

July 23, 1965

Dr. Paul F. Lazarsfeld
Quetelet Professor of Sociology
Columbia University
New York, ~~New York~~ N.Y., 10027

Dear Dr. Lazarsfeld:

Many thanks for your letter about Rolf Meyersohn. I will be glad to keep you informed of developments here. You have already received a copy of our new Bulletin, and poster. Under separate cover I am sending you a file of our informal newsletter, and you are now on the mailing list to receive future issues.

I would like to invite you to give a talk in our Communications Colloquium during the coming academic year. Colloquium lectures are usually on Thursday afternoon (although sometimes we may schedule them Tuesday afternoon) and we pay expenses from New York and an honorarium of \$100. I am in the process of making up the schedule for the fall semester. I hope you can come and will give me an indication of what might be a convenient date, or a choice of dates.

Sincerely yours,

George Gerbner
Professor of Communications
Dean

Columbia University
Department of Sociology
New York, N.Y. 10027

August 2, 1965

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

Dear Professor Gerbner:

I should be glad to give the lecture you suggest. The first Monday or Thursday in October will be quite convenient for me, but if these dates are already taken you might want to choose the first week in November or December. It so happens that I have no lectures on Monday and Thursday so you can choose whatever day is more convenient.

H reviewed
As to topic, I have the following suggestion. You presumably know that quite some time ago I wrote, together with a colleague, a book on "Personal Influence." I have just recently received some of the literature which has been written on this topic since. I was quite impressed by the many directions in which the research has branched out. Would something along this line fit your program?

Very sincerely,

Paul F. Lazarsfeld

Paul F. Lazarsfeld

PFL:AW

October 5, 1965

Dr. Paul F. Lazarsfeld
Quetelet Professor of Social Science
Columbia University
New York, New York

Dear Dr. Lazarsfeld:

I enjoyed our meeting and was delighted to have your contributions to our program and to our thinking. Will call you as soon as we are ready to share with you and ask your advice about some major new developments.

With best regards.

Sincerely,

GG:kaf

George Gerbner,
Dean

P.S. Check for honorarium (\$100) and expenses (\$15) is being processed.

May 10, 1971

Professor David Riesman
Henry Ford II Professor of Social Sciences
Department of Social Relations
William James Hall 280
Harvard University
Cambridge, Massachusetts 02138

Dear Professor Riesman:

We were delighted to learn that you will deliver the commencement address here on Monday, May 24. Ray Birdwhistell, Charlie Wright, and other colleagues join me in extending to you and Mrs. Riesman (if she is coming) a cordial invitation for a drink sometime that afternoon, if you expect to have a spare half hour.

We will have our own small gathering for the awarding of diplomas at the School from about 2:30 to 3:00 p.m., and will be free to meet with you anytime after that. Please let me know if we can get together.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

Columbia University in the City of New York | New York, N.Y. 10025

BUREAU OF APPLIED SOCIAL RESEARCH

605 West 115th Street

August 2, 1974

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

Dear George:

I am spending most of this summer here in town just to clear away some of the unfinished work which has piled up during the year. My weekly visits to Pittsburgh are enjoyable but they make my technical life very complicated indeed. This is really the reason why I have not written you earlier.

As a matter of fact our correspondence is altogether in disorder. I want to subscribe to your new journal but I cannot find the bill and so I do not know what I owe. Can you send me another order?

I am also interested to do some book reviewing for you but the list I have is certainly quite out of date. Can you send me the list of the books which are at the moment not yet assigned?

I am not even sure whether I ever thanked you for your fine hospitality. I enjoyed the visit very much. Please tell Larry Gross that I am now beginning to catch up with correspondence. He sent me some interesting material and I shall write him soon.

Very cordially,



Paul F. Lazarsfeld

PFL/hh

P.S. Have you heard from the people who organized the Rome conference? They meant to publish something about it and I hope they will not use the recordings they made during the sessions. Such stuff needs thorough editing.

September 4, 1974

File

Professor Paul F. Lazarsfeld
Bureau of Applied Social Research
Columbia University in the City of New York
605 West 115th Street
New York, N.Y. 10025

Dear Paul:

This time I am catching up with correspondence that piled up in August. Thank you for your letter of August 2; I am enclosing an order form for the Journal, copies of the Spring and Summer issues, and a list of books available for review. Please let me know what you would like from this list (indicate several choices because they are going fast) or suggest some other book and we will have the publisher send it to you. A major article from you would be of equal interest to us. Are any of your current projects on communications? If so, please keep us in mind for an article or report. A "state of the field" essay or some other theoretical piece would also be welcome.

I received a small brochure about the Rome conference, but it was so superficial that I did not pay much attention to it.

We enjoyed having you here and hope we can do it again soon.

With best regards.

Sincerely yours,

George Garbner

GG:kas
enclosures

April 7, 1975

Dr. Paul Lazarsfeld
50 West 96th Street
New York, NY 10025

Dear Paul:

Here is the book we discussed on the telephone. Our next deadlines are July 1 and October 1.

Thank you very much for undertaking this assignment. I look forward to hearing from you.

Sincerely yours,

George Gerbner

GG:kas

MASS COMMUNICATION: A SOCIOLOGICAL PERSPECTIVE by
Charles R. Wright. N.Y.: Random House, Inc., 1975
(Second Edition), 179 pages.

LAZARSFELD

60 WEST 96th STREET NEW YORK, NEW YORK 10025

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Wed Aug
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File
Lazarfeld

September 6, 1976

Dear President Meyerson,

I am replying belatedly to your invitation to my husband, Paul Lazarfeld, to participate in the University of Pennsylvania's Bicentennial Convocation on October 15th and to receive an honorary degree from the University. Paul wanted very much to accept, and hoped against hope that his illness, detected in early July, would improve sufficiently to permit him to participate. The thought of an honorary degree from the University of Pennsylvania made him enormously proud, and it was only his reluctance to admit that he would have to decline that kept him from writing you himself.

Now I must inform you that Paul

didn't last week. I am sure that he
would have wanted you to know
how much he appreciated your generous
invitation.

Sincerely yours,

Patricia Lazarfeld

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The Paul F. Lazarsfeld Fund

April 14, 1980

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Dr. George Gerbner
Professor of Communications and Dean
Annenberg School of Communications
University of Pennsylvania
3620 Walnut St.
Philadelphia, Pa. 19104

Dear George:

Now that the Second Lecture has come and gone, I want to thank you on behalf of all the rest of Paul's friends for your generous contribution to the Fund. Such enthusiastic support promises to make the series of annual lectures a prime instance of what Paul liked to call "the Columbia tradition."

It seems that just about everyone among the 350 or so who were able to get to the lecture and the reception afterwards found it an occasion enjoyable in its own right and worthy of Paul's memory. As many said in one form or another, the opening remarks by Michael Sovern, the President-designate of Columbia, provided a warm institutional welcome to the lecture series while Jim Coleman's brilliant paper on "Authority Systems" set both an impressive intellectual tone and a mood of low-key nostalgia. Later, one could literally hear and see old memories being shared once again and old friendships being renewed. Altogether, a grand gathering of the clan.

You will be glad to learn that Jim's lecture is going to press in the journal Paul did so much to sustain, THE PUBLIC OPINION QUARTERLY, which plans to publish each Lazarsfeld Lecture soon after it is given. We shall of course get a copy of the lecture to you as soon as it is published. If you have a particular form in which you would prefer to be listed among Paul's friends on the specially designed cover for the reprints, do drop me a card; otherwise, the listing will appear as in the address above.

I should also repeat the good news announced in Low Rotunda: David Riesman will deliver the Third Lecture in the same great hall at Columbia on the 13th of February, 1981, the 80th anniversary of Paul's birth. When further details have been worked out, I'll be in touch; meanwhile, do please note this date on your calendar.

With all the best, and again, with thanks for your support,

Yours,

BA

Robert K. Merton

*Have
do
come. →*
B.