

**PEPPERDINE COLLEGE**  
VERMONT AVENUE AT 79<sup>TH</sup> STREET  
LOS ANGELES

August 18, 1964

Mr. Jesse E. Curry  
Chief of Police  
Dallas, Texas

Dear Mr. Curry:

By way of a brief introduction, permit me to state that my major academic interest lies in the area of mass communications, and a majority of my publications have dealt with various phases of this subject.

I would like to ask your help with our third television research project which is once more concerned with an aspect of the social impact of television, "The Mass Media and Mr. Oswald." Our study is not concerned with the guilt or innocence of the accused assassin of President Kennedy; instead, we would like to determine the reactions of American opinion and thought leaders to the way in which his case was presented to the American public by the radio and television media.

At no time in our history has there been a more thorough and able job of reporting done than in the case of this assassination. If radio and television can have such a profound influence on our lives, it would seem important to consider its responsibilities both to the public as a whole, and the individual citizen who may become a subject for scrutiny by these media.

We tried to avoid developing a questionnaire which would limit your expression of opinions on this vital subject, and have thus, reluctantly, chosen a format which has obvious weaknesses but which will permit you to discuss any or all of our questions in a fashion which appears adequate to you.

The enclosed envelope will permit you to mail the questionnaire back to my office, and I request return of the form even if for some reason you feel you will not be able to participate in our study. In any case, permit me to thank you for any help you may care to give us.

Sincerely yours,



Fred L. Casmir, Ph. D.  
Associate Professor of Speech

FLC:msk

Enclosures