

**INTERVIEW WITH GEORGE MOSCHIS
CONDUCTED BY TOM SCOTT
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TS: George, I think you were a world-class athlete before you ever made it to Knoxville and the University of Tennessee. Why don't you talk about how you got involved in track and growing up in Greece and how on earth Chuck Rohe found you and got you to Knoxville?

GM: I was born on the island of Rhodes, Greece. I started my track career when I was about fifteen years old. I was not really into javelin. I tried just about every event. I was very thin, just 5'9", and didn't have any speed, so I didn't know what to do. I tried pole vault and triple jump and long jump. Finally, I started throwing the javelin. When I was a kid, there wasn't much to do for fun with friends, and throwing spear-like objects and rocks for distance was a favorite pastime activity. Had to be accurate too, as we often had "wars" with other gangs, and was just a matter of trying to break each other's heads with stones and rocks. I guess my arm must have gotten used to throwing these things. One day I went to the town's stadium and saw some older high school kids throwing the javelin. I went to the opposite end where the javelin had landed, picked up the javelin and threw

it back almost as far as they were throwing it. And then I thought this was the only event I should try, and I started throwing the javelin.

I was working hard, but, thinking about it, I didn't have any coach and was throwing the way I had learned to throw other things for distance. Some "coaches" we had didn't know enough to teach, or didn't think I could throw far. Even my high physical education teacher would tell me to go home and study, whenever he would see me throwing the javelin at the stadium. I tried to learn from watching movies and reading books and that kind of stuff.

When I first went to Athens at age seventeen to compete in the national youth track meet [for those under the age of 20], I surprised others and myself by placing second. I met some other athletes my age that had coaches and knew more about throwing, and I would have correspondence with them. They would write and explain to me how to throw the javelin, would send me photos and instructions, and I spent quite a bit of time training on my own. Like anything else you do, if you have a passion for something, you spend a lot of time working on it. I made it to the Youth Greek Track Team at age 18, and started setting records. I started doing surprisingly well. I surprised myself pretty much to tell you the truth. When a lot of people are not really doing the same event, you look pretty good. I guess there were not many people throwing the javelin at that time. I was on the national Greek track team at age nineteen, when I read in a newspaper that I had the second best throw in the world in the "juniors" class [athletes younger than age 20]. I had actually beaten the guy who had the longest throw that year.

TS: You had the second best in the world?

GM: Second, yes, in "juniors" class. The guy that had the best throw was Lennart Hedmark from Sweden who was recruited at Penn State. [Editor's note: Hedmark finished 2nd in the javelin for Pennsylvania State University at the 1965 NCAA outdoor track & field championships. He switched a few years later to the decathlon, representing Sweden in the 1968, 1972, and 1976 Olympic decathlons and finishing 8th in that event in the last year.] Coach Rohe heard of him, in fact, and when I came to Tennessee—just to jump ahead—Coach Rohe said, "Well, they have a great athlete [at Penn State], from Sweden, Lennart Hadmark." When I came here, nobody knew how far I had thrown because there was no record in English. I said, "Well, I know him, he's a great javelin thrower, but let me show you a photo." So I showed Coach Rohe a photo of Lennart Hedmark on the victory stand on my left—taller than me [even though he was on a lower step]; he was about 6'7" or 6'8"—a very good athlete. I was lucky to beat him at that time, and it took setting a new national Greek record to do it.

Anyway, I was nineteen, late in the track season, when I ran into a track team from the U.S. that was competing in Europe. There was a guy named Bob Spordoni, who knew of Jeff Clark, who was an assistant coach [at the University of Tennessee from 1965 to 1968]. Bob and I were training in the Athens Olympic stadium. For the first time he let me try his U.S. made [Held] javelin. We never had those kinds of javelins that had better aerodynamic properties. All of a sudden I was throwing 10-15 feet farther than I previously had, and much farther than Bob Spordoni. He said, "You need to look for a scholarship in the U.S." I never knew he knew Jeff Clark. They were both in the U.S. Marine Corps sometime.

That year when I was nineteen, I was selected as one of the thirteen members to prepare for the 1964 Tokyo Olympics—I was the youngest one on that team. I was not really of the Olympic kind of potential at that age. But I was a good prospect for qualifying, since I had reached the Olympic qualifying standard for the javelin at age 19, and going there for a good experience. Early on that year there were some folk older than me that said, "You know what? You're wasting your time here. Why don't you go to the U.S. and study there and also you can do track?" There were about three or four guys [among the 13 of us] that had been in two or three previous Olympics and had met U.S. coaches and even had heard of Coach Rohe. They gave me his address at Furman [University]. They gave me the address of Payton Jordan at Stanford [Stanford track coach, 1957-1979; U.S. Olympic assistant track coach 1964 and head coach 1968], Coach Rohe at Furman, and I've forgotten how many more. They said, "Why don't you write to these guys there and tell them how far you throw the javelin and that you are looking for a scholarship?" So I wrote a letter, and I sent it out to—I don't know—a dozen or so universities. Some responded. Of course, by that time Coach Rohe was at UT. Jim Carnes [the Furman track coach after Rohe] who was then the coach at University of Florida got the letter, and also Coach Rohe got the letter. They both wrote to me, and two or three others, maybe Payton Jordan, I've forgotten. After they found out all the things that had to be done—the red tape—for me to come to the U.S., I never heard back from the other guys, only Coach Rohe wrote back. Every time I would put a letter in the mail, I would say, "That's probably the last one I'm going to send to Coach Rohe." But he would always get back to me after a week or so. It took about a year and a half of correspondence back and forth to overcome all the red tape. That why I say somewhere that one of the first lessons that Coach Rohe taught me was never to give up. He was really very positive about it. Of course, I came here without a scholarship, hoping to get one after improving my English.

TS: Oh, really?

GM: Yes, I came here without a scholarship. I had \$200 in my pocket when I came.

TS: Wow!

GM: I was not aware of any NCAA rulings or anything that was going on here. So Coach Rohe got me a part-time job at the Tennessean Restaurant. Do you remember back on Cumberland Avenue right across from Vols Market?

TS: Were you out of school for a few years before you came here, or did you start college in Greece?

GM: Actually, I failed in high school. I couldn't pass 8th grade. My father said to me, "What are you going to do?" There was a shoe repair shop in the neighborhood. He said, "Why don't you go there and learn this type of trade, so you will have something to do for a living?" So he put me in there one day, and that changed my mind. I said, "I'll go back to school." I was embarrassed to go with the kids that were younger than me by one year, so I went to a different school where people didn't know that I was [older]. So I went there, and I became a good student, good enough to get into a university. I went to the university when I was 19.

TS: Which one?

GM: University of Athens [College of Business]. It was real hard to get in. I don't know if it is still [true], but they would accept a very small, single-digit, percentage of applicants. But I had to study real hard to get in.

TS: So you were going to college at the University of Athens . . .

GM: Yes, and I stopped—I was taking courses, but attendance was not mandatory. So I was showing up sometimes, and I couldn't make up my mind what I wanted to do. I thought I would come here, so I wouldn't attend as many classes because I thought I would come here, and I didn't think that credits would transfer either. I did come here in August of 1965. It was the end of summer school, and everything was closed. Only Section X [in Neyland Stadium] was open [laughs].

TS: Okay, I've heard stories about Section X.

GM: I didn't have a scholarship, so I would work for my meals from 5:00 o'clock until about 12:00 o'clock at night. Of course, my English was not good at that time to get into the university and to take a full load. So I would try to study after midnight until about 4:00 o'clock. Then I would get up at 8:00 o'clock and try to go to classes, and then come back about 12:00 or 1:00 and try to work out. It was real hard. I couldn't do it. And then after about three months, I said, "There's no way I can do it." I went to Coach Rohe's office to say to him, "I'll have to go to [East Tennessee State]." He wasn't

there, so I told his secretary. They were giving me a scholarship at East Tennessee State. The son of the owner of the restaurant [where I worked] was some type of PR person at East Tennessee State. He knew the coach there, and he asked me to go there. Then I hadn't been over there three or four hours, and the coach got on the phone with him and said, "Get him back here. We'll give him a scholarship." Boy, I was real happy. I still remember. It was January 2 or January 3 of 1966. I was so happy because I got to stay at Gibbs Hall. I had my meals and all the stuff, and now I had time to actually work out, still studying and all that because I had to keep up grades good enough to keep the scholarship. Apparently, something happened. I don't know if the coach knew, or I didn't tell him. It's been so long I don't know. In those days you didn't have e-mails to check. But I think he didn't want to run me the first year, but he was forced to do so when I said, "I'm going to leave." I don't know if that is accurate, but I just speculate that if he knew—and of course you can check with Chuck about this—I had already attended [college], I would not have been eligible the first year.

TS: Well, freshmen weren't eligible anyway at that time were they?

GM: I applied as a freshman because I didn't think that whatever courses I took at the University [of Athens] would count. Later on after two or three years I found that you can transfer credits, and I transferred some credits, just a number of hours. I don't know [how many]. Anyway, I was a freshman that year, and they had the freshman division and the varsity. I was in the freshman division. I won the SEC freshman [javelin]; I couldn't compete in the varsity. I went to the USTFF and got second in the USTFF. [Editor's note: According to the history of UT track elsewhere on the Rohe era website, George also placed sixth in the 1966 national AAU meet with a throw of 239'-8"]. I had the longest throw in the country [in 1966] for a freshman.

The following year, when I was more comfortable and confident and had more time to sleep and work out, I started throwing better. Early in the season, as sophomore and first year on the varsity team, I won and set new records in all the track meets that I competed in, including Florida Relays, Kentucky Relays, and Penn Relays. But after I came back from the Penn Relays, I found out I was declared ineligible. And I couldn't compete in the SEC or the NCAA that year. I couldn't go back to compete on the varsity team while in college. I forgot what the rules were. They were changing the rules about eligibility for foreign athletes. I was ineligible I think because I had attended [the University of Athens], and I should have not competed the first year. I might be wrong. I cannot guarantee that. But my best recollection is that is what happened. But I knew nothing about this at that time. I had no idea. I just came in and registered as a first-semester freshman and took English for foreign students.

TS: Because you had competed on the varsity your freshman year?

GM: I was on the varsity the second year I was here. But because I had competed the first year when apparently I shouldn't have competed because I attended university—I think that was the rule. I think they were considering me as a transfer student.

TS: Oh, you were supposed to sit out a year?

GM: Yes. I don't know whether Coach Rohe knew. I didn't mention anything. I'm not really sure why. I might have told the coaches I sent letters to at that time I was at the university. Because otherwise how would they have known I was supposed to be a transfer and sit out one year. Anyway, I was declared ineligible around the first part of May of 1967. Coach Rohe tried to help me financially, trying to raise money from the Greek community, trying to give me work during the summertime in his camps and all that wherever he could. He did everything he could, so I'm very grateful for that. I tried to load up on my course work, so I could finish earlier because I had to get out of school financially. So basically I didn't train at all in 1968, although I still competed in some meets [like Dogwood Relays].

But in 1969 I was really serious about it because I was trying to finish up in March at the university, get my degree, and go to Greece and prepare for the European Championships that were going to be held in Athens. I really worked hard early that year, and I was in great shape. I went out on the track to throw the first day of spring practice, and that very the first day I was throwing 250-260 [feet]. I thought I was going to have a good year. Then about one week later, I dislocated my shoulder throwing. It came out of the socket. That was pretty much the end of my throwing career. I went to talk to this doctor, who was a surgeon and had operated on some football player. I guess they didn't get the anesthetic right because the guy never woke up. So I said, "I'm not going to have the surgery." So I went back to Greece at that time, and they said I had to serve four years in the army. I said, "I'm not going to spend four years in the Greek Army. I'm going back to the U.S. and get my master's." So I came back and went to Atlanta and got a graduate assistantship and went to school. I kept on going to school because I didn't want to go back to serve in the army.

TS: So you were going to Georgia State University?

GM: I was going to Georgia State, yes. I went to Georgia State and finished my MBA there. I barely made it to the graduate school.

TS: Barely made it?

GM: Well, I had the absolute minimum GPA, 2.5. I don't know whether they looked at my GMAT [Graduate Management Admission Test] low scores. I don't know if I took the GMAT even now, I would probably still fail it. I was not really into education. I don't know how I made it—through life, in fact, I am telling you.

TS: I would think language would be an obstacle taking, essentially, a multiple-choice test.

GM: I remember I took a personality test at UT, and I gave the same answer to all the questions because I didn't know anything about . . . Anyway, it was kind of challenging, but always barely making it, the year of the MBA just barely making it.

TS: But you got through a PhD program later.

GM: How did I get through a PhD program? I don't know. I was not PhD material. I couldn't pass the exams they gave me, and I think I [angered] a lot of professors there too. They couldn't read my writing, or they couldn't understand it.

TS: Was Mike Mescon there [at Georgia State] at that time?

GM: Mike Mescon was the chair of the Management Department when I was there at Georgia State and then became the dean. His son [Timothy S. Mescon] became the dean [of the Coles College] at Kennesaw [State University]. Mike Mescon and I are good friends and go back a long time. I think his health is not very good now, but he is still around. Anyway, I don't know what else to tell you. I think a lot of the things that Coach Rohe said, "Never give up," pretty much I subscribe to those things. If you really apply yourself and try hard and don't give up and stick to it, eventually you're going to get through. Somehow, you'll find a way to get through.

TS: What about technique? Did you do any weight training and all of that? Was there anything different about training at Tennessee compared to what you had done in Greece?

GM: In Greece I must have studied whatever they told me very carefully or I must have tried different types of throwing forms and found the one that worked for me, but they were telling me my form was very good at that time. Then during the 1964 Olympic year when we were training at the Olympic camp in Athens, they brought in a guy from Hungary to train us, and then he tried to change my technique. I couldn't just adopt it. The people who taught me how to throw the javelin were the javelin throwers that I would compete against during track meets, till I came to US. It was other great javelin throwers who would inspire me and served as role

models. Although almost always they would beat me, I would ask them, “Tell me how to do it.” That’s where I learned to throw the javelin and improve my technique. I would talk to guys like the world record holder from Italy [Carlo Lievore], and the 1964 Olympic gold medalist from Finland [Pauli Nevala]. We would go out after a track meet and socialize and have dinner and everything else, and I would just take them aside and say, “Just show me how” (laughs).

TS: And they did?

GM: I didn’t have a coach. Even at Tennessee I didn’t have a coach [that specialized in the javelin]. But if you have a passion for it, and you try and find ways to see what works best for you—because there isn’t one technique that’s really universally effective for everybody and so everybody has to find their own way of throwing—it worked for me at that time. Just enough to do something that helped me go to school and finish up and do something with my life.

I think I was the first and only non-US athlete on the track team staying at Gibbs Hall athletic dorm with the rest of athletes of other sports, so I “attracted” a lot of attention. The guys used to kid me a lot, but I was also able to tell all kinds of fun stories about my country because they didn’t know much about Greece and its people. I remember one day, Marvin West, who at that time was a reporter for the Knoxville paper, interviewed me and asked me how I had learned to throw the javelin. I told him that I was a shepherd living in a small village in Greece, and I had to learn to throw spears at the lions to keep them away from my sheep. Apparently he believed it, and so did many of those who read the story in the paper. This story Marvin still uses in his speeches and, as he recently said to me, “It made us both famous, you for your wit and me for naiveté. It is a good story that I have used in civic club speeches under the heading of never let Greek facts foul up a fine yarn.”

TS: Did you lift weights?

GM: Yes, I lifted not the kind of weights that normally you lift, but lifted weights that are on the motion of the javelin. I used to have a plastic ball—a heavy ball, maybe three or four pounds that I would throw against the wall, and it would bounce back. Medicine balls, those things were on the motion of the javelin—you know, go through the technique. I did a lot more weights at Tennessee than I did in Greece. In Greece we didn’t have weights. They were not really weights such as the weights you had in the weight room at Tennessee. You were limited in terms of what you could do in terms of weights. I would take an axe, for example, and start cutting trees and logs.

I would do things like that. I would take a rubber tube and cut it and tie one end to a tree and pull it. I tried to be creative about strength and all that. I guess if you want to do something, you will find ways to get stronger. You'll be more creative and do what it takes to improve.

TS: You say you didn't have a coach [at Tennessee], but you had some pretty good fellow javelin throwers like Bill Skinner. Did you learn anything from your teammates?

GM: I met Bill in 1966 at Quantico Relays. When I first saw him I thought, "He looks like a javelin thrower," I got real scared because he was so tall. He beat me the first time, and then I beat him in the nationals later that year. In 1967 Bill drove all the way down from Delaware to throw against me at the Dogwood Relays, but I was injured. At the Florida Relays, I injured my toe. So I couldn't throw. Bill was disappointed, but it was a good chance for him to meet Coach Rohe. After I saw Bill in Quantico, I wanted him to come to Tennessee. I said, "Coach, it would be great to get Bill down here. We could help each other." Of course, Coach Rohe started working on Bill Skinner. It took him a while to get him down here. When Bill talked to me about coming down, before I was declared ineligible, I said, "Yeah, we'll work together." After he came down, I told him that I couldn't compete for UT in the future, but I was going to help coach him and all that. He came to UT in early 1968, and we competed at the Dogwood Relays. I had not trained at all that year, but I was lucky because there was a strong headwind during the track meet. Of course, Bill didn't know how to throw into a headwind, so I beat him. I took his clock [trophy for first place]. He had planned on having a big party after the track meet at his apartment, and he had invited half of the UT track team, because he was sure that he was going to win. Then he cancelled the party because he was upset he had lost. I still keep on making fun about that. We still talk about it. He would often say, "You took my clock; you took my clock." Even after I left Tennessee, for a couple of years, once I was at Georgia State, I would come up on the weekends and help coach him. We've been pretty close ever since and had good times together. He has always been a great guy to hang out with and a good friend.

TS: Now didn't you go to the 1964 Olympics?

GM: I was on the pre-Olympic team. I did not make it to the 1964 Olympics, because in order to make it you had to meet the qualifying standard during the month before the month of the Olympics [I couldn't compete during much of that month due to illness], and only five [of the 13 selected] were able to do it and got to go.

TS: What about the 1968 Olympics?

GM: I didn't want to go to Greece that year because I hadn't finished at the university. Some of the guys who were on the pre-Olympic team with me, those guys who told me about going to the U.S., they said, "Don't mention this to the [Greek] Athletic Federation because when we mentioned that we were going to go to the U.S., they kept us here. Don't say anything to them." So I remember the day before I left for the U.S., the national track team had a meeting because we were going to go to Spain the following day. Everyone was expected to show up at the airport to go to Spain. I did too, but I took a different flight and came to the U.S.

TS: So you were afraid to go back home in 1968?

GM: I was afraid to go back. And then there was a [Greek military] junta [that ruled Greece for the next seven years following a coup in 1967], and they could do anything with you that they wanted. I didn't want to go back in 1968. I didn't have any plans to go to the Olympics in 1968. I didn't want to go back before I finished my degree because I knew they were going to draft me for sure. After I finished my degree, I was planning on going back and serve in the army, and see what I could do on the Greek team, train harder and try to do well in sports, try to work on my athletic career then because I had completed my education. After I injured my shoulder and I couldn't throw, nobody wanted me there, so I was able to come back and go to [graduate] school because I couldn't throw anyway.

TS: After going to the University of Athens, what was it like to be a student at the University of Tennessee and later on Georgia State?

GM: Well, it was a totally different experience because at the University of Athens you had this big auditorium—a room of about six hundred or eight hundred students—and the professor comes in and lectures, but you don't talk to them, and they don't know you. It's a different kind of structure. The small classrooms at the University of Tennessee were totally different. At Georgia State the MBA program was very small, and you knew everybody there.

TS: Okay, so you didn't feel like you were stepping down a step to come to American universities compared to Athens?

GM: No, it was a privilege for me to be able to go to the University [of Tennessee]. Those people who were advising me to come here had degrees from the University [of Athens], and they couldn't find jobs. They said, "What are you doing here? Look at us. We had a scholarship to go to the U.S. They kept us here. Now we've finished the university, and we can't find a job. Do you want to be like us after four years?" They even helped me write a letter and gave me the addresses. I had no idea who Coach Rohe was and who Payton Jordan was. But those guys had met the

[American] coaches that were on the Olympic team, like Payton Jordan that was [an assistant Olympic coach in 1964 and 1968]. They knew those coaches and said, “Why don’t you write to them?”

TS: Why don’t you say a few words about your career? Did you go straight to the faculty at Georgia State from getting a doctorate?

GM: I taught while I was still at the University of Wisconsin. I taught in Madison as an instructor and as a lecturer at the University of Wisconsin.

TS: We left that out. How did you get to Wisconsin?

GM: After I finished my master’s at Georgia State, I wanted to do something about my career. I started liking writing. So I said, “I’m going to get a PhD degree because I like teaching and research.” At that time, if I wanted to go back to Georgia State, which I wanted to do because my wife was from the South, from Tennessee here . . .

TS: So you got married while you were at the University of Tennessee?

GM: I got married while I was in Atlanta. I met my wife in Atlanta. I think we had one class of biology together, but we never really talked to each other. I thought if I had a chance to go back and teach at Georgia State, I had to get a degree from a better university.

TS: They wouldn’t hire their own graduates?

GM: Exactly. I wrote to schools around the country—schools I could afford to go to. I couldn’t go to Ivy League schools. [I applied primarily to] Big Ten schools and got accepted at Wisconsin.

TS: They must have seen something.

GM: They must not have had many applicants (laughs).

TS: I doubt if that was the case.

GM: I swear. They had a quota. They would take two every year. I was among the people that applied at that time, and they said, “We’ll take you.”

TS: They may have been trying to diversify their student body with some international students.

GM: I have no idea. In fact, I didn’t have any support from the University. I got a research assistantship from another university extension program, but not from the College of Business. It was not until later that I got to teach at the

university as a lecturer for about a year and a half or two years. When I finished my degree, it was the end of 1976. It was not a good time to look for a job for the following year. I had to go on the market the following summer because nobody wanted to give me a pass on my dissertation early in 1976 to look for a job that year. I finished my dissertation earlier than I expected, so I said, "I have to do something for the following year." [1977]. So I was a full-time lecturer at the University of Wisconsin-Milwaukee. I would commute from Madison to Milwaukee twice a week to teach there. After I taught there for about nine months, there was an opening at Georgia State, and I interviewed. I don't believe the way things worked out, because at an earlier time, as a student at UW, they failed me twice on my major exam, and they pretty much said they wanted to get rid of me. So they said, "If you really want to stay and get a [PhD] degree, you have to publish two solo articles in the top journals in our field." Nobody had ever done this before as a doctoral student, and I had to do this. Somehow I had to push myself and find a way to do it, and I got published in the top journals.

TS: Solo articles—you think in business there are often three authors on an article.

GM: They had to be single authored articles. I couldn't have any help. And they had to be in the top 3-4 journals. It was interesting; there was a professor who really wanted to get rid of me, who came one day and looked me up in class while I was still attending and he says, "I got this paper conditionally accepted, and look what they've done. I have to change this and change that and they gave me a laundry list of changes [he had to do to get it re-considered]." Next, I wrote an article, used a copy editor, and I sent it to the same journal, and it was published, "as is", without any requests for revisions. I got more satisfaction out of this.

TS: I guess so.

GM: Anyway, I got lucky at that time getting the two sole-authored articles published in top journals in my field. It was a miracle.

TS: So thirty-five, thirty-six years later, you're still at Georgia State [as Alfred Bernhardt Research Professor and Director of the Center for Mature Consumer Studies].

GM: Yes, in our fields we invest all our time into pretty much one very narrow area. I see many of my colleagues once they retire don't know what to do. I try to diversify a little bit. I try to find other things to do so that if I stop at Georgia State, I still can do some other things, lecturing in other countries and all that, so that I don't become totally irrelevant. I've been there [GSU]

now for almost thirty-eight years, a little more than that now. They haven't gotten rid of me yet (laughs).

TS: Doesn't look like they are going to until you retire.

GM: I just had my five-year review, could stay at GSU another five or ten years. But I may be retiring soon. I don't know.

TS: But you've been a very prolific author [with seven books, hundreds of peer-reviewed articles and papers, and frequent invitations to lecture on consumer research to groups throughout the world].

GM: Well, I don't have any children. I don't have any hobbies. If you spend all your time writing, something is going to come of it eventually (laughs). It's like if you throw things on the wall, something will stick.

TS: You're very modest about it all.

GM: I think what it is, if you focus on one topic, and you even do a little bit in that area, you become known for that topic. If you do many things in many areas, you're never known for anything in particular.

TS: Are you still planning to do a book on lessons from Coach Rohe?

GM: Well, I will have to have material from people. I guess it will have to be a team effort. I don't have enough material. This book has to be written in a kind of mainstream language, so that everybody can [relate to it]. Somebody who has done work in a similar area and has written for a newspaper may be in a better position to take [on the project]. We are more accustomed to writing academic stuff. Even if you have material, someone has to polish it to make it interesting and readable to the average reader and not just to the academic person.

TS: Maybe you and Marvin West can do it together.

GM: I didn't want to mention that because I don't want to put him on the spot. But that's what I had in mind, basically—someone [with] newspaper [experience]—if he wants to do it and if we can give him material. Most likely we're going to have to get help from people like you to get enough material and organize it.

TS: Great! Well thank you very much.

GM: My pleasure. Thank you.