

September 22, 1966

Dr. and Mrs. Kurt Lang  
92-31 57th Avenue  
Elmhurst, New York

Dear Kurt and Gladys:

I am very pleased to be able to confirm our invitation to you to visit our School and speak in our Communications Colloquium on Monday, November 7 on the subject "Late Voters and Early Returns; the Impact of Election Coverage on Western Voters in the 1964 Elections." (Is the title right?). We hope to see you here anytime before noon, and take you to lunch in the Faculty Club. The Colloquium itself is from 2 to 4 p.m. You will receive travel expenses and an honorarium of \$100 for the talk.

I would appreciate it if you would send me biographical information about each of you by return mail for purposes of announcement and introduction.

I am sending you, enclosed, some information about our School and program. We are looking forward to having you here.

With best regards.

Sincerely yours,

GG:kaf  
Enclosure

George Gerbner,  
Dean



STATE UNIVERSITY OF NEW YORK

AT STONY BROOK

STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

September 27, 1966

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

Dear George:

Thank you for your letter with its confirmation. The title is fine, but you had said November 14 rather than November 7. The earlier date is fine however.

Biographical information: Kurt Lang, Ph.D., Sociology, University of Chicago, 1953. Research Assistant, Office of Information Control, U. S. Military Government in Germany, 1946-47. Assistant Professor, University of Miami, Miami, Florida, 1953-54. Research Sociologist, Canadian Broadcasting Corporation, 1954-56. Assistant to Associate Professor, Queens College, 1956-64. Professor and Chairman of Department of Sociology, State University of New York, Stony Brook, 1964-present. Co-author of Collective Dynamics (with G. E. Lang) and articles in Mass Communication and Military Sociology. Co-winner (with G. E. Lang) of the Edward L. Bernays Award of the American Sociological Association for research on the effects of radio/television in 1952.

I can't think of much else that's interesting about me, except visiting appointments at the University of Washington and University of California, Berkeley. Please feel free to omit any of these items if you feel they are too trivial. I am encouraging Gladys to send you her own summary. We look forward to being with you on November 7.

With best regards.

Sincerely yours,

Kurt Lang  
Acting Chairman

KL:sms

C E N T E R F O R U R B A N E D U C A T I O N

33 West 42 Street / New York City / 10036

244-0300

September 28, 1966

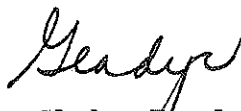
Dr. George Gerbner  
Dean of the Annenberg School  
of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania

Dear George:

Thanks very much for the invitation to talk with your students. Rather than drawing up a summary of my "accomplishments," I am sending a Xerox copy of a Curriculum Vita prepared a year ago and hope this will give you the biographical information that is needed, etc.

I really enjoyed your, and your family's, company at the Evian meetings and we were sorry that you had to go off so early. Please say hello to Isolde and we hope we see her, also, when we come to Philadelphia.

Cordially,



Gladys Engel Lang  
Senior Research Sociologist

rrm

Encls.



STATE UNIVERSITY OF NEW YORK  
AT STONY BROOK  
STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

October 31, 1966

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

Dear George:

Gladys and I expect to arrive at the train station at 11:05 A.M. on November 7 and to join you at your office shortly thereafter. This is merely to confirm the arrangement and you need not write back if my understandings are correct.

With best regards.

Cordially yours,

Kurt Lang  
Acting Chairman

KL:sms

November 14, 1966

Dr. Kurt Lang  
Department of Sociology  
State University of New York  
at Stony Brook  
Stony Brook, Long Island, New York

Dear Kurt and Gladys:

This is a belated note to tell you that we enjoyed your visit and profited from your contributions last Monday. Many thanks for coming; if you do not receive the honorarium check within a reasonable time, please let me know.

I hope that we can be in touch again soon.

Sincerely yours,

GG:kaf

George Gerbner,  
Dean



STATE UNIVERSITY OF NEW YORK

AT STONY BROOK

STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

December 8, 1966

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

Dear George:

The month appears to have passed in no time at all, and I regret very much that we did not let you know earlier how much we enjoyed our visit and how impressed we were with what we saw. We have likewise had little chance to give the question you raised with us the serious thought it deserves. If there is a real opportunity for both of us to do the kind of work we enjoy, then of course the possibility becomes very attractive. Yet I hate to explore further details now before Gladys and I have first sat down and clarified for ourselves what our goals are for the next six to ten years. Give us until after the holiday rush. Perhaps we can talk about this then.

Your check reached us with an impressive promptness that I wish Stony Brook could match with its own customers. The papers by your students are on our agenda for this weekend.

With all good wishes to you and your colleagues, and please remember us to Ilona.

Cordially,

*Kurt*  
Kurt Lang



STATE UNIVERSITY OF NEW YORK  
AT STONY BROOK  
STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

May 26, 1970

Dean George Gerbener  
Annenberg School of Communication  
University of Pennsylvania  
Philadelphia, Pennsylvania

Dear George:

I went back and checked the statement I had attributed to you. It actually involves a reference to Stanford University studies on the relationship between sources of information and votes on bond issues. Naturally, I shall write to them but I would still be interested in following your own work on sources of information, including the press, and the school system.

Could you also, please, send me the dates and other relevant information concerning the meetings of the International Association for Mass Communication Research to be held in Konstanz.

With warmest regards, I am.

Cordially yours,

*Kurt*  
Kurt Lang

KL:car

*Sept 1-4, Insel Hotel  
Konstanz*

June 2, 1970

Dr. Kurt Lang  
Department of Sociology  
State University of New York  
Stony Brook, Long Island, New York

Dear Kurt:

The meetings of the International Association for Mass Communication Research will be September 1-4 at the Insel Hotel in Konstanz, West Germany. The name of the President of IAMCR who might be able to provide more information is Jacques Bourquin, Petit-Chene 18B, Lausanne, Switzerland.

The enclosed articles may be relevant in one way or another. I think the statement to which you refer comes from the "Smaller Than Life" piece (page 205) in which I note the finding that those with direct access to information about schools were twice as likely to vote favorably on school bonds, etc., as those who relied for information on the mass media alone.

With best regards to Gladys and you.

Sincerely yours,

GG:kaf  
enclosures

George Gerbner,  
Dean



STATE UNIVERSITY OF NEW YORK  
AT STONY BROOK  
STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

June 17, 1970

Dean George Gerbner  
University of Pennsylvania  
The Annenberg School of Communications  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104

Dear George:

Thank you for your good letter and the information enclosed. Unfortunately, it just so happens that the dates of the International Association for Mass Communication Research coincide exactly with the ASA meetings and with the dates on which our respective papers are scheduled. Perhaps some of those present in Konstanz will be going on to the ISA meetings in Varna and we would look forward to taking up contact with them there.

With every good wish.

Sincerely yours,

Kurt Lang  
Professor

KL:car

STATE UNIVERSITY OF NEW YORK  
at STONY BROOK

March 195

OFFICE OF ACADEMIC VICE PRESIDENT

January 16, 1973

STONY BROOK, N. Y. 11790

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

Dear Dr. Gerbner:

The State University of New York at Stony Brook is developing a multi-disciplinary university-wide Program on Communication in Society. Its development is conceived as a step-wise, long term process with each successive step dependent on and potentially modifiable by prior efforts. A first step is being taken this spring, with the establishment of a lecture series, and we would welcome your participation in our efforts.

The basic assumption guiding the Program is that a viable and democratic community will increasingly depend on a citizenry that has an educated understanding of the communication process and can participate intelligently in that process whether as media consumers or media practitioners. One basic objective is to help participants develop standards of judgement and behavior concerning influences -- on political attitudes, styles of life, ethnic orientations, etc. -- brought to bear on them through the media of mass communication, i. e. to help them develop as intelligent, alert and active media consumers. Second, we mean to help students and members of the larger community learn how to communicate, through whatever media, for the purpose of supplying solutions to problems they face (or will face) as members of a community or during their employment in a given occupation or profession. Third, the Program will contribute to the training of students with more than an ordinary interest in the field of communications -- as media practitioners in radio, television, newspapers, film, theatre and art -- as media researchers, as professional critics -- on the assumption that specialization in communications demands a basic sophistication about the media and their role in the communication process. Fourth, the Program expects to contribute to and advance the state of knowledge concerning the communication process by involving as participants in a Resource Center for Learning and Research in Communications members of the university community and experts outside the campus who will share their experience and knowledge.

The Resource Center, fully operative, would include three inter-related, closely linked units. One of these, the Seminar Center, will be responsible for organizing lectures and seminars; and through these, building the curriculum necessary to realize the educational objectives of the Program. The first step, to be initiated this spring, is an Open Forum, i.e. a series of bi-weekly lectures and discussion sessions, continuing from February through mid-May. The Open Forum is intended to (1) publicize the intentions of the Program; (2) identify some of the major issues and areas to be explored by the Program; and (3) to establish an initial framework within which faculty and students may develop the process of curriculum building.

The first sequence of lectures will purposely be diverse. Speakers are being invited from a wide variety of fields to discuss the process of communication as it relates to their own interests, current concerns and areas of competence. The eight lectures will include professional working representatives from journalism, theatre arts, and television, as well as social scientists, researchers and policymakers. We hope to preserve these lectures on videotape for use in Working Seminars attended by faculty and students and organized partially around the Open Forum topics. Tapes also will supply a potential source of curriculum material for future use.

We hope we can persuade you to be one of our inaugural speakers; among others who have informally agreed to participate are: Martin Buskin, Education Editor for Newsday; Douglass Cater, Academy for Education Development; Dave Davis, Office of Public Broadcasting, Ford Foundation; Edward Palmer, Children's Television Workshop. While the Forum will be open to the public, we have no idea how many people will respond to the invitation. We can assure a core audience of students and faculty -- in humanities, theatre arts, social sciences, engineering, etc. -- who are helping develop the Program, to be present and participate in the discussion. Subject and mode of presentation are at your discretion.

Lectures will preferably be scheduled from 7 - 9 p.m. on first and third Tuesdays or Thursdays, beginning February 6 and ending May 8th. Should none of these dates be convenient, please suggest an alternative date (or time) when you might be available. We can offer a modest honorarium, as travel and out-of-pocket expenses at Stony Brook.

We hope you can visit with us and look forward to hearing from you. Please feel free to call me for any further information; office telephone 516 246-8686, home telephone 516 751-5741.

Cordially yours,

*Gladys*  
Gladys Engel Lang  
Chairman, Committee  
on Communications

*Re our conversation  
JEL*  
GEE:est

January 23, 1973

Professor Gladys Engel Lang  
Chairman, Committee on Communications  
SUNY  
Stony Brook, New York 11790

Dear Gladys:

I should be able to go on Thursday, March 15,  
if that fits in with your schedule. Please  
let me know when you need title, etc.

Thanks for inviting me; I am looking forward  
to seeing you all there.

Sincerely yours,

GG:kas

George Gerbner,  
Professor of Communications  
and Dean



STATE UNIVERSITY OF NEW YORK  
AT STONY BROOK  
STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

February 2, 1973

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

Dear George:

We are delighted that you are able to accept our invitation. March 15 is just fine.

If you can send us a title by March 1, that would provide ample time for getting out the necessary publicity. Also, I'll call you about then to give you any further details about travel, time schedule, etc. We hope you'll be staying overnight in Stony Brook and look forward to the visit.

With best wishes from Kurt and Eli, also,

Cordially yours,

*Gladys*  
Gladys Engel Lang

*Comm - A Better Approach to  
A Liberal Education?*

*Vigilance*

*Why communications?*

*Commun in Society - a Better Approach  
to a Liberal Educ?*

*Comm - Art, Science, or Psychology?*

STATE UNIVERSITY OF NEW YORK  
at STONY BROOK

OFFICE OF ACADEMIC VICE PRESIDENT

March 29, 1973

STONY BROOK, N. Y. 11790

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

Dear George:

It was very good of you to make such an extraordinary effort to get to Stony Brook last Tuesday, what with the flight cancellation, train delays and all that.

Your audience was truly impressed by your thought-provoking, tantalizingly brief talk. It has sent at least some of our students scurrying to the library to read some of your published works.

Meanwhile, it seems the financial forms do have to be signed. We can save all the trouble of submitting vouchers, bills, ticket stubs, etc. by sending you one flat payment of \$200. I hope that will be all right. If so, just fill in your name on the enclosed form, home address and social security number. We will describe the "service received."

I will be out of the country for three weeks beginning the 28th, to expedite payment return the forms to:

Mr. John Mullane  
Office of the Academic Vice President

The report you let me read is fair and telling but very depressing. I hope we can talk about it at some later date.

Come back again - with Ilona, I hope. Thanks again - from all of us.

Cordially,



Gladys Engel Lang

GEL:est

enclosure  
cc: John Mullane

April 4, 1973

Mr. John Mullane  
Office of the Academic Vice President  
State University of New York  
Stony Brook, N.Y. 11790

Dear Mr. Mullane:

As instructed by Dr. Gladys Lang, I am returning  
to you the voucher form for payment of \$200.

If any additional information is needed, please  
let me know.

Sincerely yours,

GG:kas  
encl.

George Gerbner,  
Professor of Communications  
and Dean

April 4, 1973

Dr. Gladys Engel Lang  
Office of Academic Vice President  
State University of New York  
Stony Brook, N.Y. 11790

Dear Gladys:

Thank you for sending me the voucher. I have returned it to John Hallane.

I feel that I have short changed everyone, though through no fault of my own. I hope we can do it right sometime. Thanks for inviting me.

Let me know if there is any progress about the environmental study, or if I can do anything.

Best regards to you and Kurt; Ilona and I hope we can visit again soon. But it is now your turn, and Philadelphia is easier to get to.

With best regards,

Sincerely yours,

GG:kas

George Gerbner,  
Professor of Communications  
and Dean

November 14, 1973

Dr. Gladys Lang  
Box 63  
Stony Brook, N.Y. 11790

Dear Gladys:

As my first editorial request to you, may I ask you to give me your evaluation of the enclosed article on "Media Propaganda -- Some Applications in Recent Voter Campaigns" submitted for possible publication in the Journal of Communication.

I would be grateful for your view on its value, significance, competence, and suitability for publication in the Journal. Please give it as much attention as you feel it deserves.

I expect to be writing to you soon about our first issue, coming out in January. May we look forward to a contribution from you, Kurt, or others you know who may be doing interesting work?

Hope to hear from you soon. With best regards.

Sincerely yours,

George Gerbner

GG:kas  
encl.

REAL



STATE UNIVERSITY OF NEW YORK  
AT STONY BROOK  
STONY BROOK, LONG ISLAND, NEW YORK

DEPARTMENT OF SOCIOLOGY

November 27, 1973

Professor George Gerbner  
Editor, Journal of Communication  
The Annenberg School of Communication  
University of Pennsylvania  
3620 Walnut Street C5  
Philadelphia, Pa. 19174

Re: "Media Propaganda -- Some Applications in Recent  
Voter Campaigns"

Dear George:

I can come right to the point on this one: I think it is not suitable for publication in the Journal.

It is an overly written pretentious hodge-podge of polemic and facts-- sometimes half-digested -- based on considerable but not necessarily systematic reading of relevant literature in journalism, social science and philosophy.

This is hardly a "study," as the author calls it (p.3); perhaps it is the first chapter of a dissertation (or a book based on a dissertation) to be followed by case studies of the 1972 campaign or the "media battles over California ballot initiatives?" If so, an article based on such case studies might be considered. I accept the author's thesis: political advertising is political propaganda and should be studied as such. But study it!

If my evaluation is far out of line and others find this "theoretical and critical frame of reference" a contribution to the field, I would be happy to detail my objections. I'll hold on the manuscript for a while..

Best wishes,

*Gladys*  
Gladys Engel/Lang  
Visiting Professor of Communications

GEL:va

December 6, 1973

Dr. Gladys Engel Lang  
Department of Sociology  
State University of New York  
Stony Brook, New York 11790

Dear Gladys:

Thank you very much for your evaluation of "Media Propaganda --  
Some Applications in Recent Voter Campaigns."

Your evaluation is certainly not out of line with mine. In fact,  
I was hoping that you would come through strong and clear, and  
you did!

With best regards.

Sincerely yours,

George Gerbner,  
Editor

GG:kas

P.S. I would appreciate your returning the manuscript so I can  
return everything to the author.

#1065

STATE UNIVERSITY OF NEW YORK  
AT STONY BROOK

Department of Sociology

MEMORANDUM

TO: George Gerbner, Editor, Journal of Communication

FROM: Gladys Engel Lang

SUBJECT: Manuscript: Soderlund and Wagenberg, "Newspaper Editorialists as Opinion-Makers: An Analysis of Findings from the 1974 Canadian Election"

I think it would be kindest not to pass on to the authors any suggestions for revision or to detail criticisms. The article, in my judgment, is hopelessly flawed. I have read other work by the writers and I know they can do better. They may want to, or perhaps have, done a separate analysis of the newspaper content and presented it in greater depth. (If so, I hope they will include at least one French language newspaper in Quebec!) Otherwise they should abandon the piece.

The first four pages presenting the research problem and summarizing some of the relevant literature are well done and this reader looked forward eagerly to the report of the research. The rest of the paper reported nothing that helped advance our understanding of the relationship between editorial attitudes towards party leaders and the diffusion of attitudes among the more and less attentive publics. On the newspaper output side, we have one measure -- the percentage of editorials expressing favorable and unfavorable attitudes towards the leaders of the three contending parties -- and, on the other, the attitude outcome side, we have the responses of a national sample to what they specifically liked or disliked about these leaders categorized by the diffusion positions of respondents in the opinion-making process, this latter classification into more or less attentive types of publics based on the responses to one self-judgment question, "During the campaign, would you say that you read quite a bit, something, or not much at all about parties, candidates, or other aspects of the election in the newspapers?" Nowhere is there an analysis relating newspaper read to attitudes or editorial-reading to attitudes -- obviously because, this being based on secondary analysis, no such information was available. All the writers can do is wonder that the general thrust of editorial opinion in the national sample of English language newspapers stands in reverse order to that expressed by the national sample. Shades of Truman, Roosevelt, etc.etc. The one possible contribution is the finding that the attentive public (as measured by this question) is even more likely to hold attitudes opposite to the editorialists. But there is no way in this research design to explain this finding. Certainly, we have no way of knowing whether this attentive

public was also more attentive to television news. I'm sure they were. And it's also a likely bet that most people form their attitudes towards these party leaders not only more from daily newspaper news columns (as the writers point out) but also from what they see on television. Without information about the influence of these other factors, what can we make of this finding (p. 9) that "the two-step flow model of communication appears to be undermined in the first crucial step"?

The discussion in the latter part of the paper would indicate that the authors themselves know they have found little worth reporting. If they do have a hunch that attentive publics in Canada are different than in other countries and want to investigate ~~it~~ their hunch, I am sure that -- ~~xxxx~~ using available archival materials -- they could design a study to investigate this.

P.S. I returned to the U. just a few days ago and found the manuscript. Hope ~~it~~ this hurried review is of use and still timely. I will return the manuscript under separate cover.

#1065

October 3, 1977

*file*

Dr. Gladys Engel Lang  
Department of Sociology  
State University of New York  
at Stony Brook  
Stony Brook, N.Y., 11790

Dear Gladys:

Many thanks for your review of the Soderlund and Wagenberg manuscript. I appreciate your help and will follow your advice.

Enclosed are our current book and manuscript lists for your possible use. Best regards to you and Kurt.

Sincerely yours,

George Gerbner  
Editor

GG:ab

Enclosures