



McAn

THE UNIVERSITY OF TEXAS AT AUSTIN
COLLEGE OF COMMUNICATION
AUSTIN, TEXAS 78712-1091

Department of Radio-Television-Film
CMA 6.118
(512) 471-4071
PAX 3877

August 2, 1983

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

Dear Dean Gerbner: *George*

I am writing to ask you to serve as a reviewer for my promotion to full professor at the University of Texas in the international communication area. I recognize that this may take some time away from a busy schedule, but you are someone, either in the U.S. or abroad, who is acquainted with my work. This is only an informal letter to see whether you might act as a reviewer for me. If you are agreeable, do not bother to respond; if not, simply call or write my colleague, Rita Atwood, at this address as she will take care of things while I am out of the country for August. If you should agree, my department and college will be in contact with you by letter which will provide a formal request for review. The packet you will get will contain only a few selected articles or chapters of my work, but it will also contain an up-to-date CV. Should you wish more information or other items, the department will try to comply.

As you know, I have been at Austin for four years now and I have found in both the College of Communication and in a number of other departments and research centers (especially the Institute of Latin American Studies and the Asian Studies Center) some important support for international communication. We hope to formalize in the near future what has been a strong working group in international communication, hopefully in an international research institute. There are currently five faculty and twenty or more graduate students with international interests, and we have about four or five courses each semester. I hope that this group can make the theoretical and public policy research contributions in the international arena for which it has a strong potential. We look forward to your collaboration in this effort in the future.

I will be out of the country in August as I have said (returning about September 6); should you need any further information immediately, please contact my colleague, Rita Atwood. I very much appreciate your cooperation in this matter.

Best

Emile

Emile G. Mc Anany
International Communications

THE UNIVERSITY OF TEXAS AT AUSTIN
Department of Radio-Television-Film
Austin, Texas 78712
(512) 471-4071

August 7, 1983

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

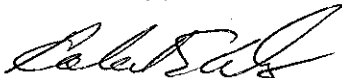
Dear Dean Gerbner:

Dr. Emile G. McAnany, Associate Professor in the Department of Radio-Television-Film at The University of Texas at Austin, is being considered for promotion to the rank of Professor. University procedures require that as part of the promotion review process we seek outside evaluation of Dr. McAnany's contribution to our field through his research, publications and work within the profession. You have been recommended as a person who could provide such an evaluation.

Attached is Dr. McAnany's resume and copies of selected publications. On the basis of this material and any other knowledge you have of Dr. McAnany's work, I hope you will be willing to provide an assessment of his contribution to the study and understanding of mass communication, with emphasis on his work in international communication, his principal area of teaching and research in this department. If you will be able to assist us in this review process, please include your evaluation in a letter addressed to me. You may keep the attached materials. We will need the outside evaluations no later than September 15, 1983, so I hope to receive your letter by that date.

Thank you in advance for your assistance in this very important part of the academic review process. I know that Dr. McAnany joins me in expressing his appreciation for your willingness to provide an evaluation of his work at this very significant stage in his academic career.

Sincerely,



Robert E. Davis
Professor and Chairman

August 23, 1983

Robert E. Davis
The University of Texas at Austin
Department of Radio-Television-Film
Austin, TX 78712

Dear Professor Davis:

I am very pleased to write on behalf of Dr. Emile G. McAnany, who is being considered for promotion to the rank of Professor.

I have followed Dr. McAnany's scholarly work for about the past ten years. We have met at a number of research conferences where he performed with great skill and competence. Some of his work has been published in the Journal of Communication which I edit. He has also acted as a reviewer for manuscripts and books, and we have invited him to join the group of consulting and contributing editors who advise on Journal of Communication editorial policy from time to time.

I have also read Dr. McAnany's published work and have been most impressed with his productivity, competence, and critical sense of significance.

Dr. McAnany is undoubtedly one of the top three or four scholars in the international area of communications research. We have invited him to visit here and would have been pleased to consider him for a faculty position when he chose to join the faculty of the University of Texas.

In my opinion, Dr. McAnany is a mature scholar who will bring distinction to the University. His promotion to Professor appears to be well deserved.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



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AUSTIN, TEXAS 78712-1091

Department of Radio-Television-Film
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February 16, 1984

Dr. George Gerbner
Dean, College of Communications
The University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA 19104

Dear Dr. Gerbner:

Thank you for serving as a reference for Dr. Emile McAnany as part of our promotion review. I am pleased to inform you that Dr. McAnany has been promoted to the rank of Professor effective September 1, 1984.

Dr. McAnany and I very much appreciate your assistance in this very important part of the academic review process.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert E. Davis".

Robert E. Davis
John T. Jones, Jr. Centennial
Professor of Communication
and Chair

RED:dsh



DEPARTMENT OF RADIO-TELEVISION-FILM
THE UNIVERSITY OF TEXAS AT AUSTIN

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December 8, 1986

Robert Davis, Chair
Radio-Television-Film
Campus

Dear Bob:

In response to your request the other day, I am enclosing a brief description of my work since my promotion in 1984.

1. Books and book Chapters:

Edited book with Rita Atwood, Communication and Latin American Society: Trends in Critical Research, 1960-1985. Madison: University of Wisconsin Press, 1986 (Studies in Communication and Society Series, vol. 1).

Chapters: "New Technologies, Old Paradigms: Broadcasting for Education and Development in Latin America", in Mahan, Straubhaar, Nichols (eds) Broadcasting in Latin America. Philadelphia: Temple University Press (in press).

"Seminal Ideas in Latin American Critical Communication Research: An Agenda for the North" in Atwood and McAnany (eds). op cit. (1986), pp. 28-47.

"The Representation of Latin America in North American Television News" in Desbarats and Southerst (eds.) Information/Crisis/Development: News from the Third World. London, Ontario: Graduate School of Journalism, University of Western Ontario, (1986), pp. 79-85.

"Cultural Industries in International Perspective: Convergence or Conflict?" in Dervin and Voit (eds.) Progress in Communication Sciences Norwood, NJ: Ablex, (1986) pp. 1-29.

"Broadcasting in Latin America" Encyclopedia of International Education: Research Studies. London: Pergamon, 1984.

"From Modernization and Diffusion to Dependency and Beyond: Theory and Practice in Communication for Social Change in the 1980s" in Sigman (ed), Proceedings of the Conference on Development Communications in the Third World. College of Agriculture, University of Illinois, Urbana, 1984.

"The Logic of Cultural Industries: the Television Industry in Brazil," in Mosco and Wasko (eds.) Critical Communication Review, vol. 2. Norwood: Ablex, 1984, pp. 185-205.

2. Articles:

"Television and Cultural Discourses: Latin American and U.S. Research as Cultural Meaning" Critical Studies in Mass Communication, being reworked for publication.

"Cultural Policy and Television: The Case of Chile" Studies in Latin American Popular Culture, vol. 6, in press.

"News of Latin America on Network Television, 1972-1981: A Northern Perspective on the Southern Hemisphere" (with Larson and Storey), Critical Studies in Mass Communication, vol. 3, 2 (sp. 1986), 169-183.

"Diffusion of Innovations: Why does it Endure?" Critical Studies in Mass Communication, vol. 1, 4 (fall 1984), 439-442.

Several bookreviews in Journal of Communication, Development Communication Report in 1985.

3. Teaching: My teaching evaluations have been uniformly high within our department and the college and I have consistently been far above the minimal FTE load for the department. I have and continue to both direct a large number of MA and PhD students in their thesis writing and to serve on committees in Journalism and Latin American Studies.

4. Professional Service:

Since 1984 I have been added to a number of editorial boards of journals: Communication, Critical Studies in Mass Communication, Studies in Latin American Popular Culture, Communication and Development; also for the book series, Progress in Communication Sciences, Ablex.

I have reviewed manuscripts for the above journals and book series as well as for the Journal of Communication. I have also reviewed research proposals for the National Science Foundation, Tinker Foundation, Volkswagen Foundation (W. Germany), University of Hawaii Press.

I have also served as an outside evaluator for promotion of a number of professors from the University of Pennsylvania, Howard University, University of Southern California, University of Indiana, University of California at Los Angeles, the Open University (UK), Drexel University, University of La Trobe (Australia), Bowling Green University, etc.

I have served as advisor on a number of projects for the Academy for Educational Development of Washington, D.C., Organization of American States of Washington, D.C., Educational Development Center of Boston, The Centre for the Study of Communication and Culture of London (UK).

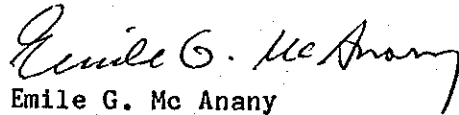
I have been a board member and president of the board for two terms for the Central American Resource Center of Austin since 1983.

5. Current Research:

My current research focuses the development and use of national satellite systems. As the first step in my data gathering, I traveled to Mexico and Brazil in August, 1986. This phase of the research was supported by various campus funds: Mellon Foundation (from ILAS), The LBJ School, and the College of Communication.

Bob, this is a brief and quickly assembled summary of relevant material. You may check my current CV for other information.

Best,



Emile G. Mc Anany
Professor and Neal Fellow
in International Communication



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February 10, 1987

Dr. George Gerbner
Professor of Communications
and Dean
Annenberg School of Communications
University of Pennsylvania
620 Walnut Street, C5
Philadelphia, Pennsylvania 19104

Dear Dr. Gerbner:

As you know from my call, Dr. Emile G. McAnany, Professor in the Department of Radio-Television-Film at The University of Texas at Austin, has been recommended for appointment to an endowed Professorship in the College of Communication.

Our procedures require that we seek evaluations of persons nominated for such appointments from leaders in the nominee's academic discipline. In 1983, when Dr. McAnany was evaluated for promotion to the rank of Professor, you were kind enough to serve as one of his referees. I very much appreciate your willingness to serve in this capacity once again as our administration reviews Dr. McAnany for Regential appointment to a Professorship.

The Committee and I ask that you assess Dr. McAnany's scholarly and professional contribution to his field and his standing in that field in a brief letter addressed to me. You need only consider his scholarly reputation and contribution to the field. We will provide information about teaching.

I have attached Dr. McAnany's resume.

Thank you for helping us conduct this review. I know the intrusion on your time that tasks of this sort represent and Emile and I very much appreciate your assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert E. Davis".

Robert E. Davis
Professor and Chairman

February 17, 1987

Robert E. Davis
Professor and Chairman
Department of Radio-Television-Film
The University of Texas at Austin
CMA 6.118
Austin, TX 78712-1091

Dear Professor Davis:

I am very pleased to write again on behalf of Dr. Emile G. McAnany for whose work I have great respect and admiration.

As you know, I have been following Dr. McAnany's scholarly work for many years. I have met him at conferences and published his work in the Journal of Communication.

Dr. McAnany continues to be a challenging and productive scholar. His publications since his promotion in 1984 add up to an impressive body of work, dealing with new technologies, critical communication research in Latin America and elsewhere, and various policy studies.

As I said before, Dr. McAnany is a leading scholar in our field and will continue to bring distinction to the university.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab