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ABSTRACT

An Urban Affairs Seminar for Broadcast News and Editorial Directors is both a feasible idea and a need. Unlike newspapers, television and radio stations have no "resident experts" in the various aspects of urban affairs. A faculty was selected, the seminar was organized, and a prospectus mailed to approximately 500 stations. Unfortunately, the economic conditions of early 1970 militated against the holding of the seminar. Though the requisite minimum number of registrations was not received, many stations approved of the seminar and wished to be apprised of future efforts. Success of this type of seminar seems certain in a more economically secure period. (Author/DM)

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FINAL REPORT

Project No. 09-8041
Grant No. OEG 9-9-148041-0072(010)

Development of Plans for a
Summer Seminar for
Broadcast News and Editorial Directors

Jules Dundes
Stanford University
Department of Communication
Stanford, California 94305

August 20, 1970

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SUMMARY

The Communication Department of Stanford University undertook to study the feasibility of holding an Urban Affairs Seminar for Broadcast News and Editorial Directors.

No such Seminar has previously been held at any American University. The desirability of such study by broadcasters is pointed up by the fact that TV and Radio stations, unlike newspapers, have no "resident experts" in the various aspects of Urban Affairs.

After consultation with an Advisory Panel of six San Francisco TV and Radio News and Editorial Directors, a faculty was assembled from both Stanford and the University of California at Berkeley, and a prospectus for the Seminar mailed to 235 stations. Early returns indicated the month of September, 1969, which had been selected as the time for the Seminar, was not desirable for TV stations because of the all-out effort preceding the start of a new TV season.

Dates for the Seminar were changed to June, 1970, and a somewhat revised faculty assembled. The Project Director conferred with many broadcasters at Network and Group-ownership headquarters in New York to assure attendance from these sources. A new prospectus was mailed to approximately 500 TV and Radio stations.

Unfortunately, economic conditions in the early months of 1970 militated against the holding of the Seminar in this year. A number of stations which had planned to attend were forced to revoke their commitments.

The Seminar was not held in June. No plans are presently underway to schedule one in 1971.

However, it is clear from the experiences gained in this project that such a Seminar can be held, and will succeed, in a period more economically secure than the present one. Though the requisite minimum number of registrations was not received, there were indications from a large number of stations that they approved of the planning and focus of the Seminar, and would like to be apprised of future efforts along such lines.

INTRODUCTION

TV and radio in America have become dominant in the dissemination of news and information.*

Yet these broadcast media still lag far behind newspapers in the extent to which they have developed reportorial staffs and techniques.

As broadcast stations are called upon to evaluate the news, to comment on it, and to editorialize, they have fewer resources of "resident experts" on which to call than do newspapers. News Directors and Editorial Directors at stations are left to their own devices, must rely heavily on their own background information, to perform their tasks.

It was with this in mind that the Communication Department of Stanford University undertook to study the feasibility of a special Seminar for Broadcast News and Editorial Directors. A Seminar whose explicit purpose was to provide background information and perspective for men called upon in their daily chores to interpret news events for the audience.

No such Seminar has previously been organized in any American university. Therefore, a number of questions needed study:

1. What should be the subject content;
2. Could a major university provide a faculty well-equipped to teach in such a Seminar;
3. Would broadcasters concur in the desirability and necessity of such study;
4. Would they support it, even at considerable cost in money and employee time?

To research these questions, Stanford applied for and received a grant from the U.S. Department of Health, Education and Welfare for "Development of Plans for a Summer Seminar for Broadcast News and Editorial Directors".

The grant was awarded in May, 1969. Work on the project was undertaken immediately following notification of the grant award.

*Roper Research Associates, in regular studies conducted between 1959 and 1968, report that by the latter year Television had become the first source of news for 59% of the American people, Radio for 25%, and Newspapers for 49%. The question was phrased in such a way as to lead to multiple answers. But, the evidence that TV and Radio, combined, outrank Newspapers, Magazines and People, as sources of news and information, is unmistakable. See: A ten-year View of Public Attitudes Toward Television and Other Mass Media, 1959-1968, by Burns W. Roper. Published by the Television Information Office, New York, N.Y.

METHODS

We started with several preconceived notions:

1. The Seminar would be held on campus at Stanford over a two-week period;
2. Participants would be housed and fed on campus, in order to encourage a maximum of intra-personal relationships and "out of class" discussions;
3. Fees covering both tuition and living costs, to be paid entirely by the participants' employers, would be \$1,000 each.

But we had no preconceived decisions about program content.

Clearly, this most important aspect of the entire project would require consultation with a representative group of those who would be affected: Broadcast News and Editorial Directors.

Thus, six news and editorial directors from San Francisco TV and radio stations were assembled, and agreed to serve as an Advisory Panel to the Seminar planning staff.

The Advisory Panel was composed of:

Robert Vainowski, Editorial Director, KCBS
Mario Cotrovo, Editorial Director, KPIX-TV
Ron Myers, News Director, KPIX-TV
Herbert Levy, Editorial Director, KGO & KGO-TV
Chet Casselman, News Director, KSFO
Art Wakely, News Director, KNBR

All members of the Advisory Panel represented major radio and TV stations in the Bay Area, (KCBS is the CBS-owned radio station in San Francisco, KPIX-TV is owned by Westinghouse and affiliated to the CBS Television Network. KGO and KGO-TV are owned by the American Broadcasting Company and affiliated to the ABC radio and TV Networks. KSFO is the San Francisco radio outlet of the Golden West Broadcasting Company. KNBR is owned by the National Broadcasting Company and affiliated to the NBC Radio Network.) They represented the type of "students" we hoped to attract to the Seminar. We felt, therefore, that their recommendations would be eminently useful to us.

The Advisory Panel met for the first time on April 15, 1969, at KPIX-TV, San Francisco. Also present at that meeting were Jules Dundes, the Project Director, and Frank Allen Philpot, assistant to the Project Director.

Several hours were devoted to a consideration of the problems facing the Seminar.

First, the Advisory Panel considered a list of 31 possible Seminar topics of interest, in order to rate them in terms of professional interest and usefulness to them in their work. Ratings were made on a scale which ranged from "top priority" through "Good", "Undecided", to "No Interest".

The list of topics was prepared in alphabetical order, to eliminate favorable weighting of one topic over another because of position on the list. (In this regard it's of interest to note that the most popular topic was in 22nd position on the list, the 2nd most popular in 11th position on the list, and the 3rd most popular in 29th position on the list.)

Here are the proposed topics for the Seminar in the order of importance which was assigned to them by the Advisory Panel:

1. Police-Community Relations
2. Contemporary Campus Problems
3. Transportation
4. Education: Minorities
5. Race Relations
6. Urban Affairs Reporting
7. Conservation and National Resources
8. Crime in Metropolitan Areas
9. Juvenile Delinquency
10. Social Welfare
11. State and Local Taxation
12. Fair Trial - Free Press
13. Education in New Methods
14. Housing
15. Education in Sex
16. Education in Elementary and Secondary Schools
17. Public Opinion
18. Urban Renewal
19. Black Studies
20. City Planning
21. Computers and Society
22. Surveys and Polls
23. Black Economics
24. Old Age
25. Mental Health
26. Public Health
27. Alcoholism
28. Industrial Relations
29. ERIC
30. Hospital-Community Relations
31. Constitutional Law

Advisory Panel members also discussed proposed formats for the Seminar and recommended several changes. Principal among these was the suggestion the Seminar run no longer than a week (actually, 5 working days for the participants) and that the tuition fees be reduced appreciably. It was felt the high fees originally contemplated would discourage many potential participant stations.

Accordingly, after consideration of the Advisory Panel's suggestions, it was decided to schedule the Seminar for 8 days (including weekends, so that only 5 working days would be encompassed) and to reduce the fees to \$500 per participant -- \$200 for room and meals, and \$300 for tuition. (All faculty members were to be paid an honorarium.)

With the list of suggested topics in hand, the Project Director and his assistant consulted a number of professors at Stanford and the University of California at Berkeley, as well as civic leaders in San Francisco, for suggestions on the Seminar's faculty.

Among those consulted were:

Lyle Nelson, Chairman, Department of Communication,
Stanford University
Nathan Maccoby, Professor of Communication,
Stanford University
Robert M. Rosenzweig, Associate Dean of the Graduate
Division, Stanford University
Berkeley Driessel, Assistant to the Provost,
Stanford University
Joseph Lyford, Professor of Journalism,
U.C., Berkeley
Kenneth E. Mosier, Director of Forensics,
Stanford University
Fred Strip, Director of Forensics,
U.C., Berkeley
William Becker, Executive Director, San Francisco
Human Rights Commission
John De Luca, Administrative Assistant to the Mayor,
City of San Francisco
Alvin Fine, Professor of Humanities
San Francisco State College

As a result of recommendations from those listed above, invitations to join the faculty of the Seminar were extended to:

Hon. Alan Cranston, U.S. Senate, California
Hon. Joseph Alioto, Mayor, San Francisco
Dr. Milton Cherrin, Dean, School of Social Welfare,
U.C., Berkeley
Dr. Leonard Duhl, Professor of Urban Social Policy and
Public Health, U.C., Berkeley
Dr. Paul R. Ehrlich, Director of Graduate Studies, School of
Biological Sciences, Stanford University
Joseph Lyford, Professor Journalism, U.C., Berkeley
John Naisbitt, President, Urban Research Corporation, Chicago
Dr. William Paisley, Director, ERIC Clearing House for Educational
Media & Technology, Stanford University

Dr. William L. Rivers, Professor of Communication,
Stanford University
James Simmons, Assistant to the President, Stanford University
Michael S. Wald, Professor of Law, Stanford University
Dr. Aaron Wildavsky, Professor of Political Science,
U.C., Berkeley

All on the above list accepted.

Invitations which could not be accepted also were extended to:

Hon. Ronald Reagan, Governor of California
Daniel P. Moynihan, Assistant to President Nixon
John W. Gardner, Chairman, the Urban Coalition
Dr. Eugene C. Lee, Director, Institute of Governmental
Studies, U.C., Berkeley

PHASE I

On the strength of the acceptances indicated above, and after further consultation with the members of the Advisory Panel, a Prospectus for the Seminar, to be held during the week of September 6-13, 1969, was prepared. (Appendix A)

A publicity release to newspapers and trade publications was prepared and mailed. (Appendix B)

The Seminar Prospectus was mailed to the owners or managers of TV and radio stations throughout the country -- 235 of them. A personal note from the Project Director was included with 83 of these mailings. In addition, personal letters were written to the operating heads of 10 group operations, and two Network News Departments.

Response to the prospectus was, at first, encouraging. Registrations were received from several stations virtually by return mail.

But almost as quickly came the note, in several letters, that we'd picked the worst possible month for our Seminar, as far as TV stations were concerned. September is that month in which new Fall schedules are launched, with heavy promotion. All hands at the TV station are needed to get the new season off to an auspicious start. (This note had not been raised by the Advisory Panel, though several TV representatives were on it.)

As more stations raised this point in their replies, and as acceptances after the first flurry dwindled, it became clear that the scheduling of the Seminar was a serious impediment.

The decision was made by the Director, Jules Dundes, in consultation with the Chairman of the Stanford Communication Department, Lyle Nelson, to postpone the Seminar until June, 1970.

All faculty members and stations already registered were informed of the postponement. They were asked to hold themselves available for a similar Seminar in June.

PHASE II

Work on the newly-planned Seminar was begun at the end of the summer of 1969.

In September, the Project Director went to New York to consult with network and group-ownership executives and solicit their support for the June Seminar.

Meetings were held with the following:

Richard Salant, President, CBS News
 Elmer Lower, President, ABC News
 Bill Leonard, Executive Vice-president, CBS News
 Robert Skedgell, Director, CBS Radio Network News
 John Burns, Urban Affairs Vice-president, Westinghouse
 Broadcasting Company
 Sam Cooke Digges, Executive Vice-president, CBS Radio
 Ralph Daniels, President, CBS Television Stations
 John Campbell, Vice-president in charge of Company-owned
 Stations, ARC Television
 Louis Dorfsman, Vice-president, Creative Affairs, CBS
 Kidder Meade, Vice-president, Public Relations, CBS
 Alan Sloane, General Manager, NCBS-TV
 Joseph Lyford, President, Fund for Peace
 Fred Gilbert, President, Time-Life Broadcast Division (by phone)
 Tom Cooloy, Ford Foundation (by phone)

Assurances were had from all of the above that the Seminar filled a need, and would be supported by their respective organizations the following June.

After the start of 1970 a faculty was assembled once again. In large measure it duplicated the one previously announced. Additions to that earlier faculty included:

William Becker, Executive Director, San Francisco Human
 Rights Commission
 Thomas J. Cahill, Chief Special Agent, Pacific Tel & Tel;
 formerly Chief of Police, San Francisco
 Dr. St. Clair Drake, Director, Black Studies Program, and
 Professor of Anthropology, Stanford
 University
 Robert F. Ferguson, Chief of Police, Covina, Los Angeles County

Dr. Leonard Duhl and Dr. Paul Ehrlich could not commit themselves to the faculty for the June dates. All others did.

June 21-28, 1970, were the dates selected for the new Seminar.

A printed brochure (see next page) was prepared. The mailing this time was to approximately 500 TV and Radio Stations throughout the country.

Once again the Project Director wrote personal letters to accompany the brochure -- now, to over 150 recipients.

This time initial registrations came much more slowly than the previous Spring. Several stations which had registered earlier now sent their regrets. Many others indicated they were interested, but could not consider sending a News or Editorial Director at this time.

Commitments which had been made the previous Fall during the Project Director's discussions in New York were, in several cases, revoked.

A clear pattern emerged.

The economic slowdown of 1970 had affected broadcasters as much as anybody, perhaps more than most. A feeling of caution for the moment and uncertainty about the future was pervasive.

This was confirmed in many telephone calls the Project Director had with those who had previously signified an intention of attending.

Reluctantly, at the end of the first week of May, a decision was made that the Seminar could not be held in 1970. Notice of this decision was sent to all faculty, and those who had already registered. (Appendix C).

Stanford University
announces a one-week Seminar on

Urban Affairs and Media Opportunities

For Broadcast News and Editorial Directors
June 21-28, 1970

Crime in Metropolitan Areas...

Education of Minorities...

Conservation and National Resources...

3 of the 12 sessions to be included

For the first time at any American university, here is a seminar on Urban Affairs planned *specifically* for broadcasters engaged in news and editorializing.

It will range through many aspects of contemporary urban affairs (see subject and faculty list, following), those same subjects on which newsmen are expected to react swiftly and expertly *every working minute* of their lives.

BROADCASTER-ORIENTED

But all discussions will focus on the *application* of subject matter to news and editorial broadcasting. Thus, broadcaster-participants will bring as much to these discussions as faculty. That's why enrollment is limited to 30 participants—to permit the fullest possible participation of each individual attending the Seminar. Discussions will be led by eminent professors from both Stanford and the University of California at Berkeley, by well-known community and youth leaders, and by visiting experts from other parts of the country. Faculty and Seminar participants will be encouraged to speak fully and freely, in order to discover and explore differences of opinion in the highly controversial subjects to be covered. Our goal is to achieve new levels of clarity for all participants.

NATIONAL LEADERS TO ATTEND

Recognizing the unique nature of the Seminar, and its cogency to American broadcasting, U.S. Senator Alan Cranston of California will meet and speak with the participants during a dinner session. Other nationally prominent figures have been invited and will be announced later.

The Stanford Seminar is a rare opportunity for a select, small group of broadcasters to deal intensively with critical issues of our times...to explore new avenues and techniques for handling these issues in television and radio.

All meetings will be held on campus at Stanford. Participants will be housed in a modern dorm, in individual rooms. All meals will be provided. Fee for the Seminar is \$200 for room and meals, and \$300 for tuition—a total of \$500.

To insure a place at the Seminar for your News or Editorial Director, return the enclosed card as soon as possible to

JULES DUNDES, Director
Seminar for Broadcast News and
Editorial Directors
Stanford University
Stanford, California, 94305

SUBJECTS

Contemporary Campus Problems
Crime in Metropolitan Areas
Police-Community Relations
Conservation and National Resources
Education of Minorities
Social Welfare
Youth Goals for the '70's
Urban Affairs Reporting
Community Leadership
New Methods and Trends in Education
Politics and Urban Problems
Overview of Urban Affairs

FACULTY (Partial List)

WILLIAM BECKER, Executive Director, San Francisco Human Rights Commission.

THOMAS J. CAHILL, Chief Special Agent, Pacific Tel. and Tel.; formerly Chief of Police, City of San Francisco.

(over)

DR. MILTON CHERNIN, Dean of the School of Social Welfare, University of California at Berkeley.

DR. ST. CLAIR DRAKE, Director, Black Studies Program, and Professor of Anthropology and Sociology, Stanford University.

ROBERT F. FERGUSON, Chief of Police, Covina, Los Angeles County.

JOSEPH LYFORD, President, The Fund for Peace, New York; formerly Professor of Journalism, University of California at Berkeley.

JOHN NAISBITT, President, Urban Research Corporation, Chicago.

DR. WILLIAM PAISLEY, Director, ERIC Clearinghouse for Educational Media and Technology, Stanford University.

DR. WILLIAM L. RIVERS, Professor, Department of Communication, Stanford University.

JAMES SIMMONS, Assistant to the President, Stanford University.

MICHAEL S. WALD, Professor of Law, Stanford University.

DR. AARON WILDAVSKY, Dean, Graduate School of Public Affairs, University of California at Berkeley.

JULES DUNDES, Lecturer in Communication, Stanford University; formerly vice-president in Charge of Station Administration for CBS Radio, and General Manager of KCBS, San Francisco.

PANEL OF COMMUNITY LEADERS

PANEL OF YOUTH LEADERS

Angela...

FINDINGS AND ANALYSIS

This study has a number of quickly evident findings:

1. It is easily possible to assemble a faculty of first-rate academicians and civic leaders for a Seminar involving representatives from the Broadcast media. As might be expected, men who spend their time in research and teaching are eager to share their knowledge with those who can disseminate it to large masses of the public. Though a modest honorarium was offered to each faculty member, several of them indicated they would be pleased to participate even without such inducement.
2. A week of intensive study in various aspects of urban affairs is an appealing -- but not compelling -- idea to many broadcasters. There is a recognition among them that further knowledge in these matters is desirable to their operations. Only some of them consider it essential.
3. Timing of such a Seminar is critical. Since University facilities for it are normally available only during Summer months, it is important that the Seminar be held early in the Summer, not at that point when station personnel are already caught up in the hectic activity to launch the Fall schedule of new programs.
4. Selection of topics needs the assistance of an Advisory Board made up of people actively engaged in the Broadcast industry in News and Editorial functions.
5. The length of such a Seminar should not exceed one week -- with a maximum of five working days.

CONCLUSIONS

The Seminar itself failed to eventuate because of the economic slowdown during 1970.

No other reasons were advanced for a change of mind on the part of those who had previously agreed to participate.

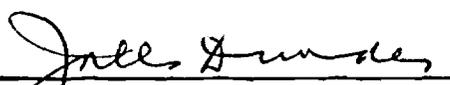
Tied in with this, though never overtly expressed, was the fee set for the Seminar. Conceivably, a lower fee would have encouraged greater participation. But lowering the fee would have necessitated less honoraria to faculty (the amount offered was modest, at that) and less than "best" accommodations at the University. Both of these steps seem undesirable.

Perhaps most important of all is the personal contribution of the Project Director. It became clear in the course of this effort that all registrations were obtained because of direct contact between the Project Director and stations or network personnel.

It would seem desirable, therefore, to budget such an effort to include a considerable amount of travel by the Project Director for the purpose of personal, face to face, solicitation at major stations around the country.

Conceivably, once such a Seminar has been held for a first time, and has proved successful, this element of personal solicitation would become less important.

It is the conclusion of the Project Director that a Seminar for Broadcast News and Editorial Directors can be held at Stanford, and can be successful, in a future year when the economic outlook of the Broadcast industry is more hopeful than now.



Jules Dundes
Project Director
August 20, 1970

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

DEPARTMENT OF COMMUNICATION

REDWOOD HALL
Telephone:
415/321-2300
Ext. 4903

SEMINAR FOR BROADCAST NEWS AND EDITORIAL DIRECTORS

"URBAN AFFAIRS AND MEDIA OPPORTUNITIES"

STANFORD UNIVERSITY - SEPTEMBER 6-13, 1969

Broadcast news is undeniably the first source of news in America. That fact is gratifying to you as a broadcaster, but the challenge is great. And the responsibility of leadership demands that your news people be the best-informed in the field.

That's why Stanford University has created the nation's first Seminar for Broadcast News and Editorial Directors ... a rare opportunity for men in these positions at major U.S. stations to examine intensively the content and direction of race relations, police-community relations, housing, campus unrest, minority education, crime, juvenile delinquency, and other contemporary areas of concern in American cities.

Discussions will be led by eminent professors from both Stanford and the University of California at Berkeley, and by well-known community and youth leaders. (See attached list.)

Faculty and seminar participants will be encouraged to speak freely and fully, in order to discover and explore differences of opinion in these highly controversial subjects. Our goal is to achieve a new level of clarity for all participants.

The Seminar is exclusively for broadcast news and editorial directors. Thus, throughout the eight days of discussion the opportunities for the broadcast media to report, to analyze and to editorialize with new meaning and greater vigor will be fully developed. All discussions will be related to the broadcast application of the material studied.

Recognizing the unique nature of the Seminar, and its cogency to American broadcasting, two political leaders of great national stature -- Mayor Joseph Alioto of San Francisco and U.S. Senator Alan Cranston of California -- will meet and speak with the participants.

Enrollment must be limited to a maximum of 30. To insure a place in the Seminar for your News or Editorial Director, return the attached application as soon as possible.

-- continued --

All meetings will be held on campus at Stanford. Participants will be housed in a new dorm, in individual rooms. All meals will be provided. Fee for the 8-day session is \$200 for room and meals, and \$300 for tuition -- a total of \$500.

Please address all communications to:

Jules Dundes, Director
Seminar for Broadcast News and Editorial Directors
Redwood Hall
Stanford University
Stanford, California 94305

F A C U L T Y (Partial List)

SEMINAR FOR BROADCAST NEWS AND EDITORIAL DIRECTORS

STANFORD UNIVERSITY - SEPTEMBER 6-13, 1969

Dr. Milton Chernin, Dean, School of Social Welfare. U.C., Berkeley

Dr. Leonard Duhl, Professor of Urban Social Policy
and Public Health U.C., Berkeley

Dr. Paul R. Ehrlich, Director of Graduate Studies,
School of Biological Sciences Stanford

Joseph Lyford, Professor of Journalism U.C., Berkeley

John Naisbitt, President, Urban Research Corp. Chicago

Dr. William Paisley, Director, ERIC Clearing House
for Educational Media & Technology Stanford

Dr. William L. Rivers, Professor of Communication Stanford

James Simmons, Assistant to the President Stanford

Dr. Michael S. Wald, Professor of Law Stanford

Dr. Aaron Wildavsky, Professor of Political Science U.C., Berkeley

Panel of Community Leaders, selected from among those
who have been at the head of
community activities among
Blacks, Mexican-Americans,
Chinese-Americans, etc.

Panel of Youth Leaders, selected from among those who are
active in militant campus and
neighborhood organizations.

Jules Dundes, Lecturer in Communication Stanford
Mr. Dundes, formerly vice-president
in charge of Station Administration
for CBS Radio, and General Manager of
KCBS, San Francisco, is Director of the
Stanford Seminar for Broadcast News
and Editorial Directors.

A P P L I C A T I O N

STANFORD SEMINAR FOR BROADCAST NEWS AND EDITORIAL DIRECTORS

SEPTEMBER 6-13, 1969

Please enroll:

(Name)

(Position)

(Station Call Letters and City)

as a participant. The registration fee of \$500 is:

enclosed to be billed to: _____

Mail completed form to: Jules Dundes, Director
Seminar for Broadcast News and Editorial Directors
Stanford University
Stanford, California 94305

STANFORD UNIVERSITY NEWS SERVICE
321-2300, ext. 2558

FOR INFORMATION CONTACT: Steve Lieurance
FOR IMMEDIATE RELEASE

STANFORD - An Urban Affairs Seminar for television and radio news and editorial directors designed to develop a deeper perspective for reporting and editorial analyses will be held at Stanford University Sept. 6-13.

The intensive eight-day session, featuring Sen. Alan Cranston (D-Cal.) and San Francisco Mayor Joseph Alioto, as well as eminent professors from both Stanford and University of California at Berkeley, will examine the content and direction of race relations, campus unrest, police-community relations, housing, minority education, crime, and other areas of contemporary concern.

A panel of community leaders, involved in inter-racial activities, and a panel of youth selected from campus and community organizations also will be features of the conference.

The faculty in the "Urban Affairs and Media Opportunities" seminar includes Dr. Milton Chernin, dean, School of Social Welfare, UC-Berkeley; Dr. Leonard Duhl, professor of urban social policy and public health, UC-Berkeley; Dr. Paul R. Ehrlich, director of graduate studies, Department of Biological Sciences, Stanford; Joseph Lyford, professor of journalism, UC-Berkeley; John Naisbitt, president, Urban Research Corp, Chicago; and Dr. William Paisley, director, ERIC Clearing House for Educational Media and Technology, Stanford.

Also: Dr. William L. Rivers, professor of communication, Stanford; James Simmons, assistant to the President, Stanford; Dr. Michael S. Wald, professor of law, Stanford; and Dr. Aaron Wildavsky, professor of political science, UC-Berkeley.

The seminar is being organized by Jules Dundes, lecturer in communication at Stanford and formerly vice-president for station administration for CBS Radio and general manager of KCBS in San Francisco.

The fee for the eight-day session at Stanford is \$500. Applications should be sent to Jules Dundes, director, Seminar for Broadcast News and Editorial Directors, Redwood Hall, Stanford University, Stanford, CA 94305.



7/2/69

APPENDIX C

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

DEPARTMENT OF COMMUNICATION

REDWOOD HALL
Telephone:
415/321-2300
Ext. 4903

May 11, 1970

TO: Faculty and Participants, Seminar for Broadcast News
and Editorial Directors

FROM: Jules Dundes, Director

The Seminar has been cancelled for this year.

Our decision to do so became necessary when a number of those stations which had previously registered for the Seminar were forced to withdraw. The rapidly changing economic situation, with broadcasting particularly hard hit, has forced many stations to cut back on all but the most essential expenditures.

It has become clear that we would not have the requisite number of registrants to insure the success of the Seminar for all involved. Thus, we believe it is only fair to those who have registered, and would have come -- as well as to the faculty members, many of whom would have delayed other summer plans in order to be with us -- that we cancel.

I'm deeply disappointed, but feel this was the only possible decision. We will not try to revive the Seminar later in 1970. If we do plan one for 1971 you will surely hear from me.

Please accept my sincere thanks for your cooperation. I trust you will not have been inconvenienced by scheduling attendance at the Seminar until now.

I plan to reach each of you by phone -- hopefully, even before this form communication arrives.

Cordially,