June 26, 1972

Mr. Andrew N. Kluger
Director
Mass Media Research Associates
Room 373 Memorial Union
University of California at Davis
Davis, California 95616

Dear Mr. Kluger:

My apologies for this belated reply to your early June letter regarding a representative from our Office participating in the London institute via telelecture.

Mr. Walter Hinchman, an Assistant Director of the Office of Telecommunications Policy, will be happy to participate in the telelecture which you have scheduled to take place on Monday, July 17. Mr. Hinchman is thoroughly familiar with all of the major communications policy issues of concern to our Office and will be, I'm sure, a valuable contributor to the institute.

I would suggest that you write or call Mr. Hinchman directly (202-395-5190) to outline whatever further arrangements may be necessary. Unless you notify us otherwise, it is our understanding that you would like Mr. Hinchman's 20 minute presentation to contain a brief description of the work of OTP, a discussion of our relationship with the FCC and a look toward future developments in communications.

Best regards for the success of the institute.

Sincerely,

Brian P. Lamb
Assistant to the Director

cc: DO Records
DO Chron
Mr. Hinchman
Mr. Lamb (2)
HCHall (2)

HCH;kmj;6/26/72

associated students : university of california, davis

ASUCD

Mass Media Research Associates
Room 373 Memorial Union
University of California at Davis
Davis, California 95616
June 1, 1972

Mr. Brian Lamb
Aid to
The Honorable Clay Whitehead, Director
Office of Telecommunications
Executive Office of the President
Washington, D.C. 20504

Dear Mr. Lamb:

Thank you for your letter dated May 25, 1972. I am also sorry that Mr. Whitehead will find it difficult to participate in our institute this coming summer. I would be happy to have another individual from your office address our students. We have scheduled the prospective tele-lecture to take place on July 17 (Monday), and we could make further arrangements as to whom and where to contact the speaker of your choosing.

I look forward to hearing from you, and again, thank you for your cooperation.

Sincerely yours,

Andrew M. Klugerman

Andrew M. Klugerman
Director

AMK:jh

June 8, 1972

MEMORANDUM FOR MR. SCALIA

FROM: Helen C. Hall

SUBJECT: Possible Speaking Engagement via Telephone to University of California Seminar in London on Monday, July 17.

Sometime ago Tom received an invitation from the University of California at Davis (all background information attached) to participate in a special communications seminar course in London. They proposed that he speak to one of the seminars by telephone (telelecture) for 20 minutes and then answer questions. He agreed to participate but can't do it now because he will be in the Far East.

Brian has suggested that you would be the one who could best replace Tom for this engagement. You will see from the enclosed that they have already lined up an interesting array of speakers. In talking with Mr. Kluger I learned that the 50 "student" participants are of exceptional caliber and include several industry people. The choice of topic for the 20 minute presentation is entirely open but it was suggested that we give a brief description of OTP, discuss our evolving relationship with the FCC, and look toward future developments in communications.

Would you agree to do this? I must give them an answer within the next two weeks so could you give me a decision by June 23.

HALL:mbc
cc:
DO Records
DO Chron
Lamb 2

May 25, 1972

Mr. Andrew Kluger
Room 373 Memorial Union
University of California at Davis
Davis, California 95616

Dear Mr. Kluger:

I understand you have spoken recently with my assistant, Miss Helen Hall, regarding the possibility of Mr. Whitehead speaking via "tele-lecture" to your summer institute in London.

As Miss Hall indicated, Mr. Whitehead is now scheduled to be in the Far East from the end of June until July 25. We are very disappointed that he will not be able to participate in the institute as he had looked forward to it. Should his schedule change at the last minute, it may be possible that he will still be able to participate. In lieu of Mr. Whitehead, I'm sure that someone else on our staff will be able to speak to the seminar about the work of our Office and the future of communications in general which I understand would be acceptable to you.

Please let us know exactly when you would like us to participate and we will try to schedule someone for that date and time.

It sounds as if you will have a good group of students and the institute will be a very worthwhile venture for all concerned.

Sincerely,

Signed

Brian P. Lamb
Assistant to the Director

HALL:mbc
cc: DO Records
DO Chron
Lamb 2

OFFICE OF TELECOMMUNICATIONS POLICY
EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20504

March 21, 1972

OK - what will I say?

To: Mr. Whitehead

From: Helen Hall

Subject: Invitation to Participate in a Mass Communications Course via "Tele-lecture" (Conference Call)

The University of California at Davis is sponsoring a summer institute in London from June 26 to July 23 on the "Impact of Mass Communications Upon the Individual and Society." They would like to schedule a 20-30 minute tele-lecture (conference call) with you on July 20, 1972, so that you could speak to them and answer questions.

The institute is a six-hour credit course meeting six hours a day, four days a week for a month and will be attended by 50 graduate-level communications students and professionals.

The overall purpose is to explore the impact of the mass media on attitude, opinion, and behavior. So far the schedule speakers include:

Bernard D Nossiter, Washington Post, Bureau Chief, London

B. P. Emmett, Head, Office of Audience Research, BBC

Ronald Steinman, Director of News Operations, NBC, London

Jean-Jacques Servan-Schreiber, Editor, L'Express, Paris

Gerald Long, General Manager, Reuters

William Rees-Mogg, Editor-in-Chief, The Times

W. Harford Tomas, Managing Editor, The Guardian

One topic will be presented each day by a speaker or panel of speakers.

They are hoping to have you speak via tele-lecture on July 20, 1972, when the scheduled topic is "Effects on Politics - the Pre-packaged Candidate." They are also attempting to have Vice President Agnew as the only other speaker that day.

Brian recommends that we accept this invitation if at all possible that day as it would involve a limited amount of effort on our part.

Okay?

HHall/ns
cc:
DO Record
DO Chron
Lamb 2

OFFICE OF TELECOMMUNICATIONS POLICY
WASHINGTON

June 22, 1972

To: Helen Hall

From: Walter Hinchman

Subj: Possible Speaking Engagement via Telephone to London, July 17.

Your description of the possible topic for discussion seems to differ markedly from the general theme of the course as well as the originally scheduled presentation. Are you sure a description of OTP, etc., would be either appropriate or satisfactory? I have no qualms (nor strong motivation) concerning the presentation, but would not like to be completely out of tune with their interests and/or expectations.

Walt

Walt

RCA Global Telegram

AAZCZC YW724 UXS487

USWA HL GBLB 042

LONDONLB TF 42 17 1347

JUL 18 1972

LT

BRIAN P LAMB ASSISTANT TO DIRECTOR OFFICE OF

TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF PRESIDENT

WASHINGTONDC

WILL SCHEDULE TELE LECTURE ON WEDNESDAY JULY 19TH 8AM

9AM YOUR TIME HOPE TO BE ABLE TO SPEAK WITH YOU

A KLUGER UNIVERSITY OF CALIF DAVIS

Reply via RCA: call 558-4321

Helen - if CTW has accepted, you should check whether these students are U of C or are an international group - ie important for presentation, style tone etc. LKS

Linda

OFFICE OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

WASHINGTON, D.C. 20504

March 21, 1972

To: Mr. Whitehead

From: Helen Hall

Subject: Invitation to Participate in a Mass Communications Course via "Tele-lecture" (Conference Call)

The University of California at Davis is sponsoring a summer institute in London from June 26 to July 23 on the "Impact of Mass Communications Upon the Individual and Society." They would like to schedule a 20-30 minute tele-lecture (conference call) with you on July 20, 1972, so that you could speak to them and answer questions.

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Brian recommends that we accept this invitation if at all possible that day as it would involve a limited amount of effort on our part.

Okay?

associated students : university of california, davis

ASUCD

Room 373 Memorial Union
University of California at Davis
Davis, California 95616
February 8, 1972
916-752-2513

Mr. Brian Lamb
Aid to
The Honorable Clay Whitehead
Director
Office of Telecommunications
Executive Office of the President
Washington, D.C. 20504

Dear Mr. Lamb:

I want to thank you for our conversation the other day, at which time you showed an interest in our institute to be held in England this coming summer. To better explain the institute, I have enclosed a copy of the final draft of the course. I hope that this will be self-explanatory, in regards to the guests who will address the institute, its location, and the academic recognition that it has received from the University of California.

Please note that the only two individuals who are still not confirmed as guests are Mr. Clyde Whitehead and the Vice President. I hope that you will be instrumental in helping us schedule Mr. Whitehead in order that he may address us via tele-lecture.

Tele-lecture is a conference call which we will place to Mr. Whitehead at the convenience of his office or home. We will then carry on a two-way conversation for an extended amount of time (20-30 minutes) if at all possible.

At the end of the conference we will publish any discussions and lectures delivered at the Institute for mass circulation. At the time of Mr. Whitehead's discussion, we could schedule several press corpsmen to be present and just watch. I know that BBC would also be willing to cover such a positive and constructive intercourse of ideas between the students and Mr. Whitehead.

The students will include graduate and professionals who will pay to costs to attend. We are expecting 50 people and most of them will be mature individuals that have been through the first four years of college and are capable of carrying on an intelligent conversation with Mr. Whitehead. I would not forsee any trouble if Mr. Whitehead did accept because the students would be briefed in advance, that any insults will not be appreciate and respect must be shown to Mr. Whitehead and his office.

I hope that you will be able to help us. If there is any question, please feel free to contact me. I thank you for any and all cooperation on my behalf. Until I hear from you, I am,

Appreciatively yours,

Andrew Klugger

Director

916-752-1011

AMK:jh

C. Whitehead

1972 Summer Institute in London
University of California, Davis Extension

Course: Impact of Mass Communications upon the Individual and Society.

Credit: Six units of University of California, Davis Extension.

Department: Psychology, University of California, Davis.

Dates: June 26-July 23

Location: Bentham Hall, University College (Cartwright Gardens), London.

Sponsor: All financial arrangements have been completed by Book Bank U.S.A., Inc., a non-profit, educational organization, including round-trip air transportation, for thirty students or more, from San Francisco, Ca., to London, via TWA, and four weeks room and board at Bentham Hall, University College, London at a cost of $970.00 per student.

Director: James McEvoy III, Ph.D., Assistant Professor, Department of Sociology, University of California, Davis.

Form and Purposes of the Institute

This Institute requires 96 hours of attendance (six hours per day, four days per week for four weeks), for a study of the impact of mass communications upon the individual and society. Students attending may take six units of credit from the University of California, Davis Extension.

Each day's session will consist of a presentation of a topic for the day by a speaker or a panel of speakers, presentations drawn from the media (of films, recordings, slides, etc.) and seminar sessions in the afternoons. (A daily schedule is attached). The confirmed guest list includes twenty representatives from various governments, from television and radio networks, from the motion picture industry, from newspapers and periodicals, and from wire news services. The guests were chosen to offer students insight into media influences directly from people who work in the media or in close contact with media representatives.

Tours are arranged for students of the Institute and they include visits to BBC radio, BBC television, the offices of The Guardian, The Times of London, Pinewood Motion Picture Studios, the EMI Motion Picture Studios, the Historical Exhibit of the Independent Television Authority of Great Britain, A London theatre production, and an audience participation production of BBC television.

The Institute aims to heighten awareness of how media influences individuals and the societies in which they live. Basically, students would be expected to learn forms and uses of the media, trace content patterns in news, entertainment, and propaganda; compare similarities and differences between various societies, and to analyze influences of the media upon individuals.

This Institute truly is inter-disciplinary. However, the six units of University of California, Davis Extension credit are offered under Social Psychology because the 1972 Institute will be concerned basically with changes made by mass communication on attitude, opinion, and behavior.

Daily Schedule

June 26-29 Current Issues in Mass Media

1. Introduction and orientation
   speaker: Dr. James McEvoy, Director of the Institute

2. Forms and effects of mass communication -- changes in news patterns.
   speaker: Bernard D. Nossiter, Chief, Washington Post Bureau, London
   seminar topic: The Decline of Word Power

3. Content of the Media -- The Media Breed New Public Appetites: Fact or Myth?
   speaker: B.P. Emmett, Head, Office of Audience Research, BBC.
   audio-visual: slides provided by Mr. Emmett
   seminar topic: Content of the media

4. Films in the service of government
   speakers: H.B. Chandler, European Representative, National Film Board of Canada; and W.S. Jobbins, Director of Distribution, National Film Board of Canada, Montreal.
   audio-visual: Film, " Challenge for Change."
   seminar topic: Films in the service of government.

July 4-7 Has 1984 Come?

1. Global Village effects and Big Brother Effects
   speakers:(Telelectures) Axel Springer, Publisher, Berlin; Jean-Jacques Servan-Schreiber, Editor, L'Express, Paris; and several BBC television personnel.
   Audio-visual: Film, " Triumph of the Will "
   Seminar topic: Is Big Brother inevitable as a result of living in the Global Village?

2. The Reality of News Coverage
   speaker: Ronald Steinman, Director of News Operations, NBC, London
   seminar topic: The reality of news coverage

3. Effects of Mass Communication on under-developed nations.
   speaker: (Tape) Dr. Donald Rothchild, Associate Profesor, UCD Political Science Department.

   Audio-visual: Maps and models
   Seminar topic: What are the voids in Mass Media coverage?

4. Effects of Mass Communication on technologically advanced nations.
speakers: Donald Peacock, Press Secretary to the High Commissioner of Canada; Jean-Marie Benoist, Cultural Attache of the French Embassy, London; R.C. Godell, Head, U. S. Information Service, London.

July 11-14 Television as Classroom and Theatre

1. What has been the influence of the tube on classroom teachers?
speaker: Dr. James McEvoy, Director of the Institute
seminar topic: Effects of television upon students

2. Educational Networks -- their effects on learning
speaker: Don H. Grattan, BBC comptroller of Educational Broadcasting.
audio-visual: slides brought by Mr. Grattan
seminar topic: Is there a British Sesame Street?

3. Colleges and Universities as centers of Media Research and Production -- Effects on Teaching.
speaker: Dr. James McEvoy, Director of the Institute
seminar topic: What should universities be doing to prepare new teachers for the global village?

4. A competition of Messiahs -- Future Shock and Drama
speaker: Peter Black, Television critic of The Daily Mail
seminar topic: Changes in form and content of the drama brought about by mass media.

July 18-21 Mass Media as the Big Boss

1. Mass Media as Big Business and its effects on employment and the Economy.
speakers: Kenneth A. Coyte, vice-president and general manager of UPI-TN; Gerald Long, general manager, Reuters, LTD.; William Rees-Mogg, Editor in Chief, The Times, London; and W. Harford Tomas, Managing Editor, The Guardian.

seminar topic: Tables of organization and employment patterns in the mass communication industry.

2. Forms of governmental control and regulation.
speakers: Charles Curran, Director General, BBC; Tom Morgan, Director of Public Relations, BBC; Bryan Young, Director General, Independent Television Authority of Great Britain; and Barney Keelan, Head of Information, Independent Authority of Great Britain.

seminar topic: Governments stake in the media.

3. Effects on Politics -- the pre-packaged candidate.
speakers: (Telelecture) Vice President Spiro Agnew, United States; Clay Whitehead, Director, Telecommunications Policy, White House.
seminar topic: Fred W. Friendly's book, Due to Circumstances beyond Our Control -- media as a task force.

4. Summary
speaker: Dr. James McEvoy, Director of the Institute

Essential Tasks for Students

Each student who wants six units of U.C. Davis Extension credit must identify and define an area of media impact upon society and the individual, design and carry out a study, submit a written report to the Institute director for a graded evaluation. Guidelines for the reports are in one of the two text books for the Institute, which will be provided without additional cost: Philip Zimbardo and Ebbe Ebbeson, Influencing Attitudes and Changing Behavior (Menlo Park, Ca.: Addison-Wesley Publishing Co., Inc.) and Alvin Toffler's Future Shock (New York: Random House, c 1970).

A folder of supplementary reading from other books, periodicals, and newspapers will be provided for each student without additional charge. Prominent among those readings will be excerpts from:

R.K. Baker and S.J. Ball, Violence in the Media.
Loren Eiseley, The Immense Journey.
Don Fabun, The Dynamics of Change.
F.W. Friendly, Due to Circumstances Beyond Our Control.
M. McLuhan, Understanding Media.
J. Ortega Y. Gosset, The Mission of the University.
Lee Richardson, Dimensions of Communication.
Charles Solley and Gardner Murphy, Development of the Perceptual World.
John Steinbeck, Travels with Charley.
T. H. White, The Making of the President, 1968.
A.V. Whitehead, Aims of Education.

In addition, selected films, disc and tape recordings, slides and other audio-visual materials will be used.

* material is subject to change prior to course.