

Department of Journalism

THE UNIVERSITY OF MICHIGAN • ANN ARBOR • 48104

February 3, 1972

Professor George Gerbner
Dean of Annenberg School of Communication
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

We would like you to serve on an advisory committee for a series of books Sage Publications is undertaking in the field of communications. The series, to be called Sage Annual Series in Communications Research, will attempt to provide a continuing and up-to-date survey of current thinking and research in our field. We have agreed to act as series editors for the first five volumes of the series. It is our feeling, and that of the publishers that there is a need for such a venture to provide a continuing survey of the discipline as well as to provide a relatively flexible and rapid-response publishing format. We are aware of your contribution to our field and would like to incorporate your thinking in our planning to ensure a series that is comprehensive and well done.

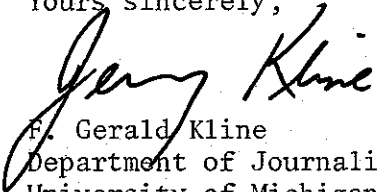
The project developed, in part out of our co-editorship of the January, 1971 issue of The American Behavioral Scientist on Mass Communication and Youth, and in part out of an edited volume Professor Phillip Tichenor of the School of Journalism and Mass Communication at the University of Minnesota and Professor Kline agreed to organize called, Current Perspectives in Mass Communications Research. This latter volume, a survey of recent developments taking place in the United States, has now been designated as Volume I of the five volume series. An outline of the contents is enclosed. Publication is scheduled for late this year.

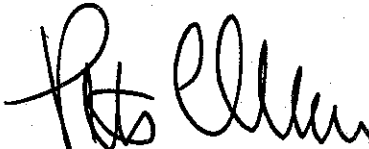
We wish to make this a useful contribution to understanding communications and the role it plays in a society, or societies, and thus require diverse knowledgeable points of view. It is our hope that part of this can be achieved by having an advisory board made up of experts from differing disciplines, philosophical persuasions, and geographical areas.

If you do agree to join with us, by offering criticisms, contributions, and recommendations, we will provide you with a complimentary copy of each volume published as well as open the possibility for taking major roles in future volumes.

We look forward to hearing from you in the near future.

Yours sincerely,


F. Gerald Kline
Department of Journalism
University of Michigan
Ann Arbor, Michigan 48104


Peter Clarke
School of Communications
University of Washington
Seattle, Washington 98195

AIR MAIL February

F. Gerald Kline
Department of Journalism
University of Michigan
Ann Arbor, Michigan 48104
Peter Clarke
School of Communications
University of Washington
Seattle, Washington 98195

Dear Jerry and Pete:

Thank you for asking me to serve on an advisory committee for the Sage Annual Series in Communications Research. I will be pleased to do so, and look forward to receiving from you further information about how I could be of help.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

CURRENT PERSPECTIVES IN MASS COMMUNICATIONS RESEARCH

Editors --- F. Gerald Kline and Phillip J. Tichenor

Theory and Method in Mass Communication Research
F. Gerald Kline, Dept. of Journalism
University of Michigan, Ann Arbor, Michigan 48104

Gatekeeping: Mass Media Systems and Information Control
George A. Donohue, Phillip J. Tichenor and Clarice N. Olien
School of Journalism and Mass Communication
University of Minnesota, Minneapolis, Minnesota 55455

The Interpersonal Context of Mass Communication
Steven H. Chaffee, Mass Communication Research Center
School of Journalism and Mass Communication
University of Wisconsin, Madison, Wisconsin, 53706

Socialization and the Mass Media
Jack M. McLeod and Garrett J. Okeefe, Mass Communication Research Center
School of Journalism and Mass Communication
University of Wisconsin, Madison, Wisconsin 53706

Information Diffusion and the Mass Media
John P. Robinson, Dept. of Journalism and Institute for Social Research
University of Michigan, Ann Arbor, Michigan 48104

Politics and Mass Communication
Maxwell McCombs, School of Journalism
University of North Carolina, Chapel Hill, N.C. 27514

The Communication Environment of the Urban Poor
Brenda Dervin and Bradley S. Greenberg
School of Library Science
Syracuse University, Syracuse, New York

Media Portrayal -- Sex and Violence
Douglas F. Fuchs and Jack Lyle
10558 Selkirk Lane, Los Angeles, California 90024

Environment and Communication
Keith R. Stamm, Dept. of Journalism
Indiana University, Bloomington, Indiana 47401

Communication Research:

An International Quarterly

September 17, 1973

Editor

F. Gerald Kline
University of Michigan

Associate Editors

Steven H. Chaffee
University of Wisconsin

Michael L. Ray
Stanford University

Hilde Himmleweit
London School of Economics

Paul M. Hirsch
University of Chicago

Book Review Editor

James Carey
University of Illinois

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

Dear George:

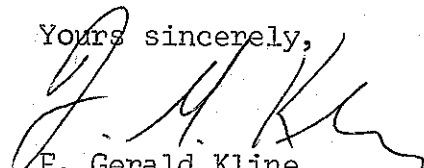
Thank you very much for considering me as one of your consulting and contributing editors. My response has been slow for two reasons. I have been trying to determine how a role such as the one you specify might affect my editorial position with the new Sage Journal, and I was in northern Minnesota much of the summer, running a weekly newspaper for my father-in-law. On the first point I have decided that it would be advantageous for me to share in the development of the Journal, so that any competing or complimentary situations that arise in the formative years might be handled more thoroughly when we know what each other is doing. Thus I accept your offer.

Just as soon as I get a chance to come to Philadelphia I will look you up and we can spend some time sharing viewpoints.

By the way, I am heading to either Eastern Europe (Budapest, Prague, Warsaw) or Scandinavia during the month of November, so any information I have in advance of that trip will allow me to tell about both Journals and other publication ventures that are now under way.

Thanking you in advance, I remain

Yours sincerely,



F. Gerald Kline
Professor

FGK/ff

September 25, 1973

AIR MAIL

Prof. F. Gerald Kline
Department of Journalism
University of Michigan
Ann Arbor, Michigan 48104

Dear Jerry:

I am very pleased that you will join our Journal as Consulting and Contributing Editor. I also believe that it will be to mutual advantage to develop in a complementary way, and that this arrangement might help us do that.

Do let me know when you come to Philadelphia so that we can arrange a visit to discuss matters of joint interest. I have excellent representation on our Editorial Board both from Eastern Europe and Scandinavia, and might be able to help you with some names and addresses, if you need them.

With best regards.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas

CC: Ms. Susan Schmidt

November 21, 1973

Dr. F. Gerald Kline
Dept. of Journalism
University of Michigan
Ann Arbor, Michigan 48104

Dear Gerry:

The Winter issue of the Journal of Communication is in press. Associate Editor Susan Schmidt and I are now working on the Spring issue. We are pleased and excited about the response to the call for collaboration and contributions. Our list of Consulting and Contributing Editors represents leading active contributors to knowledge and centers of activity around the world. The Editorial Board of 13 is structured according to our agreement with the International Communication Association. It will review and advise on general editorial policy. The help, materials, and contributions I have already received from Consulting and Contributing Editors (henceforth CCE's) and others has resulted in a significant and interesting Winter issue. Let me report on that issue and then ask for your immediate and long-range assistance.

We are working on an unusual cover design that features both major articles and the special symposium on the world-wide traffic in film and TV communications, entitled "Cultural Exchange -- Or Invasion?"

The title page and the CCE list occupy the first two inside pages. I am enclosing a copy of the galley proof of these pages. Most of you will find your names and affiliations (abbreviated to save space) on the CCE list. (Some responses came in too late for this proof, but will be added for the final version.) If you want to suggest any changes in time for the Spring issue, please let me know by December 15.

As you turn the title page, you will come upon the Intercom section starting on page 3 and running about 12 pages. Intercom is where readers and editors share news and views. Brief items about meetings, other events, work in progress, hard-to-find publications, interesting unpublished findings (giving, whenever appropriate, instructions on where to write for copies or information), and short comments and critiques should make Intercom an information network of wide professional interest. We need your help to make this an important feature. Please send me your items. Again, the next deadline is December 15 (we can stretch that a week or so for some types of items or contributions), and the one after that is March 15.

The section of major articles opens with "Probing Objective Culture" in which Charles Osgood explains the development and application of the semantic differential to the measurement of affective meaning in 27 language communities around the world. (First of a two-part article.) "Archie Bunker's Bigotry" is the subject of a provocative report by Neil Vidmar and Milton Rokeach based on a U.S.-Canadian survey of "All in the Family" viewers. Marshall McLuhan contributes an original essay which has no title other than its first sentence (which, however, is not really the first sentence) which is "At the moment of Sputnik the planet became a global theater in which there are no spectators but only actors." Next a chilling study of "The Media in Allende's Chile" by Patricia Fagen who had spent 18 months in that country.

Peter Mears contributes an interpersonal communication study in industrial management which comes to some surprising conclusions about "Structuring Communication in a Working Group." Next the director of the U.S. Surgeon General's research program on television violence, Eli A. Rubinstein, assesses progress and problems in translating social science into social policy in "The TV Violence Report: What's Next?"

What's next for Journal readers is the symposium featured in this issue: "Cultural Exchange -- or Invasion?" Thomas A. Guback reports on "Film as International Business," Tapio Varis sums up the benchmark Finnish study on "Global Traffic and Television," and Herbert I. Schiller challenges conventional assumptions in "Freedom from the 'Free Flow.'"

Critical reviews of some 15 books and a list of other new publications concludes the Winter issue. On the whole, that issue is a lively and significant mix of ideas, issues, and hard (but never impenetrable) research findings. It is not necessarily the mix we want for every issue. The right overall editorial balance will take at least a year's work to achieve.

The enclosed list of books available for review is also for your use; if you are interested in any of them, let us know. Requests for books for review are filled on a first-come-first-served basis.

You may wish to write for other books directly to the publishers. We seek reviews of important and relevant books in all countries and languages.

Although we do not plan "special issues" wholly devoted to single topics, we do expect to feature symposia on significant issues. I would appreciate your suggestions for symposium topics. Once we decide the topics and formulate the issues I will ask for your own views and recommendations about other contributors.

To sum up: Please send me your comments, Intercom items, draft contributions, names of others doing significant work, book review preferences, and symposium ideas. Copy deadlines are December 15, March 15, and June 15. We look forward to your early response.

With best regards.

Sincerely yours,

George Gerbner,
Editor

GG:kas
encls.

P.S. Please let me know if you would like to receive some of this stationery for your correspondence on behalf of the Journal with potential contributors, publishers, etc.

November 21, 1973

Telephone: 215-594-7041

Dr. F. Gerald Kline
Dept. of Journalism
University of Michigan
Ann Arbor, Michigan 48104

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With best regards.

Sincerely yours,

George Gerbner,
Editor

GG:kas
encls.

P.S. Please let me know if you would like to receive some of this stationery for your correspondence on behalf of the Journal with potential contributors, publishers, etc.

Minister of Communications

Ministre des Communications

April 1, 1975
Ottawa K1A 0C8

Dear George:

Enclosed you will find information about an international meeting being planned for next January in Barcelona. I have been asked by Jose Vidal-Beneyto to extend an invitation to you to the meetings as well as your help in bringing this to the attention of interested scholars. The plans are reasonably well on their way, however a few political problems in Spain have slowed detail work down.

If you have any information or suggestions that you think we can use in the organization of the meetings please let me know. One body of information I will be discussing at the meetings will cover a large content analysis study of the coverage of the performing arts in the American newspapers as well as some interviews with newspaper critics. These latter interviews cover both elite interviews with major critics as well as a mail interview with those acting as critics on the sample of papers we chose to examine.

Let me take this time to commend you on the Journal of Communications. I look forward to getting each time it is published and it is providing a much needed view of communications research to a wider audience than we have had before. I would have told you this personally at the ICA meetings but I will not be able to attend this year. My work here at the Dept. of Communications has already suffered some from trying to cover too many bases. I do look forward to seeing you soon and ~~hope~~ hope to hear from you on the Barcelona plans.

Best wishes,

Jerry



April 11, 1975

Dr. F. Gerald Kline
Government of Canada
Minister of Communications
Third Floor
100 Metcalfe
Ottawa, CANADA



Dear Jerry:

Thank you for your letter of April 1, and the kind words about the Journal of Communication.

What are you doing at the Dept. of Communications?

I am enclosing a brief description of our current and continuing research. If I can report on this, or something else relevant to our work and useful for the conference, I will be receptive to an invitation provided it comes soon enough to work it into my schedule in January.

Please send my regards to Prof. Beneyto, and let me know what you are doing. Your research on critics and criticism sounds interesting and I would appreciate an opportunity to consider a report for the Journal.

I look forward to hearing from you.

Sincerely yours,

George Gerbner

GG:kas
encl.



UNIVERSITY OF MINNESOTA
TWIN CITIES

School of Journalism and Mass Communication
111 Murphy Hall
206 Church Street S.E.
Minneapolis, Minnesota 55455

October 4, 1982

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

Dear Dr. Gerbner:

As you probably know the two of us have accepted positions on the faculty of the University of Minnesota School of Journalism and Mass Communication. We are currently busy teaching four different courses this Fall Quarter and finishing drafts of our dissertation theses.

The Director of the school, Dr. Kline, recently informed us that they would like to upgrade our teaching status to allow us to teach graduate level courses. As part of the paperwork involved in this process he needs to have a letter from you stating that we each have completed all requirements for the Doctorate with the exception of the final defense of our dissertation work.

(In other words, he needs to have a confirmation that we have completed our course work, our foreign language exams, and our preliminary written and oral exercises.)

We expect to return to Philadelphia for our dissertation defenses at some time during this school year.

If you could send off a letter to Dr. Kline to this effect we would be greatly appreciative. We hope all is well at the Annenberg School. We miss everyone there.

Sincerely yours,

Dona B. Schwartz & Michael S. Griffin

Dona B. Schwartz and Michael S. Griffin

FROM OCOLLE ON 10/13/78 AT 11:34

Michael Griffin : Completed his Ph.D coursework in Autumn 1979.
He successfully completed his language exam in French on April 30, 1981.
He pawwxxxx passed his preliminary exam on July 1, 1981. He is currently
in the dissertation writing stage -- has only to defend the dissertation
and have it accepted in order to complete his requirements for the Ph.D.
in communications.

Dona Schwartz : Completed her course work in Autumn 1980.
She successfully completed her language exam in German on October -- no
that's wrong -- May 12, 1981. She passed her preliminary exam on October
-- that's October 22, 1981//. She is currently in the dissertation writing
stage -- has to defend the dissertation and have it accepted in order to
complete her requirements for the Ph.D in Communications.

October 18, 1982

Professor F. Gerald Kline
Director
School of Journalism & Mass Communication
University of Minnesota
111 Murphy Hall
Minneapolis, MN 55455

Dear Jerry:

I am writing to confirm that Donna B. Schwartz and Michael S. Griffin have completed all requirements for the Ph.D. in Communications with the exception of the final defense of their dissertations.

Specificially, Dona Schwartz completed her coursework in autumn 1980. She passed her language exam in May 1981 and the preliminary examination in October 1981.

Michael Griffin completed his coursework in autumn 1979. He passed his language exam in French in April 1981 and his preliminary exam in July 1981.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab