

August 26, 1993

The Annenberg School for Communications  
University of Pennsylvania  
George Gerbner  
3620 Walnut St.  
Philadelphia, PA 19104

Dear Mr. Gerbner,

Thank you for taking the time to look at our work and help promote it. I can tell you right now GW Associates intends to be around for quite a while. It is a slow building process to create a media consulting business for progressive organizations.

I recently landed my first two national contracts. I will be conducting a two day workshop in Cincinnati, training 30 individuals who focus on Middle East issues and will give a two hour presentation to the Council for the National Interest in Washington, DC.

I've enclosed some material on my latest project. Living Media is a 60 minute cassette training tape geared for people who travel to Third World countries who want to share their experience when they return to the states.

My experiences in Central America 12 years ago led me to the conclusion that we weren't receiving an accurate picture of the Third World. We are marketing the tape to organizations who run any type of Third World travel program.

Once again, thanks.

Sincerely yours,

*Pete Wirth*  
Peter Wirth

PS. Please note the new company name.



Living Media. Produced by Peter Wirth and Chris Boldt, June, 1993. 60 minute cassette tape. Distributor: G/W Associates, 702 S. Beech, Syracuse, NY 13210 (315)476-3396. \$9.99 plus \$1.50 postage & handling. Call for volume discounts.

Living Media is a training program for people who travel to the Third World for nonvacation purposes. Whether it be a fact finding, educational, environmental, development, sister city, human rights delegation or an attempt to shape foreign policy, Living Media will give you the skills necessary to work with the media in your home community.

In one hour you will learn:

- \* Why it is important to use the media in your home community.
- \* How to conduct a profile on yourself to identify story possibilities.
- \* How to identify outlets for your story by conducting a media survey.
- \* How to write a press release.
- \* How to pitch a story to editors and reporters.
- \* About the importance of attitude.
- \* Interview techniques and follow up procedures.

You will hear people who traveled to other countries explain how they worked with the press and what success they had in getting their story out.

Media professionals will share with you what makes a story interesting to readers and viewers, the value of providing editors with background and support material, as well as interview tips.

The training is based on thirteen years experience in organizing delegations to Third World countries and conducting press work on a variety of issues including organized labor, occupational safety and health concerns, foreign policy issues, and humanitarian projects affecting the Third World.

Volume discounts:

1	-	15	\$9.99	plus shipping and handling		
16	-	25	\$9.00	"	"	"
26	-	50	\$8.00	"	"	"
51	-	75	\$7.50	"	"	"
76	-	100	\$7.00	"	"	"
101	-	125	\$6.50	"	"	"
151	-		\$6.00	"	"	"

# Center for Cuban Studies


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The Center for Cuban Studies organizes many professional research trips to Cuba each year, and a main purpose of those trips is to educate not only the traveler but all those he or she comes in contact with on return. We want to help change U.S. policy toward Cuba and to that end, we encourage trip participants to contact the media about their trip so they'll have a chance to talk about the Cuba they saw. But few people seem to know how to do this.

Now, at last, there's a small package that we can give each one of our trippers, and we can be assured that we've done our duty toward accomplishing that important purpose of the trips. On one 60 minute audio cassette Living Media trains the listener to work with the media -- to pitch a story, write a press release, identify the best media outlets, and much more. And it's all done in a personal, almost intimate conversational way, interspersed with reports about their press contacts from people who have traveled to third world countries and their success in getting out their message.

The Cuba issue is a particularly tough one to deal with even within the general difficulty of getting the media interested in the third world. In the case of Cuba indifference is not the major hurdle; it is outright hostility. The Living Media cassette training program helps enormously. By covering so many aspects of how one gets the media involved, by explaining, for example, how important attitude is, and how to deal with interview questions, one turns off the tape recorder feeling confident about being able to deal with the media. And that's the first major hurdle.

I strongly recommend the Living Media tape for everyone who thinks his or her message about the third world should be paid attention to. It's a small price to pay to help make a better world.



Sandra Levinson  
Executive Director  
Center for Cuban Studies


August 11, 1993

Peter Wirth  
GW Associates  
702 South Beech  
Syracuse, NY 13210

Dear Pete,

Enclosed is a payment of twenty dollars for the two audio cassettes. I congratulate GW Associates on the quality of the educational materials it has developed. The information is clear, concise, and very useful. The format is wonderful. I especially like the usage of former delegates and the practical, chronological approach towards training people to gain media coverage. This empowers individuals to bring positive images of developing countries to industrialized countries. I intend to encourage other organizations in our Haiti network to listen and learn from your Living Media materials.

Sincerely,

  
Claudette Werleigh  
Executive Director



FEDERATION OF RETURNED OVERSEAS MISSIONERS

August 11, 1993

Mr. Peter Wirth  
GW Associates  
702 South Beech  
Syracuse, NY 13210

Dear Mr. Wirth,

Driving to Toronto in July provided the opportunity to listen to the Living Media training program.

I believe the tape responds to a need I hear expressed repeatedly in our workshops for returning missionaries, i.e. how can I share my experience; how can I share what I have learned? The perceived lack of interest on the part of others and the inability to find channels through which to share their story is keenly felt upon the return from overseas.

The tape is a good resource encouraging them to move beyond the usual church groups and to begin using the media, providing practical information and dealing with concrete concerns.

I took the liberty of xeroxing the flyer you sent and made it available to the participants in the workshops I facilitated this past month. While as an organization we do not purchase for distribution resources such as your program, I certainly am willing to advertize in our newsletter the availability of such a fine resource. The September newsletter has no available space, but I will put it in the next issue in January.

Sincerely,

Pat McCluskey, IHM  
F.R.O.M. Coordinator

General Board of  
**Global Ministries**



**THE UNITED METHODIST CHURCH**

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June 25, 1993

G.W. Associates  
Peter Wirth  
702 S. Beech  
Syracuse, Ny 13210

Dear Mr. Wirth,

I wish to express my great appreciation and thanks to G.W. Associates for producing such an excellent training program. The Living Media tape will certainly meet a strategic need for groups traveling to abroad. Your training program is a valuable tool in maximizing the potential audiences groups can reach out to when they return and wish to share their stories and experiences.

There are many concerned persons who get together and form a group to travel abroad and learn about the realities facing other peoples, cultures, and societies. They invest a good part of their time, energy and resources, and often have very powerful experiences, sometimes even life changing ones. Yet when many return, they feel great frustration in how to reach out and share their stories, to share what they have learned about the world and themselves. Your tape is a great asset, with its very practical suggestions in how to work together with local media.

From my experience of working in Central America for almost a decade, I am convinced that your training program is a godsend, not only to the groups who go abroad, but also for the people abroad who receive them as guests. The community that receives the group is also investing a great deal of their time and energies. People often open up their homes and their hearts, sharing their lives, their struggles, their pain and their hopes or dreams. The people also have an expectation that the group do something with their experience and share what they have seen and heard with those who could not come.

When a group returns from a trip, they have a responsibility of doing something to follow up on their experiences. And I sure that Living Media can be most helpful in getting that started.

Sincerely,

A handwritten signature in cursive script that reads "Donald Reasoner".

Donald Reasoner  
Executive Area Secretary  
Latin America and Caribbean

6/15/93

Dear Mr. Gerbner,

I'm writing to make sure that you received the material I sent you on Lines in the sand and to see if you had a chance to look at it yet.

Sincerely yours,

*Peter Wirth*

Peter Wirth  
(315)476-3396