

LESTERS, LITTLE ICKFORD, AYLESBURY,
BUCKINGHAMSHIRE, HP18 9HS
ICKFORD (0844) 339225

19th December 1992

Dear George,

Thank you for your letter of 8th December and for the good wishes, which Elizabeth and I take pleasure in reciprocating. I was delighted to hear from you.

I am not sure which was the most recent of the Council's publications we sent to you. We actually produced three pieces of work this autumn, starting with a study of the portrayal of ethnic minorities, which we worked on jointly with the now-defunct Australian Broadcasting Tribunal. The second piece of work was the most complex: on the subject of sex & sexuality. I was particularly pleased with that, which earned us a very good press and helped to move the Council marginally closer towards the centre of the broadcasting scene in Britain. I was especially glad to have contributions, in the form of essays, from some leading broadcasters, as well as academics. The final work was Jay Blumler's report on the future of children's television. Jay asked me to send a copy of the study to Newton Minow, who had just told him of the initiative he was leading on public broadcasting.

Next year may well be quieter, since our Research Director is off to have a baby in the next few weeks. However, she has been stoking up the fires in preparation for her absence and we hope to get started on projects dealing with the portrayal of disability in programmes, the portrayal of women, and a study of children's comprehension of programmes. It will actually be quite a relief to have a quiet period as far as publications are concerned, not least because we are planning to revise our original (1988) Code of Practice. That will involve some travelling and a good deal of consultation with interested parties inside

and outside the industry. The idea is that this should amount to my swansong, for, as things stand, I am due to stop working for the Council at the end of next November. The Council want me to stay on, but I have hopes of getting a Fellowship from the London School of Economics in order to write a book and to do a little teaching. There are some other possibilities too, but the Council does provide me with a central base from which to participate in the debate about the BBC which will go on for the next eighteen months or so. Anyway, it's very agreeable to be confronted with dilemmas of this sort at my advanced age.

The BBC debate was launched, belatedly, in late November. The delay came as a result of the scandal which removed one Minister and replaced him with another who needed time to read himself in. There was a final touch of farce when the burning of Windsor Castle delayed the Green paper by a further twenty-four hours - the same Ministry being responsible for broadcasting and the Royal Palaces. The BBC's own document, ready several months before, but delayed on Government 'advice', emerged two days later. The Green paper is the more attractive document, the BBC's being full of resounding words which turn out, the more you listen to them, to be tinkling cymbals. One wishes that the document gave an impression of real intellectual energy rather than the smooth passage of the spin-doctors. But I pin some hopes on the existence of a Select Committee (of Members of Parliament) which will conduct public hearings later in the year. The present BBC Chairman is an utter disaster - reappointed by the Conservatives for a

second five-year time just before the April Election which they expected to lose. The man appears to hate the organisation which he is paid to run and still, after five years, is alleged to refer to the staff as 'Them'.

I read the prospectus for the Cultural Environment Movement, which abuts closely on thoughts which I and others have been having about the proper representation of consumer interests in broadcasting. The Green Paper on the BBC, in the section dealing with the Public Service Broadcasting Board, speaks of the possibility of creating a body into which the complaints functions of my own Council and the Broadcasting Complaints Commission might be merged. I hope that we can discard the Board, but maintain the idea of a new body with a complaints remit, but also with the, to me, much more important role of providing a forum for the discussion of industr-wide issues as they affect both consumers and professionals. Examples that come to mind are, inevitably perhaps, those on which we have been doing some work as a Council: the future of programming for children, the representation of women and the portrayal of disability, but there are others - the need to resist, if possible, the technological drives which may end up in bankrupting the ability of the industry to make demanding programmes with low ratings appeal. I believe that a start could be made with a budget of some \$4.5m a year, of which about half would come from the existing grants to the BSC and the BCC. If I could help to get such a body established, then I would be happy to treat it as my memorial and retire into the shadows !

The Council is also trying to foster media education, regarding an educated audience as one of the best guarantees of standards. The European Institute for the Media has given provisional blessing to a

conference in Germany on media studies, to be held next autumn, in the hope of encouraging a better understanding of the objectives of media studies in European countries - the term is applied to everything from the straightforwardly hands-on vocational course to the most academically-solid course.

I look back on my few months in Philadelphia with much affection. (I keep on my study wall a photograph of the view north from my apartment near the Art Gallery.) After a period when, it seemed, nothing would be of much interest any more, they provided me with a turning-point, the outcome of which has really been extraordinarily satisfying. Happily, one never knows.

And that really ought to be the last thing in this over-long letter.

With good wishes as always,

John

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

January 11, 1993

Colin Shaw
Lesters, Little Ickford
Aylesbury, Buckinghamshire HP18 9HS
England

Dear Colin:

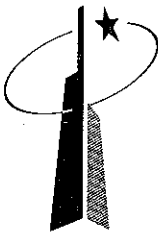
Thanks you for your letter of December 19. I am now working on completing a study of women and minorities (including disabled) on American television. It will cover the three major commercial networks' prime time and weekend children's programming for ten years, and one-season samples

In turn, I am very much interested in the BBC debate (about which we hear very little here) and in your efforts to promote media education and public participation (I hope not just "Complaints") and to resist the market-driven centralization and globalization of broadcasting. So I hope that you will continue to send me materials and to keep me posted on those efforts.

You may be interested in the enclosed.

Sincerely yours,

George Gerbner
Professor of Communication and Dean Emeritus



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS

TELEPHONE: 071 233 0544 FAX: 071 233 0397

FROM THE DIRECTOR

DIRECT LINE: 071 233 0407

George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA
19104-6220
U.S.A.

18 January 1993

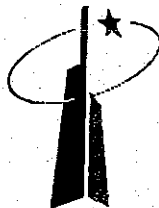
Dear George,

Your letter of 11 January, with its enclosures, arrived safely at home at the end of last week and I look forward to reading the papers soon.

We despatched a copy of 'Sex & Sexuality' to you a few days ago by surface mail.

With best wishes,

John



BROADCASTING STANDARDS COUNCIL

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FROM THE DIRECTOR
 DIRECT LINE: 071 233 0407

Fax

Professor George Gerbner
 Professor of Communication and
 Dean Emeritus
 The Annenberg School for Communication
 University of Pennsylvania
 3620 Walnut Street
 Philadelphia PA 19104-6220
 U.S.A.

21 July 1993

Dear George,

I have been talking to James Ferman at the BBFC and he told me of your visit to the Board. He also told me about the Los Angeles Conference in early August. Is it an open affair or one that is attended only by invitation? He and I think that, if possible, one or other of us might usefully attend. But neither of us knows a great deal about it - is there anything that you could fax to us which might inform us better?

I ought in this same message to apologise for not following up our conversation when we met at the Queen Elizabeth Conference Centre. I can only say that we have been extremely busy since then, but I hope to make amends in due course. In the meantime, I hope you will have received a copy of our new Annual Report.

*Yours,
 Colin*

FAX TO: ANNENBERG SCHOOL
 FAX NO: 0101 215 848 2024 PAGE: 1 OF: 1
 ATTENTION OF: GEORGE GERBNER
 FROM: COLIN STANW FAX NO: 071 233 0544
 COMPANY: BBC DATE: 21/7/93
 Post-~~ff~~ Fax note Ref No: 7698

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

July 21, 1993

Colin Shaw, Director
Broadcasting Standards Council
London
Fax: 44 71 233 0397

Dear Colin:

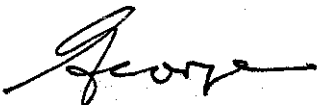
I am sending you, attached, some information about the August 2 conference. I just talked to Tricia McLeod Robin, President of the National Council for Families and Television, who told me that the invitational conference is filled to the capacity of the hall, but kindly agreed to get in touch with you directly and let you know if there is any way of accomodating you and/or James Furman.

Speaking of James Furman, I wonder if you could do me a favor. We have a tentative appointment to visit with his staff on Friday, Oct. 22, at 4:30 p.m. This would be at the tail end of my visit to Budapest for some lectures at the University that week. I would be coming in at noon and leaving the next morning. Because of the complicated schedule, I need to know whether that appointment still stands and exactly what the arrangement is. So I would appreciate some advice on that score as soon as possible.

If the visit actualy comes about, I would of course be pleased to see you and to be of any service you and your staff might consider useful.

With best regards.

Sincerely yours,



George Gerbner
Professor of Communication and Dean Emeritus

CC: Tricia McLeod Robin
Fax: 213 851 6180

THE ANNENBERG SCHOOL FOR
COMMUNICATION

July 21, 1993

Colin Shaw, Director
Broadcasting Standards Council
London
Fax: 44 71 233 0397

James Furman

Dear Colin:

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With best regards.

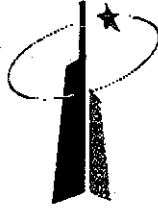
Sincerely yours,

George

George Gerbner
Professor of Communication and Dean Emeritus

CC: Tricia McLeod Robin ✓
Fax: 213 851 6180

his fax enclosed

**BROADCASTING STANDARDS COUNCIL**

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 071 233 0544 FAX: 071 233 0397

FROM THE DIRECTOR

DIRECT LINE: 071 233 0407

Fax No: 0101 215 898 2024

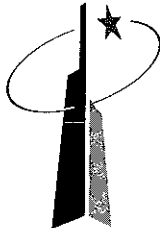
Professor George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

22 July 1993

Dear George,

Thank you for your very prompt response to my fax of yesterday and for passing us on to Tricia Mcleod Robin. I look forward to hearing from her on my own and James' behalf. I will be in touch with James, I hope, about the October meeting later in the day.

*Yours,
John*



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
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FROM THE DIRECTOR
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George Gerbner
Professor of Communication and
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The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

10 August 1993

Dear George,

This is a rather delayed follow-up to the conversation we had hurriedly after the recording in the Queen Elizabeth Hall. Since then, of course, we have a brief exchange about the Los Angeles conference, of which I heard nothing from the organiser whom you said would be in touch with James or me. I happened quite by chance to catch a CNN discussion a day or so afterwards, in which Paul Simon and Howard Stringer were taking part, but, unfortunately, missed too much to understand the thread properly. I hope, by the way, that you were given the details you needed by James Ferman.

The Council is in process of assimilating a new Chairman, always a tricky phase in the life of any organisation. Our's is Elspeth Howe, wife of Lord Howe, the former Chancellor and Foreign Secretary. She has a record in the Equal Opportunities field and is known as a stalwart, but sensible, feminist. She was appointed in mid-June, but she has a flurry of existing commitments which have made her appearances here sporadic. Nevertheless, we are hoping to see her more frequently as she works her way into this new role which, at least for accounting purposes, is supposed to be the equivalent of three days' work a week.

She arrives at a time when, with the BBC's future under discussion, the broadcasting world is once again in a state of nervousness. It looks as though the mood of the Government, taken aback by the growing evidence of how disastrous, certainly in cultural terms, have been their attempts to reform the commercial sector, is prepared to let the BBC be renewed in something like its present form. But that won't placate the Right of the Conservative party and who is to say that, with a weak base in Parliament, the Government may not be obliged to pay more regard to the Right-wingers than they think likely at the moment?

The renewal of the BBC's life after 1996 need only be a matter of providing it with a new Charter and Licence, there being no need for legislation. However, there is some pressure to bring the BBC under at least a measure of statutory control and that, coupled with claims from the commercial sector that the 1990 Act needs some amendments (to bring Murdoch into line on certain issues and so induce greater equality between rivals), might be enough to produce at least a small Bill. Into such a Bill I would like to see put a merger between my own Council and the Broadcasting Complaints Commission which deals with complaints about fairness and invasions of privacy. The two organisations are, in principle, close to agreement on the desirability of a merger, which would give them a collective authority greater than they have individually, eliminate public confusion, and perhaps produce some modest savings for a hard-pressed Treasury.

I, and a number of other people, want to go beyond a merger and create around it a body which would have the concerns of the broadcasting audience at its heart. It would undertake research, it would stimulate media education (grossly overlooked here), publish books and papers, and pass in review the major topics which intermittently or regularly affect broadcasting. The state of children's programmes is one such topic, the preservation of religious programmes is another, the reflection of ethnic minorities is a third. Violence is an obvious fourth. All these tend to be debated among broadcasters, usually within the walls of their own institutions and almost invariably without much reference to the audience. I want to find a way to institutionalise those debates, drawing on the opinions of audiences far beyond the boundaries of London which is altogether too dominant in the affairs of all the media.

There is, I sense, sympathy within our sponsoring department, the Department of National Heritage, at least as far as a merger goes. The spectre of added costs lies in the path of any wider development, although I think we could make a reasonable start with the \$3m which constitutes the joint annual income of the two bodies. The idea of increasing the strength of the consumer's voice in all fields is very popular with the Prime Minister, but a rather mechanistic approach to consumer satisfaction over such things as the water-supply or the punctuality of trains is not really appropriate for broadcasting, so we shall have to recruit support from that quarter rather discriminately.

It's very welcome to have a design of that kind to pursue with at least a little hope of success. I am contracted to stay here until the end of 1994, so I should know before I go whether there is to be a good outcome to the present manoeuvrings.

For the rest, we are at present revising our 1989 Code of Practice. There are some things which have simply gone out-of-date and others which need re-examining in the light of changed or better-informed attitudes. For instance, one piece of our research showed clearly how a younger generation feels as thoroughly offended by abusive words implying disability in one form or another as an older generation by such words with a sexual

connotation. As part of the process of revision, we undertook a tour of the country, starting in Scotland and finishing in Southern England. Including a trip into Wales, we stopped in eight places and held thirteen small-scale meetings with groups of the public. The groups, with two exceptions, were recruited by market-research organisations working to briefs we had supplied about the common element in each group: teachers, perhaps, or young mothers or workers in the caring professions. The two exceptions were a group of prisoners in a Scottish prison and a collection of people who had complained to the Council about programmes.

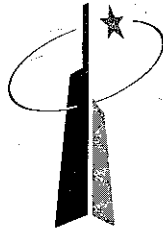
The prisoners were interesting, although we did not get any revelations about the link between violence on the screen and crime - only the wilder journalists in the national papers thought we might emerge from the prison clutching the solution.

The complainants we approached with some hesitation, fearing that an approach from the Council might have an intimidating aspect to it, a disapproving response to the temerity of the individual in complaining. We wrote to thirty and received, to our surprise, positive answers from almost all. The result was that we had to divide them into two groups for the purpose of the group-discussions which, with a simple meal, form the centre of each meeting. They were on the whole middle-aged to elderly, disproportionately Christian in numbers, and imbued with a deep sense of television's power to influence other people. I think it is not too rash to speculate that, of the people who complain to the Council, Christians form a very large contingent. There is a certain symmetry in that since it was the Evangelicals, encouraged by Mrs Thatcher and one of her closest advisers, who pushed for the Council to be created, although they were eventually frustrated in their full objectives by the narrowness of our terms of reference on which the Home Office, then the sponsoring department, stood firm. I have also reflected that we have been dealing with a greater number of complaints written from a particular Christian viewpoint than would be warranted by the proportion of active Christians in the population. The fact that we have upheld only 20% of the complainants in the past two years becomes more comprehensible. I'm not sure, however, that I would wish to make that realisation very much more public, however.

We are publishing in the autumn our 1993 Annual Survey, which is dealing with Attitudes towards Violence in Factual programmes (News, Current Affairs, and Documentaries, including the reconstruction of crimes, a growth area here). The qualitative work has been done at the University of Leeds with groups being invited to edit material as they think most fitting. It's producing some interesting results and we're about to go into the field with the quantitative work. I'll send you a copy when it's out. Our other major current project is on the portrayal of disability and we're considering co-operating with the BBC in supplying a video-cassette of archive material as illustrations of the research findings.

I think I have gone on too long, but I should add a word on the present state of the Violence debate. With Parliament in recess, there is less political pressure around and, by a piece of grim irony, a series of violent incidents, including one or two murders, caused by schizophrenics released into the community under the Government's 'Care in the Community', has captured the headlines. The reporting has been scandalously biased for the most part, with lurid headlines about Dr Jekyll & Mr Hyde and mad axemen, but it cannot obscure the hideous reality and the most obvious causal link between tragedies and their perpetrators. I am to speak on the subject yet again at the IIC Conference in Mexico City towards the end of next month.

Yours,
John



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
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FROM THE DIRECTOR
DIRECT LINE: 071 233 0407

George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

8 December 1993

Dear George,

I thought you might be interested in seeing copies of two recent publications, one by the Council and the other by the British Film Institute.

The debate in Britain about televised violence continues, fuelled afresh by the conclusion last week of the trial of the two Liverpool children for the murder of a third. Although no evidence was offered to suggest that the boys had seen any violent videos and the detective leading the enquiry specifically ruled videos out as a factor in the case, the judge chose to include in his summing up a reference to the possible influence of violent videos. This has led to some MPs making demands for curbs on televised violence, although the majority of comments has tended to reflect the many other elements likely to have contributed to the tragedy: truancy, broken homes, unemployment, among others.

I am hoping to be in the United States in mid-March 1994, and, if there were a possibility of seeing you, I would arrange to break my journey between Washington and New York for 24 hours in Philadelphia. It would, in any case, be very helpful if you could give me some advice on the people with whom it would be helpful to talk in Washington or New York about the general issues of violence on television.

With good wishes,

Colin

DIRECTOR: COLIN SHAW, C.B.E.

December 20, 1993

Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS
Fax: 44 71 233 0379

Dear Colin:

Thank you for the reports; I read them with interest, and they will be useful in my work.

Courtroom claims of "TV made me do it!" happen here an average of two or three times a month. They create flurries of media attention and confuse the issues.

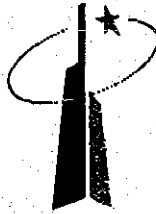
On the occasion of your visit here in mid-March, I would like to invite you to give a lecture at our school. These are occasional luncheon meetings with distinguished visitors to which we invite interested faculty and students. They pay local expenses and a small honorarium. In addition, of course, this would give us an opportunity to talk about matters of mutual interest.

As to meeting with people in New York and Washington, I need to know more about what you wish to discuss and the type of people you wish to meet. (Also about any appointments you have already made so we do not duplicate effort.) As you know, we have no national standards operation, governmental or independent. If you are interested, I can arrange an appointment with Richard Heffner who administers the motion picture rating system in New York, and of course with television network types.

In Washington, nine bills are pending in Congress regarding television violence. One law exempting networks from possible antitrust violation if they "conspire" to reduce violence is still on the books, though it may expire (or be renewed) by March. I can arrange an appointment with its author, Senator Paul Simon, or with some legislators sponsoring other bills, if you are interested. The bills are all political; the sponsors know very little about standards or even the history of regulation. You may wish to meet with broadcast industry (NAB) people in Washington, or possibly with Motion Picture Producers (and/or Exporters) Association people.

Let me know more about your interests, arrangements already in place (if any) and, most importantly, the exact dates of your visit as soon as possible.

Sincerely yours,



Dicks 462
John

BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 071 233 0544 FAX: 071 233 0397

FAX NO 0101 215 898 2024

FROM THE DIRECTOR

DIRECT LINE: 071 233 0407

George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

4:30 pm

11 January 1994

Dear George,

Thank you for your letter of 20 December, which arrived here yesterday.

My present plan is to travel from London to Washington on Saturday, 12 March, and be available for meetings there on the following Monday and Tuesday, 14th & 15th. I would travel up to Philadelphia early on the morning of the 16th and spend the rest of the day there, which would provide an opportunity for the lecture if that were a convenient day. I would go on to New York early on the morning of the 17th, staying there for meetings later that day and throughout the next. I plan to join my wife in St. Louis on the Saturday.

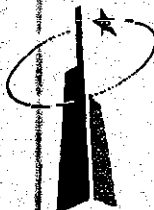
My main interest is in Violence, both in the present state of research and in the evolution of the political debate. I have not yet made any appointments, although, when I met David Webster in Jerusalem last week, he offered to put me in touch with Paul Simon and with one or two people in the Administration who were involved in the Violence issue. I hope to hear from him before the end of the week, when I will let you know how far he might have advanced. I am not sure how closely the FCC is involved in violence, although I read last week that they are now more active than before over the issue of Obscenity. The only name I have at NAB is that of Richard Dusey, which was given to me by Jay Blumler.

Jay has also given me the names of Christine Hikawa (ABC), Matthew Margo (CBS) and Alan Gerson (NBC) in New York, as possible contacts for the networks' perspectives on violence and the wider issues of standards which concern the Broadcasting Standards Council. It would obviously be very valuable to meet Richard Heffner and I would like to suggest that I ask you to go ahead with that appointment at any time between, say, noon on Thursday, 17th March, and the end-of-work on the 18th. If you could then fix appointments for me at the networks, whether with Jay's suggested people or others in the same fields, and with someone from the MPPA (if they are in New York) that would be enormously kind of you.

I will be in touch very shortly after the way the Washington sector of the visit is shaping up and hope that I may trespass on your kindness once again.

*Yours,
Colin*

DIRECTOR: COLIN SHAW, C.B.E.

**BROADCASTING STANDARDS COUNCIL**

5-6 THE SANCTUARY LONDON SW1P 3JS
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FAX NO 0101 215 898 2024

George Gerbner
Professor of Communication and
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The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

14 January 1994

Dear George,

Following my fax of 11 January, I have been in touch with David Webster who is sure that your contacts with Paul Simon and his staff are closer than his, so I would be grateful if you could arrange a meeting for me on either the 14th or 15th of March. I will not put any other Washington calls into my diary before I have heard from you. Once I know that we are going ahead, I will forward to the staff some of the Council's recent publications, including the new Code of Practice which we shall publish in mid-February.

It would be helpful to know how long you would like me to talk for when I come to Philadelphia, if the date is convenient for you.

I really am extremely grateful for all the trouble you are taking on my behalf.

*Yours,
Colin*

DIRECTOR: COLIN SHAW, C.B.E.

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 3, 1994

Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS
Fax: 44 71 233 0379

Dear Colin:

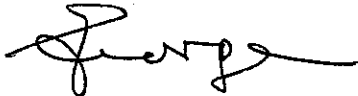
As you know, you have an appointment with Richard Heffner in New York for lunch at 12:30 p.m. on March 18. You now also have an appointment with Sen. Paul Simon in Washington D.C. on Tuesday, March 15 at 4:30 p.m. in his office at the Dirksen Senate Office Building, Rm. 4621. It may be well to confirm this directly by sending a fax message to him at 202 224 0868.

Between the two, we would be delighted to have you give a brown-bag luncheon talk at the Annenberg School on Wednesday, March 16 from 12 to 2 p.m. I don't know if you have any other business in Philadelphia; you are welcome to come and go the same day or to stay here overnight as our guest. Please let me know what is convenient for you and what you suggest as the title of your talk.

Here are all my phone and fax numbers:

Office tel. 215 898 7041
Direct line 215 898 6776 Home tel. 610 642 7479
Office fax 215 898 2024 Home fax 610 642 3061
Internet: FGG@ASC.UPENN.EDU

I look forward to hearing from you and to welcoming you here again soon.

Yours —


**BROADCASTING STANDARDS COUNCIL**

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University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

4 February 1994

Dear George,

Thank you for your fax of 3 February and particularly so for arranging the meeting with Paul Simon. I will fax him later today to confirm the appointment on Tuesday, 15 March.

I plan to travel up by an early train from Washington to Philadelphia on the following morning and look forward to coming to the School at 12 noon. I suggest a title on the lines of British Broadcasting: Outlook Uncertain if that commends itself to you.

Thank you for your kind offer of accommodation, but I have already arranged to spend that night at the Four Seasons. I wanted to spend the rest of the afternoon in the city and hope to meet friends in the evening.

I must repeat how grateful I am to you for all your help.

I look forward to seeing you next month.

*Yours,
Colin*

DIRECTOR: COLIN SHAW, C.B.E.

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 7, 1994

Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS
Fax: 44 71 233 0397

Dear Colin:

I have your fax of 4 February; your title is fine.

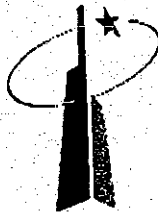
I look forward to seeing you here before noon on Wednesday March 16. Will be glad to meet you at the 30th Street station if you let me know when your train is arriving.

Thank you for agreeing to give a talk to interested students and faculty. I also hope that we'll have a chance for a brief visit after the colloquium.

Sincerely —

George

*P.S. Please send me
a brief bio so I can
introduce you properly.*

**BROADCASTING STANDARDS COUNCIL**

6-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 071 233 0644 FAX: 071 233 0397

FROM THE DIRECTOR
DIRECT LINE: 071 233 0407

FAX NO 0101 215 898 2024

George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

8 February 1994

Dear George,

Thank you for your fax of 7 February. I am attaching a short biography.

I am not sure about the time of my arrival in Philadelphia, but, in any case, I planned to take my suitcase to the hotel before making my way to the School. I am happy to reach you under my own steam rather than troubling you to meet me.

*Yours,
Colin*

DIRECTOR: COLIN SHAW, C.B.E.

TOTAL P.01

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 21, 1994

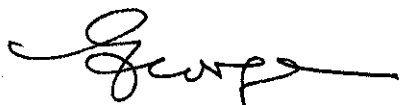
Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS
Fax: 44 71 233 0397

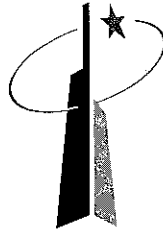
Dear Colin:

Many thanks for your fax of February 7. However, the promised short biography was NOT attached, Please send to my office fax, 215 898 2024.

Look forward to seeing you here before noon on Wednesday, March 16. Meanwhile, please feel free to contact me if I can be of any assistance.

Sincerely yours,





BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 071 233 0544 FAX: 071 233 0397

FROM THE DIRECTOR
DIRECT LINE: 071 233 0407

George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

5 April 1994

Dear George,

I have just returned to the office after arriving back in England last Thursday and devoting the weekend to assembling my thoughts for a report to the Council. I wanted, therefore, to write and thank you so very much for your welcome in Philadelphia, as well as for the material you gave me. I enjoyed the experience of being back at the school, however briefly, and I am glad that the lecture apparently went down satisfactorily.

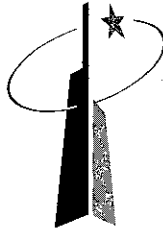
My wife and I reached St Louis within minutes of each other on the 19th and, after that, enjoyed a very good visit to New Mexico, despite some heavy snow, and two sunny days in Florida, our visit to both States.

I returned to the country last week to find much comment on a report about the effects of violent videos on young children, with a number of distinguished child-psychiatrists acknowledging that links exist between the videos and some of the children watching them. The report comes after a literature-search and the use of some anecdotal evidence, so it is not much more substantial than its predecessors in one form or another. However, it has touched a raw nerve and there is pressure for the introduction of a new category for videos, 'Not for Home Viewing'. The Government seemed initially to suggest that the existing classification system was sufficient if parents abided by it, but they may waver if the pressure mounts. How one would police such a category is unclear. In the meantime, the British Board of Film Classification is about to unveil a piece of research into the viewing habits of young offenders and non-offenders. Its contents, and its political reception, could affect the fate of the proposed new category.

I look forward to seeing you in Paris in mid-June.

*Yours,
Colin*

DIRECTOR: COLIN SHAW, C.B.E.



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 071 233 0544 FAX: 071 233 0397

FROM THE DIRECTOR
DIRECT LINE: 071 233 0407

George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220
U.S.A.

18 April 1994

Dear George,

I wanted to acknowledge the safe arrival at home of the generous honorarium you sent me for my lecture last month. I am grateful for it.

After leaving New York, where I had an excellent conversation with Dick Heffner, I joined my wife in St Louis and we went on to New Mexico, which was new ground for both of us. Although we failed to escape the snowfalls in Santa Fe, we thoroughly enjoyed ourselves and ended up with two days in Florida staying with friends. Altogether a most welcome break.

I look forward to seeing you in Paris in June.

*Yours,
John*



BROADCASTING STANDARDS COUNCIL

6-8 THE SANCTUARY LONDON SW1P 3JS

TELEPHONE: 0171 233 0344 FAX: 0171 233 0397

FROM THE DIRECTOR

COLIN SHAW, C.B.E.

DIRECT LINE: 0171 233 0407

22 September 1995

To: **George Gerbner**
University City Science Center - One East
Fax No. 00 1 215 387 5202

From: **Colin Shaw**

Dear George,

Our newspapers are carrying reports of a Violence study just published in California which refers to an apparent decline in screen violence. I suspect that this is the first fruit of the study being undertaken by, among others, Ed Donnerstein as a result of the Paul Simon initiative last year. Ed, however, seems a rather slow respondent and I wondered, therefore, if you knew anything of it which might be helpful to us?

We are now putting together our 1995 Annual Research Survey, majoring on scheduling and its conventions, but also carrying the usual trend data pages. It looks as though, for reasons we are not certain about, there has been a falling-off in public concern about violence in programmes, but a rise in concern about bad language, that long-running British preoccupation. The figures still need confirmation and a proper consideration of possible causes. For the first time, we've broken down responses by programme-genre and it's probable that real-life violence of a News or serious-documentary kind causes significantly less concern - on a basis of need-to-know - than violence in entertainment or factual violence tricked out with entertainment devices. If so, this would be valuable confirmation of the work at Leeds University which we published a year or two ago on 'Violence in Factual programmes' and of which, I think, I sent you a copy at the time it appeared.

Colin

George Gerbner

University City
Science Center- One East

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

September 25, 1995

Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS
Fax: 44 71 233 0397

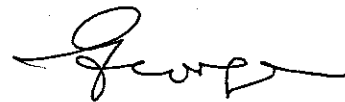
Dear Colin:

The UCLA violence study was the one commissioned by the major television networks. It is complex, mostly "qualitative" (i.e. essentially subjective judgments, which makes comparisons and any implications of trends highly speculative.) See my description in my letter to you dated June 20, 1995. It fits.

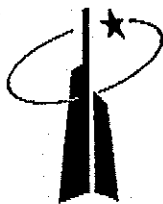
The commissioning of this and the separate cable study (not yet reported) has had the desired effect. Sen. Simon declared "victory" and retired from the television violence scene, none of the bills passed (or even got to hearings), and the "videochip" distraction is the only initiative left. Our own data show that there was a decline in network violence last year, but the "reality shows" made up for it. Our new Violence Index should come out next spring.

Here news violence (which has doubled in the last two years, while real-life violence remained steady and in certain areas even declined) is getting more attention. In view of the trend I noted, the "need-to-know" rationalization has worn thin.

For your information, I am sending (in the next 7 pages) the UCLA study news release. See last page for ordering directions, if you are interested in the full report (181 pages).



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



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 0171 233 5644 FAX: 0171 233 0397
FROM THE DIRECTOR
COLIN SHAW, C.B.E.
DIRECT LINE: 0171 233 0407

26 September 1995

To: George Gerbner
University City
Science Centre - One East
Fax No. 00 1 215 387 5202

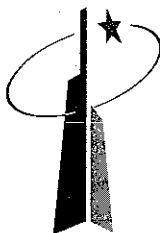
From: Colin Shaw

Many thanks for your rapid response to my request for information about the UCLA study. I was able to give the Press Release to my Chairman as she was about to leave for a Swedish Conference on TV Violence and Children, at which she is to make a short presentation tomorrow.

What you say about the reaction to the Report from Senator Simon was all-too-predictable. Very depressing.

With fresh thanks,

Colin



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 071 233 0544 FAX: 071 233 0397

**FROM THE DIRECTOR
COLIN SHAW, C.B.E.
DIRECT LINE: 071 233 0407**

Professor George Gerbner
Professor of Communication and
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia
PA 19104-6220
U.S.A.

18 May 1995

Dear George,

It is, at least temporarily, safe to say that screen violence is off the British political agenda at present and seems likely to remain so, in the absence of a major crime, until the end of the summer when the Party conferences may perhaps create a fresh stirring of interest. My Chairman, who continues to be impressed by our own finding in each of the past three years that two-thirds of the public here are concerned most about violence in comparison with the portrayal of sexual conduct or matters of taste and decency. She has asked to be kept in touch with the progress of the monitoring studies initiated last year in the States for, as I understand it, both off-air and cable television. Is there anything that you might be able to tell me about either study from your perspective? I certainly recall from the time I spent in the States a year ago that I encountered a good deal of pessimism about the efficacy of the studies in achieving reforms however adversely they might report. Does that remain a dominant view?

If you could spare a little time to give me a brief line or two, it would be greatly appreciated.

Contd. ...

2.

18 May 1995

Professor George Gerbner

I have taken a final decision to relinquish my role here at the end of March, 1996, and hope that I may then attempt to write one of two books - convinced that aspiring to write two might be taken as an expression of hubris sufficient to draw down the wrath of the gods. One, by far the easier in my view, would be about morality and media regulation. The other would try to show how, in the years since, say, 1979, the balance of power in Britain has shifted between the Government, Parliament, and the Press, believing that Parliament now runs a poor third to the other two, but that the disparate nature of the Press and the impartiality requirements still laid on broadcasters makes them inadequate substitutes for Parliament as protectors of democratic values against overweening Governments.

*Yours,
John*

June 20, 1995

Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS

Dear Colin:

As you see, I have a new address. I set up an independent research office near campus, working on continuing research grants and building CEM.

I know the people conducting both broadcast and cable violence monitoring studies. With all the scrutiny focused on the (perhaps even without it) they should do a good technical job. The chief effect of the monitoring plan is to placate legislators posturing with up to nine bills (none of which has any real chance of passing) and to gain time while the parties decide what policy change (if any) is needed from an overall global marketing point of view. The indications are that there will be more comedies next season, but "reality" shows may again make up for the difference in dramatic violence. We will make our own violence report in the fall, and will continue to monitor the official monitors.

Their research designs themselves are so complex (with all kind of "qualitative" judgments and idiosyncratic samples, such as video games included), that everybody will be able to pick something from the reports and declare victory or point to something even "worse." Effect on reform will be null; in fact, despite the "culture wars" heating up for the election season, reform is proceeding in the wrong direction: concentration, commercialization, conglomeratization, globalization.

That is why I believe that a broad grass-roots coalition such as CEM is needed to offer and press for a "liberating alternative." I invite your comments on the enclosed materials. Perhaps when you change your role in 1996, you can also contemplate joining us in the Movement. Even before that, would you consider giving a talk at our Founding Convention March 15-16, 1996? Please let me know.

Sincerely yours,

George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators Project

BROADCASTING STATION

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 0171 233 0544 FAX: 0171 233 0397

**FROM THE DIRECTOR
COLIN SHAW, C.B.E.
DIRECT LINE: 0171 233 0407**

Dr. George Gerbner
University City
Science Center - One East
3624 Market Street
Philadelphia
PA 19104
U.S.A.

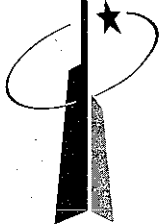
*tel 011 44 71 233 0544
fax 233 0397
Direct line 233 0407*

17 July 1995

Dear George,

The Council's Annual Report for 1994/95 has just been published.
I thought you would be interested in having a copy.

*Yours,
Colin*
—



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS

TELEPHONE: 0171 233 0544 FAX: 0171 233 0397

FROM THE DIRECTOR

COLIN SHAW, C.B.E.

DIRECT LINE: 0171 233 0407

Professor George Gerbner
Director
Cultural Indicators Project
University City Science Center
3624 Market Street
One East
Philadelphia
PA 19104
U.S.A.

3 January 1996

Dear George,

I began this letter yesterday, but was unable to complete it before I had to go home. It opened with a query about the March conference, but this morning's mail has brought me the answer, with your manuscript addition. I very much hope to be able to attend, but I shall have to defer a firm answer until next week when the paralysis induced by Christmas should have worn off and the machine is running properly once more. Incidentally, my Chairman made a speech on the subject of citizens' rights in broadcasting at Strasbourg last November and I am enclosing a copy which you might be interested to read. The text was written collaboratively between herself and me.

I had two other points in writing to you at this juncture. The first springs from the fact that I have just begun my final three months with the Council and will leave at Easter, after which I want to have a late Spring and Summer at home. Thereafter, I am looking for somewhere in the States from which to research a book exploring the regulation of taste and decency issues in our two countries. At its root, I want to look at the basis for an 'official morality' in a secular society. I have had encouraging responses from a publisher with interests on both sides of the

Contd. ...

2.

3 January 1996

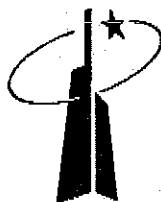
Professor George Gerbner

Atlantic. I thought I should first tackle the American side, where I have the most to learn, before doing the bulk of the British research later in 1997. I calculated that I would need up to six months to collect what I needed in the States. If you had any suggestions to make about a possible base, I'd be very grateful. I am in touch with both the Freedom Forum at Columbia and the Joan Shorenstein Centre at Harvard, but they are both rather obviously something of a lottery.

Secondly, I wanted to send you a copy of the Council's 1995 Annual Research Review, which dealt with scheduling - very much an expression of British viewpoints on the art as far as its contributing essayists are concerned, but with some interesting material on audience attitudes.

With best wishes for 1996,

*Yours,
John*



BROADCASTING STANDARDS COUNCIL

5-6 THE SANCTUARY LONDON SW1P 5JS
TELEPHONE: 0171 233 0544 FAX: 0171 233 0397

FROM THE DIRECTOR

COLIN SHAW, C.B.E.

DIRECT LINE: 0171 233 0407

Copied for

16 January 1996

To: George Gerbner
University City Science Center - One East
Fax No. 00 1 215 387 5202

From: Colin Shaw

I am writing to say that I shall be able to join the CEM Founding Convention in St. Louis next March. It is good of you to waive the registration fee and I am, therefore, faxing you the first side of the registration form minus any payment.

I have been in touch with Brentwood Travel and asked them to reserve accommodation for me for the three nights I need. I expect to fly out from England on the Thursday and will have to return on the Sunday in order to be back in the office on the Monday morning.

Colin

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George Gerbner

**University City
Science Center- One East**

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

January 22, 1996

Colin Shaw
Director, Broadcasting Standards Council
5-8 The Sanctuary
London SW1P 3JS
Fax: 44 171 233 0379

Dear Colin:

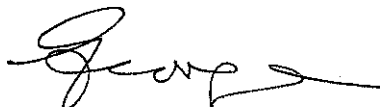
Thank you for your letters of January 3 and 16, and the speech by Lady Howe which I found interesting and useful.

I am delighted that you can join us in St. Louis. I am asking Keith Spicer of the CRTC to attend as well. If he can come (and I should know in a few days) I propose a 1-hour International Broadcast Standards Summit as a feature of the Founding Convention. I would also invite Farrell Corcoran (who is a friend), and some other counterparts on the Continent and elsewhere. I know Karol Jakubowitz, George Wedell, Albert Scharff, and can locate perhaps one or two other to invite, but it would be a great help if you could give me an introduction to those you think might be the most receptive (as well as interesting). If we have a good international representation, I might be able to get Reed Hunt as well. Let me know what you think of the idea, and let me have your suggestions.

I need your exact itinerary (and any possible flexibility in it) to plan the Summit, if it turns out to be feasible, and to have a volunteer from Webster meet you upon arrival at the airport.

As to your possible base in the U.S., let me know what you hear from Harvard and the Freedom Forum, either of which would certainly offer the best facilities and support. I no longer have the Penn institutional base myself, but might be able to make some suggestions if you let me know what your needs are.

I look forward to hearing from you.



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

SHAW



BROADCASTING STANDARDS COUNCIL

5-5 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 0171 233 0544 FAX: 0171 233 0397
FROM THE DIRECTOR
COLIN SHAW, C.B.E.
DIRECT LINE: 0171 233 0407

TO : George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Fax No. 001-610-642-3061

FROM : Colin Shaw

DATE : 29 January 1996

I am sorry not to have been able to reply to your two faxes before now. I can, however, confirm that I shall reach St. Louis on the evening of 14th March at 20:45, aboard USAir 659 from Charlotte. I am due to leave at 13:14. On Sunday, 17 March, aboard BA7382. I am afraid that there is no possibility of staying longer since I have to be back in London for meetings at 09:30 am on Monday morning.

I am glad that Keith Spicer is coming - I expect to see him in London next week when he is due to call on my Chairman.

In recommending two other possible invitees, I have no knowledge of their ability to fund their travelling. Jeremy Mitchell, former Director of the National Consumer Council and co-author with Jay Blumler of a book on Consumerism in Broadcasting, lives at 19 Eglinton Crescent, Edinburgh EH12 5BY. David Hatch, until recently MD of BBC Radio, is now Chairman of the Consumers' Association, whose address is 2 Marylebone Road, London NW1 4BF.

If you think it helpful, do mention my name.

Yours sincerely

COLIN SHAW

C:\NET\GERB29.1

Show

SAW

Fax: 44 71 233 0379

6

George Gerbner

**University City
Science Center- One East**

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

January 29, 1996

Colin Shaw
Director, Broadcasting Standards Council
Fax: 44/71 233 0379

Dear Colin:

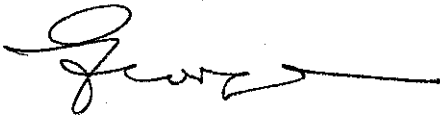
Attached is a copy of a letter I just faxed to Herve Bourges -- to keep you posted on developments.

I have not yet received your response about who else you think I should invite. Please let me know if you have any suggestions.

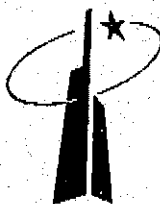
I also need your exact itinerary so that you can be met at the airport.

I look forward to hearing from you.

Sincerely yours,



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



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS
TELEPHONE: 0171 233 0344 FAX: 0171 233 0307

FROM THE DIRECTOR
COLIN SHAW, C.B.E.
DIRECT LINE: 0171 233 0407

31 January 1996

To: George Gerbner
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Fax No. 00 1 215 387 5202

From: Colin Shaw

I am afraid that I misled you in my previous fax by saying that David Hatch was now Chairman of the Consumers' Association. He has, in fact, become Chairman of the National Consumer Council, a Government-sponsored body. I still think he might be interested and his address now is: National Consumer Council
20 Grosvenor Gardens
LONDON
SW1W 0DH

Colin

COLIN SHAW

5/9/96 - 5/12/96

**De Witt Wallace Center for
Communications & Journalism,
Duke University, Box 90241,
Durham NC. 27708-0241
United States of America**

Tel: (919) 613. 7378

Fax:

e-mail: shaw9@pps.duke.edu

**Home
Lesters,
Little Ickford,
Aylesbury,
Bucks. HP18 9HS
United Kingdom.**

01844. 339. 225

01844. 338. 351

From: Colin Shaw C.B.E., M.A.

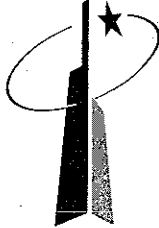
4.9.96

With the help of the Markle Foundation, I leave tomorrow for 3 months at Duke (address enclosed). I'm researching for a book on the moral basis of content regulation in U.S. & UK broadcasting.

I hope to spend a night in Philadelphia on the way home in early December & that we might meet during my 24 hrs. there.

Best wishes,
Colin

Sent ^{from}
9/13/96



BROADCASTING STANDARDS COUNCIL

5-8 THE SANCTUARY LONDON SW1P 3JS

TELEPHONE: 0171 233 0544 FAX: 0171 233 0397

FROM THE DIRECTOR

COLIN SHAW, C.B.E.

DIRECT LINE: 0171 233 0407

George Gerbner
Cultural Environment Movement
PO Box 31847
Philadelphia
PA 19104
U.S.A.

3 April 1996

Dear George,

Thank you for your letter which reached me on 1 April. I had intended to write to you on my return from St. Louis, but I was launched immediately into the business of clearing my desk in my final ten days with the Council.

I am glad that things went so well for the Movement. I am only sorry that my flight-arrangements made it impossible for me to attend the final day's work. However, I had seen enough, and you have now told me of more, to convince me of the Movement's progress. I had a useful session at one of the workshops on Complaints and, included among my final tasks, is the despatch of leaflets to my colleagues round that table.

I am planning to spend April at home, reading and making a contacts list before beginning some visits within the UK to prepare for the book - which I suspect I told you has now been accepted by the OUP as a proposal. I am awaiting news of my application to the Freedom Forum, but I hope, in any case, to be in the States in the Fall to undertake some further research.

You may like to be reminded of my home address, which is:

Lesters, Little Ickford, Aylesbury, Buckinghamshire, HP18 9HS

With best wishes,

Colin

From: Colin Shaw C.B.E., M.A.

Lesters, Little Sckford, Aylesbury, Bucks, HP18 9HS

13.12.96

Thank you very much for your hospitality in Philadelphia a week ago and for the conversation.

I arrived home to find the Govt. taking a fresh initiative on TV violence, but palpably a politically-motivated one & very ineptly handled, with most reaction merely cynical.

Yours,
Colin



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

Faxed 5/5/98

May 2, 1998

Colin Shaw
Via fax 44 338 351

Dear Colin,

The organization to contact is the American Association of Retired Persons (AARP), 601 E Street, NW, Washington DC 20049. (202 434 2277).

You may be interested to know that the next CEM convention will be at the University of Ohio, Athens, O., March 25-28, 1999.

With best regards --

P.S. Please note my new career (and title) above. But the best way to reach me is my home phones and address:

Tel only 610 642 7479
Tel/fax 610 642 3061
234 Golf View Rd.
Ardmore, PA 19003

E-mail: ggerbner@nimbus.temple.edu

*PS- Believe it or not, other many
friends, I found out that the
correct number to send this
to your one: 011 441 280 338 351 !*

LESTERS, LITTLE ICKFORD, AYLESBURY,
BUCKINGHAMSHIRE. HP18 9HS

TEL: 01844 339225

FAX: 01844 338351

8th May 1998

Dear George,

Thank you very much for your fax. I have passed the information on to the Dutch. I am sorry that you had so much trouble in raising my fax - it usually doesn't cause such difficulties on transatlantic calls.

Your new title sounds full of interest and it's good to see you taking on a new challenge. I hope very much that I may be able to get to the Ohio meeting of the CEM next year. We're planning to go to Central Africa about that time, however, before the rains come, but I shall try to manage both if humanly possible. We had a very good holiday in Costa Rica a few weeks ago and, quite apart from considerations of wet seasons, like to get out of the country around the end of winter.

I am in the final stages of copy-editing and therefore hope to see my book appear in the autumn. I'm in dispute with the OUP about a title and I have to go and argue for my own choice at a meeting in Oxford later this morning. Having spent too many years in rushing from one thing to another, I've taken particular pleasure from the single-minded experience of researching and writing the book over the last two years. I hope that I can find a fresh topic to keep me going for the next two or three, but I don't think I can spend another sustained period of absence from home, so the theme may have to be more domestic.

Yours,
John

Lesters,
Little Ickford,
Aylesbury,
Buckinghamshire,
HP18 9HS
Tel: 01844.339.225
Fax: 01844.338.351

11th February 1999

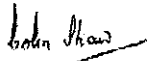
Ms. Sandra K. Tilford,
Membership Co-ordinator,
CEM,
P.O. Box 31847,
Philadelphia,
PA 19104.

By fax to: 001.215.204.5823

Dear Ms Tilford,

Thank you for your letter of 3rd February, 1999, which contained my invitation to the Athens Convention and registration form. The letter reached me only this morning. Unfortunately, as I had foreshadowed in my letter to Ms. Tredennick of 22nd January, the dates of the Convention fall within the week when I am now expecting the OUP to publish my book. As I anticipate some radio and television interest at the time of publication, I feel that it would be unwise of me to be out of the country. I am very sorry to have to miss the Convention, but I hope my dues contribution will ensure that eventually I shall receive an account of it. I hope you and your colleagues enjoy every success at Athens. Please give my best wishes to Dr. Gerbner and say I am particularly grieved at not being able to see him on this occasion.

Yours sincerely,



(Colin Shaw)