

Le monde entier dans une feuille de trèfle.  
(Die ganze Welt in einem Kleberblatt).  
Heinrich Bünting, dans *Itinerarium Sacrae Scripturae*.  
Magdeburg, 1582.

B.N. Impr. Rés. fol. O<sup>2</sup> f 972, p. 4-5.

Paris. 27. 10. 1992

Dear Professor Gersner,  
In these days of commemoration for the discovery  
of America, I thought this card would amuse  
you. Forgive me for not having written to you  
earlier but the academic year was heavy and  
I had no particular good news to give you.  
I am sorry for the funding problem. I have  
found the same difficulties this side of the  
Atlantic but shall try again this Fall.

I plan to finish my dissertation by late Fall and I hope it will be a means to interest the authorities in the project, if you are still planning to go on with it, that is.

I have recently had oblique news of you through your friend, Mr / Professor Schiller, with whom you have edited that book on war you once mentioned, back in Annenberg. Mark and I have ordered it and we hope to make it one of our Summer readings. Mark has a vested interest in it since his historical field of study is war at large. Besides, he has been lucky enough to be hired permanently at a professor's level, by the University of Rouen. Quite unexpected for him who had almost given up his chances in this "politically correct" world! It turns out it is politically correct in France to hire foreigners as civil servants!! Isn't the world oddly facetious?!

As for myself I am still at the Université Paris 2 until I finish my dissertation. Next year I'll have to apply to other universities and maybe look for post-docs, which already gives me a headache!

I hope your academic year at Annenberg went fine and that you are ready for a busy holiday, promoting your book maybe ... I hope it will be successful.

Warmest regards

Diina Neij

Divina Frau-neigs  
9, rue Communes  
75003 Paris

Philadelphia,  
Thursday, Sept. 2<sup>nd</sup>

Ref 10/2.6/93

Professor Gertsner,

Hello. I knocked at your door  
to see if you were in today.

I'll be gone tomorrow and

I am very sorry I missed you.

My visit to Philadelphia has been  
very short.

I just wanted to keep in touch  
with you and see how you were  
doing.

I am now a professor at the Sorbonne  
and I wanted to thank you  
for the help you have provided  
me with during my stay at the

Aumenberg School.

Your name has probably opened  
some doors for me in France ---

Thank you again.

I hope I'll be able to see you  
again, either in Philadelphia  
or somewhere in Europe.

Warmest Regards

Divine Heigs

My best to your wife.

UNIVERSITE DE PARIS III - SORBONNE NOUVELLE  
INSTITUT DU MONDE ANGLOPHONE

Paris, december 5<sup>th</sup> 93

Dear Professor Gardner,

Please find enclosed my letter of interest for C.E.M. I hope it will get to the U.S. in time to join your "outreach" program mail.

Thanks you for sending me all that material about C.E.M. and your current research: it made me feel as if I was still part of the cultural indicators' research!

I was very sorry to miss you on my "visite-éclair" to the Annenberg School last Summer. My stay in the Philadelphia area was very short, my in-laws going to Opaine at that time of year. I am working at having more time next time I go there, next Summer



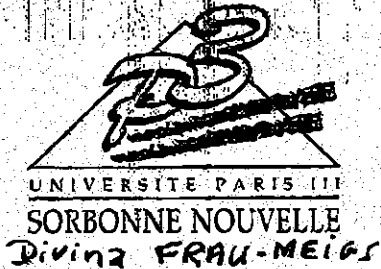
-- and I'll write to you in advance!

At the moment, I am a professor at the Sorbonne, which has fulfilled my ambitions, as the daughter of a poor and illiterate émigré. I enjoy the teaching very much but bemoan the state of communications in France. It seems that the discipline is being incorporated as one aspect of other, more traditional sciences, which explains that I am teaching in a humanities department!! The consequences, of course, are the difficulty in getting funding, in getting the industrial world interested, in creating research groups... but I don't despair.

I will keep you posted on this evolution and I wish you good luck on your very courageous new enterprise. I will try to help.

Very sincerely,

Durand



Paris, le 15 novembre 1994

Dear professor Gerbner,

A quick note to tell you what I have done in relation to questions raised during our meeting of last summer.

I have sent you a copy of Jack Ralite's project for a "charter of audiovisual media" in case you didn't have it. I have finally been able to reach him (the communist party just elected presidential candidate). He is very interested by your own project and is willing to participate. He would like to know the dates of the March meeting and of the Fall meeting and the location as well. He wants me to tell you that he is not available between March 17-22. The Salon du Livre will be held then and he is participating actively in it, with the "Etats-Generaux de la Culture", the organisation of French artists and movie makers that he has helped create. I'll send you soon more information on the type of actions the Etats Generaux are having... If your dates have not been finalized, I think it might be worth it to try to find a date in your schedule because he should be a very interesting ally for you to have in France. Unfortunately, he doesn't speak English... It might be worth sending him an official letter from CEM and here is the address, to be sent care of Mrs Vally, his invaluable and trusted personal secretary:

Mr Jack Ralite, maire d'Aubervilliers  
à l'attention de Mme Vally  
2, rue de la commune de Paris  
93 300 Aubervilliers

I have been less lucky in trying to get you a list of American television films bought by French television. It is very hard to get to the real figures but I am still working on it. Every time I may need your help myself on the project I am currently working on. I have been asked to write an article tracing the relation between media and violence in the U.S.A., from a historical, legal and political point of view, and I need some original documents that you might have or might be able to help me locate

(I have a little budget, that would allow me to reimburse you or anyone helping me)

- Do you have any explicit statements by the TV networks or Hollywood authorities about adopting a "deontology" code as to violence (self regulation evidence, if any) - like industry agreements, charters, etc)?

- Do you have any speeches by Paul Simon and other political people in Washington, that relate to the media violence issue and are relatively recent?

-What are the latest FCC regulations on the issue, if any?



The journal I am doing this for has asked me also if you would be willing to contribute an article yourself and I am forwarding their query. The Journal is called *Les Cahiers de la Sécurité Intérieure* and is a publication mostly read by members of the government and high administrators in France, including deputies, mayors, judges, police commissioners, etc. On some issues like the one they are planning on Violence and Media, their readership extends to a more general public (teachers, parents). They realize that you are the world authority on the matter and they would like to publish either one of your founding texts, in French translation (that they would do) or a recent article, where you would provide a synthesis of your main ideas and achievements, again in French translation. The issue has to be closed by the end of January.

I have asked them to send you more detailed mail, in case you would be interested by that kind of coverage and you should expect a fax from Thierry Vedel, the editor in chief, soon. It seems to me they can provide an interesting readership of people who tend to mix ideas and action and have the political means to do both. In the past, contributors to the journal have already been asked by them to elaborate a concrete project to test some ideas and their implementation... If you don't have much time (this is an understatement), you may want to opt for the first solution they propose, that of a document you have already written out has not yet been published in France... They might also be able to provide an honorarium, in spite of the fact that they are an academic journal with limited means, but I should be able to negotiate that with them, if you wish.

Please let me know what you think on the different points of this letter (Rahbe and Vedel are rather urgent: my need for information too!!). I hope everything is going according to your plans with CEM. Good luck

With my best regards

*Durand*

P.S.: my fax number is (33 1) 42 77 04 00

and my new address: 33, boulevard Saint-Martin

75 003 Paris France

Paris - 9-11-94.



Dear professor Gardner,

Please find enclosed Jack  
Palite's project for an "audiovisual  
charter". I am trying to convince  
him to participate in your own  
project but the timing is awkward.

INSTITUT DU MONDE ANGLOPHONE

13, rue Santeuil - 75231 PARIS Cedex 05 - Tél : 45.87.41.54 / 41.59 - Fax : 45.87.41.75 — / —

I'll fax you any new information  
I get.

Sincerely

Dina

[108] From: PHALESE@msh-paris.fr at SMTP-po 11/29/94 5:05PM (2051 bytes: 41 ln)  
To: fgg at POST1  
Subject: No subject given

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from mailimailo.cicb.fr  
From PHALESE@msh-paris.fr  
X-Envelope-From: PHALESE@msh-paris.fr  
X400-Received: by /PRMD=cicb/ADMD=atlas/C=FR/;  
Relayed; 29 Nov 94 16:02:31+0100  
X400-Received: by /PRMD=msh-paris/ADMD=ATLAS/C=FR/;  
Relayed; 29 Nov 94 17:05:28+0800  
Date: 29 Nov 94 17:05:28+0800  
From: PHALESE@msh-paris.fr  
Message-ID: <78615752843110000phalese\*/S=PHALESE/PRMD=msh-paris/ADMD=ATLAS/C=FR/  
MHS>  
To: fgg@asc.upenn.edu  
Importance: Normal  
Autoforwarded: False

professor Gerbner,

Hello,

I am contacting you via internet to know if you have received the fax I sent on November 1994. I told you in it that Jack Ralite had accepted to come to your meeting in March and in the fall but that he couldn't between March 17-22. He needs confirmation soon.

In the letter I also asked for information you might have on speeches by Senator Paul Simon regarding the issue of violence in media (committee hearings, etc) or and information on latest FCC regulations on the issue or/and network or industry reactions (codes, charters...).

I need these documents or references badly and have a little budget for it, if you can help me locate them, I would be very grateful.

Also you should expect to be contacted by Thierry Vedel of Cahiers de la Sécurité Interieure about a contribution to their issue on media and violence. They will take care of the translation. They want something about a synthesis on your work and it doesn't have to be an original. Their public is interesting ...

but it is for you to decide and I realize you have little time.

Please let me know what you think of the different points mentioned above and in the fax letter. I hope everything is going well for you and for CEM.

Sincerely

divina meigs ✓

P.S. you can send e.mail to the following address, specifying my name :  
phalese@msh-paris.fr



Paris, le 20 juillet 1995

Institut du Monde anglophone

Divina Frau-Meigs  
33 Bld St-Martin  
75 003 Paris  
France

Professor George Gerbner  
University City Science Center  
3624 Market St, One East  
Philadelphia PA 19104  
USA

Dear professor Gerbner,

Here at last is the copy of the *Annales de L'Université de Savoie* which I have been planning to send you for a while. The article I contributed in it is the one I talked to you about last Summer when I was in the States. It has been well received in France, which has had a happy consequence. I am now part of a research group called PRISME, at the CNET (our national center for the study of telecommunications). You know this group, I think, since you contributed to the first number in English language of their journal, RESEAUX.

This association should allow me to get some funding to do research on the sociology of communications while keeping my teaching load at the Sorbonne. It should also allow me to go more often to the United States and therefore see you and keep up with the cultural indicators project. How do you feel in your new lodgings? How are your plans for CEM advancing? I hope we'll be able to discuss these questions during my stay in the U.S.A., ... if you are not roaming the world!

I will be in Philadelphia in August and until mid-September and will try to contact you from my address there:

822 Grubb's Mill Rd.  
Berwyn, Pa. 19312  
Phone: (610) 356-1682

Yours very sincerely,

Paris, oct 11<sup>th</sup> 1995



Divine Frenchmings

Dear professor Gerbner,

Just a short note, to apologise because I had absolutely no time to see you this summer. The good news is that the French have at least completed their research on the violence content of television and that they are going to conduct it every year! - They have used your index and I have asked the C.S.A. to send you a copy of their



INSTITUT DU MONDE ANGLOPHONE

5, rue de l'École de Médecine - 75006 PARIS - Tél. 43.26.45.96 - Fax : 43.25.74.71

U.S.A.

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/fax 215-387-5202

December 27, 1995

Divina Frau-Meigs  
Via fax 331 4277 9169

Dear Divina:

Glad you have your own fax now. Let me know if and when Le Monde publishes CSA's answer.

As to list of researchers who work on violence, you will find that in my Unesco study: "Violence and Terror in the Mass Media," *Reports and Papers in Mass Communication*, No. 102. Paris: Unesco, 1988.

Please send me directly your specific action recommendations that Nancy Snow asked you for. I would appreciate it if you would also consult with Ralit and send me his recommendations. These should be brief specific items in rough form - no need for an essay or formal paper. They will be combined and re-circulated for further comment, refinement, etc.

Becoming involved in IAMCR and being a candidate for the International Council is an excellent idea. I see you as developing a leadership role in IAMCR.

I have not run across the Internet graphics study but will keep an eye out for it and let you know if I find it. And I hope you will also keep me posted of developments. Happy New Year to you and Mark.



Home Office  
**234 Golf View Road  
Ardmore, PA 19003**  
Telephone/fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

January 29, 1996

Divina Frau-Meigs  
Via fax 331 4277 9169

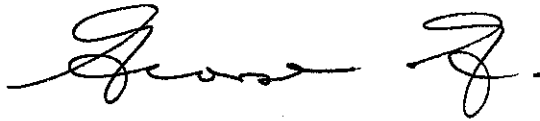
Dear Divina:

I received your fax message and materials of Jan. 26 just as I was drafting the enclosed invitation to Herve Bourges; that will update you on current developments. See what you can do to persuade him to come (or send someone - you?) to represent him.

I look forward to receiving the project of Jack Ralit.

Your letter to Le Monde is fine. I do not have time to write one, but if you can help, based on the "Marketing Global Mayhem" article (also attached), I can sign it or we can sign together. This should be more informative about the context and marketing dynamics of violence, and may be of interest to French readers.

I hope to get your report of developments on your end soon.



Total of 8 pages

PS: I just faxed letter to Bourges.  
In case he did not get it,  
please pass on your copy.

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

July 1, 1996

Divina Frau-Meigs  
9, rue Commines  
75003, Paris  
Fax 33 1 42 77 91 69

Dear Divina:


Yes I will be in Sidney, arriving Wednesday, Aug. 21 and leaving for Seoul, Korea, on Saturday. So I look forward to seeing you there.

I will be glad to write a foreword to your book, if I am given sufficient time. Am overcommitted, as usual.

Did I send you "Marketing Global Mayhem?" That is a report of our study that shows that violence depresses ratings, but is driven by profit from global marketing. If not, and if you want it, let me know. I could not get reliable data on costs, but the ratings study is even more interesting.

I can't believe that your daughter is starting school!

Best regards to your, Mark, and daughter.



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Divina Frau-Meigs  
Tel/fax: 33 1 42 77 91 69

Paris, July 1st 1996

Dear Professor Gerbner,

The university year is over and I find some time at last to write to you.

Sophie Cathelineau gave me some news about CEM and the St-Louis event and it seems to have been quite impressive. I'd love to know more and maybe we'll have a chance to talk together, if you are going to the IAMCR conference in Sydney, next August. I will be attending and probably will try to become a member of the international bureau. As very few French people will be there, my chances are slim but I'll try anyways...

Mark and my daughter will join me (I have some very long-distance relatives in Australia that I saw 15 years ago, when I was an adventurous globe-trotter!). Let me know if you'll be there as I'd like to see you and discuss a few prospects with you.

I was asked to write a book on violence and the media, and Sophie Cathelineau has accepted to join me in this enterprise. It should be coming out in September, so you can imagine how my next few weeks are going to be occupied. I have accepted to write it mostly because of the frustrated attempt to get a real debate in *Le Monde*, a year ago, as you will remember. In September-october significant legislation should be passed on the topic of violence and I'd like the public to be properly informed. The book will be short (120 pages), not expensive, with tables and quotes and examples. We will defend your approach and call for consumer-citizen awareness and action. I might even ask you to give us a foreword!!...

I am currently working on the chapter dedicated to economic pressures and I'd like to know if you have some precise examples of production costs for violent programs (vs. non-violent programs). I had sent you last year some research done at CSA about programming costs in France and I wonder if you have similar information available about the USA. I don't need much, just a few significant examples to give an idea of how packaging works in the U.S.A. and abroad. This information is very hard to come by here and I would be grateful if you had something in your voluminous archives that could help. If there are any fees, please let me know. If you can't because of too much work, I'll understand, as I know you must be very busy.

In any case, let me know if I'll have the opportunity to see you down-under. We won't go to the U.S.A. this year as we have to be back to school in early September: our daughter is starting school. The kindergarden era is over and stress is already looming at the distance, with competition and all kinds of pressures that we try, poorly, to resist. Does this remind you of something?!

With warmest regards

Divine

Divina Frau-Meigs  
Tel/fax: 33 1 42 77 91 69

Paris, July 1st 1996

Dear Professor Cochner,

The university year is over and I find some time at last to write to you.

Honnie Laineineau gave me some news about LEVI and the ST-LOUIS event and it seems to have been quite impressive. I'd love to know more and maybe we'll have a chance to talk together, if you are going to the IAMCR conference in Sydney, next August. I will be attending and probably will try to become a member of the international bureau. As very few French people will be there, my chances are slim but I'll try anyways...

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With  
warmest regards  
Divina

*Paris, le*

Institut du Monde anglophone

Divina Frau-Meigs  
33, Bld St-Martin  
75 003 Paris  
Tel/fax: 33. 1. 42 77 91 69

TO Professor George Gerbner

Paris, July 6th 1996

Dear Professor Gerbner,

Thank you very much for answering my fax so promptly, as usual. I'll be quite happy to see you in Sydney, hopefully not too much jet-lagged from this very long trip.

You did send me "Marketing Global Mayhem" and I will use it in the book. However, I need the exact references of the chapter, the book's title, the editor, the date. I will also need permission for the reproduction of the table on the Nielsen ratings and I'd like to know how I must proceed. Do I need your permission? the editor's? ... I don't know how these matters are arranged in the USA. Here they are rather tricky.

The other bit of information I realize I need is a kind of update on the V-chip. I know that there are quarrels about it among the major networks but I'd like something more precise than what the press is saying. What is the FCC doing!? Are there several standards being studied and of what kind? Anything that shows controversy and difficulty of application (estimated costs for networks, estimated cost for the viewer, etc.) would be useful... as I'm trying to make the point that the solution is somewhere else, not in yet another technological gadget.

Thank you also for not refusing to give us a foreword. I talked about it to the publisher yesterday and he was quite enthusiastic about altering the format of his collection to include a foreword by you. It should not be very long, 2 or 3 paragraphs at most, but the deadline is early September. We can talk about it in Sydney, or you can send me something you have already written in English and that I can translate or else I can send you the outline of the book-to-be and it might inspire you something ...! Let me know which solution is to your convenience. In any case, I know it'll be to the point.

Best regards from Paris,

INSTITUT DU MONDE ANGLOPHONE

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**George Gerbner**

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3624 Market Street  
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Divina Frau-Meigs  
Via fax 33 1 42 77 91 69

Dear Divina:

The reference for the "Mayhem" article is the name of the journal, on the article itself. The full citation is:

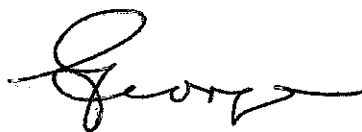
"Marketing Global Mayhem." *Javnost/The Public*. (European Institute for Communication and Culture, Ljubljana, Slovenia) # 2:71-76, 1995.

The Nielsen rating table is our own Cultural Indicators calculation; no further permission is needed.

As to the V-Chip, it is included in the Telecommunications Bill of 1969, supported by the television industry. It is irrelevant, except as protection for the industry to continue business as usual. No programming change, passing the buck to viewers, where it will make no difference. A V-chip and other devices have been on the market for years; nobody buys them. It will take years before they are installed in new sets, more years for the industry to decide on a rating system (if they ever will); more time to implement the signals; and indications are that few people want them. So it is a cop-out. Passing the bill achieved the purpose of taking the heat off the industry.

Regarding the Foreword, maybe you can carve something out of the "Mayhem" article and send it to me for any further editing, etc. I am afraid of running out of time if we wait.

With best regards --



Home Office  
234 Golf View Road  
Ardmore, PA 19003  
Telephone/fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

September 19, 1996

Divina Frau-Meigs  
Via fax 33 1 42 77 91 69

Dear Divina:

I was traveling, sorry could not respond sooner to your letter of Sept. 17.

I cannot give you either the number of participants or the means of financing. It works just the other way around.

We need an offer to host the conference, with an indication of the number of people who can be accommodated (my guess is 2-300 would be ok) and the cost it would entail. After we get this information, we can figure out what the conference fee should be and circulate an invitation. Only when we receive the responses will we know how many are coming.

Good luck and thanks for your efforts. Let me know what the prospects are.

With best regards --



Home Office  
234 Golf View Road  
Ardmore, PA 19003  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

**TO :**

M. George Gerbner  
Cultural Indicators Project  
3508 Market Street, Philadelphia 19104  
Fax : 215 387 1560

**FROM :**

Sophie Jehel-Cathelineau, Conseil Supérieur de l'Audivisuel  
Fax n° : 33 1 4058 39 99 Tel 33 1 40 58 38 84

Dear Professor George Gebner,

Thank you very much indeed for sending me some results which I could compare the french results with.

I would need therefore some more information .

You sent me the results about « violence in TV networks prime time dramatics. By dramatics, I understand sitcoms, TV Dramas, and you exclude movies and cartoons. Am I right ?

Could you please tell me the prime time hours you applied ?

Do you have your index (the synthetic one with the ratio between main caracters and killers or victims) for the three networks in 1995?

I notice a big drop since 1992 in the violence per hour, is it due to legislation real and pending? How else do you explain it ?

I am worried because my number for the french main broadcasters is 7,3 over our prime time (6h00pm-11h00pm), all fiction genres inclusive (with the movies). It is about 5,44 without the movies.

The global rate of violent scenes by hours, for the sample (6h00pm-11h00pm and the week end days 06h00am-06h00pm, and the wednesday, because it's hollyday for the kids) is about 8,9 !

Thank you very much for your help.

I will of course send you the wole study as soon as it finished.

Sincerely yours

*Sophie Jehel C -*

10/20/96

Divina Frau-Meigs  
9, rue Commines  
75003, Paris  
Fax 33 01 42 77 91 69

**George Gerbner**  
University City  
Science Center- One East  
3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

Dear Divina:

Thank you for your fax of Oct. 13. I have been in touch with Sophie, and just sent her a second fax with new data.

The Baubourg Center would of course be a great place for the International Convention of CEM, but I also trust you to explore any other site that seems compatible and practical. Yes, it MUST take place in France! CSA co-sponsorship would be fine; October 1997 is the earliest it could be organized.

Did you get copies of the CEM MONITOR? Let me know.

You may be interested to know that the CEM Board of Directors is having a retreat for strategic planning Nov. 15-16 at the beautiful Asilomar Conference center in California, near the Monterey airport. You would be most welcome to join us there, participate, and report on your explorations. Let me know immediately (by return home fax or call if possible) if you might be able to come.

Also, I want you to know that I may be in Europe the second part of January. The International Advisory Council for Hungarian Television, of which I am a member, is planning to hold a session in Budapest. So if it would help to make a presentation to CSA or anyone else, let me know and I can try to stop off in Paris for a day.

I look forward to hearing from you very soon.

Best regards -  
George

Home Office  
234 Golf View Road  
Ardmore, PA 19003  
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UNIVERSITE DE PARIS III - SORBONNE NOUVELLE

Divina Frau Meigs  
 Institut du Monde Anglophone  
 Tel/fax: 33 1 42 77 91 69

To Professor George Gerbner

Paris, October 31st 1996

Dear George,

I received your fax dated October 20th and I am very grateful you sent Sophie the information she needed because her report is probably going to come out soon, if the director of her department doesn't censor it, because he is too scared of making waves. Fortunately, the director of the CSA, Bourges, is having a lot of publicity about violence and the new advisories decided by French channels (nothing earth-quaking, as you probably already know!) and he probably will maintain the pressure while watering down some of the results. I had anticipated this move, which is why I seized the offer to write the book, and included Sophie in the adventure... More about this when we are both finished...

Thank you for the invitation to join your retreat at Asilomar but the dates coincide with our national association's conference. The SFSIC holds a conference every other year and this is it. As I am a member of their bureau and I am a candidate for office for another term, I have to be in Grenoble during the 14-17th of November. I hope your strategic planning session will be inspired.

To give you food for thought, I can provide you with a quick update on my progress about a planned International Convention for CEM in France. I haven't advanced much because of University classes resuming as of October 28th, and having to deal with overwhelming numbers of students and overwhelmed colleagues. I have nonetheless approached the head of my department, Jean-Claude Sergeant, specialist of British media. He has been enthusiastic about France housing the convention. He has agreed to put his research center, COMPA (observatory of Anglo-phone media), of which I am a member, on board the project. It means I'll be able to apply for money from the Sorbonne and find a location in the old Sorbonne building, which is quite prestigious (but I do not exclude other locations). I need to have a local team with me, I hope you understand.

I will present a short version of the project to Sergeant and the research group the 29th of November. The guest speaker that day will be Keith Spicer, who is an invited professor for the semester. Keith wants to stay in France now that he is retired but I will ask him to help for the Convention, if you think it proper... The focus of the project will be, as I wrote to you before, around the human rights to communicate in a global communications society. Nothing earth-shattering at this stage, but the French like the idea of celebrating somehow the anniversary of the human rights; besides French public opinion is maturing on the topic and getting quite involved; Bourges has also some European ambitions and this Convention might serve them...



I'll send you a draft as soon as I am done but not before november 9th, as I am *really* overworked. If you would like to write a paragraph or so on what you expect the Convention's topic and agenda to be, please send it to me and I'll join it to the preliminary project. It's important for me to know what your expectations are, especially as CEM should be the focus of attention. By the way, could I be sent more copies of the CEM MONITOR, to distribute to the institutions I'm going to approach? (I mean the issue on the different charters for communication).

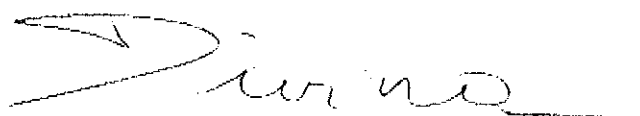
I have recently received a Fax from Shalini Venturelli, who is interested in working with me on human rights issues. She is trying to put together various documents about the human rights to communicate and she might be a valuable resource for CEM and for the Convention... She is also trying to start an international effort on these issues, through a project called Global Information Society Project (GISP)... I haven't written to her about our project; I'll do it after I receive your opinion on a possible association with her for the Convention. I am collaborating to a special issue of the *International Journal of Communication* that she edits. It might be one of the right places to issue a call for participation or for papers to the Convention...

My next steps, in the next two weeks and during the national conference of SFSIC, will be to find out, informally, who would be interested in participating among the French and the possible openings with European research groups and citizen groups associations, besides the ones that are already in the CEM database. I will contact French Telecom and also Jack Ralite's Metafort. The CSA support is acquired, officiously, and I'll resume contact with them later with a more finalized proposal. After these two weeks, toward the end of November, I shall enter the official phase, if you and the Board of Directors of CEM agree on the idea of the Convention taking place in France... Do you have a date to suggest, convenient for Americans to come to Paris, late in 1977? (or should we aim for early 1998?).

Please let me know if you need something more formal than this brief update for your retreat discussions. I will not be easily available during the time of your board meeting, but, in case of emergency, I could be joined at the Hotel Terminus, in Grenoble, between the 14-17 of november. Telephone- 04 76 87 24 33; fax= 04 76 50 38 28.

Hoping to hear from you soon

All the best

Dina

**George Gerbner**

University City  
Science Center- One East

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

November 7, 1996

Divina Frau-Meigs  
9, rue Commines  
75003, Paris  
Fax 33 1 42 77 91 69

Dear Divina:

This is in response to your fax of Oct. 31.

How is your book (with Sophie) coming along?

Sorry you cannot join us at Asilomar next weekend.  
We'll miss you.

I am looking forward to receiving further information from you about the status and prospects of CEM Convention in France. As you know, Keith Spicer was a speaker at our St. Louis convention; give him my best regards. I think he can be helpful, especially if given a major role in the Convention. He is proud of (and speaks about) his success in establishing some kind of (voluntary) violence code at the CRTC.

The human right to communicate in a global communication society is a good theme. We can demonstrate that the imposition (or imitation) of global marketing formulas is an infringement of that right. In other words, support greater freedom for creative people and independent production, more diversity, and respect for cultural integrity insofar as that advances the two prior aims. That is the CEM position.

The Convention topic can focus on that theme. We can give keynote spots to those you think deserve (or need) it the most, plus a few from other countries to give the Convention its international flavor. I think that starting with a dinner, full day of working sessions reporting and proposing action, a second dinner session, and the third day breakfast and morning plenary session to conclude the Convention would be a good minimal program.

We are airmailing 10 more Monitors for your use. Let me know if you need more.

Shalini Venturi has worked with me before and would be a fine addition to help plan the program and participate in the Convention.

As for the date, that of course depends in part on availability of the site and in part on avoiding conflicts

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with other meetings that our participants would want to attend. Also, we need sufficient lead time to announce it in various newsletters, etc., and by mail, and to make arrangements for funding, for the program, etc. I will know more about the optimal date(s) after the Board meeting next weekend.

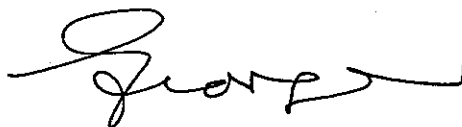
It would be very helpful if you could fax me an updated report that I could share with the Board at Asilomar. Otherwise I will use your Oct. 31 fax, and may call you in Grenoble for update.

I want you to know that I may have a meeting in Budapest toward the end of January; the date has not been set yet. More definite is a speaking engagement in Brussels at an International Conference on Media and Politics (if you don't know about this and interested, call Jan Servaes, +32 02 412 4278). I will arrive in Brussels Fri., Feb.27 at 10:50 a.m., speak that afternoon, and return Sunday morning. So if there is a need, I could go to Paris Friday evening and return to Brussels Saturday evening, or any other combination within those dates.

So, let me know if you have any update for our Board meeting, any interest in a visit and/or presentation in February, and any other news.

I look forward to hearing from you soon.

With best regards -



Divina Frau-Meigs

to George Gerbner

Paris, 13 nov. 1996

Dear George,

Please find, in following pages, a tentative draft of the program for the planned conference for CEM/ COMPA.

I have written it very fast, as a basis for discussion. I will insert the alterations/suggestions your group and Jean-Claude Sergeant (my boss at COMPA) will make, before presenting it more officially to COMPA, on the 29th of November.

It may look tentative, but I have fall-back positions (for example, for location, if worse comes to worse, the conference will take place at the Sorbonne; some funding can be gotten through the Sorbonne and the European community as well, etc.) but I want to explore as many possibilities as I can before finalizing the choices with the organizing committee...

I need to know the best timing and the best time from your perspective and I want your feed-back in terms of feasibility ....

Have a good session in Asilomar

All the best.

Divina

P.S. copy sent to Jean-Claude Sergeant

**PROGRAM PROPOSAL (tentative)**

**Day 1:**

- Arrival and welcome of participants
- evening banquet

**Day 2: Political, economic and cross-cultural dimensions of current legislation**

- keynote speeches (G. Gerbner, JC Sergeant) + a round table
- Working sessions

**Day 3: Implications of national and supranational frameworks of regulation and commercialization**

- keynote speeches (K. Spicer, H. Bourges) + a round table
- Working sessions
- evening dinner

**Day 4:**

**Morning plenary session :**

- synthesis by special observers of workshop sessions
- debate on proposals for future action

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Creation of international committee for organization : mid-december 1996

Call for papers/ workshop panels : mid-february 1997

Selection of papers and workshops : mid-july 1997

Reception of papers from all participants : mid-october

==> preparation of papers for publication prior to conference, to distribute to participants and facilitate debate and agenda-setting.

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**Participants :**

- researchers (individuals and institutions)
- citizen and consumer groups and associations
- professionals (journalists, producers, creators, etc.)
- official and institutional representatives

---

**Funding :**

see organizers, sponsors + resources to be found in countries involved

UNIVERSITE DE PARIS III · SORBONNE NOUVELLE  
INSTITUT DU MONDE ANGLOPHONE

**International conference on the human rights to communicate**  
-Paris, Sorbonne University-  
-very end of 1997, or early 1998-

location: currently being explored --Beaubourg, La Villette, Unesco, the Sorbonne--

co-organised by CEM (USA) and COMPA (France)  
with the support of CSA ? ESJ ? France Telecom ? ASTS ? etc.  
+ other countries' sponsors, if any--Canada, Germany, The Netherlands, the UK, The  
USA, ... and possibly Eastern European and Asian countries--

As the United Nations celebrate the 50th anniversary of the international declaration of human rights, it is timely to examine the issue of the human rights to communicate in a global communication society.

The issues explored should encompass cross-cultural political and economic perspectives as well as regulatory and policy design dimensions. Nonetheless, the major focus, it seems to me, should be on the rights, i.e. on the regulatory.

The political and economic perspectives should explore large-scale commercialization of means of communications (and no media should be excluded from the analysis, even if computer networks are "hot") and implications for the nation-states, without forgetting such aspects as content, information and data exchanges, etc.

The regulatory dimension should take into account legislation, enacted or pending, in different countries (USA, Canada, European Community) but should not restrict itself to it. Other aspects are crucial: the journalists' attitude and deontology codes; the status of intellectual property and creation; the notion of public service. The stress should be on how to bring a public debate on the future of media back into the public sphere and to the ears of decision-makers, in government as in the industry.

The conference should take into consideration the fact that there are already some existing proposals for charters of viewers, for the rights of the audience, etc. They should be examined and disseminated internationally. CEM has its own personal and established stance: "it can demonstrate that the imposition (or imitation) of global marketing formulas is an infringement of /the right to communicate/...: it supports greater freedom for creative people and independent production, more diversity and respect for cultural integrity in so far as that advances the two prior aims." (George Gerbner).

So it should be a conference from which, beyond taking stock of international movements and situations, there should emerge a concerted agenda for action and a united front of propositions, based on thorough, uncompromising research and cross-cultural comparisons.



5, rue de l'École de Médecine · 75006 PARIS Tél. 43.26.45.96.

PROGRAM PROPOSAL (tentative)

*Project Handout  
August -*

Day 1:

- Arrival and welcome of participants
- evening banquet

Day 2:

Morning: **Axe de régulation** : Political, economic and cross-cultural dimensions of current legislation and regulation  
-keynote speeches (G. Gerbner, J.C . Sergeant) ....

Afternoon: **Axe déontologique** : professional perspectives on issues of regulation, self-regulation in a national and/ or global context  
-keynote speeches (K. Spicer, H. Bourges) ....

Day 3:

Morning: **Axe des stratégies citoyennes** : national and supranational frameworks for consumer strategies. assessment of current actions  
-keynote speeches (S. Venturelli)....

Afternoon: plenary session :  
- synthesis of sessions  
-debate on proposals for future action

-evening dinner

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Creation of international committee for organization : mid-march 1997

Call for papers/ workshop panels : mid-april 1997

Selection of papers and workshops : mid-october 1997

Reception of papers from all participants : mid-january 1998

==> preparation of papers for publication prior to conference, to distribute to participants and facilitate debate and agenda-setting.

conference dates: mid-april 1998

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Participants :

- researchers (individuals and institutions)
- citizen and consumer groups and associations
- professionals (journalists, producers, creators, etc.)
- official and institutional representatives

---

Funding :

see organizers, sponsors + ressources to be found in countries involved

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**Geneviève GUICHENEY**

J'ai le plaisir de vous communiquer les lieu et numéros  
où vous pourrez désormais me joindre :

89, rue de Rennes - 75006 PARIS

Tél. : 01.45.48.17.70

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February 6, 1997

Divina Frau-Meigs  
Via fax 33 1 42 77 91 69

Dear Divina:

Thank you for you fax of 1/28. I was delayed in responding because I was searching for Veysel's address. Here it is:

Veysel Batmaz  
Nispertiye Caddesi, Peker Sokak  
80600 Istanbul, TURKEY  
Off. phone 90 212 279 8851  
Fax 90 212 280 744  
Home phone 90 212 262 83334  
E-mail batmaz@trboun.bitnet

I hope you will reach him and have a great Easter trip. Ilona and I were in Istanbul last spring and found it very interesting.

The program you propose for February 27 is fine.

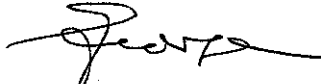
I may have responded to Elisabeth Auclaire expressing interest in the April meeting, but heard nothing from her. Therefore, I made another commitment for that week. I will be at a Rockefeller Foundation-sponsored conference in their conference center in Bellagio during the week of April 21. I might be able to get away for one day to go to Paris, but only if I have a definite and worth-while contribution to make to her conference, if the expenses are covered, and if I find out very soon. Even then, I will first have to ask my Bellagio hosts if they can spare me for one day. So please let me know, or ask Elisabeth to let me know immediately.

The U.S. toy industry is highly concentrated (as most are), with one company (Toys "R" Us) controlling almost one-fourth of the cca. \$25 billion market. I have some information, including a Master' Thesis on toy-based marketing and advertising. Do you want to me to bring it with me to Paris?

I do not have reliable and/or current TV audience figures. They are available from Nielsen.

Please let me know if I should proceed to the Hotel Deloy St-Germain upon arrival, and any other information I should have. Incidentally, I write an opinion piece on the U.S. television rating system that appeared in the Philadelphia Inquirer Jan. 30 and can send it to you if interested.

*With best regards -*



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[2] From: fgg at post1 3/14/97 12:00PM (411 bytes: 4 ln)  
To: kamaliyr@calumet.purdue.edu at SMTP-po, cem@libertynet.org at SMTP-po  
Subject: Paris conference

----- Message Contents -----

Yahya - I have just talked to Paris and we agreed that the International Broadcast Standards Summit will be held there in April. So all we have to do is to build into the program a report from Paris. George.