

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

CENTER FOR INTERNATIONAL STUDIES

30 WADSWORTH STREET
CAMBRIDGE, MASS. 02138

December 2, 1966

Professor Bernard W. Wisby, Director
Center for Computer-Oriented Research in the
Humanities and Social Sciences
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear Professor Wisby:

Thank you for your courteous letter about the planned conference on content analysis. I appreciate your thoughtfulness and wish to express my substantial interest in your plans.

I suppose that you have written as well to Harold Lasswell and Ithiel Pool, with whom I worked on the early content analysis studies at Stanford. We are now engaged in editing a series of books for the M.I.T. Press which reflect our joint continuing concern with content analysis as well as our deep interest in all current and future work in this field.

Sincerely yours,

Daniel Lerner

Daniel Lerner
Ford Professor of Sociology

DL:js

October 10, 1967

Dr. Daniel Lerner
Ford Professor of Sociology
Massachusetts Institute of Technology
Center for International Studies
30 Wadsworth Street
Cambridge, Mass. 02139

Dear Dr. Lerner:

Let me add to the enclosed printed call and program my personal invitation to attend this conference as our guest. In addition to the principals delivering commissioned papers reporting on recent work in the field, we want the active participation of a few special guests whose contributions provide the basis for much of this progress. I hope you will return the reservation form including hotel and meals which we will be pleased to provide free of charge for our special guests.

We are also planning a pre-conference dinner for principals and guests on Thursday, November 16, and will send you further information about time and place upon receiving your reservation form. Your presence and participation will help make this a significant conference. I hope it will be possible for you to attend.

Sincerely yours,

George Gerbner,
Dean

enclosure

GG:veb

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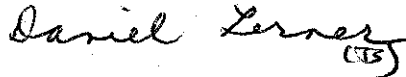
October 20, 1967

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

Dear Dean Gerbner:

Thank you for your kind personal invitation to attend the Content Analysis Conference as your guest. I plan to do so and will reach Philadelphia during the afternoon of November 16. I look forward to seeing you then and to following the discussions of the extremely interesting program you have arranged.

Sincerely yours,

Handwritten signature of Daniel Lerner in cursive script.

Daniel Lerner
Ford Professor of Sociology

DL:js

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November 7, 1967

Dr. Daniel Lerner
Ford Professor of Sociology
Center for International Studies
Massachusetts Institute of Technology
30 Wadsworth Street
Cambridge, Massachusetts 02139

Dear Dr. Lerner:

I am delighted that you will attend our conference. The final schedule is enclosed. Principals and guests will assemble in the lobby of The Annenberg School of Communications on Thursday, November 16, by 5:30 p.m., and we shall proceed from there to the Faculty Club for dinner. I am looking forward to seeing you then.

Sincerely yours,

GG:kaf
enclosure

George Gerbner,
Dean