Seb^epk. I look forward to hearing from him.

I think that by this time you will have received our recent Annual Report and a copy of my Inaugural Lecture. As I think I suggested in the covering letter, as far as the Journal is concerned, you may use these two documents, or sections from them as you think fit. Is this all right, or would you prefer me to give you a clear indication of what might be included?

As far as the International Association for Mass Communication Research is concerned, we are encountering bureaucratic difficulties in arranging the Leipzig Conference, but these were anticipated and are by no means insuperable. The general response to my two Presidential Letters has been most encouraging, and things really seem to be moving at last. I think the Leipzig Conference could mark an important stage in the development of the affairs of the Association. I do hope you will be there.

I shall be on the other side of the Atlantic in August, but mostly in the Toronto area. I don't expect we shall get the opportunity of meeting then.

May I return to the neglected topic of our Marlow meeting some years ago. I think there might be a possibility of us here at Leicester submitting a proposal to our Social Science Research Council along the lines of the cultural indicators which we discussed at our meeting. Before preparing this, however, I would like the benefit of your advice on how far your own work in this area has developed since we last met. I take it that in principle you would have no objection to us using your original proposal as a base for our application and making amendments in the light of our own position, as we see it. I would welcome your comments, and if you could write within the next week or so it would be most helpful.

Regards,

Yours sincerely,

A handwritten signature in dark ink, appearing to be 'J. D. Halloran', written over a vertical line.

(James D. Halloran)
Professor & Director.

June 24, 1974

AIR MAIL

Dr. James D. Halloran
Director
Centre for Mass Communication Research
104 Regent Road
Leicester LE1 7LT
ENGLAND

Dear Jim:

I hope that by now you received both the table of contents and the current list of books, and, in fact, the Spring issue itself. The Summer issue is coming out in a couple of weeks.

Thank you for sending me your seminar paper on "Understanding Television etc." Since we already have another paper from you, and hope to publish that in the Winter 1975 issue, we could not consider this paper now, alas, despite its kind attention to my work.

I will go to Leipzig if you promise no more agricultural speeches.

With best regards.

Sincerely yours,

George Gerbner

GG:kas

July 22, 1974
AIR MAIL



Dr. James D. Halloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT England

Dear Jim:

The Sebeok book material is nearly all in and the book is going according to plan.

Now that you agreed to keep Agriculture off the agenda, I look forward to seeing you in Leipzig.

Although I cannot sign this because I will be out of town, I do send you my best personal regards.

Sincerely yours,

George

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester (0533) 28437

104 Regent Road
Leicester LE1 7LT
England

Director Professor J. D. Halloran

JDH/FES

9 July 1974

Your Ref. GG/KAS

Professor George Gerbner
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
PA 19174
U.S.A.

Dear George

The Spring issue has now arrived - thank you very much. I note your points about my article, and agree with your decision. I do hope you can get to Leipzig - it should be a very important meeting. I think we can keep Agriculture off the agenda this time!

Since hearing from you in April about my m.s. "New Directions in Mass Communication Research: A View from England", I have had no further information from Sebeok - I presume all is going according to plan?

Regards,

Yours sincerely

A large, stylized handwritten signature in black ink, appearing to read 'J. D. Halloran'.

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester (0533) 28437

104 Regent Road
Leicester LE1 7LT
England

Director Professor J. D. Halloran

File

JDH/AMH

30th August 1974

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

Dear George,

Thank you for your memo about Sebeok's resignation. Like you I hope the publishers intend to honour their commitments.

I was sorry we didn't have more time for discussion during the Toronto meeting. Perhaps we can make up for this in Leipzig. As I indicated some time ago I am still interested in the cultural indicators work, and despite the economic situation I have not yet lost all hope of starting work in this area within the next year or so. That is why I would be grateful if you could bring me fully up to date with your progress. Perhaps you could also let me have a copy of the paper you gave in Toronto.

See you soon.

Regards,

Yours sincerely,

(James D. Halloran)
Professor & Director.

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director J. D. Halloran

JDH/AMH

4th October 1974

Dear George,

Thank you for your further note about the Mouton publication.
Good luck with your negotiations!

Please keep me informed.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'J. D. Halloran', written over a large, loopy flourish.

Professor George Gerbner,
Dean,
The Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street C5,
Philadelphia, PA. 19174, U. S. A.

(James D. Halloran)
Professor & Director.

October 6, 1975

Dr. James D. Halloran
Director, Centre for Mass Communication Research
University of Leicester
104 Regent Rd.
Leicester, ENGLAND

Dear Jim:

Thank you for your letters of September 17 and 22. I too enjoyed our brief meeting in Florence, as indeed the city and then Siena and Pisa on the way home.

On the Cultural Indicators proposal, I am enclosing another copy of the general prospectus which you already have (final paragraph added). I would appreciate your proposing this project for UNESCO support, at least in principle for the time being, although assistance with the first meeting would be most welcome. I think the project is most germane to UNESCO's interests, and its sponsorship would help enlist more countries.

As to IAMCR, I am honored and pleased to accept the invitation to contribute the suggested paper. I hope to review international trends in mass communication research with special reference to east-west and north-south differences and the opportunities for mutual enlightenment.

Let me repeat our Committee's recommendation to change the title to "Mass Media and Our View of Society."

The Journal of Communication will be pleased to give the Conference coverage in INTERCOM and to carry a symposium of selected papers. I hope you will also give some attention to the possibility of IAMCR members receiving the Journal at a special rate. We can give different discounts to (1) quantity orders (10% over 10 subs; 25% over 50); (2) to orders mailed in bulk to a single address (15% over 10; 33% over 50); to single-copy bulk sales and to orders by members in countries whose currency is not freely convertible to dollars (these to be negotiated on the basis of actual production and shipping costs). Should IAMCR provide the Journal as part of its membership, the Journal would of course provide information about IAMCR in its promotion.

Good luck and let me know what's cooking.

Best regards.

Sincerely yours,

George Gerbner

GG:kas
enci.

File
G. Halloran
President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

Administrative Office:

Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

JDH/FES/IAMCR-15/A-G-1

24 November 1975

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
Penn. 19174
USA

Dear George:

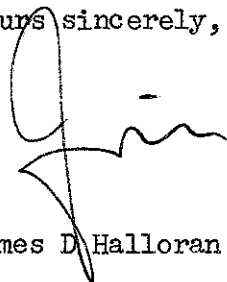
I enclose some material* which I hope you can make use of in the next issue of the Journal. You might even fashion an advert out of it if you could, and bill us (cheap rate, of course!).

I am still awaiting replies from quite a number of those invited, so I am unable to finalize the programme - yet I would like to have a final programme displayed in the next issue, if this is possible.

Perhaps you could make it clear that all enquiries, registration etc., should be addressed to the Leicester Centre.

Best regards,

Yours sincerely,



(James D. Halloran

Président - IAMCR)

* See page 3 of the enclosed paper (this is an introductory chapter in the IAMCR Monograph: Mass Media and Socialization, which should be available in late January/early February.

Enclosures:

IAMCR GA 1976 Provisional Timetable
Introductory chapter: IAMCR Monograph

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

Administrative Office:
Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

JDH/FES

22 September 1975

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

Dear George:

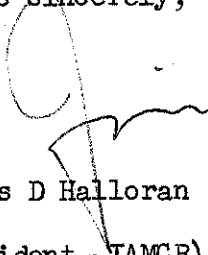
It was good to meet you again in Florence, and although the formal proceedings left something to be desired I am glad that our own exchanges were not quite so fruitless.

May I confirm (1) that I look forward to hearing from you soon about your cultural indicators proposal, so that I may mention the matter to Unesco when we meet at the end of October. Incidentally, I have no idea what the reaction will be but, as promised, I will raise the matter; (2) the Programme Committee of IAMCR will meet at the same time, and I will also raise with them some of the points we discussed, including your wish to change the title and your proposals about coverage of the Conference in the Journal of Communication. Incidentally, if you could let me have a few paragraphs on this, detailing your proposal both for the Conference and generally, it would be helpful.

I am glad we can count on your contribution.

Regards,

Yours sincerely,



(James D Halloran

President - IAMCR)

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Tieckstrasse 2-6, 703 Leipzig

**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

Administrative Office:

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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

JDH/AMH

17th September 1975

Professor George Gerbner,
Dean,
Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street, Philadelphia,
Pennsylvania 19104, U. S. A.

Dear George,

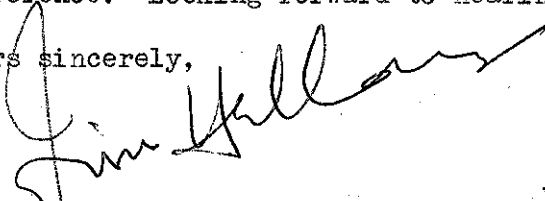
I enclose some preliminary information about the next General Assembly and Conference of the International Association for Mass Communication Research which will be held here at the University of Leicester from the 30th August to the 4th September 1976. Many details about the Conference have still to be settled, but I hope the information I have provided will be sufficient to give you a clear indication of what we are hoping to do.

It was suggested, and unanimously agreed at our last meeting, that you should be asked to give one of the main papers (about 45 minutes in length) in the session 'MASS COMMUNICATION RESEARCH: STATE OF THE ART - WHERE WE ARE AND WHERE WE SHOULD BE GOING'. If, in principle, you are able to accept this invitation, and I sincerely hope you are, I would be very grateful if you could confirm this. The next meeting of the Programme Committee is in Paris on the 31st October and it would be very much appreciated if you could let me have your answer by October 20th. Please also let me have a brief summary outline of your paper.

Further details will, of course, be available after our October meeting, but if you require any further information before that date, please let me know.

I hope it will be possible for you to join us at Leicester and to contribute to the Conference. Looking forward to hearing from you.

Yours sincerely,


(James D. Halloran)
President - IAMCR.

P.S. I do hope it will be possible for you to give what will be the opening paper of the Conference. We are trying to arrange for "another point of view" to be put by a colleague of Dusiska from the DDR, or failing that, someone from the Soviet Union. My interpretation of the Rostock meeting is that we want someone to review mass communication research - Where is it now? What directions ought it to take in the future? Perhaps even some criticisms of what it did in the past, but essentially what you think we ought to be doing.

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

Administrative Office:

Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

September 1975

Dear Friends and Colleagues:

I presume that for most of us the summer vacation is now over, so I thought it was time that I wrote to you again if only to let you know that we have not been entirely inactive since my last letter. Earlier in the summer, members of the Programme Committee and Statutes Committee met in the University of Rostock where Professor Gunter Heidorn was our host and provided excellent facilities for our meetings. We are very grateful to him for his hospitality. We had a full agenda but with the help of our legal adviser, Dr Kohlhaas (a colleague of Professor Loeffler), we were able to make considerable progress in the difficult task of interpreting, clarifying and re-drafting the Statutes of the Association. We hope to be able to complete this work at our next meeting, which will be held in Paris towards the end of October. I shall be writing again about this matter later in the year or early in 1976, and copies of the Statutes with the proposed amendments will be sent to all members for their comments. Any changes in the Statutes must, of course, be approved by the General Assembly and proposals will be submitted at the next meeting on September 3rd.

The main purpose of this letter, however, has to do with the other part of our work at Rostock - that is - about our plans for the next General Assembly and Scientific Congress, which will be held in Leicester from 30 August to 4 September 1976. I enclose an outline of the provisional timetable, and from this and the explanation which follows you will see that the approach we are proposing for the 1976 Conference is somewhat different from those adopted in the past. We appreciate that these proposals will not please everyone, but our discussions have been considerably influenced by the many suggestions and comments we have received from members over the last twelve months. These have been most helpful and are very much appreciated. I hope you will continue to help the Programme Committee in its work by letting us know what you think about the proposals for the 1976 Conference. I would like to hear from you before 18 October if this is at all possible.

For the 1976 Conference we are proposing that in each of the four plenary sessions on Tuesday and Wednesday there should be two (possibly three) main papers from invited contributors, and that these papers should represent opposing - or at least different - approaches to the main theme of the session. In addition there would be three or four invited discussants at each session who would speak directly to the papers which, like all participants, they would have received some time before the Conference. Our intention is to give more focus to the discussions and to encourage meaningful dialogue. We also wish to get away from the pattern, common at so many conferences, where speaker after speaker or paper after paper follows each other stating viewpoints and/or giving an account of research, but where the relationship of the various contributions to a common core or theme is not always apparent.

The emphasis will be on dialogue and exchange rather than on a series of unrelated monologues. To this end we are proposing to cut down on the number of formal papers prepared before and presented at the Conference. We

From the Office of the President:
Professor James D. Halloran

wish to give plenty of time in the plenary sessions for contributions from the floor which we hope will focus on the subject under discussion. Of course, members may still bring their research papers to the Conference and circulate them independently. In fact facilities will be made available for this and for ad hoc small group meetings outside the main sessions. Moreover, throughout the Conference it will be possible for those who wish to pursue a particular line of interest, work on a given topic, or exchange ideas on common problems, to reserve special tables for a working lunch or dinner. The Sections of IAMCR will also meet.

This sort of arrangement is possible because we have made another departure from the norm. At the 1976 Conference we shall all be working, living and eating on the same site. The site is a very pleasant one and, although the halls of residence are not five-star hotels, they provide excellent accommodation and facilities. We are able to offer accommodation etc. at what we think is a very attractive inclusive fee, and we hope that you will all wish to take advantage of this and also make the most of what, after all, is the rare opportunity of being able to have close and regular working contacts with fellow communication researchers from all over the world. However, should anyone prefer the high life, hotel accommodation could be arranged. The emphasis in the programme is clearly on work and research, but there will be some free time and I can assure you that an interesting social programme will also be arranged. Further details about the Conference will be sent to you later, but do please remember to send your comments on these proposals and any other suggestions you might care to make by mid-October at the latest.

Membership of the Association continues to expand slowly but surely, and I take this opportunity of extending a welcome to all new members. Perhaps you will forgive me if I remind "old members" that not all have paid the subscription for 1975 - in fact quite a few are still behind with their 1974 dues. It has been suggested that failure to pay membership fees for two consecutive years should result in automatic loss of membership status. We shall no doubt discuss this and related matters at the General Assembly, although I would like to think that by that time the discussion would be purely academic, with no cases for us to work on! I enclose what I hope is a reasonably accurate up-to-date list of members. To save the blushes of certain members of the Executive I have been generous in my interpretations, and I have certainly not applied the two-year rule. I am sure there are mistakes - if you spot any please let me know.

I mentioned in my last letter that, with support from Unesco, we were preparing a Monograph: The Media and Socialization. Early in 1976 I shall send a copy to all members. This work includes, in addition to an extensive multi-national bibliography prepared by Walery Pisarek (Director, Press Research Centre, Cracow), two articles on the main theme of the Monograph - one by Yury Sherkovin (Faculty of Journalism, Moscow State University) and the other by Robin McCron (Centre for Mass Communication Research, University of Leicester). Kaarle Nordenstreng (Institute of Journalism and Mass Communications, University of Tampere) also has a chapter on the Unesco-sponsored Documentation and Information Retrieval Network, and I shall be responsible for a short account of the history, development, aims, purposes and future possibilities of IAMCR, offprints of which we may then use as the prospectus of our Association. This should help in our recruitment drive which should get under way in 1976. Of course you need not wait until then to spread the good news and persuade your friends and colleagues to join the Association and to accompany you to Leicester in August.

We continue to explore the possibilities of co-operation and working relationships with the AEJ and the ISA.

The full report of the Leipzig Conference is now available and can be obtained from our Secretary, Professor Dr Emil Dusiska, Direktor, Sektion Journalistik, Karl-Marx-Universität, Karl-Marx-Platz 9, 701 Leipzig, CDR. We have no spare copies in Leicester.

There is news of a proposed new book surveying international communications. Dr Michael E Bishop and Dr Richard Cole, of the University of North Carolina, and Dr Robert L Bishop, of the University of Michigan, are proposing to publish a new survey of the field of international communications. Sections of the book would include: 1) communications theory applied to international study; 2) a historical perspective on the development of international communications; 3) international broadcasting; 4) foreign correspondence and press associations; 5) interrelationships among political, social, economic and communication systems; 6) communication and individual and social change; 7) international communication organizations; 8) the impact of contemporary technological developments; 9) persuasive communications; and, 10) nonverbal communications. Further information may be obtained from Dr Michael E Bishop, 108 Howell Hall, School of Journalism, University of North Carolina, Chapel Hill, N.C. 27514, USA.

I regret to inform you that in July I heard from Christina Borshukova about the death, following a heart attack, of her distinguished husband Professor Georgi Borshukov, from the Faculty of Journalism in the University of Sofia. Professor Borshukov had been at the Faculty for over 20 years and was one of the earliest members of our Association. I wrote on behalf of the Association expressing sympathy to Madame Borshukova.

I am very grateful to all those of you who write, send articles and books, and keep me in touch with your work. My next letter will include an up-to-date list of all publications, papers etc. received since my last letter. In the meantime, warmest regards and good luck to all of you.

Yours sincerely,



James D Halloran

President - IAMCR

P.S. Don't forget the Conference date for your diary:
30 August to 4 September 1976. You could start
making your plans now.

6/29/76

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**ASSOCIATION INTERNATIONALE
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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

JDH/FES/IAMCR/GA-P-7

22 June 1976

Professor George Gerbner
Dean - Annenberg School
of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
PA 19174
USA

Dear George:

Thank you for your letter of 14 June. Your reaction certainly does disappoint me and, to be quite frank, it also amazes me. Perhaps you will allow me to explain my reaction and put the record straight in the process. It is just not correct to say you agreed to "give a talk, not a paper". On 31 July last year I wrote asking you to give the opening paper. I wrote with more detail on 17 September - and we discussed the matter in Florence. In fact in Florence you said that the speakers need speak but briefly to their papers because they would have been circulated beforehand. You wrote to me on 6 October 1975 "I am honored and pleased to accept the invitation to contribute the suggested paper". Further letters were sent to you and the other contributors without anyone questioning the format of the contribution - and now you alone out of all the others write breaking your agreement barely two weeks before the agreed deadline. This is just not good enough.

I might also add that the Presidential Letters over the past two years have referred on several occasions to the overall approach adopted by the Programme Committee for the Conference. It was emphasized that there would be a few invited papers on selected themes, and that these would be circulated to discussants beforehand. The main purpose of this was to facilitate dialogue and focus discussion on the agreed themes, rather than have one speaker following another with unrelated contributions as happens so frequently at international conferences. Members asked for this sort of approach; after much deliberation the Programme Committee agreed on the strategy; invitations were issued a year in advance of the Conference; 14 people, including you, agreed to give papers. So far - although one has withdrawn for personal reasons - all the others are doing what they said they would do, in fact some papers have already been received here at the Centre.

This promises to be the best attended and I hope the most interesting and stimulating conference ever held by IAMCR. We have had around 300 registrations, and have been inundated with applications from all over the world. So heavy has been the demand that unfortunately we have now had to close the list. These people have been promised a particular form of conference - and you will not be surprised to hear that I feel obliged to

From the Office of the President:
Professor James D. Halloran

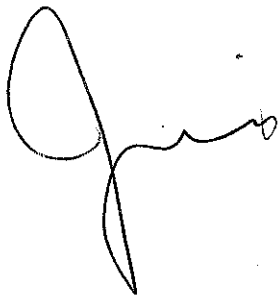
give them what we have promised. I have no intention of selling them short. There has been too much of this in IAMCR in the past. In attempting to develop the Association I like to think I have the co-operation and goodwill of my colleagues and collaborators, and I am both surprised and sorry that one of them seems to be letting me down at the last minute. Surely, George, you have had enough to do with running conferences yourself to know what problems the conference organizers would have to face if all those who had accepted invitations to give papers acted as you are proposing to do. If I remember rightly, you demanded papers for your Philadelphia conference some years back, as well as edited versions at a later date. I know from the correspondence that you expected people to keep their promises.

Incidentally, the papers at the Leicester Conference will be published, and I am sure that, in speaking to your paper at the Conference as originally agreed, you would be able to "fit the talk to the occasion" and not give "a canned communication more suitable for publication".

I think if you reflect on the matter (and I respectfully and earnestly ask you to do this) you will see why, in the interests of our members and conference participants, I feel bound to write to you in this vein. I hope you will also appreciate why I expect to hear from you by cable within the next day or so that you have reconsidered the matter and that we can expect a paper from you by, say, 16 July. You will see, therefore, that we are not unbending. For old friends, loyal supporters and those with very heavy burdens we are always willing to make a few concessions - in time if not in principle. Do try. After all, you did agree to "give the opening paper of the Conference". Clearly that is why so many people are coming to Leicester. Think of your fans. But, above all, think of me - and start writing!

See you soon - hear from you sooner I hope.

Sincere regards,

A handwritten signature in black ink, appearing to be a stylized name, possibly 'George', written in a cursive style.

THE POLICY SCIENCES CENTER, INC.

ONE LINCOLN PLAZA, SUITE 30K
NEW YORK, N. Y. 10023, 212-595-5420

CO-CHAIRMEN
HAROLD D. LASSWELL
MYRES S. McDOUGAL

October 22, 1976

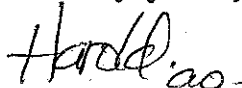
Dean George Gerbner
The Annenberg School of Communication
3620 Walnut Street
Philadelphia, PA. 19174

Dear George:

I hope the repercussions from the special occasion have been gratifying. As I told you, it seems to me that you and your colleagues have been remarkably successful. You also gave a marvelous demonstration of how to handle a formal academic exercise with a minimum waste of time and other resources.

I take the liberty of sending you a copy of a letter from Dr. Swanson chiefly because I would like to assist anybody with aspirations of the kind that he professes. If you can find the time to send him any suggestions I am sure they will be welcomed.

Cordially yours,



Harold D. Lasswell

HDL:ao
Encl.

President:

PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary:

PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Tieckstrasse 2-6, 703 Leipzig

**ASSOCIATION INTERNATIONALE
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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

JDH/AMH

12th November 1976

Professor George Gerbner,
Dean,
The Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street C5,
Philadelphia PA 19174, U.S.A.

Dear George,

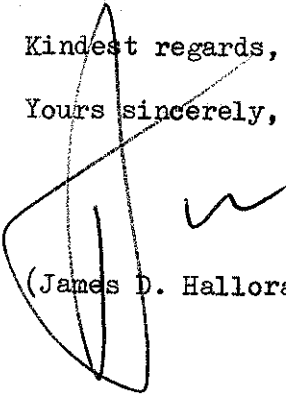
Thank you for your letter of October 28th and for sending me a copy of the laudatory comments which you wrote for INTERMEDIA. No, IBI did not get in touch with me. After reading your excellent report I can see there was no need for them to do that.

I am glad it looks as though some of the Conference papers will find their way into your Journal. Thank you very much for your co-operation.

I am sorry we were unable to have a talk before you left, but the timetable was rather crowded. Still, we could be meeting again before long.

Kindest regards,

Yours sincerely,



(James D. Halloran)

November 15, 1976

Dr. James D. Halloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Rd.
Leicester, ENGLAND

Dear Jim:

This is in response to your letter of November 4 concerning the preparation of the monograph on "Mass Media and Man's View of Society." (Let me, for the record, again voice my objection to that title, and to the reluctance of making an only slightly inconvenient change in it, as recording an insensitivity that in the future will mark this book as having come from a less enlightened age.)

I don't know if I sent you the final corrected copy of my paper; at any rate, it is enclosed. I have marked a title that might be used since the title of my paper was the same as that of the session. Also, I put in Roman numerals for dividing the text into its parts.

As to the list of titles, let me enclose references to my work only; I am sure others can suggest general works.

When is this monograph going to be published?

With best regards.

Sincerely yours,

George Gerbner

GG:kas
encl.

Gerbner, George and Larry Gross. "Living With Television: The Violence Profile," Journal of Communication, April 1976.

Gerbner, George. "Cultural Indicators: The Third Voice." In Communications Technology and Social Policy. New York: Wiley & Sons, 1973.

Gerbner, George. "Communication and Social Environment." Scientific American, 227:153-160, September 1972. Reprinted in Communication: A Scientific American Book. San Francisco, CA: W. H. Freeman and Company, 1972.

Gerbner, George, Larry Gross and William Melody (eds.). Communications Technology and Social Policy. New York: John Wiley & Sons, 1973.

Gerbner, George (ed.). Mass Media Policies in Changing Cultures. New York: Wiley Interscience, 1977.

President:
PROF. JAMES D. HALLORAN, Director
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University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
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701 Leipzig

**ASSOCIATION INTERNATIONALE
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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

4 November 1976

GENERAL ASSEMBLY & SCIENTIFIC CONFERENCE 1976

LETTER TO ALL PAPER-GIVERS, FORMAL AND INFORMAL DISCUSSANTS

Dear Professor Gerbner:

We are now preparing a Monograph on the theme "Mass Media and Man's View of Society", incorporating selected material from the papers and report of the IAMCR General Assembly and Scientific Conference 1976, and including an annotated bibliography on this subject. Each of the 4 chapters in this Monograph will take its title from a Main Session of the Conference:-

MASS COMMUNICATION RESEARCH: STATE OF THE ART - WHERE WE ARE, AND WHERE WE SHOULD BE GOING

THE STRUCTURES AND CONTEXTS OF MEDIA PRODUCTION

DIFFERENT APPROACHES TO THE STUDY OF MEDIA INFLUENCE

THE MEDIA AND INTERNATIONAL UNDERSTANDING: WHAT "PICTURES OF THE WORLD" ARE PRESENTED BY THE MEDIA?

The chapters will be based on the main papers, formal discussions, and informal discussions from the floor.

It is proposed that each chapter must include a selected bibliography. Would you care to suggest not more than 40 titles of books or articles which you think might be relevant to the Session you are connected with. Although your list of titles should be based primarily on your own contribution, it is open to you to cover a wider field as well.

Since we shall be amalgamating the many lists of titles received, and since there is also the likelihood of some overlapping, it would be most helpful if the following basic guidelines could be followed in the preparation of your list:

List to be typewritten

Alphabetical order by author's surname (family name)

Titles of Books or Journals to be underlined

Include page numbers

GENERALLY SIMILAR IN STYLE TO THE BIBLIOGRAPHY INCLUDED IN THE RECENT MONOGRAPH: MASS MEDIA AND SOCIALIZATION.

We should be grateful if you could send us two copies of your list of titles at the earliest possible moment and, in any case, not later than 23 December 1976.

Your help and co-operation in this matter will be greatly appreciated.

Yours sincerely,



James D Halloran
President - IAMCR

From the Office of the President:
Professor James D. Halloran

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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Administrative Office:

*Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437*

22nd November 1976

JDH/AMH

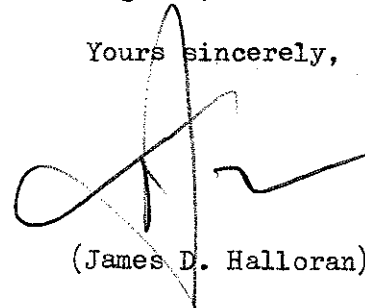
Dear George,

Thank you for your letter of November 15th and for sending me the copy of your paper. If everybody co-operates we should have the Monograph ready for the printers round about the middle of April, so with a bit of luck we should have the finished product by mid-summer.

Regards,

Yours sincerely,

Professor George Gerbner,
Dean, The Annenberg School of Communications,
University of Pennsylvania, 3620 Walnut Street C5,
Philadelphia PA 19174, U.S.A.



(James D. Halloran)

*From the Office of the President:
Professor James D. Halloran*

University of Leicester

Centre for Mass Communication Research



JDH/FES

Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director J. D. Halloran

10 May 1977

Dear George:

Many thanks for the cheque for £317, safely received this morning.
We are now out of the red!

Yours sincerely,

Professor George Gerbner
Dean
Annenberg School of
Communications
University of Pennsylvania
Philadelphia
USA

A large, stylized handwritten signature, likely of Professor George Gerbner, written in black ink. The signature is highly abstract and loops around itself.

Halloran

July 25, 1977

James D. Halloran
International Association for
Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT, England

Dear Jim:

Thank you for your letter of July 11, and your willingness to undertake the review of Elihu's book. Up to 8,000 words is fine. I look forward to reading your review by October 1.

Best regards.

Sincerely yours,

George Gerbner
Editor

GG:ab

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

JDH/EN

11th July 1977

Professor George Gerbner
Editor
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
PA 19174
U.S.A.

Dear George:

Thank you for your letter of June 29th about the Katz publication. Yes, by all means you can count on my cooperation. I shall do my utmost to let you have something by 1st October. I presume a contribution of between 5,000 and 8,000 words is what you have in mind. Anyway, perhaps you would let me have further details.

In Munich I asked you if you would let me have your comments on the proposed procedures, etc. for the Warsaw Conference. This is explained in my last Presidential Letter which you should have received by now. However, in case it went astray I enclose another copy. You remember when we discussed the Conference in your office a month or so ago, we decided that it was important to ensure that the first procedure (as illustrated in the letter) was adopted. If you could let me have a note confirming this it would be helpful.

I would also welcome your comments on the Unesco research programme.

Kindest regards.

Yours sincerely,



James D. Halloran

Enc:

*From the Office of the President:
Professor James D. Halloran*

August 30, 1977

Dr. James D. Halloran, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE 1 7LT, England

Dear Jim:

The difference between £317 and \$317 is being sent to you by check.

Even though our budget for the March Conference is gone, and we face a deficit situation this year, I don't see why you should suffer from the imperialistic presumption of your Accounts Department which billed us from 317 but assumed that could only mean pounds.

With best regards.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester (0533) 28437

104 Regent Road
Leicester LE1 7LT
England

Director Professor J. D. Halloran

JDH/FES

9 August 1977

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Penn. 19174
USA

Dear George:

I wonder if you would be kind enough to help me with a little problem left over from my visit to Philadelphia for the conference at the end of March.

Following earlier discussions, you were kind enough to write to me on 13 April that you were able to reimburse me for the full cost of transportation, and later we received a cheque for \$317.

I have just been reminded by our Accounts Department at the end of the University Year, that the full cost was not \$317, but £317, as indicated on the enclosed invoice (a copy of which was sent to you on 4 April). I am sorry that I didn't spot it at the time - and I see from the files that I even wrote to you acknowledging £317 although, as you will see from the enclosed check-copy, it was actually \$317 that we received.

If you could attend to this in your usual generous manner, I would be very grateful indeed.

Regards,

Yours sincerely,


(James D. Halloran)

P.S. I see from the copy-invoice enclosed that the £ sign is not shown, so this may well have misled your accounts people.

Joker - What do you think? g

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director J. D. Halloran

JDH/AMH

19th January 1979

Dear George,

Thank you for your note about the next meeting of the Editorial Board which will be held in Philadelphia on May 2nd. Do I take it that you will be meeting all expenses? If so I shall be delighted to join you, if not then I think you might have to do without my wisdom.

Kindest regards - good luck!

Yours sincerely,

Professor George Gerbner,
Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street,
Philadelphia, Pennsylvania 19104,
U. S. A.

A handwritten signature in dark ink, appearing to be 'J. D. Halloran', with a horizontal line extending to the right.

(James D. Halloran)

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

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JDH/AMH/IAMCR

Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

5th April 1979

Professor George Gerbner,
Dean,
University of Pennsylvania,
The Annenberg School of Communications,
3620 Walnut Street C5,
Philadelphia, PA. 19174,
U. S. A.

Dear George,

Thank you for your letter of March 30th. I understand the position, and in any case the U.S.A. is being covered by Richard Cole and his colleagues from Chapel Hill.

I am afraid I won't be able to make the unsubsidised journey for the Cultural Indicators workshop in May, but if I get across later in the year I shall certainly let you know beforehand.

I take it that you will be with us for the International Council meeting here in Leicester in July.

Warmest regards,

Yours sincerely,


(James D. Halloran)

From the Office of the President:
Professor James D. Halloran

April 5, 1979

Dr. James D. Halloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT
ENGLAND

Dear Jim:

I have just finished reading your article in the current issue of the International Social Science Journal and want to say that it is not only one of the most comprehensive syntheses but is also the best description of our work that I have read. As you may know, we are usually misinterpreted by those who know our work only from newspaper reports or hasty reading of our articles. Therefore, it is a special pleasure to see your clear grasp of our central thesis. No doubt, it is not discordant with your own view, which is an additional bonus.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director: Professor J. D. Halloran

JDH/MJG

24 April 1979

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
PA 19174
U.S.A.

Dear George,

Thank you for your letter of 5th April. It is nice of you to write as you do, and I am glad to know that we are more or less at one. As you know, I have some reservations about the power of television along the lines you have put forward, but I don't think there are many fundamental differences between us. Incidentally, I never think we have enough time to discuss matters like this in detail. Wherever we go politics, administration and international organization seem to have the upper hand. We ought to try to remedy this one of these days.

As you know, Dan Schiller has been with us for some months now. He seems to be enjoying himself here, and we certainly have been pleased to have him. For family and career reasons he has to return at the end of the year and, as you know, it looks as if he will get the post at Temple. But I can assure you, were things different, we would certainly be pleased to keep him here - a valuable product of the combined efforts of father and master!

Yours sincerely,

A handwritten signature in black ink, appearing to be 'James D. Halloran', written over a horizontal line.

James D. Halloran

May 9, 1979

Professor James D. Halloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Jim:

Thank you for your letter of April 24. One comment to clear up an obvious misunderstanding (which might be based more on other people's comments than on anything that has come from our own work). I never considered television very powerful only very pervasive. Slight and subtle but pervasive consequences tip many scales; a few votes can swing a close election and a few degrees drop in average temperature can bring about an ice age. So in thinking about television, I use the analogy to religion; you certainly don't notice much difference in the everyday behavior of a British protestant and a British catholic but that is not to say that the difference is necessarily negligible.

Dan Schiller has taken the Temple offer and will be back here sometime this summer. I want to thank you for offering this opportunity and your hospitality and support at a critical time in his career.

Yes, we should have a quiet discussion sometime free of politics and organization. I am afraid that opportunity is not likely to come up at the Leicester meeting of the executive which I do not think I will be able to attend.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

University of Leicester

Centre for Mass Communication Research



Telephone
Leicester 28437

104 Regent Road
Leicester LE1 7LT

Director: Professor J. D. Halloran

JDH/AMH

30th May 1979

Professor George Gerbner,
Dean,
The Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street C5,
Philadelphia, PA. 19174,
U.S.A.

Dear George,

Thank you for your letter of May 9th. I am sorry to hear that you won't be joining us in July, but I still hope that we shall be able to get together some time for a leisurely discussion.

I take the point you make about differences between pervasiveness and power. I accept the analogy from religion, but when you say we don't notice much difference in the everyday behaviour of a British Protestant and a British Catholic, I take it you weren't thinking of Belfast or Glasgow!!!

Warmest regards,

Yours sincerely,


(James D. Halloran)

PRESS RELEASE

EMBARGOED PRIOR TO 20.00 HOURS 21/10/91

MAJOR INTERNATIONAL AWARD FOR LEICESTER UNIVERSITY PROFESSOR

Professor James D Halloran of the Centre for Mass Communication Research at the University of Leicester, has been awarded the 1991 McLuhan Teleglobe Canada Award, the most prestigious prize in the field of international communication studies.

The award is in recognition of "any work or action that will have contributed in an exceptional manner to furthering a better understanding of the influence exerted by communications media and technology on society in general, and in particular on its cultural, artistic and scientific activities". It was established in 1983, World Communication Year, as a tribute to the memory of Marshall McLuhan, and to his work on the philosophy of communications.

Professor Halloran's candidature was chosen by a jury of five eminent Canadians, with an observer from Unesco, from a field of nineteen candidates submitted by Unesco National Commissions from all parts of the world.

Previous holders of the award include Umberto Eco (Italian scholar and semiotician), Luis Ramiro Beltran (Bolivian journalist and researcher), Pierre Schaeffer (French creator of audiovisual forms of expression and communication), and Elihu Katz (Israeli communications sociologist, and the first Director General of Israeli Television).

The award, which is under the permanent patronage of Unesco, and which consists of \$50,000 and a commemorative medal representing the "free exchange of ideas through freedom of communication and technology", created by Canadian artist Lois Betteridge, was announced by the Hon Monique Landry, Canadian Minister for External Relations and International Development, at the General Conference of Unesco in Paris on 21 October. It will be formally presented to Professor Halloran by His Excellency the Governor General of Canada, Ramon J Hnatyshyn, at a special ceremony in the Canadian Museum of Civilization in Ottawa in December.

Professor Halloran was awarded the DSc by the University of Tampere, Finland, in 1976 for his "scientific work and contribution to scientific cooperation and international understanding", and last year he received, with similar citations, the DPhil from the University of Bergen, Norway, and the Yugoslav Flag with Golden Star from the Yugoslav Presidency (the highest honour awarded by that country to a foreign national).

He has published extensively, taught at universities throughout the world, and acted as a consultant to numerous national and international bodies. Later in the year a book, Mass Communication Research on Problems and Policies: The Art of Asking the Right questions, consisting of 26 chapters contributed by scholars from 13 different countries, will be published in his honour. In 1990 he retired after 18 years as President of the International Association for Mass Communication Research, and last month he retired as Director of the Leicester Centre, which he established 25 years ago. He will continue to work at the Centre as a Research Professor.



UNIVERSITY OF LEICESTER

104 REGENT ROAD · LEICESTER LE1 7LT · ENGLAND

CENTRE FOR
MASS
COMMUNICATION
RESEARCH

Professor James D Halloran

BSc(Econ) DScDPhil

Honorary Life President
IAMCR

TELEPHONE

0533 523863

FACSIMILE

0533 523874

Dear George & Marsha

~~I thought that you would be
interested in the attached~~

Ryan
Ann

With compliments

November 8, 1991

Prof. James D. Halloran
Centre for Mass Communication Research
University of Leicester
FAX: 44 553 523 874

Dear Jim:

Congratulations for the McLuhan Teleglobe Canada Award!
A well-deserved tribute and we are very happy for you.

Sincerely,

George Gerbner
Professor of Communication and Dean Emeritus

April 1, 1980

Dr. James D. Halloran
Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester, LE1 7LT ENGLAND

Dear Jim:

I am responding to your letter of March 17 concerning nomination for the International Council.

As you know by now, I have not been able to attend the Prague meeting. The increasing demands on my time, and the absence of a clear need for or responsibility attached to my services on the International Council seem to make that investment of effort and resources relatively unproductive. Therefore, I do not expect to be nominated for or to serve on the Council for the period following the Caracas conference.

I believe in the importance of a strong and vital IAMCR and will of course continue to assist you in that goal in any way that is most productive.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Signed & mailed Air mail

August 25, 1982

Dr. James D. Halloran
Director, Centre for
Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Jim:

I may have talked to you by the time you see this. As I cannot attend the meeting in Paris, I am sending you some information about our current project, the Washington, D.C. program, that may be of interest.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

File Halloran

President:

PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

Secretary:

PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

PG/AMH/IAMCR

Administrative Office:

*Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557*

24th October 1984

Dear George,

Thank you very much for your letter of October 4th and the report on your Prague workshop.

I agree that it does appear that the information I sent you about conferences may be somewhat irrelevant at the moment in view of the Indian initiative. Nevertheless, you never know when we may come back to you!

With best wishes,

Yours sincerely,

Professor George Gerbner,
The Annenberg School of Communications,
University of Pennsylvania,
3440 Market Street,
Philadelphia PA 19104,
U. S. A.

(Peggy Gray)

*From the Office of the President:
Professor James D. Halloran*

Journal of
Communication

Editorial Office

The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA 19104-3858

Editorial: 215-898-6685

Business: 215-898-3406

October 4, 1984

Peggy Gray
International Association
for Mass Communication Research
Centre for Mass Communication
Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Peggy:

Many thanks for your letter of September 28 and the useful information about the conference. That is just what I needed, although our invitation seems to be a moot question now in light of Sao Paolo (or New Delhi) and Barcelona. However, if there is any likelihood of change, or reason why we should make the offer anyway, I hope that Jim or you will let me know.

As to our workshop on Cultural Indicators, I have discarded my notes and have forgotten what went on but will reconstruct as best as I can and attach a note to this letter.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

Enclosure

GG:ab

PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**INTERNATIONAL ASSOCIATION
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DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

Administrative Office:

*Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557*

28th September 1984

PG/AMH/IAMCR

Professor George Gerbner,
Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street,
Philadelphia,
Pennsylvania 19104,
U. S. A.

Dear George,

In clearing my desk after the Prague Conference and preparing reports of the Workshops to go out with the Presidential Letter, I note that I do not have a report for your Workshop on Cultural Indicators. Please could you let me have one as quickly as possible?


In our last conversation in Prague I promised to let you have some basic statistics. I do not think that there is an awful lot that is helpful, but I can tell you that there were 353 foreign participants in Prague, so with the addition of the 87 Czechs there were 440 in attendance. In planning a conference in the way that we run ours it must be assumed that all of those will attend all meals, that almost all (possibly not 20 of them) will require inclusive conference accommodation, and that usually allowing for the exigencies of international travel most people actually arrive on or before the first appointed day and leave on the Saturday, though some go on Friday. This is often a decision made only at the time of the conference and therefore cannot be planned ahead. We do, of course, ask for all these details in the original registration form but, as you know, people do change their minds. The only other statistic that might prove useful for your early planning is that we normally require 10 meeting rooms to accommodate between 50 and 100 people at all times other than plenary sessions when, of course, we need a hall to accommodate 500 plus, that we also need meeting rooms for the International Council which normally takes place before the opening of the conference and often on the final Saturday but again, as you know, there has to be the possibility of reconvening on any evening during the week.

I hope this information will be of some use to you. Do feel free to ask for anything else with which I might be able to help you.

Looking forward to hearing from you.

With best wishes,

Yours sincerely,


(Peggy Gray)

Journal of
Communication

Editorial Office

The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA 19104-3858

Editorial: 215-898-6685

Business: 215-898-3406

October 4, 1984

Peggy Gray
International Association
for Mass Communication Research
Centre for Mass Communication
Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Peggy:

Many thanks for your letter of September 28 and the useful information about the conference. That is just what I needed, although our invitation seems to be a moot question now in light of Sao Paolo (or New Delhi) and Barcelona. However, if there is any likelihood of change, or reason why we should make the offer anyway, I hope that Jim or you will let me know.

As to our workshop on Cultural Indicators, I have discarded my notes and have forgotten what went on but will reconstruct as best as I can and attach a note to this letter.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

Enclosure

GG:ab

October 3, 1984

Dr. James D. Halloran
President
International Association for
Mass Communication Research
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Jim:

Many thanks for your letter of September 17 notifying me of my election as one of the Vice-Presidents on the Executive Board of IAMCR. I too look forward to our cooperation over the next 4 years.

Incidentally, we have not yet had a response to our suggestion that before detailed arrangements for the Journal of Communication are discussed, a formal resolution confirm in principle the desirability of such arrangements.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

Secretary:
PROF. DR. EMIL DUSISKA
Direktor, Sektion Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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Administrative Office:
Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557

JDH/MJG/IAMCR

17 September 1984

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia
Pennsylvania 19104
U.S.A.

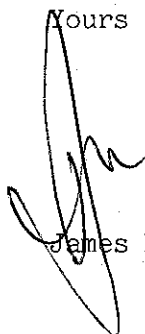
Dear George

I have the greatest of pleasure in formally writing to you to confirm that, at the meeting of the General Assembly on Friday, 31 August in Prague, you were unanimously elected as one of the Vice-Presidents on the Executive Board of the Association.

Let me take this opportunity of congratulating you on your election, and saying how much I look forward to your help and cooperation over the next four years.

Warmest regards.

Yours sincerely,



James D Halloran

INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

ASSOCIATION INTERNATIONALE
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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557

JDH/MJG/IAMCR

7 June 1985

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
PA 19104
U.S.A.


Dear George

Since returning to Europe I have had a meeting with Cees Hamelink who is on the Publication Committee together with Gee Gee and he, too, has not received any information from her for some time. As I think you know, she is currently in Germany, and will be until the end of July. I enclose her address, should you wish to contact her. Needless to say Cees and I will be pushing hard. The last detailed information I have on this matter is a copy of her letter to you of 26 November 1984.

Yours sincerely,


James D. Halloran

P.S. I shall, of course, be writing to you on the other matters we discussed as soon as I clear my desk.


Professor G J Robinson
c/o Erziehungswissenschaftliche Hochschule
Rheinland-Pfalz
Seminar für Kommunikationswissenschaft
Westring 10a
6740 Landau, Federal Republic of Germany.

From the Office of the President:
Professor James D. Halloran

August 5, 1985

James D. Halloran, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road
Leicester LE1 7LT ENGLAND

Dear Jim:

Many thanks for your note of July 9 and the papers you sent me. They are very useful for some work we are doing and I appreciate your prompt assistance.

It was good to see you in Honolulu and I look forward to seeing you in Paris at the end of September.

Sincerely yours,

George Gerbner

GG:ab

Enclosures

INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION

Administrative Office:
Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557

Our Ref. JDH/VV

9th July 1985

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

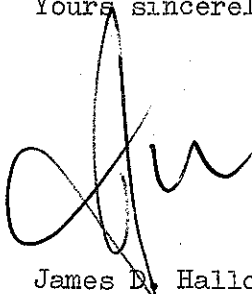
Dear George,

Thank you for your note. Yes I have indeed heard from Gee Gee and I have sent copies to other members of the sub-committee in the hope that we can reach a firm decision at the time of the Paris meeting.

I hope by now you have received copies of the papers I mentioned in Honolulu.

Look forward to seeing you in Paris.

Yours sincerely,



James D. Halloran

mailed 9/5

INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

ASSOCIATION INTERNATIONALE
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Administrative Office:
Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557

JDH/MJG/IAMCR

28 August 1985

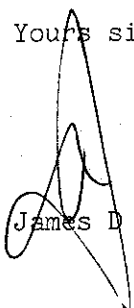
Professor George Gerbner
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia
Pennsylvania 19104
U.S.A.

Dear George

Thank you for your note. I look forward to receiving a copy of your summary report on alcohol and drugs in due course.

As far as Paris is concerned, Hutin is reserving all accommodation on our instructions for those who have clearly indicated to us that they will be attending the meeting. Accommodation has been reserved for you and your wife, and you should have formal notification from Hutin within the next week or so.

Yours sincerely,



James D. Halloran

9/5
Jim - Thanks! I'm
out now can't
come. I will arrive
the morning of 25th,
leave on the 27th.
See you then.
George

**THE ANNENBERG SCHOOL OF
COMMUNICATIONS**
UNIVERSITY OF PENNSYLVANIA

July 5, 1989

Joseph A. Halloran
Co-Chairman
Message to the Media, Inc.
P.O. Box 236
Montchanin, Delaware 19710

Dear Mr. Halloran:

Responding to your letter of June 21, yes, I am now Dean Emeritus. Also, I continue as Professor of Communications.

Discussion after the talk will be fine.

Look forward to seeing you at the meeting.

Sincerely,

George Gerbner
Professor of Communications

GG:JW



University of Leicester
CENTRE FOR MASS COMMUNICATION RESEARCH

Director: Professor James D. Halloran

104 Regent Road
Leicester LE1 7LT
England
Tel: (0533) 523863
Direct Line:
Fax: 0533 523874

between my suggestions?
NO. but
George
for
going
it to
of the

JDH/MJG

19 December 1989

CONFIDENTIAL

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104, U.S.A.

Dear George

In the not too distant future I shall be retiring as Director of the Centre for Mass Communication Research at this University, a position I have held since it was established in 1966.

The University will, of course, be advertising for a successor in due course, but as a preliminary measure I have been asked to seek comments and suggestions from a few prominent scholars in the field who are familiar with the Centre's work, and have experience in similar institutions.

I enclose a booklet which provides a summary of the Centre's history, development and policy, and gives a reasonably up-to-date picture of the nature and scope of its work. Perhaps I should add, however, that because of the way British universities are being instructed how to prepare for the nineties, with the emphasis on cost-efficiency, cost centres, collaboration with industry and commerce, and interdepartmental/interfaculty collaboration, it is unlikely that the Centre of the future will be a carbon copy of the Centre of the past, even if this were desirable on other grounds.

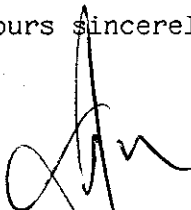
There is little doubt that teaching will figure more prominently in the future than it has done in the past, possibly even at the undergraduate level, where hitherto courses have not been offered. Moreover, in appointing my successor the University, in addition to taking into account the customary scholarly qualities, will be looking for someone whose entrepreneurial, administrative and political skills will fit him to operate effectively in the new commercial environment.

Continuation (Page 2)

A tall order, particularly granted the level of salaries in British universities. However, if you have any suggestions as to whom you think we might usefully consider, I would be most grateful if you could pass these on to me, in confidence. We are, of course, aware of the qualities and potential of current and recent colleagues at the Centre but, in making your suggestions, please feel free to cast your net as universally as you wish. Names apart, I would also welcome any comments or advice you might care to offer.

I am sorry to trouble you with this, but your help would be very much appreciated.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'J. D. Halloran', written over a large, faint, stylized 'A' or similar mark.

James D Halloran
Professor & Director

Enc.



University of Leicester
CENTRE FOR MASS COMMUNICATION RESEARCH

Director: Professor James D. Halloran

104 Regent Road
Leicester LE1 7LT
England
Tel: (0533) 523863
Direct Line:
Fax: 0533 523874

CONFIDENTIAL

JDH/MJG

13 February 1990

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
U.S.A.

Prof. Halloran, UCC

Dear George

I wrote to you some time ago asking for your advice with regard to the appointment of my successor at the Centre. As I have not yet heard from you it occurred to me that maybe my first letter went astray.

I would be very grateful indeed if you could let me have your comments.

Yours sincerely,

James D Halloran

Enc.



University of Leicester
CENTRE FOR MASS COMMUNICATION RESEARCH

Director: Professor James D. Halloran

104 Regent Road
Leicester LE1 7LT
England
Tel: (0533) 523863
Direct Line:
Fax: 0533 523874

JDH/MJG

19 December 1989

CONFIDENTIAL

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
U.S.A.

Dear George

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/Contd.

Continuation (Page 2)

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I am sorry to trouble you with this, but your help would be very much appreciated.

Yours sincerely,

James D Halloran
Professor & Director

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

Secretary - General
DR. TAMAS SZECSSKO
Mass Communication Research Centre
Akademia utca 17
H - 1054 Budapest, Hungary

**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

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104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 523863
Direct Line:
FAX No. 0533 523874

JDH/DKB/IAMCR

George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia
Pennsylvania 19104
USA

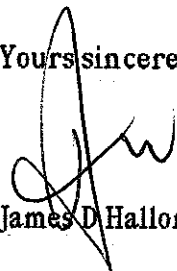
4 September 1990

Dear George,

Thank you very much indeed for contributing to the book Mass Communication Research: On Problems and Policies, which is to be published in my honour. I really do appreciate this.

If I may be so bold as to say so, I think this is an excellent piece of work.

Yours sincerely,



James D. Halloran