

June 1, 1994

George Gerbner
The Annenberg School
3620 Walnut St.
Philadelphia, PA 19140-6220

Dear George:

On April 18, 1984, a letter and introductory chapter were sent to prospective contributors to Communications at the Crossroads: The Gender Gap Connection. It was published by Ablex five years later in 1989.

So here we are again, as the song goes. Donna Allen and I have been joined by Susan Kaufman as we begin work on Communications at the Crossroads: Global Intersections, simply known as Crossroads II. Susan is an associate professor of journalism at Eastern Illinois University, and director of public affairs, education, and outreach for the Radio-Television Center and PBS affiliate there; this year she serves us well as the chairperson of the Commission on the Status of Women in the Association for Education in Journalism and Mass Communication (AEJMC).

Donna, who passed Media Report to Women on to other capable hands, is concentrating on the work of the Women's Institute for Freedom of the Press, and writing the books she put aside for so long. Ramona continues as full professor at the University of Kentucky, learning and writing more about structural inequality.

We have gathered at the crossroads of communications again, ready to write about what we have learned in the nearly five years past. We want you to join us on this written, "s/heroic" journey. We are inviting our first contributors as well as others we have met along the way. The book will be concerned with the theory, praxis, and transformations of women's and feminist issues involving communications. **If you think you have a contribution that would fit into the framework (it's a broad one), say "yes," and begin writing.** ←

We need by return mail, or soon as possible after that:

- a one-to-two page (double-spaced) abstract of your proposed chapter, with working title
- an updated, biographical sketch (half-page, single-spaced)

The three of us will see how these contributions come together in the proposed book, and get

back to you within two or three weeks to let you know if your chapter proposal fits with others. If it does not, we'll have to say so, and please know now how we will regret that decision. But we think those circumstances will be few.

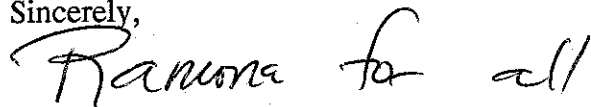
● If the fit is fine, we'll ask you for a rough draft of your chapter, and we will begin editing the chapters as they come in.

We will fit contributors' chapter proposals in a book outline, and include it with the introductory chapter, chapter abstracts, and biographical sketches and send the package out to prospective publishers (we have already been in touch with Sage).

We want to be finished with the editing by May 1994 and have the book in draft form to the publisher; the five-year lapse from beginning to end on the first Crossroads is a loss of time we do not want to repeat. It will speed us up immeasurably if you will always send each of us a copy of whatever is due; addresses are below for that purpose.

We had a lot of fun the first time around, and learned more than we probably wanted or needed to know; please join us this time!

Sincerely,



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10/28/94

George. This is FYI
we'll handle your chapter
and send few editing
suggestions to you. You
wanted published for
reference, so here it is.

Best,
Ramon

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Dear George:

We're moving into the next stage of publication of Communications at the Crossroads: Global Intersections and wanted to update you on what's been happening, what we need to have you work on, and a rough time-table for the summer and early fall.

We've narrowed down the interested publishers' list and will be sending out proposals to a select number within the next few weeks. We're hoping to wind up publisher negotiations during the early weeks of summer, and plan to provide chapter drafts to the selected publisher by early fall.

Yes, that means we're going to need your chapter draft, suggested title, etc. **by summer's end at the latest**. Several contributors have sent sample chapters to us already. The faster we get them and can process them among the three of us, the better guarantee we have of getting everything to the publisher by early fall.

Here are a few things to keep in mind:

1. In selecting your title and in your writing, remember that we want to write clearly, simply and as jargon free as possible. If you're working from a journal article or research you presented to an academic group, remember that your audience has changed. This is for women's studies, undergrad, and graduate communications students, as well as community activists, etc. We need to define terms, use language that will attract and lure the reader into the more difficult passages. We want to achieve a dialogue with our readers so that our dialogue can continue inside and outside the classroom, and well beyond the halls of academe.

To that end, Ramona came up with three sections of the book named thusly: Part I - Current Conditions: "It's broke . . ."; Part II - Teaching and Practice: "Let's fix it . . ."; Part III - Transformations: "Here are some of the ways we're doing it". Ramona notes that these organizing categories are not written in stone - there most likely will be a lot of changes.

2. Because we don't know the publisher yet, we don't really know what style we'll be asked to use. Therefore, to save you future work, keep detailed notes re: all your references. Go

ahead and use APA style for now, but realize we may need to provide more complete reference material, i.e. page numbers, etc.

As soon as we choose a publisher and get style and other contractual information we'll notify you and you can make the appropriate changes to your disks and copy that you'll be sending us.

3. Remember that all three of us need to get copies of the chapters etc. Susan is working with an MSDOS system and is using Word Perfect 6.0, 5.1, etc. She also purchased a flat-bed scanner and can scan in your copy. Her software can convert many programs and she has access to another disk converter at EIU. So, send her a disk (Word Perfect preferred, of course) plus a very clean and clear copy of your chapter, updated biography if you need to. Use good printer ribbons, ink jet and laser make your best copies.

4. Take another look at your bio sketch and see if it needs to be changed--about a one-half typewritten page, be sure your degrees/universities, professional jobs/titles are listed. Some of us are going to list our hometowns--Ramona is proud of Little River, Kansas! Also, we want to print our pictures alongside our bio sketches so send at least a 5" x 7" black-and-white headshot of yourself along with your chapter.

Good luck to us all and have a productive summer.

Sincerely,

Susan J. Kaufman
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Ramona, for all!

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October 31, 1994

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George Gerbner
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Dear George:

Please note the date above. It's close enough -- no matter when this letter really goes out. We did it! We selected a publisher. This after months of making a list of acceptable/wanted publishers, book proposal and materials mailings, waiting, rejection, acceptance, and negotiation.

We have chosen Sage Publications, Inc. in Newbury Park, CA, for two primary reasons: (1) the intensive and extensive promotion and marketing of their books, and (2) their list of feminist and women's writings with which our book will be associated and marketed. In addition, they have a fast publication turn-around which is important to us.

Now, we need each of your chapters, in full sparkle and color. Let's have a deadline of no later than January 1, but earlier if possible so that we are kept busy editing up to that deadline. Send a copy of your chapter manuscript to each of us, please, so we don't get confused and/or waste time copying and sending them to each other. If you have not sent us a bio sketch or need to update an earlier one you sent, please include this in the mailings to each of us.

And, include in Susan's manuscript mailing an IBM-compatible DOS disk, or Macintosh files saved as text or ASCII files -- be sure to indicate on the disk what word processing program you used. Also, include a black-and-white head-shot picture in the mailing to Susan along with your computer disk.

We need the cumulative length of your chapters to average about 20 double-spaced pages. That means you can be shorter or longer but, when in doubt, write more concisely and shorter. We'll even some of the chapters out during our editing.

Contacts for each author will be sent later and separately by Sage together with a copy of their Author's Guide after we have supplied Sage a list of the contributors. In the meantime, we are asking that you use the American Psychological Association (APA) style in the chapter draft you send to each of us; this is the same style we used in Communications at the Crossroads: The Gender Gap Connection. Please use a title page which has your chapter title, your name, address, telephone number, email address, fax number -- whatever you have -- and number of pages in the chapter (including bibliographic, table and/or illustration pages). We will duplicate this page to send to Sage so that you may receive your contract.

Let us not go gently into the dark night (apologies to Dylan Thomas) or that conceptual black hole of patriarchy (thanks to contributor Elizabeth Dodson Gray). But, let's do go! We have a great bunch of contributors and it will continue to be a wonderful party. We could use any suggestions you have for a few additional contributors with multicultural, international, sexuality and/or pornography perspectives since many of the ones we contacted were already under publishing sieges.

Our love and respect to each and all of you. By the way: the book is now being called Women Transforming Communications; we will decide on the subtitle when we see your chapters so that we may more accurately represent all of us. Happy Halloween, good witches. Get on that computer broom and write, write, write! Then, send, send, send. *Warlock!*

Sincerely,

Ramona, for all

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