

UNIVERSITY INTRAMURAL CORRESPONDENCE

*The Annenberg School
of Communications*

MEMO TO: Sandra Grilikhes, Carolyn Marvin, Merrill Panitt,
Members of the Executive Committee - Larry Gross,
Robert Hornik, Klaus Krippendorff, Paul Messaris

From: George Gerbner

Date: March 22, 1983

I am forwarding for your consideration and advice an invitation to submit a proposal to acquire the papers of Marshall McLuhan.

We may be the most appropriate institution to house, use, and provide scholarly access to these papers. I would like to discuss very soon whether we should explore Trustee interest in this offer.

Some considerations that come to mind are:

1. Space in the new building (or elsewhere) and in the meantime (if necessary).
2. Does anyone on our faculty and staff see this as an opportunity for a major scholarly effort?
3. Would this collection contribute to scholarly resources and opportunities of a desirable kind?
4. Would publication of Media Laws (perhaps in conjunction with the book of essays on McLuhan, already in the Annenberg/Longman books pipeline), be a good thing for us?

We shall discuss this at the next meeting of the Executive Committee. Those not on the committee, please send me an expression of interest and/or advice.