

WINFREY

September 19, 1995

Oprah Winfrey
Attn. Deborah Hermelee
110 N. Carpenter Street
Chicago, IL 60607

Dear Ms. Winfrey:

You may have heard about our project from Emerson Coleman of WBAL (Baltimore) or Sumi Haru, President of the Screen Actors Guild.

Enclosed is more information about the Cultural Environment Movement and its Founding Convention in St. Louis March 15-17, 1995. As you know so well, the "culture war" is heating up and is taking us in a repressive direction. The Cultural Environment Movement, a coalition of many groups, offers a liberating alternative. We oppose censorship and advocate more freedom for the creative people to help turn this repressive drift around, and to create a cultural environment for our children that is more diverse, fair, free, and less damaging. You are the key person to help make this happen.

The purpose of this letter is not to ask for any commitment or money but for your opinion. I would go to Chicago (or anywhere else) at your convenience for a brief visit to discuss with you our plans and prospects, and to solicit your advice about your possible role in the Founding Convention.

I will call your office in a few days and hope that we can meet in the near future.

Sincerely yours,

George Gerbner, Professor and Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Founder and Chair, the Cultural Environment Movement

cc: Cheryl Coffey-Curry

P.S.: I am also attaching for your information a letter I received from Stedman Graham after a conference at Fiske University.

WINFREY

HARPO, INC.

110 North Carpenter Street
Chicago, Illinois 60607
312.633.1000 Fax 312.633.1111



Carol Sumi

Oprah Winfrey
Chairman of the Board

October 19, 1995

Sumi Haru
Acting President
Screen Actors Guild
5757 Wilshire Boulevard
Los Angeles, CA 90036-3600

Dear Sumi,

Thank you for inviting me to be the keynote speaker at the Cultural Environment Movement's Founding Convention on March 15-17, 1996.

Unfortunately, at this point I'm booked through June, 1996. As you are aware, doing 200 hours of television a year does not give me a lot of time for outside speaking. Also, because of the priority of live television and the need for me to travel, I'm very reluctant to accept speaking engagements that may have to be cancelled because of the need to go on a remote location for my program.

Thank you for understanding and know that I appreciate you thinking of me.

Wishing you the Best,

Oprah Winfrey

/amc

cc: Prof. George Gerbner

From: fgg at post1 3/25/97 9:06PM (1003 bytes: 23 ln)
To: kamaliyr@calumet.purdue.edu at SMTP-po
Subject: Re: Several Questions

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

Yahya - here is Oprah Winfrey's address. Actually, it was Sumi Haru, then acting president of the Screen Actors' Guild, who wrote her on our behalf (Sept. 19, 1995) and invited her to give a keynote address at the Founding Convention. She replied to Sumi (with copy to me) pleading schedule conflict.

I suggest that you draft the letter of invitation for yourself and the chancellor (and me, if you wish), or just ask for a brief visit - might be more effective. Perhaps we can try to see her together around July 30, when we will both be at AEJMC. Here's the address I have:

Oprah Winfrey
Attn. Deborah Hermelee
110 N. Carpenter Street
Chicago, IL 60607

Let me know what you think.

Window: 1 - 24 Lines: 27 Edit: ↑ ↓ → Help: F1 End: ENTER

George Gerbner

**University City
Science Center- One East**

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

April 3, 1997

Oprah Winfrey
Chairmen of the Board
Harpo, Inc.
110 North Carpenter Street
Chicago, Ill. 60607

Dear Ms. Winfrey:

I think the attached materials are self-explanatory. The "Diversity Index" is a product of our long-standing Cultural Indicators research project, currently supported by the Robert Wood Johnson Foundation. It is a dramatic demonstration of the extent to which the cast of characters in television drama and top-grossing motion pictures falls short of adequately representing the true diversity of the American scene.

We have just developed the Diversity Index. It has not been released or presented in any media.

My purpose in writing to you is to suggest that presenting it on your program and releasing the study at the same time might be the best way to make it public.

I will be glad to visit with you and discuss the details if you are interested.

Please let me know. My home office number or fax or e-mail is the best way to reach my.

I look forward to hearing from you.

Sincerely yours,

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

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