

# CHILDREN'S TELEVISION WORKSHOP

ONE LINCOLN PLAZA • NEW YORK, NEW YORK 10023 • (212) 595 3456

KEITH W. MIELKE, Ph.D.  
Vice President for Research

September 28, 1992

George Gerbner, Dean  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, PA 19104

Dear George:

I want to thank all of my research colleagues who have suggested applicants for our CTW Research Internship during its' first two years. Our Internship program is now starting its third year, and I am pleased to enclose the 1993-94 announcements.

This year, two interns are getting a rare opportunity for paid work in CTW research teams. One is working with Dr. Susan Mendelsohn in New Show Projects, and the other is working with Dr. Renee Cherow-O'Leary in Magazine Research. Last year's research intern has moved on to work with Dr. Valeria Lovelace in Sesame Street Research. These are excellent opportunities for your very best students and acquaintances who are seriously interested in a career in educational media research.

Applicants must be United States citizens, and must have completed or be enrolled in, a master's degree program in a field related to children and/or mass media in order to apply.

Enclosed are three program descriptions and applications. If you know people who would make good candidates, I'd appreciate it if you would call this to their attention, and give them an application form. Please note that complete applications must be received no later than February 12, 1993.

Thank you for your support.

Sincerely,

*Keith*

encs.

March 22, 1993

Dr. Keith Mielke  
Vice President for Research  
Children's Television Workshop  
One Lincoln Plaza  
New York, NY 10023

Dear Keith:

I am writing to introduce a former student in my undergraduate class who is seeking employment in any capacity at CTW. She is Yael Ukeles and she will contact you for an appointment.

Yael is an exceptionally talented, versatile, and diligent person. I am attaching a brief curriculum vitae that will indicate the range and diversity of her interests and experience. Her most abiding commitment is to children's television.

I hope that it will be possible to arrange a brief visit.

With best regards.

Sincerely yours,

George Gerbner  
Professor of Communication and Dean Emeritus

P.S.: Enclosed is a recent op-ed piece that may interest you.

# CHILDREN'S TELEVISION WORKSHOP

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KEITH W. MIELKE, Ph.D.  
Vice President for Research

April 5, 1993

George Gerbner  
The Annenberg School for Communication  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George:

~~Thanks so much for your recent note and especially for the op ed piece in New York Newsday. I thought it was a very nice summary of some of your major principles and findings, and I can certainly appreciate your desire to present them in an atmosphere free of the "tyranny of soundbites." In fact, I think the tyranny extends to all media. There are also "print bites," consisting of juicy quotes without necessary regard to context.~~

In any event, I am becoming increasingly attracted to the brief essay form as a means of communicating to "civilians." I have recently thought several times about trying to start something like a regular column in a publication such as Current.

I did meet with Yael Ukeles on April 2, and I agree with you that she is quite an impressive young lady. However, I'm afraid there are no appropriate openings at this time. I hope she finds a rewarding career, or goes back for more training to enter the market at a different place.

Hope you are doing well. You are much admired for your continuing energy and productivity. I only hope I can do half as well.

Warmest regards,

Keith

# CHILDREN'S TELEVISION WORKSHOP

ONE LINCOLN PLAZA • NEW YORK, NEW YORK 10023 • (212) 595 3456

KEITH W. MIELKE, Ph.D.  
Vice President for Research

September 20, 1993

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11/1/93*

Professor George Gerbner  
Dean Emeritus  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, PA 19104

Dear George:

I want to share with you the attached announcement which was recently circulated internally to the CTW staff. It describes how, starting at the first of the year, I'll be changing roles at CTW, from "Vice President for Research" to "Senior Research Fellow."

What does this mean? Right now, it means a lot of happy anticipation on my part. I requested this change over a year ago, hoping to concentrate my time and energies on some important topics that would utilize fully what I've learned in the last thirty years or so.

In the new role, I will look forward to continuing and strengthening our professional association!

Warmest regards,

*Keith*

# CHILDREN'S TELEVISION WORKSHOP

MEMO

**TO:** CTW STAFF

**FROM:** *David Britt and Emily Swenson*

**DATE:** September 17, 1993

**SUBJECT:** *Keith Mielke*

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We wish to announce that Keith Mielke will be changing roles within CTW, moving from Vice President of Research to Senior Research Fellow. This move, which has been under discussion for over a year, will take effect the end of this calendar year and will enable Keith to focus all of his energies on key policy and operational issues that are important to the future of the Workshop. This will include the development of new methodologies that more closely simulate the new competitive environment, editing and writing papers or books which would give increasing visibility to our distinctive work in the area of research and presenting at key research and educational forums.

Keith started at the Workshop in 1977 as Executive Director of Research. Since then, he was Executive Director of 3-2-1 Contact from November 1978 to July 1983 and has been Vice President of Research since February, 1984. In each of these capacities, Keith has brought his knowledge of communication research, analytical skills, unique turn of phrase, good humor and most importantly, his commitment to CTW, its mission and values.

As part of this change, we have been reviewing how to most effectively organize ourselves to meet the educational, market research, and evaluation needs of the company. To that end, we have decided to combine the content and research functions under one department. Over the next few months, working with Keith and Laura Martin, we will search for the new head of this department.

Please join us in congratulating Keith on his new assignments, wishing him much success in those endeavors, and thanking him for all he has done over the past 16 years.

He promises to work hard at being a "jolly GOOD fellow,"; he'll probably sing it as well.

/lpc