
Finding aid prepared by Christopher Rockwell
California State University, Sacramento Special Collections & University Archives
The Library
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March 2015
Title: Kenneth William Hirsch papers
Identifier/Call Number: MSS 1985/04
Contributing Institution: California State University, Sacramento Special Collections & University Archives
Language of Material: English
Physical Description: 12.0 Linear feet(8 record cartons & 1 oversize box)
Date (bulk): Bulk, 1956-1996
Date (inclusive): 1949-2002
Language of Materials note: Collection is in English and Swedish.
Abstract: Contains teaching and research files of Kenneth William Hirsch, a professor of Communication Studies at Sacramento State who focused heavily on the effects of TV violence on children. In addition, it includes reports and hearings pertaining to the California Commission on Crime Control and Violence Prevention during the early 1980s.
Separated Materials note
Various books that came with the collection were cataloged and housed in the University Library.
Processing Information note
Collection was processed by Christopher Rockwell.
Immediate Source of Acquisition note
Collection was gifted to the University Library by Beatrice Nora Hirsch in 2011.
Conditions Governing Use note
Copyright is protected by the copyright law, Chapter 17 of the U.S. Code. Requests for permission to publish, quote, or reproduce from collections must be submitted in writing to the Head of the Department of Special Collections and University Archives. Permission for publication is given on the behalf of the Department of Special Collections and University Archives, The Library, California State University, Sacramento as the owner of the physical item and is not intended to include permission of the copyright holder, which must also be obtained by the researcher.
Conditions Governing Access note
Collection is open for research. Some restrictions apply.
Related Archival Materials note
Related materials to Kenneth William Hirsch may be found in the following collections in this repository:
Pacific Sociological Association records (MSS 2006/13).
Biographical/Historical note
Kenneth William Hirsch was born on June 15, 1932 in Chicago, Illinois and later grew up in Highland Park, Illinois. After graduating from high school in 1950, he served in the U.S. Army where he was stationed in Europe during the Korean War. After coming home, he pursued his interest in broadcasting and attended the NBC-KPIX-Stanford Summer Radio-Television Institute in 1953. By 1960, Hirsch graduated from Stanford University with a Bachelor of Arts in Speech/Broadcasting and Film and later received a Master of Arts in 1965. In 1969, he received his Ph.D. in Communication from the University of Oregon.
Custodial History note
The collection was gathered and assembled by Kenneth William Hirsch throughout his lifetime. In December 1985, he deposited a box of California Commission on Crime Control and Violence Prevention hearings and reports. In 2011, the remaining of his collection was deposited by his wife, Beatrice Nora Hirsch.
Subjects and Indexing Terms
Hirsch, Kenneth William
AIDS (Disease)
California. Commission on Crime Control and Violence Prevention
Children and violence.
Communication
Violence on television.

Series 1: Biographical, 1949-1995
Scope and Contents note
The "Biographical" series includes biographical information on Kenneth William Hirsch that was originally housed in a scrapbook, but later removed. It also includes diplomas, certificates and work vitae.
The series is arranged in alphabetical order by title.

Box 1, Folder 1  Diplomas and Certificates, 1958-1995
Box 1, Folder 2  Scrapbook: Career and School Academics, 1950-1995
Box 1, Folder 3  Scrapbook: Sports and Extracurricular, 1949-1969
Box 1, Folder 4  Vitae, 1981-1987
Box 1, Folder 5  Vitae, 1985-1987

Scope and Contents note
The "Education" series consists of research papers, dissertations, college documents and transcripts of Kenneth William Hirsch. The series is arranged in alphabetical order by title.

Box 1, Folder 6  College Documents and Transcripts, 1959-1968
Box 1, Folder 7  Dissertation (Originals), undated
Box 1, Folder 8  Dissertation Proposals, 1968
Box 1, Folder 9  Research Papers, circa 1959

Series 3: Profession, 1966-2002
Scope and Contents note
The "Profession" series consists of papers pertaining to Kenneth William Hirsch's lifetime employment. It includes job information, applications & contacts to a variety of positions sought after and (or) held by Hirsch. In addition, it includes his faculty and promotion files at Sacramento State. The sub-series are arranged in alphabetical order by title.

Sub-Series 1: Jobs & Contacts, 1952-2002

Box 1, Folder 10  Data Bases and Master Files, undated
Box 1, Folder 11  Enterprise Idea, undated
Box 1, Folder 12  International Design Conference - Article for au jour d'hui photoessay, 1961-1962
Box 1, Folder 13  Jobs: Backup Material, 1957-1973
Box 1, Folder 14  Jobs: Summer, 1967-1968
Box 1, Folder 15  Jobs: Teaching-Information, 1966-1969
Box 1, Folder 16  [Notecards with business contacts & project ideas], undated
Box 1, Folder 17  Swimming Pro Info. Bid for Job, 1960
Box 1, Folder 18  Work Reports and Suggestions - Industrial Jobs, 1961-1963

Sub-Series 2: Sacramento State, 1966-1980

Box 1, Folder 19  Courses - Proposals, 1966-1968
Box 1, Folder 20  Faculty Professional File, 1978-1979
Box 1, Folder 21  Faculty Professional File (1 of 2), 1978-1980
Box 1, Folder 22  Faculty Professional File (2 of 2), 1978-1980
Box 2, Folder 2  Teaching Innovations: Course Conduct, Interesting Teaching Material, 1968-1973
Series 3: Profession, 1966-2002

Sub-Series 3: Promotion Files, 1971-1990

Series 4: Research and Writings, 1956-1996

Scope and Contents note

The "Research and Writings" series consists of papers, research files, short stories, scripts and miscellaneous writings by Kenneth William Hirsch. Of particular note are files on AIDS Research, as well as Children and Media Violence, which were two major focuses of Hirsch’s. The CTV-SCALERPI Report also featured the use of a scaler created by Hirsch, which allowed him to measure children’s impressions of violence while viewing television. (For more information about the CTV-SCALERPI project, see the “Artifacts” series which includes the scaler and images.)

The series is arranged in alphabetical order by title, with miscellaneous files at the end.

Box 2, Folder 6
ABC-Violence - Physiological VARS Proposal, 1985

Box 2, Folder 7

Box 2, Folder 8
AIDS Research (1 of 2), 1988-1994

Box 2, Folder 9
AIDS Research (2 of 2), 1988-1994

Box 2, Folder 10
ALT [Altruism]: Proposal and Research Plan, circa 1978

Box 2, Folder 11
ALT [Altruism]: Notes for Writeup and Agedcare Theory and Hypotheses, circa 1975-1977

Box 2, Folder 12
ALT [Altruism]: Ireland, circa 1984

Box 2, Folder 13
“Awareness, Attitude and Altruistic Behaviors,” 1976

Box 2, Folder 14
Battered Women: Battered ICA Originals, circa 1984

Box 2, Folder 15
Battered Women: Abstract and Concept Paper, circa 1984

Box 2, Folder 16
Battered Women: Battered Proposal, circa 1984

Box 2, Folder 17
Children and Media Violence: Research (1 of 2), 1969-1994

Box 2, Folder 18
Children and Media Violence: Research (2 of 2), 1969-1994

Box 2, Folder 19
“Children’s Toleration of Real-Life Aggression After Exposure to Media Violence...” 1994

Box 3, Folder 1
Civics: Clippings, Articles, 1988-2002

Box 3, Folder 2
Community Problems in the Lives of Residents: Drafts, 1976

Box 3, Folder 3
Community Problems in the Lives of Residents: Research (1 of 2), 1975-1994

Box 3, Folder 4
Community Problems in the Lives of Residents: Research (2 of 2), 1975-1994

Box 3, Folder 5

Box 3, Folder 6
CTV Project Description and Proposal "Swedish Children’s..." 1976-1980

Box 3, Folder 7
CTV-SCALERPI Report - CTV #13, 1979

Box 3, Folder 8
CTV-SCALERPI images, undated

Box 3, Folder 9
"Deceit and the First Interstellar Message," circa 1972

Box 3, Folder 10
"Diffusion and Consistency of Media Source..." 1975

Box 3, Folder 11

Box 3, Folder 12
Essays: Photo Essays: Ideas, circa 1960

Box 3, Folder 13
Essays: High School & College - General, undated

Box 3, Folder 14
Essays: In Progress, circa 1956

Box 3, Folder 15

Box 3, Folder 16
Media Violence: Research (1 of 2), 1981-1996

Box 3, Folder 17
Media Violence: Research (2 of 2), 1981-1996

Box 3, Folder 18
"The Program in Broadcasting: An Analysis, with Recommendations and a Suggested Integrated Program in Communication" by Kenneth William Hirsch, Ph.D., 1970


Box 4, Folder 1
Research - Ideas, 1965-1977

Box 4, Folder 2
Research Sources, undated

Box 4, Folder 3
Scripts: Film-Short (1 of 2), 1964

Box 4, Folder 4
Scripts: Film-Short (2 of 2), 1964

Box 4, Folder 5
<table>
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<tr>
<th>Box 4, Folder 7</th>
<th>Scripts Registration - Copyright, 1958-1966</th>
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<td>Box 4, Folder 8</td>
<td>Short Stories: &quot;The Tap on the Door,&quot; undated</td>
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<td>Box 4, Folder 9</td>
<td>Story Treatments, undated</td>
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<tr>
<td>Box 4, Folder 10</td>
<td>Story Ideas, 1959</td>
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<tr>
<td>Box 4, Folder 11</td>
<td>Swedish Research, circa 1994</td>
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<td>Box 4, Folder 12</td>
<td>Woodfords Washoe Project, 1992-1994</td>
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<tr>
<td>Box 4, Folder 13</td>
<td>Miscellaneous, 1980-1992</td>
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<tr>
<td>Box 4, Folder 14</td>
<td>Miscellaneous, circa 1990s</td>
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<tr>
<td>Box 4, Folder 15</td>
<td>Miscellaneous: Research Papers (1 of 2), 1960-1994</td>
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<tr>
<td>Box 4, Folder 16</td>
<td>Miscellaneous: Research Papers (2 of 2), 1960-1994</td>
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</tbody>
</table>

**Series 5: California Commission on Crime Control and Violence Prevention, 1980-1983**

Scope and Contents note

The "California Commission on Crime Control and Violence Prevention" consists of 2 sub-series, "Public Hearings" and "Papers & Reports". The California Commission on Crime Control and Violence Prevention was established in 1979 by the California Legislature. The commission had various scholars in the sociological field give testimonials and submit reports pertaining to various crime and violence issues. Of particular note is the report "Research Findings and Theoretical Trends: Mass Media Violence," submitted by Hirsch. The sub-series are arranged by the date of their hearing / publication.

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**Sub-Series 1: Public Hearings, 1980-1981**

<table>
<thead>
<tr>
<th>Box 4, Folder 17</th>
<th>&quot;Birthing/Infant Bonding&quot; [Partial Transcript], September 27, 1980</th>
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<tr>
<td>Box 4, Folder 18</td>
<td>&quot;Nutritional and Biochemical Influences on Aggressive and Violent Behavior,&quot; December 4, 1980</td>
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<tr>
<td>Box 5, Folder 2</td>
<td>&quot;Family, Parenting and Early Childhood Development,&quot; March 26-27, 1981</td>
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<td>Box 5, Folder 3</td>
<td>&quot;Social, Economic and Cultural Factors,&quot; May 21-22, 1981</td>
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**Sub-Series 2: Papers & Reports, 1980-1983**

<table>
<thead>
<tr>
<th>Box 5, Folder 4</th>
<th>Annual Report to the California Legislature, 1980</th>
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<tbody>
<tr>
<td>Box 5, Folder 5</td>
<td>&quot;Social Factors in Violence&quot; by Herman J. Loether and marianne T. Brewer&quot;, June 1981</td>
</tr>
<tr>
<td>Box 5, Folder 6</td>
<td>&quot;Research Findings and Theoretical Trends: Mass Media Violence&quot; by Kenneth William Hirsch, Ph.D., September 15, 1981 (Update: June 30, 1982)</td>
</tr>
<tr>
<td>Box 5, Folder 7</td>
<td>&quot;Seven Decades of Gangs: What has been Learned, What has been Done, and What Should be Done&quot; by John C. Quicker, October 1981</td>
</tr>
<tr>
<td>Box 5, Folder 8</td>
<td>&quot;Violence in the Family&quot; by Mildred Daley Pagelow, Ph.D., 1981</td>
</tr>
<tr>
<td>Box 5, Folder 9</td>
<td>&quot;Rape, Child Sexual Abuse, Sexual Harassment in the Workplace: An Analysis of the Prevalence, Causes, and Recommended Solutions&quot; by Diana E. H. Russell, Ph.D., March 1982</td>
</tr>
<tr>
<td>Box 5, Folder 10</td>
<td>&quot;Taking Root: An Overview of Violence Prevention Programs in California&quot; (1 of 2), March 1983</td>
</tr>
<tr>
<td>Box 5, Folder 11</td>
<td>&quot;Taking Root: An Overview of Violence Prevention Programs in California&quot; (2 of 2), March 1983</td>
</tr>
<tr>
<td>Box 5, Folder 12</td>
<td>&quot;Legal Violence&quot; by Dane Archer, undated</td>
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<tr>
<td>Box 5, Folder 13</td>
<td>&quot;Crime Theories Relevant to the Subject of Violence,&quot; undated</td>
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<tr>
<td>Box 5, Folder 14</td>
<td>&quot;Institutional Racism&quot;, undated</td>
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</tbody>
</table>

**Series 6: Publications, 1975-1999**

Scope and Contents note

The "Publications" series consists of publications collected by Kenneth William Hirsch throughout his lifetime. The series is arranged in alphabetical order by title.
Box 5, Folder 15  "Covering the Presidential Primaries," June 1992
Box 5, Folder 16  "Emerging Voices: East European Media in Transition," October 1990
Box 5, Folder 17  "Environmental Risk Reporting: The Science and The Coverage," February 1991
Box 5, Folder 18  "A New Agenda for Science" Sigma Xi, The Scientific Research Society, 1987
Box 5, Folder 19  The Politics and Economics of the Press: A Developmental Perspective (Volume 1, Number 06-009), 1975
Box 5, Folder 20  U.S. Department of Justice Portable Guides to Investigating Child Abuse, 1997

Series 7: Ads, Photographs & Slides, 1963-1971

Scope and Contents note
The "Ads, Photographs & Slides" series consists of professional photography taken by Kenneth William Hirsch. It consists of advertisements, studio portraits, and slides.

Box 5, Folder 22  Ads Conceived and Executed by K.W.H., undated
Box 5, Folder 23  Tear Sheets - Photos, 1963
Box 5, Folder 24  Photographic Portraiture Portfolio (1 of 2), undated
Box 5, Folder 25  Photographic Portraiture Portfolio (2 of 2), undated
Box 5, Folder 26  [Slides], 1970-1971

Series 8: Audio & Video, undated

Scope and Contents note
The "Audio & Video" series consists of 2 sub-series for videocassettes and audiocassettes. They were collected by Kenneth William Hirsch for the purposes of research on various topics, including AIDS, broadcasting and violence in the media. The sub-series are arranged in alphabetical order by title.

The Politics and Economics of the Press: A Developmental Perspective (Volume 1, Number 06-009), 1975

Sub-Series 1: Videocassettes, undated

"3"
"4"
"5"
"6"
"7"
"8"
"9"
"10"
"3-2-1: Contact - - What Kids Want to Know About Sex and Growing Up"; "1984"; "Lost Kingdom of the Mayas."
"48 Hours: The Selling of America - Behind the Scenes in TV Advertising"
"50 year War: Israel and the Arab"
1984 CILO Awards
1984 CILO Awards; 60 Second Spot: "The Making of a Television Commercial"
ABC News, “Terrorism the New World War”, “Munich Olympics Massacre”;
“...Attack on Marine Barracks” October 23, 1983; ABC 20/20 “Ku Klux Klan Lynching”
“Above California (aerial views)”; Film Special Nature “Africa”
“All About TV”; Nova, “What is Music?”; “Black Holes”
“An American Family” Hours 1 - 6
“An American Family” Hours 7 - 13
“As the World Turns”; “Carmen San Diego”; “Mr. Rogers’ Neighborhood”
“The Atomic Café”; “AIDS” (Doc and Legal Discussion)
“Auctioning Radio Frequencies”
Battlefield Parts 4-6; “Stalin”; “Normandy” “Berlin”
Battlefield Series “Battle of France”; “Britain”; “Midway”
Bill Moyers, The Public Mind – “Image and Reality in America” and “Project Censored”

Bill Moyers, “A Walk Through the 20th Century, WWII : The Propaganda Battle”
Bill Moyer, “What Can We Do About Violence?”
“Brazil Kids’ Shows”
“Cartoons with Commercials”
“Cities at War” London; Berlin.
“Civil War”
“Columbia Journalism Series”, (Fred Friendly, Battered Child)
“Columbia Seminars”; Terrorism Series Part 3 of 4 “Protecting a Free Society”
(Peter Jennings, Tom Wicker, Daryl Gates, ect.); “Allies and Extradition” Part 4.
“Computers and New Communication”
Dr. Akiba Cohen, “How Nations Differ in T.V.”
“Dr. Koop”; “Moyers on News Reality; Soldiers . . . Irregulars”; “Team Spirit in Industry”; “Cities at War - Berlin”
“FBI Raids Branch Davidians”
“Firing Line”, 1986; Nova, “Can AIDS be Stopped?”
“Free Speech and Advertising - Who Draws the Line”
Frontline: “the Bombing of Pan Am (Lockerbie, Scotland) January 1990; “Seeing the Sights” (Tourism and Fear of Terrorism) - Roger Mudd; ABC News, “Berlin Nightclub Phone Link Info”; “Airline Bombings”
“Gettysburg”
“The Great War and the 20th Century”
“Incident in the Mediterranean” Part 1 and Part 2
“Irish” with Attorney General Janet Reno”; “Denver Youth Violence Program”;
(Gangs, anti-children carrying guns); Kiri Tekanawa, Opera Gala”; ABC News,
“Crossfire: Kids and Violence”, 1993
“In the Face of Terrorism : Incident in the Mediterranean” Part 1 and Part 2
“Iraq West Censorship”; Moyers “Project Censorship”
“Jonestown Memories”; “Remember My Lai”; “Facing Hate” - - Moyers Interviews Ellie Weisel.
“Judgment at Nuremberg”, 1961
“Karate Kid”; “Our neighbors, Fred Rogers”
“Korea: The Unknown War”, November 1990
“Legendary Conductors Rehearsals”; “Jazz Ballet Marsalist Peter Martins”; Over New England”; “Over Florida”; “Victory in the Pacific WWII”
“Leni Riefenstahl”; “Galapagos Islands”
“Lost Kingdom of the Mayas”; “Confronting Violence”; “Lost in the Dust”
“Louis and Clark”
“Making a Commercial” (Sixty Second Spot)
McNeil/Lehrer, “Violence”
Nova, “Avoiding the Surgeon's Knife”; “Arab and Jew Wounded Spirits in a Promised Land”; Nova, “Can Bombing Win a War?”
Nova, “Gerbner’s Critique of U.S. TV”; Violence (L.A. Gangs); “Mt. St. Helens”
Nova, “Murder, Rape and DNA”; “Men of War: Untold Stories: Battle of the Bulge”
“Opening Shots - Kids and War - Violence”
“Organized Drug Crime”; “The Thin Blue Line” (Docu-Drama, revenge motivated murder conviction); “Faces of the Enemy”; “Potentially Offensive: Porn Under Siege.”
“QED: Guide to Armageddon”; “STIMULI” used in Oregon and Sweden;
“Gunsmoke” (Mat and Chester ambush crooks); “Russian Roulette”; “Riot - Opening of ‘7 Days in May’”; “Nuke Blasts, ‘Dr. Stangelove’”
“Race Against Media” “3 Penny Opera”
(ABC Peter Jennings, Moderator); Mac Neal-Lehrer May, 24 1990, Roger Rosenblad “essay” on Movie Violence “Last Exit to Brooklyn”; Videos “Oswald Assassination and Oakland Fire.”
“See Dick and Jane Lie, Cheat & Steal; Teaching Morality to Kids”
“Sesame Street”; Mr. Rogers Neighborhood”; Teenage Mutant Ninja Turtles”;
“G.I. Joe”; “Leave it to Beaver.”
“SHOA”
“SHOA” Part 3
“Starsky and Hutch” (Teenage boys in juvenile detention lock-up)
“Starsky and Hutch” December 26, 1968, ABC Network (Ch. 13 Sacramento)
“Strictly Business: CNN Report”
Strictly Business: Television Sweeps”; “48 Hours: The Selling of America - Behind the Scenes in TV Advertising”
“Television Newsman - Loves Me, Loves Me Not”
“The Television Newsman - Loves Me, Loves Me Not”; “Free Speech and Advertising - Who Draws the Line”
“TV Ratings”; “Olympics”; “Naked Hollywood: The Writer”; “Spanking” 20/20 ABC.
“Unicef Compendium of TV Formats”
War, “Escalation to Civilians”, “Training to Kill”, “The Deadly Game of Nations”
War, “Notes on Nuclear War”, “Goodbye War” (Peace Efforts-Un and World Government”
“The Wild West” Parts 1-3
“The Wild West” Part 5

Box 8 Sub-Series 2: Audio Cassettes undated

[Side A] AIDS Symposium #1, May 26, 1986 (ICA); [Side B] AIDS Symposium #2, May 26, 1986 (ICA)
Audrey Hepburn, “Children in a Changing World” (Address by UNICEF Goodwill Ambassador Audrey Hepburn to the Commonwealth Club of California)
“CS-21 Media Comm. Final Exam Fall ’71-72 (Hirsch)”
“Don Roberts - S. Africa Data Stanford 1”
“Don Roberts - Stanford - S. Africa Data 2”
“Ed McDonald July 10, 1979”
“Ed McDonald Aug 21, 1980”
[Side A] Ed McDonald phone call, May 22, 1979”; [Side B] “Phone calls, Ben Lippmen, IRS and Ed McDonald, May 24, 1979; June 7, 1979; June 12 1979”

Series 9: Artifacts, undated

Scope and Contents note
The "Artifacts" series includes a scaler which was used to research how children in Sweden interpret make-believe and real-life violence depicted on TV. The project did this by presenting children with "a variety of pictures with abstract concepts," and it measured the "message distance" and "reality cue distance". In addition to the scaler, the series contains cards created by Hirsch with pictorial images of specific concepts that were attached to metal plates. The magnets that held the plates in place are also included.

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<tr>
<th>Oversize 1, Item 1</th>
<th>Scaler, undated</th>
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<tr>
<td>Oversize 1, Item 2</td>
<td>Box of images, undated</td>
</tr>
<tr>
<td>Oversize 1, Item 3</td>
<td>Magnet plates, undated</td>
</tr>
</tbody>
</table>