

FULLER
October 9, 1990

Talbot
10/31/90

George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-3858

Dear George:

When you gave your address at the Media and Crisis conference, I was stunned. Ever since I've been in this communication business I've waited for someone, somewhere to address the wider issue of what we're all about. Since your address, I've given a great deal of consideration to your challenge, and hope these responses help.

First of all, you suggested the idea of having a conference on the subject of media democracy. Might I suggest the following considerations:

1. Have a copy of your presentation available to those who might want to participate--so everyone would have the same starting point.
2. Include representatives from grassroots as well as commercial broadcasting industries in addition to all the academics.
3. Allow time/space for an informal brainstorming session, and stipulate that you want some kind of end product in terms of a plan of action at the end of the conference.
4. If applicable, include comparative and/or international efforts that begin to address the issue at hand.

Obviously, funding is an important constraint for a vision as large as yours, but that too I've been considering. One thought might be to approach individuals or organizations who seem to support your idea philosophically, such as Ted Turner, the *Christian Science Monitor*, even various media-conscious groups. There is someone else I have in mind--Dr. Robert R. Carkhuff, Chairman of Human Technology, Inc., but he would need just the right approach. Another idea would be to publish a volume from the conference, to help defray expenses. Grants are another possibility, or support from various media.

The violence topic seems to be hotter than ever right now. You were right on target mentioning New York, and I wonder if perhaps we need to discuss the corporate function of media being based there as a reflection of the times. Perhaps the meeting should even take place in New York, and we can use it as a media event of sorts.

In addition to the persons who heard your address at Quebec, there are many others who come to mind who will rejoice at your bravado in calling our attention to the notion of social policy regarding media. I hope you use your influence through resources like JOC, ICA, IAMCR, etc. to get out the word.

Are you familiar with Alvin Toffler's latest book, "Power Shift: Knowledge, Wealth, and Violence at the Edge of the 21st Century" (Bantam). Maybe he'd be interested in being a keynote speaker.

As you can see, I'd like to help out in whatever way possible to advance your idea that the time has come for action. The notion of media access is at the root of all my research and teaching concern; it was the topic of my doctoral dissertation, and remains my key interest. Hearing your call for others who support your ideas was just the stimulation I needed, and the field at large needs. Thanks for moving us to that next level.

Sincerely yours,

Linda

Linda K. Fuller
499 Main Street
Wilbraham, MA 01095
413/596-3539

ell w

508 793 8000
X 8536

12/26/90



LINDA K. FULLER
499 MAIN ST.
WILBRAHAM, MA. 01095

Dear George - As promised, I'll
be in Philadelphia, + would
welcome a chance to organize
ideas with you. Our friends are
John + Marilyn Cooper, 428 Highland
Ave, Wayne, tel 687-1722. We're
coming Sat. 12/29 + although
same, will leave New Year's day,
I could easily stay on a few
days. Here's to 1991! Best,
Linda

11
January 9, 1991

FUR

1

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

Dear George:

Your well-considered letter has prompted me to respond right away, in the hopes that perhaps I can contribute something toward your long-range goals.

First of all, I'm glad that you're considering grassroots constituencies at this early level--since, after all, that's who you hope to impact. As I intimated in my letter of 10/9/90, those groups are especially important for wide dissemination. Locally in the Springfield, MA area I have been involved with the development of a Citizens League, and would offer that group as a model. As past executive of our local World Affairs Council, I would also suggest those members as another important resource. In terms of wider regional, consortium-type groups, I would be happy to contact the Five-College collaborative in my area (UMass, Amherst, Smith, Mount Holyoke, and Hampshire College), plus Worcester is part of a 9-college colloquium.

If I had a vote, I see no reason why you wouldn't want to be both a membership organization and a local coordinating mechanism--again, it encourages a wider response.

As you begin to determine strategy and put together an organizational structure, it will also be important to designate where the ultimate responsibility lies.

My main problem concerns the working title. Somehow "environmental" has become such a value-laden term, stereotyped by the kinds of people who support causes with its name, that I question using it. Isn't media and its effect on the environment what you'd rather address? My suggestion would be CULTURAL

COMMUNICATIONS MOVEMENT--it's broad enough to allow for both local and international efforts.

Although you certainly detail a number of problems that are resulting from our "mass-produced cultural environment," one of the key issues that needs discussing is the role of cities. Philadelphia for one has been documented a great deal recently as a microcosm of some of the problems you cite.

Along with the idea of media, how about using media to advance your message? First of all, I wonder if you might be able to get cooperation from various media, both print and broadcasting. The Corporation for Public Broadcasting, for example, might want to be part--especially with your many Washington connections. Also, I have mentioned the Christian Science society before, and would definitely encourage looking to them not only for funds but also for press--especially their World Monitor television program.

Here's my main media-using idea: how about constructing a documentary on the topic of cultural communications? Visually, it could be extremely apt, especially outlining your main theme of the role of storytelling in our society. Financially, it could be just the means needed to help put together monies for a conference. Although I've worked on documentaries before, I'm not really the one to do it, but could be happy to work on a script and might recommend people to do it. A half-hour documentary could be rented to various clubs, organizations, even public tv stations.

Media-wise, I would also reiterate encouraging you to use your many resources such as JOC, ICA, IAMCR, etc. to get out the word.

Further, you might consider doing a book, either pre- or post-conference. It's been 10 years since your co-edited volume of "Communications in the Twenty-First Century," and the timing could be ideal for another one.

One area where I might particularly volunteer would be helping to construct the survey that you mention--it's one of my areas of expertise, and I'd be happy to work with other people on it. No doubt you have access to lots of resources listing various organizations, but again I'll be happy to help there too.

One other thing struck me recently: the publication of Ithiel deSola Pool's "Technologies Without Boundaries" book, announced in JOC. I worked with Ithiel at MIT just prior to his death, and might suggest the Center for Communications Policy there as another key resource, both for funding and maybe even for a conference center.

Also, I want you to be aware of Rushworth Kidder's Institute for Global Ethics, located at Box 563, 21 Elm Street, Camden, Maine 04843; a Monitor editor on sabbatical, he is amassing quite a good resource list of persons who would support your ideas. Media & Values is another good resource. And if you want to actually get involved in legislative changes, my local Congressional rep, Rich Neal, is a good friend--he's on the Cable Television Commission.

Hope some of this helps. I might tell you that my brain wasn't quite up to par while we were in Philly, as I think I had a flu. It's all part of my sick theory: that we're sick when we can "afford" to be. I'm hardly ever down, luckily--and have every intention of keeping my energy for this project!

Yes, happy New Year, indeed.




Linda K. Fuller

Linda

1/24/91

George -

Just thought you'd be interested in this grass-roots proposal that attempts to address the humanistic/environmental issues. I'm accepting, hoping it will help at a higher level.

Also the NEA Almanac contains many potential contributors. Always thinking... 



TIMOTHY W. BRENNAN
EXECUTIVE DIRECTOR

PIONEER VALLEY PLANNING COMMISSION

26 CENTRAL STREET, WEST SPRINGFIELD, MASSACHUSETTS 01089 (413) 781-6045

FAX: (413) 732-2593

January 18, 1991

Linda K. Fuller
499 Main St.
Wilbraham, MA 01095

Dear Ms. Fuller,

A strong sense of community identity can be a significant factor in determining the future of a town or neighborhood. Too often, the intangible "sense of place" is overlooked by residents, planners, and developers until the character of the community becomes so dilute as to be almost indistinguishable.

With the assistance of the Massachusetts Foundation for the Humanities, the Pioneer Valley Planning Commission is organizing a regional study group to explore the issues of community identity in the Connecticut River Valley. The twelve member study group will consist of scholars, professionals, and residents representing a variety of perspectives. The group will focus on the changes since 1945 in two specific communities (the urban McKnight neighborhood of Springfield and the suburban Main St. area of Wilbraham).

As project directors, Dr. David Glassberg and I would like to invite you to participate as a member of the study group for this challenging and innovative project. The details of the project scope and schedule are put forth in the attached descriptions. While we can only offer a token honorarium of \$50, we both feel that your experience and expertise would add a great deal to the discussions and recommendations of the study group.

Please take a moment to review the project outline and consider how you might be involved. If you have questions, feel free to contact me at (413) 781-6045. I would ask that you let us know by January 28 whether you will be able to participate.

Thank you for your interest in this project. I look forward to hearing from you soon.

Sincerely,



Gregory Farmer
Senior Planner

2/26/91

George - Keith thought maybe it was you who called while I was at the Intercultural Comm. Conference in Miami; at any rate, hope you got the message later that I'm unable to attend tomorrow's mtg. Also, unfortunately (+ unbelievably) you & others, as I'll be in NYC 3/13, San Antonio 3/29. Yet, I wanted to add that the draft looks great. My only hold-out is on the name which still doesn't describe the global communications goal. Best,
hinda

Linda K. Fuller

6/7/91

George -

Great meeting - well worth my 11+ hour train ride! I'm especially glad to be listed on the Board. Knowing you're headed off to Istanbul (I'm jealous!), some quirkies:

• my FAX # IS 413/731-7906

• I've reviewed the official documents from Paw, ^{copy} & have sent him further comments (plus Schiller's article on post-imperialism is CMC - excellent!)

• enclosed - foundation issues

• Iana, told me about the hummers' move - confirmed!
Best, Linda

7/27/91

LINDA K. FULLER PH.D.
499 MAIN STREET
WILBRAHAM, MA 01095

George - just want to touch
base: I'm off today to give a
paper at WCA/Anward, then Eric +
I will travel a bit in USSR (your
book has been invaluable!)
I'm back Aug 10th/ + except for
8/15 would be free for a CEM
meeting any time. Hope your
summer has been as productive
as mine!
Best,
Linda

December 18, 1991

Dear George:

As you can see on our Christmas letter, you figure heavily in my life for 1991. So much so, in fact, that I wanted to write a few "extras" to you.

First of all, wanted to let you know that we're making our traditional trip to Philadelphia for New Years. We're leaving Sunday night, so will be around Monday (12/30) and Tuesday--should you ever want to meet, even perhaps with other CEM members. Eric's going to make a business call, but otherwise we plan to EAT with the Coopers, who are about to open up a gourmet-shop right near their home. Their address is 428 Midland Ave, tel. 687-1722, should you need to get in touch with me there.

Your former neighbors, the Hummers, I can report are happily settled into their new (\$\$) place in New Canaan.

For some reason I keep thinking of you regarding my latest book-on-tape, Peter Gay's Freud: A Life for Our Time. You certainly could relate not only to the Vienna milieu, but also the intellectual quest of the creative genius trying to cull together wider ramifications for theoretical ponderings. The historical aspects are no less fascinating for me than the personal trials--how Freud was betrayed by many he considered followers, misinterpreted and misquoted by others. But I must admit one of my favorite parts was the awe in which it was written that, despite his incredible schedule, he still was able to manage the daily 1pm dinner with the family. As one who also has to purchase, put away, prepare, and clean up that and other meals, in addition to other household jobs, I had to chuckle.

My schedule is obviously better, now that the semester is out. Yesterday, Alex and I went cross-country skiing with Truffles, our chocolate lab; Keith comes home tonight; and William will be here for the weekend--with 4 friends. We have a fun round of festivities, but most of all, treasure our time together as a family.

But I digress. Things at Worcester State College continue tenuously. Now it looks as if Massachusetts might keep the institution, but re-organize it, so that we, for example, will become a place for Allied Health, while only Fitchburg State will have Media. One waits.

My professional life, at least, is shining. We got the last OK from Carsey-Werner's lawyers, so COSBY is (finally) at the printers. Best of all, Greenwood is also going to do my book on community television (I'm state rep. to the national organization, NFLCP, in addition to serving on a local committee to get public access in Wilbraham.) I may not have told you about my (very serious) chocolate study--the marketing phenomenon of how we've gone from 25 cents to \$25+/lb for the stuff, but Haworth Press has not only picked that up, they're interested in my personals/classified advertisement study. Paul Loukides and I have just finished volumes 3 (material world in film) and 4 (locales) of BEYOND THE STARS together--brutal, but satisfying. And my co-author of COMMUNICATING COMFORTABLY (Lilless McPherson Shilling) and I are contracted to do COMMUNICATING QUOTABLY, quotes from the field--you'll be contacted to see if you want to contribute any quotations from your work. Lots of publications and papers besides, plus a newly forming study of the Magic Johnson episode a la Kathleen Jamieson's notion of the interplay between news, advertising, and in this instance P/R. No word yet from IAMCR or ICA on our proposals, though.

A consideration for your continuing "cultivation analysis": how about the recent proliferation of talk shows, way beyond Donahue and Oprah, to dozens of lesser known but equally popular programs. ~~What do they say about our need for talk, for narrative--if--~~ vicariously, rather than participating ourselves? What do they say about our need for connecting with other peoples' stories--if safely, without risk of offering wrong advice and/or having to take a stand? What do they say about our images of the world, when most of these talk shows deal with issues on the edge? When I was lecturing recently on media effects and included your work, I began wondering if you'd like to explore this area too as part of your wider perspective on our cultural environment.

Lastly, I couldn't think of anyone more appropriate to get this New Yorker cartoon.

Joyous holidays to all the Gerbners!

Wanda Fuller

THE ANNENBERG SCHOOL FOR
COMMUNICATION
UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

January 13, 1992

Dr. Linda K. Fuller
499 Main Street
Wilbraham, MA 01095

Dear Linda:

Thank you for the Christmas letter and report and cartoon (which I shared with manaya people here). Belated Happy New Year to you!

With trips, research and writing schedules and deadlines, and classes starting today, I have been more backed-up than ever. (Ilona and I did manage to get in 3 days of skiing in the Poconos - but that's all.) Am still trying to get to working on your fine solicitation letter and survey. Meanwhile, our application for tax-exemption is pending at the IRS.

You may be interested in the enclosed tidbits. Please send me the fruits of your enviable productivity and let me know next time you are visiting on the Main Line.

In a rush now (now? always...) but with best regards, from Ilona too...

Sincerely,

George Gerbner
Professor of Communication and Dean Emeritus

Linda K. Fuller

3/12/92

Dear George -

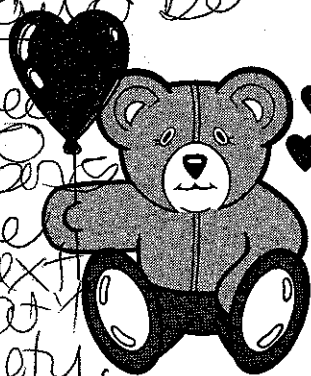
Hooray to you for getting this going. I've made a few changes / suggestions, but otherwise think it's grand.

Wanted to tell you that I'm giving a paper at Temple Univ's "Conflict + Diversity" conference on Friday, April 24th / 3-4:30 pm - should you want to schedule a CEM meeting noonish that day, or even / Thursday 4/23 could be arranged.

I too am headed off - we're going to Tennessee, then papers for Popular Culture in Louisville KY. Next Washington for Nat'l Broadcasting Society.

Foyus Spring -

Linda





April 30, 1992

George -

Dear Communications Colleague,

Knowing of your expertise in the communications field, we invite your involvement in our upcoming book, to be published by Human Resource Development Press. It is currently called:

COMMUNICATING QUOTABLY

7,000+ Quotations from the Communications World

This book was conceived of as a companion volume to our earlier collaboration, **Communicating Comfortably: Your Guide to Overcoming Speaking and Writing Anxieties** (HRD Press, 1990), in which we placed our many suggestions for combatting communication anxiety with quotations. A brochure on the book, which has been very well received, is enclosed--you'll want copies both for yourself and for your school library!

COMMUNICATING QUOTABLY aims to include an alphabetical listing of quotations by author's name, also cross-referenced topically by communication subjects ranging from audiences and conversation to telecommunications and words. If you would like a complete listing of our tentative topics, we would be happy to share it with you; at this point, they number over 100, including issues such as fear, humor, interpersonal communication, language, media, motivation, nonverbal communication, persuasion, self-confidence, style, rhetoric, anger, world communication, etc.

If you have any suggestions for quotations, we readily welcome them. They can be from literature, or maybe even some marvelous bon mot of your own, with references. Share them, and we'll happily acknowledge your contribution(s). Send any ideas to either of us. Our deadline is June 1st.

Wishing you lots of comfortable quotations,

Linda K. Fuller

Linda K. Fuller, Ph.D.
Media Department
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486 Chandler Street
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413-596-3539, FAX 413-731-7906

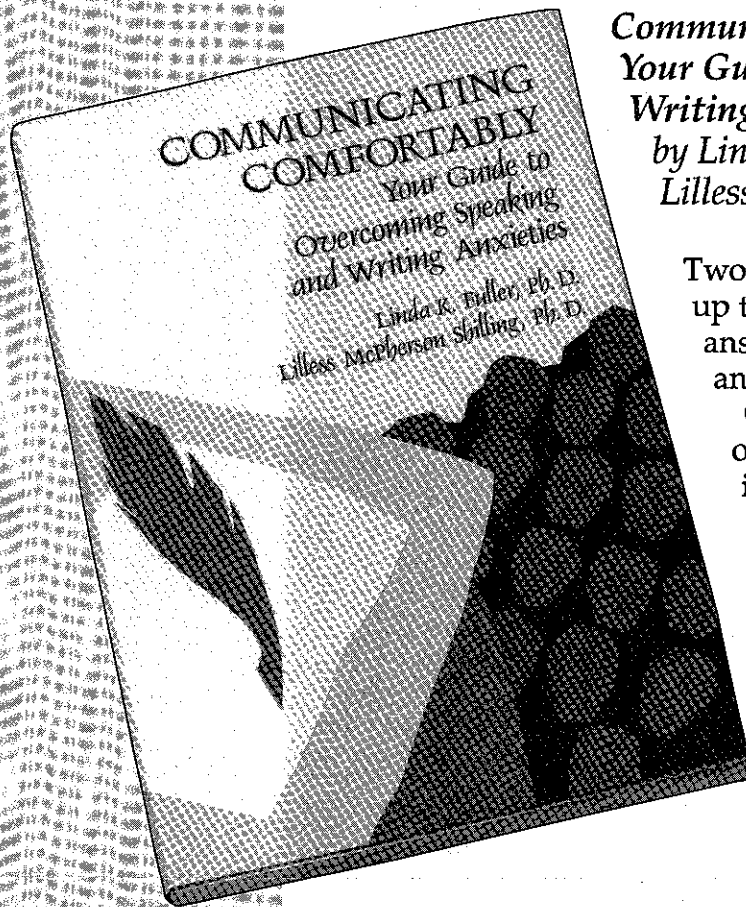
Lilless McPherson Shilling

Lilless McPherson Shilling, Ph.D.
College of Health-Related Prof.
Medical Univ of South Carolina
171 Ashley Avenue
Mt. Pleasant, SC 29425 USA

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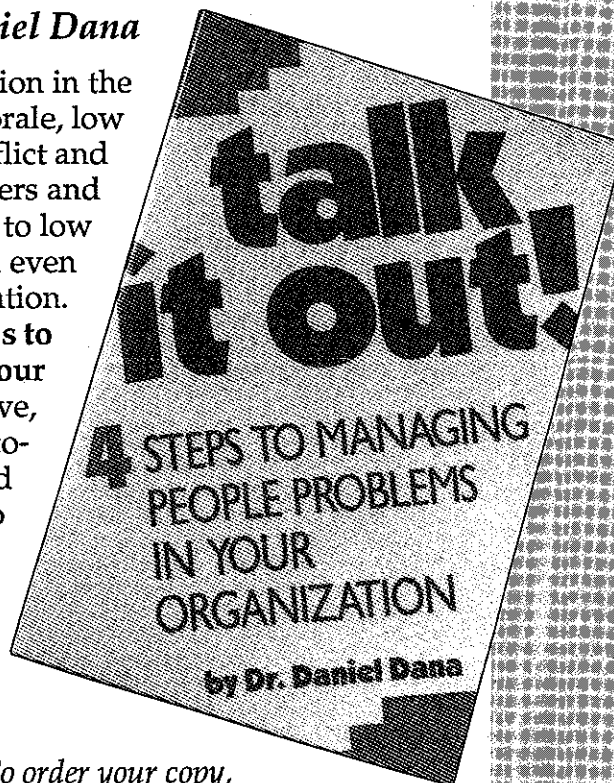
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Linda K. Fuller

11/30/92

Dear George-

Pardon the penmanship, but it turns out I have a skin disease called cellulitis that's affecting my right ring finger.

Anyway, I wanted to rave about your "Culture of Alcohol" treatise, but on many levels I don't see it fitting with the CCD book, synopses of which are enclosed. It's beyond the 20pg



Unit, but should be even +
larger - it's fabulous. Might
I suggest 2 more resources -
BFI's 1979 Images of Alcoholism,
edited by Jim Cook + Mike
Hewington, plus Norman K.
Denzin, Hollywood shot by
shot: alcoholism in American
Cinema (A. de Gruyter, 1991).
You really should do an
entire book on it - can't en-
courage you enough.

Amtrak has advanced
its schedule so I'll now be
taking a 5:20am (!) train,
arriving in Philly before 11, if
that allows for an earlier
meeting; return train is
3pm. So, I'll look forward
to seeing you 12/10!

COMMUNICATING ABOUT COMMUNICABLE DISEASES
Edited by Linda K. Fuller and Lilless McPherson Shilling

Human Resource Development Press, Amherst, MA
List of Contributors

1. Manuel Martin Algarra, Universidad de Navarra, Pamplona, Spain

*"Effectiveness of Public Information about Cancer"

(Reports on work with a colleague from the Oncology Dept of the university hospital, with whom he has performed "a survey on the knowledge about cancer, ways of getting information about it and the efficiency of this information on the audience's health habits.")

2. Sheryl Perlmutter Bowen (with Paul Michael Johnson),
Communication Dept, Villanova University

*"An Analysis of talk among urban Afro-Americans about communicable diseases"

(Bowen and Johnson have done quite a bit of research in the health communication field, and here will report on knowledge, attitudes, and behavior among a particular population.)

3. Michael Burgoon, Dept of Communication, Univ. of Arizona

*"Physician-Patient Interaction about Communicable Diseases"

(Burgoon is interested in the "political correctness" of this topic, and would like to share his groundbreaking theoretical research.)

4. Diane M. Burns, Speech Communication Dept, Cal State/Long Beach

*"Accounts of Lapse Behavior"

(Working with computer simulations, Burns and her husband have studied which themes, often defined as a collection of related goals and expectations, are most representative of why gay and bisexual men do not use condoms across varying levels of sexual riskiness.)

5. Sandra L. Calvert, Dept. of Psychology, Georgetown University, and
Rodney R. Cocking, National Institute of Mental Health

*"Health Communication through Information Technologies"

(Examines the potential application of older (e.g., TV) and newer technologies (e.g., videotape, videodisc, computer programs, and virtual reality) as means to educate people about communicable diseases. A cognitive-behavioral model is put forth to examine the interface between the person, as an active agent, with the extraction of health-promoting knowledge from various information

technologies. The central thesis is that personal relevance guides information acquisition and behavioral change. As personal control of information acquisition increases with new interactive technologies, behavioral change is predicted to increase concomitantly.)

6. Tom Cooper, Mass Communication, Emerson College

*"Double Invasion: The Ethics of Communication about Communicable Diseases"

(Cooper has identified and illustrated a dozen relevant ethical issues: invasion of privacy, withholding pertinent information necessary to public welfare, accurate reporting, stereotyping vs reality, unbridled amplification, lack of accountability, false advertising, compression and reduction, defamation and the right to reply, prevarication, compounding the subconscious agenda, and violation.)

7. Linda K. Fuller, Media Dept, Worcester State College

*"The Magic Johnson-Media Syndrome"

(Portions of this study have already been presented at an "AIDS and the Media" conference in Boston last winter as well as at an international sports conference in Houston last spring. Based on surveys of college students and a prison population at the time of the basketball star's announcements, with follow-up surveys, it shows how particular target markets have been influenced. Another survey has just been performed regarding Magic's latest decision regarding not retiring from the NBA, to see results a year later.)

8. Brian M. Green (College of Urban Affairs & Public Policy, University of Delaware) and Greggory D. Simerly (Department of Communication, Saint Louis University)

*"AIDS Narratives and the Representation of People with AIDS in *The Living End*"

(Various narratives about AIDS and cinematic representations of people with the disease are discussed.)

9. Adam Knee, Department of Communication, New School of Social Research

*"Feeling of Power: AIDS Activism On and Through Video."

(Activists' use of new video technologies to empower, both countering and connecting with messages beyond mainstream media.)

10. Stephen J. Majer, State University of New York at Potsdam

*"AIDS and Humor"

(Parts of this paper were presented at the International Congress on Humor Studies last summer in Paris.)

11. Roger Myrick, Communication Dept, University of Oklahoma

*"AIDS Education"

(Analyzes the recent research that suggests AIDS education is most effective in changing behavior when messages are localized and contextualized for specific audiences--using a case study.)

12. Eileen McNutt, Communications Dept, Auburn University

*"Empowerment for AIDS Patients"

(Based on fieldwork done in Vancouver, British Columbia, McNutt is interested in the paradox between patients' changes in attitudes toward living and dying.)

13. Roxanne Parrott, Dept. of Speech Communication, University of Georgia, Athens, GA

*"Topic and Personal-Centered Approaches to Deal with Sensitive Subjects"

(After defining and describing topic-related and person-centered 'sensitive subjects,' as well as dimensions of topic sensitivity (informational, psychological, physical, and social/interactional), methods to reduce sensitivity are explored.)

14. Nancy Roth, Communications Dept., Rutgers University

*"Conversations about People with Communicable Diseases"

(Roth did her doctoral dissertation on provider-client interaction as a participant observer member of an AIDS team working with authorities in Washington, D.C., then served on another medical crew in Australia. She could do several relevant essays for this volume, but I particularly like the study she has done analyzing conversations among people discussing five different diseases.)

15. Amaro La Rosa Pinedo, Lima, Peru

*"Communicating About AIDS: A Challenge for Society and Media"

(A journalist and social psychologist working in mass communications, he would like to describe the impact at the social level of AIDS as an important public health problem--its effects on health staff, patients, and public opinion.)

16. Dirk Scheerborn, Communication Dept, Ohio State Univ.

*"AIDS and Identity: The Hemophiliac's Experience"

(With estimates that over half the hemophiliacs alive in 1985 are now HIV-positive, he explores the transformation of "hemophiliac identity" in response to the AIDS crisis from interviews with 16 adult males. Themes extrapolated and discussed: stigma and the perception of responsibility; use of denial, passing, and disclosure strategies; emotional reactions and coping responses; and attitudes toward public and public's knowledge of hemophilia and AIDS.)

17. Lynda Dixon Shaver, Speech Communications, Indiana University at South Bend

*"Nurses in Communication with AIDS Patients: A Perspectival Rhetorical Analysis of Health Discourse"

(In response to the growing need for information on communication in health settings, this research is a rhetorical analysis of the discourse of nurses (e.g., LPN and RN) who work with AIDS patients at a large hospital in a mid-size town in the US midwest).

18. Lilless McPherson Shilling, Medical Univ. of South Carolina

*

19. Claire F. Sullivan and John C. Sherbloom, Dept of Speech Comm, University of Maine at Orono

*"Communicating Support"

(Note: Outlines the basic foundations and perceived benefits of support groups, focusing on the dynamics of group process as it relates to specific issues facing people with AIDS and their larger support networks of families and friends. Includes recommendations for effective, supportive communication.)

20. Gust A. Yep, Department of Communication Studies, UCLA

*"Healthy Desires/Unhealthy Practices: Interpersonal Influence Strategies for the Prevention of HIV/AIDS among Hispanics."

(Explores communication strategies intimate partners use to induce safer sex compliance in a group of 257 Hispanic young adults.)

March 28, 1993

Dear George

Thinking of you for tomorrow's CEM meeting, and hope it goes well. I've seen your alarming mail amounts, and want to assure you right off the bat that this note is simply chatty, so can be put aside or maybe read in the bathroom.

Anyway, also thought of you over my "spring break," and just wanted to share the experience with you. The scene was the Laurentians, where I arranged a time share exchange for \$89/wk. The date was during the blizzard. Eric joined me for the weekend, then left to do business en route home while I stayed with my laptop, working on projects ranging from McCarthyism in the movies (for Beyond the Stars V: Ideologies in Am Popular Film), women's baseball films (for Popular Culture Asso.), a manifesto on Communications for our department, which is undergoing a review, the 3rd wave of my analysis on Magic Johnson and the media, and any number of other concerns. Joy.

For the 1st time since 1971, when I was overdue having son Alex and couldn't maneuver around very well, I watched television--and that's what I want to tell you about. George, have you ever watched TV? It's truly amazing, and everything you've been trying to develop on cultivation is absolutely true. Actually, there were only 2 channels in English: one from Burlington, VT (a CBS affiliate), the other from Toronto. I got to see (not that it was a "treat," mind you) shows that my students tell me about, shows like the Brady Bunch, Seinfeld, The Simpsons, even Star Trek, Joan Rivers, "news," 911, and many many more that all mash together. I got to hear people on programs like Oprah talk about spending obsessions, or on a Canadian channel about child abuse. I got to see the real parents of Lorenzo's Oil, a woman who lost 900 pounds, de-programmed people who had been part of cults. Best of all was a simple slice called "Over the Fence" from Vermont, where locals played talking heads about topics like hobbies, how-to do various flora, trips abroad. It was all amazing. Amazing mostly in that I played consciousness-raising, finding that the first night I retired happily, the next night a bit warily, and by the last nights alone in what had been such a cozy cabin I found I was turning on extra lights and taking precautions "in case" I needed a flashlight or had to waken before dawn. Ridiculous, but real.

Another sensitization of sorts occurred on the bus trip home. There were about 20 of us, mostly minorities. When we crossed the border, they interrogated the 6 or 7 Blacks ahead of me in line mercifully, so I was prepared with my documents to tell where I'd been, where going, why and whatnot; instead, my white face was greeted cordially: Have a nice day, and just pass along. It has always been thus, but it still stops us in our tracks.

That's all. I might add that my tenure granting hasn't quite changed my basic approach to teaching, which lately seems especially daunting. The 3-day inaugural ceremonies for Dr. Ghosh went wonderfully (I was in charge of the publicity and P/R committee), and it's quite something that we have the 1st Indian president of a comprehensive college in the US.

Headed off to National Broadcasting Society/AERho (Media Honors Society) in St Louis this week with some of my students, also presenting a paper on embedded advertising in film. I'm considering IAMCR/Ireland, probably as a present to oldest son Will, who has always wanted to go there (he loves Joyce). Mainly, the local media group in the Call sounds interesting, if I am indeed to do a follow-up book with Greenwood on community TV around the world. Any panels that need participants?

Tomorrow night is my favorite night of the year--Academy Awards! I've got my popcorn ready. You've probably seen The Crying Game (I did, thinking it would help a work-in-progress on images of Irish), but I must recommend Falling Down to all of us in the field--not that it's terrific, but a must-see statement.

OK, now you can flush. It's just nice to have you out there, one other person who can begin to understand this all-encompassing field of communications.

Let me know how I can help with the next step(s) for CEM!!!

hnda

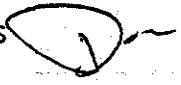


**WORCESTER
STATE
COLLEGE**

486 Chandler Street

Worcester, MA 01602-2597

TO: Faculty Members
Department of Media, Arts, and Philosophy

FROM: Donald F. Bullens 
Department Chair

DATE: September 13, 1993

RE: GENERAL DEPARTMENT MEETING

There will be a meeting of the Media, Arts, and Philosophy faculty at 2:30 P.M. on Thursday, October 14, 1993, in Room L-122. Please make every effort to be present.

If you have agenda items for this meeting, please forward them to Doris Little by October 8th.

Thank you.

M
E
M
O

From the desk of:

Linda Fuller
Media Department

9/21/93

George -

This is not good: we have a Media Dept meeting the same day as the CEM one, + I'm afraid I have to put Worcester 1st - especially since Oct 20th/19 is the Media Internship Fair, which I'm in charge of, + I need faculty support.

So ... can't me out for Oct 14th, but send / tell me anything I should bring to the Turkish Comm. Assn. (Oct 21-30) about CEM.

otherwise I'm still not an E-mail, but ~~continue~~ to try!

FULLER

September 20, 1995

George Gerbner
Cultural Environment Movement
PO Box 31847
Philadelphia, PA 19104

Dear George:

As you head into the last major planning session for CEM's Founding Convention (which I can't believe I won't be able to attend!), at least I hope this list of some 500+ International Communications Scholars that I've been compiling will be of help for invitations. Drawing on many organizations and conference presenters, it should make an important base; yet, don't hesitate to ask for clarifications, and please feel free to make further suggestions and changes.

The reason I won't be able to attend the March event, of course, is because of my Fulbright to teach at Nanyang Technological University in Singapore--and for your help I will always be grateful. Just to be formal, though, I need to request a leave from the CEM Board of Directors for six months beginning January, 1996.

It pains me further to be unable to attend the Board meeting on October 6th, as I am committed that weekend to presenting a paper honoring the 100th anniversary of Elizabeth Cady Stanton's "Women's Bible" at a conference in Columbia, SC.

As you must be aware, it has been my great pleasure to serve on the CEM Board, and I certainly look forward to contributing much more in the future.

Sincerely,

Linda

Linda K. Fuller
499 Main Street
Wilbraham, MA 01095
Tel: 413/596-3539 (H); 508/793-8015 (W)
FAX: 413/731-7906
Internet: lkfuller@ecn.mass.edu

pg The list of working groups
locks phenomenal!

[109] From: LKFULLER@mecn.mass.edu at SMTP-po 11/13/95 6:30PM (1928 bytes: 33 In)
To: fgg at POST1
Subject: Re: CEM

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

Text item 1: Text Item

Received: by ccm ail from piano.mecn.mass.edu
From LKFULLER@mecn.mass.edu
X-Envelope-From: LKFULLER@mecn.mass.edu
Received: from mecn.mass.edu by mecn.mass.edu (PMD F V5.0-4 #12917)
id <01HXLRA7UE5MBDN00B@mecn.mass.edu> for fgg@asc.upenn.edu; Mon,
13 Nov 1995 18:28:15 -0500 (EST)
Date: Mon, 13 Nov 1995 18:28:15 -0500 (EST)
From: LKFULLER@mecn.mass.edu
Subject: Re: CEM
Sender: LKFULLER@mecn.mass.edu
To: fgg@asc.upenn.edu
Message-id: <01HXLRA7UE5OBDN00B@mecn.mass.edu>
X-VMS-To: IN%"fgg@asc.upenn.edu"
MIME-version: 1.0
Content-transfer-encoding: 7BIT

GG: Glad messages arrived, but one to Sheila with names of \$\$ contacts has been rejected repeatedly; is she still BWITHE@ASN.UPENN.EDU? Haven't received packed yet on CEM, but look forward to it, and hope it works with Eddie Kuo--he's a very political animal, and will be pleased to be asked. Thanks for your "open-minded friendly caution" advice about Holaday!

Yes, I have lots of ideas on hate speech--I've done research on personals being used vs gays (people track down subscribers, then inform their tenants and co-workers); minority newspapers have had lots of problems with correspondents being killed; and most of all, there seems to be a spate of books on the topic lately. I'm on the list for Southern Poverty Law Center, and they take lots of credit for fighting hate, listing examples each time in many categories. I'm putting together a bunch of possible case studies for content analysis, along with my "diplomatic pouch," and will send it off soon. My reward will be reading about you in John Lent's new book. Your schedule sounds insane. I'm only going to San Antonio for SCA conf, but am packing lots of CEM propaganda! Is it snowing in Philly too? More later. LKF

*Let Book? etc
time?*

Rand 11/13/95

Convincer

[91] From: LKFULLER@mecn.mass.edu at SMTP-po 11/21/95 9:49AM (1288 bytes: 25 ln)
To: fgg at POST1
Subject: Re: CEM

-----~~Louise Shoemaker, Professor and Dean Emeritus,~~

~~School of Social Work, University of~~

~~Text item 1: Text item Pennsylvania, Philadelphia~~

Received: by ccrail from mecn.mass.edu
From LKFULLER@mecn.mass.edu, author of *Turning the Century,*

an economist, New Orleans, LA.

X-Envelope-From: LKFULLER@mecn.mass.edu

Received: from mecn.mass.edu by mecn.mass.edu (PMDF V5.0-4 #12917)
id <01HXWFCA5NBGBG1ALH@mecn.mass.edu> for fgg@asc.upenn.edu; Tue,
21 Nov 1995 09:41:23 -0500 (EST)

Date: Tue, 21 Nov 1995 09:41:22 -0500 (EST)

From: LKFULLER@mecn.mass.edu

Subject: Re: CEM

Sender: LKFULLER@mecn.mass.edu

To: fgg@asc.upenn.edu

Message-id: <01HXWFCA5WYMBG1ALH@mecn.mass.edu>

X-VMS-To: IN%"fgg@asc.upenn.edu"

MIME-version: 1.0

Content-transfer-encoding: 7BIT

George:

So, did you go to SCA? Your name was listed on a program for violence review, but I wondered. Also wondered what you meant about convenor, as I'm pretty sure Eddie Kuo won't let me return to the US during my tenure (has he accepted?), but if you want a tag, I'm really happy with my book COMMUNITY TELEVISION IN THE US, and I serve on our local Cable TV Commission (we're in the process of re-negotiating).

If Ilana hasn't already prepared a Thanksgiving dessert, I just happen to know that Sweet Daddy's has some fabulous ones. Enjoy! LKF

M
E
M
O

From the desk of:

Linda K. Fuller

Communications Department
Worcester State College

12/3/95

George-

Thought you'd be interested in the Content Analysis course I'm trying to develop. Am enclosing a few items + handouts that hopefully will be helpful to you & your course. Reciprocally, I'd sure appreciate any materials you have!

Talked to Jerry Handay this week - he'd like to be part of the conference but wants a personal invitation (ah eggs!) sure hope some of my suggestions to Sheila pan out! Happy days -
Linda

PSOC articles
not included!

6 June, 1996

To: George Gerbner
Kalyan Ghosh
Brooks Robards
Gust Yep

Dear sponsors of my Fulbright to Singapore:

Recently I came across a copy of my project title for this whole experience: "Lecturing in Mass Communication and Researching Community Media Potential for Democratic Dialogue in Singapore." The incredible thing is that I've actually been able to do it--the community TV part, at least, in terms of getting it started.

As my time here draws to an end (I'm leaving a week early for a conference in Tokyo), I wanted to thank you all again, collectively and individually, for helping to make this all possible. Your support has been invaluable. I'm enclosing a list of some of my endeavors here, both informal and professional, media-wise and any number forthcoming.

Thanks again.

Sincerely,

Linda

Linda K. Fuller
School of Communication Studies
Nanyang Technological University
Nanyang Avenue
Singapore 639798
Tel. (65)799-6453 (W)
FAX (65) 792-4329
Res: (65) 791-0104
E-mail: tlkfuller@ntuvax.ntu.ac.sg

*Best of all I've been
collecting potential members
for CEU! Anxious to see
you -*

Dear Linda:

I was horrified to read about the accident, but relieved to know that Alex will be ok. You and Erik must have gone through a traumatic experience, and Ilona and I have great empathy and are ready to help any way we can.

As to calling me, please remember that I have three numbers and two of them have answering machines. So if you don't reach me, leave a message and let me know when to call back. The numbers and answering machines (AM) are: Home office 610 642 3061 (AM and fax). General home number 610 642 7479. City office 215 387 5202 (AM and fax). Office fax only 215 387 1560. So no excuse!

As to election procedure. This is what's happening. Monitor is in press now. Will be mailed in 2-3 weeks. Responses will determine new CC.

New CC should receive call for nominations (including self-nominations) for SC; each nomination should include 2-3 line bio/statement. List of present SC might also be included. (Pictures bad idea; no way.)

Next is ballot, vote, count. How to vote? I suggest every CC member vote for as many nominees as they wish. How many on SC? Let us determine that later when we see how many on CC. etc. How is that?

Thanks for bio.

Yes, we have good new CEM staff person, new office. (My research contracts pay the rent. I am also teaching a course at American U in DC, commute every Wed. eve.) Sister tells me about former staff that I did not know about and puzzles me. I generally extend trust, and am last one to know (if I ever do) that it is not always reciprocated. Or is she exaggerating?

Sabbatical, good news! Why C. S. Monitor? Why not write history of CEM...? Come January, I hope we can work more closely. Meantime, we have a new enlarged Board of Directors and I am trying to raise money to have the new Board hold a 2-day retreat at Asilimor conference center in California. Any suggestions?

We wish you, Alex and the whole family the joy of rapid and smooth recovery, and a safe rest of the year. Let me know what you think about all of the above. George.

[95] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 9/21/96 6:36PM (435
0 bytes: 74 ln)

To: fgg at POST1

Subject: Re: CEM Coordinating Council

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com

From lkfuller@javanet.com

X-Envelope-From: lkfuller@javanet.com

Received: from [206.103.15.37] (spfl-pm117.javanet.com [206.103.15.27]) by
kona.javanet.com (8.7.6/8.7) with SMTP id SAA27968 for <fgg@asc.upenn.edu>; Sat,
21 Sep 1996 18:35:55 -0400 (EDT)

Message-Id: <v01530504ae6a267899c1@[206.103.15.37]>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Sat, 21 Sep 1996 18:36:04 -0500

To: fgg@asc.upenn.edu

From: lkfuller@javanet.com (Linda K. Fuller)

Subject: Re: CEM Coordinating Council

Dear George:

With all due apologies, there has been a new wrinkle in my life: our son Alex, who lives in Chicago, was in a terrible car accident. His neck was broken, but miraculously he'll be OK. Luckily we were able to bring him home, which should be several months. The doctors told him he did the exact same thing as Christopher Reeve, in the exact same place, minus a fraction. It makes all the difference. He's weating a contraption called a "halo" that locks his torse, but otherwise has all mvt. Still, sure is sobering. It takes my time, but you're also on my mind.

At least what I've done is print out suggestions from Rick and tried to call both him and Mary Lou (even you, last Friday morning, but the line was busy). It seems to me that you must have some easier (and cheaper) suggestion--why don't you come clean, and we'll claim it as the committee's (emoticon smile face appropriate here!) :) But seriously, it seems to me that we might have both nominations and self-submissions issued, standard application forms filled out, and the Board might choose CC members, who can then elect the steering committee. Theoretically this could even be done by e-mail. (I feel funny about the photos bit). I'd be happy to construct an application form.

Speaking of which, I recall from an earlier correspondence that you want a brief bio on us. Here goes:

Linda K. Fuller, an associate professor in the Communications Department of Worcester State College, is responsible for more than 150 professional publications and conference reports and is the author/(co-)editor of more than a dozen books, including THE COSBY SHOW: Audiences, Impact, Implications (1992), COMMUNITY TV IN THE US (1994), MEDIA-MEDIATED RELATIONSHIPS (1996), the 5-volume series BEYOND THE STARS: Studies in Am Popular Culture, Communicating About Communicable Diseases, Media-Mediated Relationships, and Women's Ways of Acknowledging AIDS. In 1996, Dr. Fuller was awarded a Fulbright to teach and do research in Singapore.

Just heard from Sister that you have new office staff, which certainly is a relief. I'm imagining you're feeling as much in quicksand as I am these days. It's brutal being back in the messiness of Worcester's mess, but the good news is that we have a new faculty member--IAMCR member, in

the Christian Science Monitor, but that hasn't yet been accepted by them and I don't want to do it without authorization-- for one thing, I'd like/need access to their archives. So what I'm really saying is that I'll probably be more available beginning January, and you and your needs are uppermost in my mind. I might confess to being overwhelmed when Sister told me about various turncoats at the convention. Eric and I have decided lately that our sense of loyalty and integrity turns out to be a rare rathr than a common characteristic--but please know that my respect and dedication are sincere, and continuing.

So, feeling quite philosophical on a Saturday night just prior to playtime (son Keith has come on from Boston, to be with his brother--there's been quite an outpouring of love around here). . .Wishing you all the best. Do let me know what your thoughts are on the committee. Note that I'm not cc-ing Rick on this; whatever you want, we'll facilitate it. Enjoy!

LKF

[110] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 9/25/96 7:15PM (47
78 bytes: 74 ln)
To: fgg at POST1
Subject: Extra Q

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

Text item 1: Text Item

Received: by ccmail from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.31] (spfl-pm101.javanet.com [206.103.15.11]) by
kona.javanet.com (8.7.6/8.7) with SMTP id TAA15560 for <fgg@asc.upenn.edu>; Wed,
25 Sep 1996 19:13:13 -0400 (EDT)
Message-Id: <v01530501ae6f6c9b5351@[206.103.15.31]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Wed, 25 Sep 1996 19:13:30 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Extra Q

GG:

It's so great to have you even consider helping us out at WSC--but then, as your have an honorary degree from there perhaps you have something of a vested interested, too! My FAX # is 413/731-7906 (it's actually at Eric's work, and they get a chuckle out of my most disparate mail). Our academic VP is Bonnie Kind--get it: B. Kind! She's terrific. But dept chair isn't speaking to her, and I've just been privy to info that isn't circulating that dept chair has in fact filed a (union) grievance vs B.Kind. Basic problem with dept is that no one has a degree in Communications (ed, A/V, even theology), so therefore doesn't keep up with the lit, doesn't go to or certainly ever present at conferences, never mind contribute to the field, and except for dept chair who belongs to Lesbian Filmmakers, none belong to any professional orgs. Therefore, they only want to teach courses like TV production, photography, and a blowoff called "understanding movies." Worst, they redid a curriculum proposal while I was in Singapore (oh--I get along with the guys very well, but dept chair isn't speaking to me, either), and want it to be more than 50% vocational. Luckily Kalyan Ghosh, president, knows something about our field and has rejected it--even before my input. It's screwing myself, but I'm suggesting they disband the dept per se, make us into a "program" (as other colleges have done, to get rid of bad people and bad programs), get a consultant, and start from scratch (we're very popular, with 200+ majors). Or, think big and hire a bunch of new faculty, get us an endowed chair or major telecommunications center. Why am I there, you might ask? One, it's the closest place with comm (except UMass, but they won't hire people who got terminal degrees there, which I actually agree with), and second, I need 1 1/2 years more to be "vested" (rotten \$, again). At one point, when I'd put together such a long document for B.Kind, Eric asked me what did I want out of it. It floored me. Frankly, I'd hate being dept chair (too much admin work, when I'd much rather be either teaching or doing research in our incredible field). Guess the answer is that I couldn't live with myself without considering the integrity of it all.

That's more than you needed. Onward--glad we're making progress, albeit all thanks to you, for the restructuring issue. Madison, CT is where we were maybe going to have a retreat earlier--it's halfway between New Haven and New London, easily accessible by mass transporation for folks from Washington or NY, as there's a commuter train that goes from New Haven. Huge kitchen, but also good places we could bring in food from or

even go out to. Oldest son, Will, is having an Oktoberfest there in a few weeks, a cousin is having a family reunion there soon, and we might all gather for Thanksgiving, but otherwise is should be free. Even consider 1997.

Now, what I've been meaning to ask you, as you're the only person I know who knows him: as I'm listening (Books on Tape) to a biography on Adam Clayton Powell, they mentioned one of his supporters was a Rabbi DeSola Poole; it's such an unusual name, I wonder if that was Ithiel's relative. My 1st job after earning the PhD was working with him at MIT's Center for Communication Research, on a videotex project. He died a few short weeks later, the project died soon thereafter, and now the Center has been closed, but I think of the many people who held him in such high regard. I particularly liked his piece in your "Ferment in the Field," and think he's one of the few out there who anticipated the need for humanness in this whole technological era.

Gave a quiz in Interpersonal today, and being one of the few who feels strongly about encouraging essays it's now my fate to have to go correct them. Prior to logging on, I taught Alex how to access the Internet, so between that and a "dry shampoo" he's feeling fine. . .

Best, L

[101] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 10/10/96 10:55PM (2086 bytes: 38 ln)
To: fgg at POST1
Subject: b.kind

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.15] (spfl-pm105.javanet.com [206.103.15.15]) by kona.javanet.com (8.7.6/8.7) with SMTP id WAA18827 for <fgg@asc.upenn.edu>; Thu, 10 Oct 1996 22:50:25 -0400 (EDT)
Message-Id: <v01530500ae836f8f7c51@[206.103.15.39]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 10 Oct 1996 22:51:06 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: b.kind

Hi, GG:

Had a great luncheon mtg with B.Kind yesterday, and she's fired up! Said she's anxious to get in touch with you via email, and will cc me. Sorry, but only in a way, about the retreat, as my life's so frantic at this pt I'm positive I wouldn't have been able to attend. Only thing I can think of re California is wondering if many CEM people will be attending SCA in San Diego so perhaps a caucus could be arranged (I'm only staying over the wkend of Nov 22-24, leaving Sunday night for the red eye so I can meet with classes on Monday). Otherwise, I'll be free to offer Madison, CT in 1997. Or, what about a holiday retreat of sorts in Philly in December, as many of us are free from mid-month on (of course I have to give a final Dec 18th!)

E's in Chicago on business, with checking with a lawyer we've contracted for Alex. Predictably, the hit-and-run driver has no insurance, but we'll see. Did I tell you he's 25, as Alex is, but married with 2 children?

Just to keep you informed about my publishing career, thought you'd have to chuckle that the woman at Taylor & Francis who was so enthusiastic about the health comm books got laid off last week (what luck I have!!!) Sage may be interested, or at least Dan Ruth, Health Sciences Editor was. One more thing is such an otherwise unborning life. More later. . .

L

[1] From: fgg at post1 10/20/96 10:03AM (414 bytes: 4 ln)
To: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po
Subject: Re: Retreat

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

Hi, Linda - sorry we'll miss you at Asilomar. (The memo alerting Board to the date went out Sept. 27.) Have not heard from B. Kind. Good luck with all your hectic activity. Same here! Will try to circulate tentative agenda for retreat. George.

[65] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 10/20/96 11:53AM (1
665 bytes: 32 ln)
To: fgg at POST1
Subject: Re: Retreat

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.74] (spfl-us155.javanet.com [206.103.15.74]) by
kona.javanet.com (8.7.6/8.7) with SMTP id LAA02092 for <fgg@asc.upenn.edu>; Sun,
20 Oct 1996 11:48:16 -0400 (EDT)
Message-Id: <v01530501ae9000ac6ba9@[206.103.15.37]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Sun, 20 Oct 1996 11:49:15 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Re: Retreat

Oh, GG:

Much more than \$, actually. I'm swamped those days with students doing
final reports, 2 independent studies (1 from 2 years ago; now he's been
accepted to grad school and still needs to make up the incomplete), and
various other academic problems. It doesn't help that I'll be taking a day
for SCA. (Only 1 day, as I'll be taking the red eye back for a day of
teaching on zero sleep). Too bad I didn't know about the possible dates, as
perhaps I could have scheduled them around Critical Dates for various
classes, but I'll just have to forego.

To date I haven't been cc'ed by B.Kind to you; have you heard from
her? She's ecstatic about you and your work, if buffaloed by all the
politics around our place. Just saw Thornton Wilder's 1941 production of
"Skin of Our Teeth," making me wonder what's new after all.

Can I help with input for the retreat?

Best, L

[61] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 11/19/96 8:36AM (14
05 bytes: 30 ln)
To: fgg at POST1
Subject: Treasurer?

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.40] (spfl-us121.javanet.com [206.103.15.40]) by
kona.javanet.com (8.7.6/8.7) with SMTP id IAA06444 for <fgg@asc.upenn.edu>; Tue,
19 Nov 1996 08:35:08 -0500 (EST)
Message-Id: <v01530507aeb7718a51e0@[206.103.15.40]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Tue, 19 Nov 1996 09:37:23 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Treasurer?

Hi, George:

Jealous not to have been there, but so glad the retreat went well. Are
you serious about my being elected Treasurer? Of course I'd accept, but
wonder about trans-state banking or whatever. I'm headed for the San Diego
mtg (haven't quite finished the paper yet, but that's undoubtedly something
you can't relate to!), and have packed all the CEM materials to read. Looks
great!

Best, L

PS Hope it's OK that you'll soon be hearing from Mark West regarding a
content analysis project he's organizing. I may be doing a chapter on
conceptual framework for CA, and sure would welcome any input from you on
that. . .

From: fgg at post1 11/19/96 8:58AM
To: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po
Subject: Treasurer?

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

Of course it's serious. You were nominated and elected! Basically, it puts you on the Executive Committee. We are handling finances and bank account here by staff. Your role would be to keep in touch with our staff person and financial officer (at her initiative) and supervise and occasionally review financial affairs of CEM, so as to be able to report at Board meeting. Good luck at SCA, let me know how it went. George.

L: 6 C: 17 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

[74] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 11/27/96 10:07AM (297 bytes: 45 ln)
To: fgg at POST1
Subject: \$\$\$

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.23] (spfl-us104.javanet.com [206.103.15.23]) by kona.javanet.com (8.7.6/8.7) with SMTP id KAA20056 for <fgg@asc.upenn.edu>; Wed, 27 Nov 1996 10:02:31 -0500 (EST)
Message-Id: <v01530500aec20653ea99@[206.103.15.40]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Wed, 27 Nov 1996 11:05:04 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: \$\$\$

Gee, GG:

So you were serious about Treasurer--sure: I'll give it my best. And especially as I'm on sabbatical next semester, I'll be able to really dive in. SCA was just OK; long ago I decided they're all the losers from high school, still hiding behind affection of big words. Best panel was one solely presented by Matt McAllister of VPI, whose scholarship is always good (he's contributed to 1 of my AIDS books, comparing coverage of it with that of Lyme's Disease)--did a multimedia presentation on sports "sponsorship," showing how advertising is becoming evermore encroaching. Otherwise, really enjoyed the city, esp a play by the local repertory theatre group on culture clashes. Now, heavily into food preps for tomorrow--plus, I foolishly continue to enter a local 5mile road race up Wilbraham Mt. Hoards of company, whilst I'm in the midst of major case studies for the book on ethnic images in media. Any input would be appreciated:

1. Immigration comparisons between turns of the century 1900 and now.
2. Vaudeville and minstrel
3. Yellow kid/yellow journalism
4. Silent Era (20s)
5. Amos 'n' Andy (30s)

Co-author, Kathy Merlock Jackson, is doing the next set of Golden Ages, for 40s (comics), 50s (TV), and 60s (rock-n-roll). Then for 70s we'll do rebirth of movies, I'll do new technologies for 80s, and we're considering a 2nd look at TV in the 1990s. We've decided this could be a lifetime project.

Wishing you wondrous turkey and all that stuff(ing)!

LKF



From: fgg at post1 11/27/96 1:44PM
To: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po
Subject: \$\$\$

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

Of course I was serious! You name is already on the new CEM stationery that includes Exec Comm. Will send copies when off the press.

Good luck for all you races. You're as crazy as I am -- and loving it!

On Immigration - did you see "Take Back Your Poor Huddled Masses" in Z Magazine, Nov 96 pp23-25? I can fax it to you if you give me a fax number.

Happy Thanksgiving! George

L: 16 C: 32 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

PHILADELPHIA PA 19104

P.O. BOX 31847

movement
environmental
cultural

cem

the liberating alternative

[87] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 11/29/96 10:53PM (1
569 bytes: 33 ln)
To: fgg at POST1
Subject: Immigration

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com
From lkfuller@javanet.com
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Received: from [206.103.15.22] (spfl-us155.javanet.com [206.103.15.74]) by
kona.javanet.com (8.7.6/8.7) with SMTP id WAA31403 for <fgg@asc.upenn.edu>; Fri,
29 Nov 1996 22:49:50 -0500 (EST)
Message-Id: <v0153050baec563abeed0@[206.103.15.22]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Fri, 29 Nov 1996 23:52:27 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Immigration

GG:

You're my best resource! Indeed, I'd very much appreciate it if you
could send along the copy of "Take Back Your Poor Huddled Masses"
> in Z Magazine, Nov 96 pp23-25. My FAX # is 413/731-7906.

Alex was watching a show on TV violence and started to see you
interviewed. He just had a good Dr appt, and should be able to go back to
work fairly soon. Meanwhile, I hate to admit what fun it's been having him
around. He and Eric are off at a hockey game, so I can tackle the 57 e-mail
messages awaiting me. I alternately curse and applaud you for getting me
into this!

Not sure if you and Elona like the movies, but my best bet lately is
"Big Night." Put it this way: it takes place in an Italian restaurant, and
I think you'd like it. . .

Happy last-of-the turkey, L

[70] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 12/5/96 11:29PM (27
23 bytes: 46 ln)
To: fgg at POST1
Subject: Immigration and insights. . .

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

Text item 1: Text Item

Received: by ccmil from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.73] (spfl-us154.javanet.com [206.103.15.73]) by
kona.javanet.com (8.7.6/8.7) with SMTP id XAA32640 for <fgg@asc.upenn.edu>; Thu,
5 Dec 1996 23:24:02 -0500 (EST)
Message-Id: <v01530500aecd507d79b5@[206.103.15.22]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Fri, 6 Dec 1996 00:26:50 -0500
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Immigration and insights. . .

Oh, George:

Yes, what would I do without e-mail, but I've just logged on to 57
messages and am making a decision about how long to stay with it, or get
rested for tomorrow--since we're supposed to get 6" of snow, and classes
could be cancelled but final projects are due. Well, you know. But yours
is #2 on the list, and I couldn't have enjoyed it more.

Immigration: such an amazing topic, esp comparing turn(s) of century.
Didn't get your faxes, but hearing your schedule it's easy to see why. (My
fax # is 413/731-7906). And I sure want to hear more sometime about New
Orleans.

More on movies: Alex and I went to Michael Collins today; liked it,
but another example of sound-biting history (in this case, the IRA). Showed
Jesus of Montreal (Candian) last week in film history class, which they
liked better than this week's choice of Strawberry & Chocolate, the Cuban
film. I like to keep up with pop stuff, and am currently listening to the
schlock Celestine Prophecy for books on tape. Next promises to be much
better: Margaret Thatcher's The Downing Street Years.

Your schedule sounds wild. Lucky you're so young and vigorous!!!
Digested the Asilomar materials, and am jealous not to have taken part.
Also envy your work with Motion Picture Asso. So, here's my (non)news:
Christian Science Monitor people suggest that my timing is bad for now, and
want me to postpone the project for at least a year. Actually, I'm not only
not disappointed, it frees me up for other sabbatical suggestions. Bet you
have plenty! Of course I have 2 books to finish: ethnic images in media and
telecommunications, as well as a # of projects. But I'd like to do
something major and memorable, not only for you and CEM but maybe also at a
wider level. So, looking forward to learning more about the "fairness and
diversity index," and hope you're plugging away for the good cause.

Best, L

[6] From: fgg at post1 1/6/97 10:56PM (2980 bytes: 67 ln)
To: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po
Subject: Outline for CEM story

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

January 6, 1997

Dear Linda:

Your message is very exciting, and for all the reasons you mention. I can be at your disposal, and provide archival and other material about CEM, myself (several current write-ups, including a big article in press for the April issue of Atlantic Magazine. See also current issue of UTNE Reader.)

I want you to know that Kate Duncan, who just joined us as full-time staff, has edited all the speeches and story of the Founding Convention into a book that we are about to send to a publisher -- so that's more grist for the mill. As she is contacting organizations, she can help elicit information that may be useful to you.

The outline is terrific. This is what I propose.

1. I put together a few things I can put my hands on and mail it to you in a few days. (Have you seen the write-ups in John Lent's A DIFFERENT ROAD TAKEN; PROFILES IN CRITICAL COMMUNICATION (Westview, 1955)?

2. I was about to send you the invitation (below) to a meeting here on Friday, Jan. 17. Maybe you could come a day or so before or stay later, and we can spend as much time as you need. You can also look at whatever scanty archives there may be in the office, and see what Kate has been working on.

So let's get going! I look forward to the prospect of working with you on this great project. It's YOUR baby! I am not even sure that a foreword by me is appropriate, but we can discuss that.

And here comes the invitation:

Dear Linda:

We are planning an informal meeting of a few key people to begin the process of strategic planning for this year's major CEM activity. This meeting is preliminary to convening the Executive Committee and eventually consulting the Board of Directors. The purpose of the meeting is to review the recommendations of the Asilomar retreat and consider other initiatives.

Another purpose is to introduce our new staff person, Kate Duncan, and others with whom we are discussing prospects of professional fundraising and communications work. Their early participation in strategic planning will be of mutual benefit.

The meeting will be on Friday, January 17, at the CEM office, 3508 Market street, Philadelphia. I hope that you can attend. Please let me know, and advise whether you can start with box lunch at 12:30 or can come only later in the afternoon, like 2 or 3 pm. After we have everyone's preference, I will send out a confirmation of the exact time.
George

Invited:

Ed Baker

Nolan Bowie

Rene Cherow-O'Leary
Linda Fuller
Kathleen O'Reilly
Robert Sherman

Michelle Steege and Lynn Davis (Steege/Thomson Communications)
Ted Swenson and Jennifer Shropshire (Edward F. Swenson & Associates,
Management and Fund-Raising Counsel for Non-Profit Organizations)

[96] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 1/6/97 8:28PM (5645 bytes: 135 ln)
To: fgg at POST1
Subject: Outline for CEM story

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

Text item 1: Text Item

Received: by ccm ail from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.30] (spfl-us111.javanet.com [206.103.15.30]) by kona.javanet.com (8.8.4/8.7) with SMTP id UAA05092 for <fgg@asc.upenn.edu>; Mon, 6 Jan 1997 20:23:17 -0500 (EST)
Date: Mon, 6 Jan 1997 20:23:17 -0500 (EST)
Message-Id: <v01530500630b6f006653@[206.103.15.48]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Outline for CEM story

Dear George:

Needless to say, I've given a lot of thought to putting together the CEM story. Below is an outline of ideas for inclusion: philosophy, history, economics, politics, people, socio-cultural concerns, and future plans. The more I think about it, it should be an invaluable document, culling together in one volume what we are and want to be. As such, it should not only be helpful in fund-raising and advocacy efforts, but also as an important tool for our current members to help explain to other people (hopefully recruiting even more supporters). Don't miss the point, though, that this is merely a draft--your input should bear the GG mark throughout--after all, it's your baby!

As to how to go about gathering the needed material, what I figure is that I should come to the office for at least a few days, interviewing you on missing or misunderstood pieces. I'm going away next week, but otherwise should be free to come whenever you see fit--hopefully coordinating with a board meeting or such.

One major chapter is missing in this outline, and that is one totally devoted to you. Don't blush, but I think it's mandatory. Yet, I couldn't quite figure where it might best fit--philosophy, perhaps, or in the history? Or, what about a major description and/or interview as an appendix?

Speaking of the appendixes, you'll note that I have some particular questions there. Again, you'll have the best sense of discretion here. And you'll probably have some great suggestions for other inclusions.

Not all. I asked Eric about his paper and he said he'd be able to donate whatever we might need to put this together in book-ish form, although printers don't necessarily like to print on it. If we have a document per se, it seems to me we can use it as a bonus for members, as well as sell it elsewhere. Gee, maybe even make money off the thing.

Time-wise, as you might imagine I'd just as soon get going on this while I'm on sabbatical, and see no reason not to have it done before Fall. When you asked if I'd be willing to put together the CEM story, I hope you realized I'd do it with gusto, GG! Anxious to get your response(s). . .

LIBERATING ALTERNATIVES:

The Development of the Cultural Environment Movement

- 1.Introduction to the Cultural Environment Movement
 - A.Goals and objectives
 - B.Underlying philosophies
 - C.Local, national, and international aspects
- 11.History of the Cultural Environment Movement
 - A.Development of an organization
 - B.Building a coalition
 - C.Founding conference: St. Louis, MO, 1996
- 111.Economics of the Cultural Environment Movement
 - A.Financial structure
 - B.Contributions, contributors, and expenses
- 1V.Legal aspects of the Cultural Environment Movement
 - A.By-laws
 - B.Incorporation
 - C.Concerns for diversity
- V.Membership(s) of the Cultural Environment Movement
 - A.Individuals
 - B.Groups and organizations
 - C.Working groups
 - 1.Who is telling all the stories?
 - a.Telecommunications concentration
 - b.Media monopoly
 - 2.Voices against the stream
 - a.Independents
 - b.Public media
 - c.Other alternatives
 - 3.Educational imperatives
 - a.School support
 - b.Media literacy
 - c.Critical awareness
 - 4.Health promotion: the cultural frontier
 - 5.Religion as a cultural force
 - 6.Rich and poor on the Information Superhighway
 - a.Technology
 - b.Consumerism
 - c.The ecosystem
 - d.Sustainable societies
 - 7.Labor: jobs, work and image
 - 8.Global village or global markets? Cultural integrity and human rights.
 - 9.Children, youth, agin, and the family: media from cradle to grave
 - 10.Women and men--domination or partnership?
 - 11.Gender issues and sexual orientation
 - 12.Affirming diversity, equity, and justice: African Americans, Latino, Asian, Native American, and other ethnic and religious minorities
 - 13.War and peace and the cult of violence
 - 14.Stories to tell, not only to sell
 - 15.Advocacy: communicating what works
- VI.Socio-cultural concerns of the Cultural Environment Movement
 - A.The role of storytelling
 - B.Media conglomerizations
 - C.Censorship
 - D.Particular emphasis on minority populations
 - E.Applications for developing countries
 - F.Cultural policy issues
 - G.Stereotyping in broadcasting and motion pictures

- A.Promoting media education efforts
- B.Exposing pre-emptions of the First Amendment
- C.Development of the Fairness Index

References/helpful bibliography

Appendixes (a sampling)

- 1.Agenda for Action
- 2.Viewer's Declaration of Independence
- 3.The People's Communication Charter

Q: List of members and affiliations? Supporting organizations?
By-laws?

From: fgg at post1 1/10/97 9:32PM
To: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po
Subject: Full steam ahead

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

Yes, full speed ahead! (That's your normal pace.) Sorry you can't join us on the 17. I should have asked you before setting the date. But we should have an exec comm meeting soon thereafter; the problem is all those California members! Kate Duncan was a volunteer worker all summer, served as staff at Asilomar retreat, and joined as full-time staff person here (her title is Director of Communication) on the 6th. She is just out of college, but a mature, efficient, excellent worker, good staff person. You'll like her! We are looking for a part-time secretary type to relieve her of such chores, and have her concentrate on getting the Convention book out, starting on the next Monitor, plus liaison with affiliates. We have a tentative publisher (Pergamon Press) but not sure yet. Kate will take minutes of the 17th meet and circulate to Xec Comm. Have good trips, and let me know if you need something from me. George.

L: 19 C: 20 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

[110] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 1/10/97 2:36PM (21
64 bytes: 40 ln)
To: fgg at POST1
Subject: Full steam ahead

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

Text item 1: Text Item

Received: by ccm ail from kona.javanet.com
From lkfuller@javanet.com
X-Envelope-From: lkfuller@javanet.com
Received: from [206.103.15.94] (spfl-us231.javanet.com [206.103.15.94]) by
kona.javanet.com (8.8.4/8.7) with SMTP id NAA18180 for <fgg@asc.upenn.edu>; Fri,
10 Jan 1997 13:52:15 -0500 (EST)
Date: Fri, 10 Jan 1997 13:52:15 -0500 (EST)
Message-Id: <v01530500630b61f35792@[206.103.15.30]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Full steam ahead

Whew, GG:

Glad you like the thrust, and indeed it will be very exciting. First, I'll try to coordinate my own CEM materials, and will definitely look forward to your input in my ways.

Regarding info on you, I've decided it's comparable to when I was working on the Cosby book and kept seeing his mug everywhere. There you were in my Utne reader; there was a comment about something you had in Tuchman's ages-old Hearth & Home that struck me for an article I just finished on "Advertising Aimed at Asian Women: The Rhetoric of Appeals to Low Self-Esteem" for International/Intercult Comm Annual; and just the other night John Lent and I talked about his piece on you for The Road Not Taken. Will keep my eye out for Atlantic.

Want to know more about Kate Duncan, who undoubtedly has told you by now I'm sick to be unable to join you Jan 17th; since I'll be out of the country Jan 11-18, there's no way I can make that--but you're right: once the next date is decided I'll try to stay for a few days around that. At this pt my only other plan is that 1st week of Feb, for the Internat'l/Intercult conf in Miami that I always use to see my mother and my institutionalized sister. Anyway, have I met Kate? Do you have a published for the convention book?

Have someone take good notes Jan 17th, OK? We'll be in touch after that!
Happy New Year!

Linda

Hi Linda -¶

¶
Responding to your inspiring message.¶

¶
I am not suprised that it took you 2 days to sort out CEM files; if anything, that's fast! Let me know if I can help with that great task. (The book on the Founding Convention should be going to pres soon. Maybe you'd like to have the same publisher - or maybe you have a better one..)¶

¶
Thanks for organization list.¶

¶
I have forgotten what this was about:¶

¶
..3. You asked that I remind you to check out the latest on the Turner film library. That's really my area of expertise, and my overall general plan is to supplement your TV studies with sub-textual research on film such as is featured in my 5-volume edited series "Beyond the Stars" for Popular Press. You simply wouldn't believe how much material I have, ranging from images of mental illness to cops and donuts!¶

ATOLINDA.DOC

illness to cops and donuts!¶

¶
→ Please tell me more. Remember that I have a large report on Mental Illness in the Media, and, as most of my other stuff, it has not received much visibility beyond reporting to the granting agency. I am always working on new grants (to pay the rent, staff, coders to carry on CI, as I have NO institutional space or support) and have little or no time to write up and submit.¶

¶
→ Your point 4. I am enthusiastic about your ATOD (now ATID) idea. Let's do it jointly -- Fuller and Gerbner. Alcohol and tobacco will suffice. Compared to that, illegal drugs are trivial! You add the filmic dimension, history, other implications, I bring study up to date on the basis of current Robert Wood Johnson work, than we both re-edit for consistency and coherence. Ok? I'll ask agent for a good publisher able to market timely and provocative stuff (if it's ok with you to pay the agent -- might be worth it).¶

¶
→ Sorry you could not reach disaffected CEMers. Please try at least once more. After that, there is no blessing on

ATOLINDA.DOC

reluctant "volunteers."¶

→ Ark Trust called me and contracted for animals study, released report, held press conference. Since that time two

journals (Society & Animals and Anthrozoos) asked for
articles based on the report but I had no time to prepare.

and submit. Could you help and co-author? ¶

→ Re bylaws -- what do you mean "I'll add annotated stuff as it gets approved?" We (Kate and I) need to submit our recommendation to the Board meeting (which, remember, you will "facilitate") so we need your suggestions now in order to incorporate in proposed draft. ¶

→ Annual meeting will be incorporated in bylaws. Also number of Board members: 21 max. ¶

→ PROD -- it has been well received wherever I presented it. But who else knows? This should be a highly visible annual "report card" to the industry, published in both scholarly and trade journals. Could you write such articles? ¶

2

annual "report card" to the industry, published in both scholarly and trade journals. Could you write such articles? ¶

→ I know that you are fragmented in many directions! But (to be blunt about it) I need you as a full-time partner, at least until urgent stuff is out. After that I settle for part-time... ¶

→ Meanwhile eagerly waiting for your reply to all this. ¶

¶
..... George ¶

♦

To: fgg@asc.upenn.edu From: lkfuller@javanet.com (Linda K. Fuller) Subject: By-laws and more

Honestly, George: Still can't get over seeing your friendly face at the top of the stairs at the 30th Street Station last week! It was an invaluable day, not the least getting to meet Kate, too. I'm going to carbon her on a number of these issues, but might I suggest you print some of this out as it's quite a lot of stuff. In no particular order of importance, here they are:

1. It took me 2 whole days to complete the task, but I sorted out my personal CEM file, and really liked seeing some of the publications that are available to members/interested parties.

2. Some organizations for your files: National Media Citizenship Project, Birmingham, Alabama--having a conference on Media Literacy June 20-22. Contact address: NMCP-UAB, Communication Studies, 223 15th Street Office Building, UAB (Univ of Alabama, I presume), Birmingham, AL 35294. Sorry, no phone

available. Deadline for call of papers is April 15th.

Institute for Global Ethics, PO Box 563, Camden, Maine 04843. Tel 207/236-6658; FAX 207/236-4014. Contact/head: Rushworth Kidder, former correspondent for CS Monitor.

3. You asked that I remind you to check out the latest on the Turner film library. That's really my area of expertise, and my overall general plan is to supplement your TV studies with sub-textual research on film such as is featured in my 5-volume edited series "Beyond the Stars" for Popular Press. You simply wouldn't believe how much material I have, ranging from images of mental illness to cops and donuts!

4. So this could be a good time to bring up an inspired idea: I was VERY taken by your ATOD research. Read it carefully on the trainride back, and it spurs me to wonder who has seen your results. It needs to be known by that mass public we concern ourselves with. So. . .let me suggest that if you'd like to do a book on the topic you're practically halfway done already. The truth is that you could take any one of the topics, but what I'd recommend would be limiting the study to alcohol and tobacco. I could do a lit review for you, for starters--but then, what I'd really like to do would be adding the filmic dimensions of these areas. Drugs per se could also be added, but frankly that messes up the works. What would you even think of this as a working title: MEDIA-MEDIATED IMAGES OF ALCOHOL AND TOBACCO. The history/background material would be fun to research, along with economic and political stories, and of course its socio-

cultural implications that are the clincher. Buoyed by your data and a century of motion picture images, it's groundbreaking stuff. (You can tell I'd like to co-author, but at least would be more than willing to do whatever could be helpful.) There isn't a publisher that wouldn't be interested, but the key would be getting one that would get this stuff out to the lay public. It's something you might even ask your potential agent about.

5.The Hungarian ornament hangs with honor in my sewing room--but at this point I treasure it so much I'm not sure if it'll even get pinned. Thanks!

6.Lunch, too, of course. And tokens for the subway. Gee, how can I ever express how fortunate I feel having you in my life.

7.One thing I tried to do, as I knew it was important to you, was contact former CEMers who have fallen away--but alas, with not much luck.

Louise Shoemaker--left a message at her mission, but no response yet.

Linda Holtzman--on spring break, but she hasn't gotten back to me.

Paul Carton--this made me suspicious: "Just a minute. . .oh, sorry, he's just stepped out for the day." Took my name and #, but that was 5 days ago.

8.Just curious to know, at some point, how you got involved in the Ark Trust. Again, I've done in-depth studies of images of animals in film, and wonder about that background.

9.By-laws enclosed here. Let me know if you want them also sent on a separate disk, and I'll get that off to you/Kate. I'll add annotated stuff as it gets approved, and will of course be happy to work with that committee.

10.Let me bring up the subject again of an Annual Meeting. We don't seem to mention one per se in our By-laws, but I would imagine it's a good idea. Guess the wider issue is reviewing how many board people we have.

11.The PROD notion is really brilliant. Again, I hope it can get out to a lot of people. You're right on!

12.Madly finishing my study on the conflict between Confucianism and advertising, for a book Yahya is editing on religion, law and freedom. That and preparing for the Double Octogenarian birthday party for my in-laws will keep me hopping. Then, Pop Culture Asso conf in San Antonio and flying directly to the Oakley/Hummer wedding (just so you're reminded to tell Ilona about it!)

Best, Linda

Carry on!

[97] From: lkfuller@javanet.com (Linda K. Fuller) at SMTP-po 3/23/97 9:02PM (735
5 bytes: 123 ln)
To: fgg at POST1
Subject: Fragmented?

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

Text item 1: Text Item

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From lkfuller@javanet.com
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kona.javanet.com (8.8.5/8.7) with SMTP id UAA04150 for <fgg@asc.upenn.edu>; Sun,
23 Mar 1997 20:57:17 -0500 (EST)
Date: Sun, 23 Mar 1997 20:57:17 -0500 (EST)
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Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Fragmented?

Inspiring, George?

We've just finished the Double Octogenarian birthday party, and it
only seems appropriate to reply to you rather than clean up any more (it
was wonderful, especially having all our family together!)

Glad Cynthia has sent on your schedule, as I see it's packed. I
contacted someone at Gonzaga (Mark Alfino, Philosophy, who's editing the
book on McDonaldization reader), telling him to gear up for it. And the
Rockefeller event sounds intriguing.

You're so cute about the partnership stuff, and I can't think of
anything I'd like more than a fulltime collaboration. As I told Kate when
we were reviewing how I got involved in the 1st place, YOU are the 1st
academic who made sense to me--actually doing something, wanting to make a
difference. As your area of research is TV and mine is film--the 2 most
influential of all media, I would argue, it's a winning combo. So, to begin
with the topic of the Turner Film library, the reason I'm interested is
that you mentioned once that they were looking for people to review the
25,000 or so movies they'd recently purchased, scanning them for possible
ratings/reviewings. As I'm interested not only in the wider messages that
come across in the movies, but also the details of stereotyping and how
things change (fashion, attitudes/ideologies, even furniture and modes of
transportation, as well as genre and auteur issues). . .you can see why I
love the excuse of seeing practically everything out there. (Tomorrow, for
the Academy Awards, I've seen all but maybe some obscure foreign film). So,
carrying this to specifics:

1. Mental illness--imagine putting together your report against an
historical background of filmic images, brought up to the present.

2. Cops--you make such an important point about violence being used for
political purposes, such as Clinton's appealing to fears by claiming we
need so many more police out there. It's fascinating to see changes in that
character from the classic Irish cop to the more recent Hispanic women
portrayed in that role. Again, your best contribution is the wider
perspectives of what mini details mean.

3. Alcohol and tobacco--now that's a topic! There's some literature out
there on alcoholism (the best from the British Film Institute, in 1979!),

but surprisingly little on tobacco. You're right on about watching for instances from MCA, but I'm thinking of Meryl Streep in "Marvin's Room,"

playing the obviously neurotic mother because she smokes. It's smoking for anxiety, too, and not for any kind of pleasure. Amazing how something so seemingly insignificant as a cigarette, followed through a century of motion picture images, can symbolize societal attitudes: from really cool when smoked by someone like Humphrey Bogart, shockingly exciting by brazen hussies like Mae West, and nowadays consigned to the losers.

4. Animals are always such crowd pleasers that what I've thought about there is putting together a cocktail table book on something stupid like dogs in the movies, or cats (my Coco's been in heat this week, and we've giggled about her no longer being "like a Virgin" after Mighty Mac, a sealpoint Siamese, came over for a few days!) Temple University Press, of all places (don't you love learning about something in your own back yard from people far away?) is doing an Animals and Society series, soliciting book ideas. I held out, as I see \$\$\$ rather than academic interest, but I like your notion of re-culling your material for some journal--mainly, helping to organize material for a book for the lay public and making enough off it to never have to worry again about CEM sponsorship. Kidding, but dreaming.

There's simply no question but that what I really should do is, in fact, to become fulltime with you. Eric and I actually sat down a while ago and figured I'll have to work another 1 1/2 years at Worcester before "retiring" from there. Hope I didn't complain out loud when we were last together, but the dept chair really outdid herself with my fall schedule: 4 different course preps, one which I've never even taught before, and while it looks like only (only!) 4 days of commuting 100 miles, we have meetings on Thursdays, so it's really 5. I'll capitulate, do what I have to do and hope to do it well, and then do what I really should be doing. Lucky I have you as a mentor.

So, timewise, what I need to do now is finish up the 2 books under contract, then tackle the CEM story. It's doable, but I'd better do it before September. I'm going to Pop Culture in San Antonio this week, have Society for Cinema Studies in Ottawa mid-May, and World Comm in Costa Rica late July-early Aug, but frankly otherwise here I am, plugging away trying to make up for the years before I met you and learned how to pull together so many of my interests. You're right that it's fragmented, but so is our field. If I do studies ranging from advertising to health comm to rhetorical or feminist research, it still all is discipline-related. My family, like for you, is top priority; next comes this incredible world of communication. If you look on my calendar, there are very few appointments or events. I really do one thing: communication. Supplemented, as I tried to explain from my master's program, with physical activities (tennis, running, aerobics) and community service that's communications, like serving on my town's cable tv renegotiation committee and the Northampton Film Festival.

Per your good suggestion, will try again with former CEM folks, and of course you'll hear those results. By-laws: from what we said, I was to forward you 2 the printed by-laws as they exist, and then it seems to me Kate would send me the annotations, and we go from there. Sounds like a lot of votes might be needed, but Kathleen O'Reilly should be a good resource to explain changes to the board. I haven't seen her ideas, but to be correct we will need to vote on any and all proposed changes. Of course I'll be happy to facilitate, but we should be prepared for it to be dreary. Do you think Thursday afternoon? We may need a few hours to plow through required changes.

So, keep PRODDing along!

Love, L

PS Eric was positively fascinated about the OSS connection. We just finished a book-on-tape by WB Griffin called "Behind the Lines," a novel

about WW11 that took place between the Phillipines and Washington, and there was lots about the OSS. Keep me posted. Happy Easter Bunny!

Date: Thu, 7 Aug 1997 12:12:29 -0400 (EDT)
X-Sender: lkfuller@mail.javanet.com
Mime-Version: 1.0
To: George Gerbner <GGerbner@pobox.asc.upenn.edu>
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Lots of CEM ideas
Cc: cem@libertynet.org

Hi, George (with cc to Kate):

So glad to talk to you recently, to better explain my panic over taking on any new chores once the Fall semester begins. But just got some great news from Worcester: the horrible ex-dept chair has resigned (!), leaving only an e-mail to powers that be saying she'll be teaching at "a small college in California." Can't imagine they needed any references, and now there's a major scramble to fill in for her courses, but the overall atmosphere will be so much more pleasant.

A couple of personal Qs before I give my CEM ideas: Has your e-mail address (GGerbner@pobox.asc.upenn.edu) changed? (I have it as fgg@asc.upenn.edu). Will it, once you join Temple? And what will you be teaching? Couldn't be happier for you, if you can schedule it.

Back from a terrific conference for World Comm Asso, held in Costa Rica. Eric joined me, and loved the 10-hour trip en route through the Panama Canal (they only open it to tourists other than cruise ships on Saturday, and give a constant narration which is most instructive). Afterward, we also really enjoyed Guatemala, especially Tikal (UPenn did all the excavations, beginning 1959).

Bombshell idea 1st: we met a man named Robert Muller, Chancellor of the University of Peace (created by the UN in 1980) in San Jose, who suggested something to the association that I immediately wondered about for CEM--whether or not to apply for NGO status. He's had a distinguished career at the UN, and has lots of contacts. Let me give you his address: PO Box 138-Cuidad Colon, SJ, Costa Rica. Tel 506/249-1511; fax 506/249-1929; email upazcult@sol.racsa.co.cr and upaxnego@sol.racsa.co.cr. Muller also mentioned something to the effect about an org called International Association of Organizations. All worth considering. Oh, and web site: <http://www@centralplaza.net/upaz>.

Other people to be put on our mailing list:

- 1.Mary E. Beadle, Communications Dept, John Carroll University, University Heights, OH 44118. Tel 216/397-4378. She's done great research in Argentina, using cultivation analysis.
- 2.Melissa A. Johnson, Dept of Communication, North Carolina State Univ, Box 8104, 204 Winston Hall, Raleigh, NC 27695-8104. Her paper sounded ghastly, but turned out to be probably the most interesting of all, on Mexican images in early newsreels, 1919-32.
- 3.Malaysians: Musa Abu Hassan and Salleh Hassan, Comm Dept, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia.
- 4.Kenji Kitao, Doshisha University, Kyotanabe,Kyoto, Japan 610-03
- 5.David Wright, Dir, Bureau of Training and Development, Illinois State U, 416 Fell Hall, Campus Box 4480, Normal, IL 61790-4480.
- 6.Prof. Uhn-Kyung Choi, Banpo Apt #85-203, Banpo Bon-Dong, Seoul 137-049, South Korea

7. Ayako Sato, President, International Performance Academy (also a professor at Jissen Women's University), Teikei Building-11, 2F, 4-30-18 Yotsuya Shinjuku-ku, Tokyo 160, Japan.

8. Salma I. Ghanem, Dept of Comm, University of Texas-Pan American, 1201 West University Drive, Edinburg, Texas 78539-2999.

If you'd like, I'll send on all the names of members once the list is compiled, but that could take a while.

More pressing, perhaps, is your letter of July 23. I think the idea of challenging the Constitution re conglomerizations is brilliant, and critical. Of course I'd like to help out, but to return to my earlier theme my basic problem is timing. If there's anything I can do in August, count me in; once September arrives, I become cocoon-like. I notice it suggests getting to Natasha Gordon at the libertynet address, so maybe this really is being cc'd to her rather than Kate, but do keep me posted.

Last of Coco's kittens went to New Jersey yesterday, so we have love tentacles all around (oh, we're keeping the runt--he needs us, but we really need him). Next houseguests are a former exchange student who lived with us via the Spanish Heritage program; he's just married a Polish woman and they're here in the US for their honeymoon.

Guess I should unpack at some point, but wanted to get various thoughts to you pronto. Carry on!

Love, L

X-Sender: lkfuller@mail.javanet.com
Mime-Version: 1.0
Date: Tue, 23 Feb 1999 09:13:18 -0500
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
From: lkfuller@javanet.com (Linda K. Fuller)
Subject: Hungarian lesson
Status:

Thanks, George:

You've made the goulash more understandable! What do you make of their interpretation of Hungary's national days?

CJ has faxed me the appropriate materials. It was my mistake not to have copied the registration fee and such for replication on travel requests. Thanks to both. I applied for the 1st 2 workshops, and of course will be happy to facilitate either, but have enormous hesitation as keynoter. What I might do, if you ever think it could be appropriate, would be to report on work in progress on 2 projects:

1. National Days/National Ways--striking quite a cord, it seems, as so many countries are in the midst of self-analysis on this topic. Have 20+ contributors from Asia, Africa, and mostly eastern Europe.

2. Grassroots/community TV from an international perspective--a book I'm co-editing with Carlos Fontes, reporting on exciting alternative approaches to media representations.

Bio: Asso Prof in the Communications Dept of Worcester State College (maybe even full prof by the time of the convention!), author/editor of 18 books and 200+ communications publications and presentations, Fulbright Senior Fellow in Singapore, and a grandmother any day now!

Carry on!

Love,
L

To: Linda Fuller <lkfuller@javanet.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Hi -
Cc:
Bcc:

X-Attachments:

Hi Linda. Thanks for sending me the very impressive syllabus, etc. I'd love to do the bok with you if I am convinced that my contribution is substantial. Could you flesh out the outline with a paragraph under each heading, indicating what my contribution should be? George