



THE AMERICAN UNIVERSITY
WASHINGTON, D.C.

January 8, 1992

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

Dear George:

For your review, enclosed are the minutes of our Advisory Board meeting of April 5, 1991. As you will recall, a portion of our discussion centered on the issue of external funding for the International Communication Program as a Center of Excellence. At this time, we would like to request your suggestions for specific measures which the Program might undertake in establishing external corporate or private sponsorship. Please feel free to forward to the Program any ideas you might have regarding specific foundations, corporations, or institutions you recommend we contact in this regard.

Since our meeting in April, the International Communication Program has been involved in a number of activities. With fall student enrollment in International Communication courses numbering approximately 250, the five full time and five adjunct faculty taught a total of four undergraduate and seven graduate courses, with each course carrying seven to eight sections. Course topics ranged from the introductory level to cross-cultural communication, research methodologies, telecommunications technology and policy, news media and foreign policy, and communication and social and economic development. We especially are pleased to have Board member Dr. Robert Oslund back as adjunct professor this year teaching a course on the politics of international telecommunication technologies.

The International Communication Program also was honored to have as Distinguished Visiting Scholar this fall Dr. Herbert I. Schiller, Professor Emeritus, University of California-San Diego. Professor Schiller taught one section of the introductory undergraduate international communication course. On September 25, Professor Schiller made a presentation at The American University entitled "American Informational Power in the Post Persian Gulf War Era" as the first speaker in the 1991-92 International Communication Forum. Following your excellent presentation on "News Media and International Crisis" on October 10 as our second Forum speaker, on November 7, Professor Colleen Roach, Queens College (CUNY) discussed "International Communication and the New World Order." Dr. Mark Alleyne, a new member of the IC faculty last year, presented "Racism, 1492, and All That, and the Study of International Communication" on November 20 to conclude the series. To date, over 200 AU community members have participated in the Forum.

School of International Service
International Communication Program

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The International Communication Program recently announced a cooperative program with the Department of Computer Science and Information Systems (CSIS) in the College of Arts and Sciences here at The American University in which students in International Communication and CSIS may choose to take a specialized concentration field in either program. Three courses offered by CSIS will constitute a related field for International Communication students entitled "Information Systems and Telecommunications."

Looking ahead to our second annual Advisory Board meeting this spring, we are considering convening the meeting during the first week of March and would like to propose Thursday, March 5 for a noon luncheon meeting. Please let me know as soon as possible whether this date and time is convenient for you.

Best wishes for the New Year.

Cordially,



Hamid Mowlana
Professor and Director

HM:gs
Enclosures

*Happy New Year to you
and the family*

Summary of Minutes

INTERNATIONAL COMMUNICATION PROGRAM

**CENTER OF EXCELLENCE
ADVISORY BOARD MEETING**

April 5, 1991

Board Members present:

Michael Baudhuin, Corporate Vice President, AT&T
George Gerbner, Professor of Communication, The Annenberg School
for Communication, University of Pennsylvania
Annie Mear, Professor of Communication, University of Montreal
Robert Oslund, Director, External Relations, World Systems
Division, COMSAT
(Regrets received from Roger Noll, Professor of Economics,
Stanford University)

SIS participants:

Louis Goodman, Dean
Hamid Mowlana, Professor and Director
Gary Weaver, Professor
Nanette Levinson, Associate Dean and Associate Professor
Roger Legere, Associate Dean
Ginger Smith, Research Associate
Kim Buermann, Staff Assistant

The first meeting of the International Communication Program Center of Excellence Advisory Board was held on Friday, April 5, 1991, at The American University, Washington, D.C. The purpose of this meeting was to acquaint the Board with the International Communication Program's structure and activities as a Center of Excellence (COE) and to illicit recommendations regarding future directions and goals for the Program.

The meeting was opened by Dean Louis Goodman, who spoke about the School of International Service (SIS) and the International Communication Program. Professor Hamid Mowlana, Director of the Program, reported on the aims and activities of the Program as a Center of Excellence.

Following these introductory remarks, the discussion moved to comments by members of the Board. The first request from the Board was for clarification of the meaning of the COE within The American University context. Dean Goodman explained that a modest budget is allocated to the COE, with supplementation expected from outside funds. There are few restrictions as to how the budget may be used, encouraging the Program to be creative and to design its activities to be at the "cutting edge" of the international communication field. It was further explained that some of the benefits of COE funding include extra staffing, such as the 1990-1991 Research Associate position, faculty conference attendance, summer faculty research projects, and International Communication fora.

Subsequent items discussed by the Board members included the structure and organization of the School of International Service and the place of the International Communication Program, the objectives and goals of the Program itself, and the role of research and teaching in relation to the increased enrollment. Among a number of recommendations made by the Board was the suggestion that the Program, in articulating its objectives, especially in its printed literature, make an effort to employ more coherent and commonly used language to clarify the Program's self-definition. The Board also suggested that the emphasis of the Program should continue to be on the quality of research and teaching which would heighten its recognition as an excellent research institution and leader in the field of International Communication.

In response to a question about corporate grants, Dean Goodman mentioned a generous grant given by AT&T in honor of the Program's 20th Anniversary in 1989 and AT&T's sponsorship of four students' attendance at the 1990 17th World Congress of the International Association for Mass Communication Research (IAMCR) in Bled, Yugoslavia.

Board members were invited to convey their further comments and suggestions regarding research areas and support for the Program.