

Louisville Committee for Israeli/Palestinian States

December 9, 1993


To Whom It May Concern:

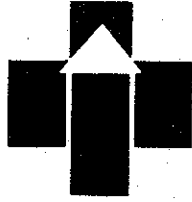
This fall I had the good fortune to hear Peter Wirth present his media workshop twice. On October 2nd at the Council for the National Interest's Conference on the Middle East in Washington, D. C. he presented it as an hour's program without audience participation. I have had some experience in dealing with reporters and talk show hosts and have approached these encounters with apprehension. Peter Wirth's insights about the way in which media people must work against deadlines and deal with late breaking stories and their need for stories and background information that the public brings them made me think that future meetings with the press could be held with a more positive attitude on my part.

I was so impressed with this program that I persuaded five other members of the Louisville Committee for Israeli/Palestinian States to attend his two day workshop "The Media and the Middle East: Making It Work" sponsored by Partners for Peace in Cincinnati on November 6th and 7th. There, the same information was conveyed but the participants were asked to share their opinions of and experiences with media people, a radio commentator offered her perspective and specialists on Middle Eastern issues offered their analyses about current events.

I recommend wholeheartedly Peter Wirth's workshop in either format. His information is valuable and practical. It empowers the listener with real tools to meet the press with realistic expectations and composure.

Sincerely yours,


Beverley Marmion
Secretary



new jerusalem community

745 derby ave.
cincinnati, ohio, 45232
(513) 541-4748

January 18, 1994

MR. PETER WIRTH
G. W. Associates
702 South Beech
Syracuse, NY 13210

Dear Peter:

I recently attended your Media Workshop and what I learned was incredible! I now view the media as an asset in our peace and justice work rather than an adversary. In just two months I have already seen results.

Your lesson on rethinking our attitude about the media was most helpful. My view of the media has changed in two dramatic ways. First, media folks are looking for material to cover and they are busy. I should, therefore, provide news worthy ideas to them and offer it in a clear and simple form so that busy editors can consider use it. Second, media organizations are staffed with reporters who are trained and available to generate reports. I don't have to do the work of writing. I need only to alert them of interesting stories available and why their readers, viewers or listeners would be interested.

You provided a basic review of how to write a news release and how to pitch a story. I was able to immediately apply this to a news event we had planned and it generated very positive coverage, including a spot which ran several times on National Public Radio.

Thank you for a valuable workshop experience. I can recommend your workshop or audio tape highly to anyone who is involved with an issue. You don't have to be the "media person" to bring to your organization a positive perspective on how to work with the media.

Sincerely,

GARY ROBBINS
Peace & Justice Coordinator

Peace Brigades International

Making a Space for Peace

1 September 1995

GW Associates
702 South Beech
Syracuse, NY 13210

Dear Mr. Wirth,

I wanted to thank you again for leading the workshop on "Working with the Mass Media" at our National Gathering last month. It was extremely valuable opportunity for us to learn not only from your long experience, but our own as well.

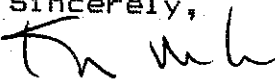
PBI, like many other progressive organizations, has largely given up on the mass media for being "superficial", "driven by image", "sensational", "inaccessible", etc. Your workshop, however, prompted us to re-examine many of these long-standing attitudes towards the media.

Your strategic questioning led us to acknowledge that the mass media is a powerful resource for activists to use and not an adversary to avoid. In fact, we quickly discovered that many of us have successfully worked with the mass media in the past to educate others, recruit new volunteers, and support grassroots fundraising efforts by raising our profile. Yet, we had never shared this information with others and/or approached media work in any systematic way.

It is our hope that this lesson, along with your wealth of tips for working with the media, will make using the media a priority for PBI and its many volunteers around the country.

Thanks again and we look forward to working with you again in the future.

Sincerely,



Ken MacLean
Co-Director PBI/USA



Training Center Workshops
4719 Springfield Avenue, Philadelphia, PA 19143

Tel: 215-729-7458 Fax: 215-729-1910 E-mail: peacelearn@igc.apc.org

George Lakey and Barbara Smith, Directors
A project of the New Society Educational Fund
September 7, 1995

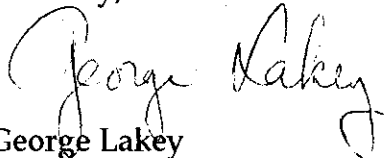
Peter Wirth
GW Associates
702 South Beech
Syracuse, NY 13210

Dear Mr. Wirth,

I was delighted to get the chance to sit in on your media relations workshop at the Peace Brigades International annual conference. As a trainer and long-time grassroots organizer, I was as interested in your process as in your content, and I found both to be excellent. You were quite astute in the way you drew out participants' feelings of distrust and resistance to media work, and through skilful facilitation you allowed them to work through their hesitations and lack of confidence in order to develop a more proactive approach. I also noticed your affirmation of their work, reminding them (through your questions) of their substantial contribution to justice and peace which does indeed deserve public attention.

Finally, I enjoyed your style, which was friendly, low-key and engaging, making substantive points through connecting with the participants' own puzzlements, challenges, and experiences. It seemed to me a brilliant way of relating to grassroots people, maximizing their learning and supporting them to go home with optimism that they can, by doing their homework, get some of the visibility they deserve. Congratulations.

Sincerely,


George Lakey



December 18, 1995

George Gerbner
University Science Center
3624 Market St., One East
Philadelphia, PA 19104

Dear Mr. Gerbner,

I've enclosed a copy of the article I mentioned. I think this would be a good article for people to "chew on."

I've also enclosed a press release for a video I marketed a few years ago. It was a self distributed piece. We sold close to 2,000 copies and hundreds went to school systems around the United States. We also were able to get the video broadcast on public television in New York, Washington DC, San Francisco and a number of smaller media markets.

It is a 12 minute piece. I can bring it if you think people might want to see it. It is a critique of the media coverage of the Gulf War.

My experience with activists is that we love to criticize the media but we are not willing, by and large, to learn the public relations skills necessary to get media coverage on many of our issues. There are so many opportunities we miss.

I started my public relations business about two years ago and my finances are very tight. If I can afford to come I plan to be there.

Thank you for all the work you put into this conference.

Sincerely yours,

Peter Wirth

Another Way to Be Green:
Learning with Golf Course Innovators for the Environment
c/o 27 Elm Street
Albany, NY 12202
(518) 426-9331

March 18, 1996

GW Associates
702 South Beech
Syracuse, NY 13210

Dear Peter,

I wanted to tell you how much more confidence I now have in working with the press since meeting with you for a consultation. Among other things, I have become more aware of the resources that we already have within our group. The challenge of contacting the media cold has become far less daunting; I now realize that I can easily transfer my existing networking skills to media work.

While it will be some time before we achieve major media exposure for the golf course project, our group did have a very productive discussion of opportunities and we were able to list group members' existing personal contacts. Our consultation enabled me to focus the group's energy and begin developing a plan and divvying up tasks. A radio show and an opportunity to submit a newspaper story have been lined up and we also had a group member's colleague contact a key Newsday reporter about doing a story. Meanwhile another group member who writes is looking into freelance opportunities. (We got her a scholarship to the national Golf and Environment conference, where she even made a contact with a golf magazine editor.) We also have assembled press packets.

In my other project (Regional Farm & Food Project) based in the greater Capital District, I have also been boldly making press contacts. I have practiced pitching stories to several reporters and we have thus far had a good-sized story on gleaning, one of the group's activities, in the Gazette. We will be able to use that story to do outreach to a number of churches, synagogues, and service clubs. I am pleasantly surprised that reporters are interested and glad that I am calling them!

I have passed your name and materials on an organization involved with Another Way to Be Green on Long Island. I think it would be strongly advantageous to them to have you do a workshop for their coalition. They tend to be slow to act so I will remind them again. I'd also like that to happen because we could get some Another Way to Be Green members to participate.

Thanks again. I may be in touch soon with some questions.

Sincerely,


Tracy Frisch
Project Coordinator



March 22, 1996

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

Dear Mr. Gerbner,

Thank you for all that you and your staff did to pull together the conference. I'm sure it was a tremendous amount of work.

I thought the convention was great. I attended because of my interest in the issue and my desire to network with people. I made many contacts. Time will tell if it will generate business.

I work on the grassroots level. While I don't disagree with the dangers of increased concentration of ownership of the media or the effects of the market place I also think we (activists) are barely scratching the surface in regard to getting our message before the public. If we are to succeed we need to affect public opinion. Our numbers are too small to do it by ourselves.

I've enclosed some letters who attended my media training workshops and a letter from an individual I recently did some consulting for. Another Way to be Green is an environmental organization focusing on the dangers of pesticide usage on golf courses. While this might sound trivial in some cases the toxins affect ground water supplies.

Activists need to understand that the media is a tool they can access.

If you know of organizations within the CEM family that are interested in being more effective in getting their message out please pass my name along.

Sincerely yours,

Peter Wirth

PS. It was painful to watch the proceedings unfold Sunday afternoon. I hope it all works out.

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA, PA 19104

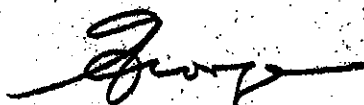
March 26, 1996

Dear Peter:

Thanks for your letter and enclosures. It was good to meet you, even briefly, at the Convention. Enclosed are some follow-up materials.

As we go on to next steps, we need expert advice first in publicizing the results of the Convention, and then in organizing a new campaign, and always in fundraising. Let me know if you can help us.

Sincerely yours,



George Gerbner
Founder and Chair, the Cultural Environment Movement
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220
Tel/fax/answ 215 387 5202
Fax only 215 387 1560
E-mail FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel only 610 642 7479
Tel/fax/answ 610 642 3061

[1] From: fgg at post1 10/8/96 4:18PM (2817 bytes: 61 ln)
Subject: Re: global media paper

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

Text item 1: Text Item

From: Peter Wirth <pwirth@erc.cat.syr.edu>
To: Robert McChesney <rwmccches@facstaff.wisc.edu>
subject: Re: global media paper
In-Reply-To: <199605171646.LAA20061@audumla.students.wisc.edu>
Message-Id: <Pine.D-G.3.91.960529101251.11511A-100000@erc.cat.syr.edu>
Mime-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Hi,

I found Bob McChesney's article very interesting.

My question to activists on the mailing list is how much of this information are we (activists) committed to getting before the public through op-eds, talk shows, news stories etc. Do we get our ideas before the public or do they stay in our relatively narrow progressive circles, such as those who read the Monthly Review.

My own experience doing Central American solidarity work these last 16 years has been positive (while frustrating at times) in regard to accessing the mass media. I was able to place hundreds of news stories regarding different campaigns I've worked on over the years.

In one project we placed over 40 news stories in a two month period on a local activists visit to Cuba.

A few years ago I started a public relations business. I focus on grassroots, activist organizations. I've discovered there is significant resistance amongst activists to learn public relations techniques and make a commitment to accessing mass media to get their story out. This is unfortunate as we miss many opportunities to use the mass media to get our position before the public.

I highly recommend a recent article in Peace Review by Bernadette Barker-Plummer entitled The Dialogic of Media and Social Movements. The March 1996 issue is entitled Media & Social Change. I find Ms. Barker-Plummer's analysis encouraging and empowering.

I am wrote an article, Working with Mainstream Media: Are Activists Missing the Boat, for the The Nonviolent Activist, Sept - October 1995. If you would like a copy send me your address and phone number and I'll send you a copy.

I conduct media training workshops and assist organizations in developing and implementing public relations campaigns. My first love is grassroots, activists organizations as this is the tradition I come out of civil rights work in Mississippi, Vietnam anti-war organizing, Central American solidarity work, occupational safety and health issues etc. I also work with more main stream nonprofit organizations such as Heifer Project International which focuses on development issues in "Third World" countries.

Feel free to call if you have any questions.

Sincerely yours,

grassroots, activists organizations as this is the tradition I come out of civil rights work in Mississippi, Vietnam anti-war organizing, Central American solidarity work, occupational safety and health issues etc. I also work with more main stream nonprofit organizations such as Heifer Project International which focuses on development issues in "Third World" countries.

Feel free to call if you have any questions.

Sincerely yours,

Peter Wirth
GW Associates
702 S. Beech
Syracuse, NY 13210
315-476-3396

Window: 49 - 72 Lines: 64 Edit: ↑ ↓ → Help: F1 End: ENTER

October 22, 1996

Att. George Gerbner

George,

I have a call in to my travel agent.

What time does the planning session in California start on Friday and what time does the session end on Sunday morning?

Peter Wirth
315-476-3396

RT 477

Arr SF 11:59

they few over days -

Shred Tom

line NY

[95] From: Peter Wirth <pwirth@erc.cat.syr.edu> at SMTP-po 11/2/96 8:15AM (1739 bytes: 46 ln)
To: fgg at POST1
Subject: Re: Response for Asilomar Session
----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from cat.syr.edu
From pwirth@erc.cat.syr.edu
X-Envelope-From: pwirth@erc.cat.syr.edu
Received: from erc.cat.syr.edu by cat.syr.edu (4.1/1.0-6/5/90)
id AA20305; Sat, 2 Nov 96 08:14:41 EST
Received: by erc.cat.syr.edu (5.4R3.10/200.8.1.3)
id AA17649; Sat, 2 Nov 1996 08:08:48 -0500
Date: Sat, 2 Nov 1996 08:08:48 -0500 (EST)
From: Peter Wirth <pwirth@erc.cat.syr.edu>
To: fgg@asc.upenn.edu
Subject: Re: Response for Asilomar Session
In-Reply-To: <9610018469.AA846920276@asc.upenn.edu>
Message-Id: <Pine.D-G.3.91.961102080011.17608A-100000@erc.cat.syr.edu>
Mime-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

George,

Thanks for the reply.

Hope it is okay to distribute copies of the article I sent you. When your self employed you either market or perish. No need to get back to me if it is okay.

I finally got around to asking the folks at Witness for Peace what they pay for a Development Director these days. One staff person (not the current Development Director) thought the position started at about \$25,000. Remember, they are a movement organization so the pay scale is below scale.

Three people called to ask for rides so right now the car is full.

See you on the 15th.

Peter Wirth

PS. My new Email address is pwirth@ican.net. My list server shuts down on Monday.

On Fri, 1 Nov 1996 fgg@asc.upenn.edu wrote:

> You are right, Peter. That is why I asked you to come to Asilomar!
> Look forward to seeing you there. George.

>
>

[88] From: Peter Wirth <pwirth@erc.cat.syr.edu> at SMTP-po 11/3/96 8:33PM (1286 bytes: 35 ln)
To: fgg at POST1
Subject: Re: Response for Asilomar Session
----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from cat.syr.edu
From pwirth@erc.cat.syr.edu
X-Envelope-From: pwirth@erc.cat.syr.edu
Received: from erc.cat.syr.edu by cat.syr.edu (4.1/1.0-6/5/90)
id AA10419; Sun, 3 Nov 96 20:32:51 EST
Received: by erc.cat.syr.edu (5.4R3.10/200.8.1.3)
id AA27493; Sun, 3 Nov 1996 20:26:55 -0500
Date: Sun, 3 Nov 1996 20:26:54 -0500 (EST)
From: Peter Wirth <pwirth@erc.cat.syr.edu>
To: fgg@asc.upenn.edu
Subject: Re: Response for Asilomar Session
In-Reply-To: <9610018469.AA846920276@asc.upenn.edu>
Message-Id: <Pine.D-G.3.91.961103202515.27390D-100000@erc.cat.syr.edu>
Mime-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

George,

I probably sent you this message already but just in case. My new email address is pwirth@ican.net

My list server at Syracuse University is shutting down.

Thanks for the reply. I'm looking forward to the weekend.

Peter Wirth

On Fri, 1 Nov 1996 fgg@asc.upenn.edu wrote:

> You are right, Peter. That is why I asked you to come to Asilomar!
> Look forward to seeing you there. George.

>
>

[2] From: fgg at post1 11/18/96 10:26PM (432 bytes: 4 ln)
To: Peter Wirth <pwirth@erc.cat.syr.edu> at SMTP-po
Subject: Asilomar follow-up

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

Peter: Now that you (and we) have invested time and money in giving you a full exposure to CEM activity, I would like to get a proposal from you about what you can do for CEM, including types of services, cost, timetable, expected results, etc. Ok? George.

Window: 1 - 24 Lines: 8 Edit: ↑ ↓ → Help: F1 End: ENTER

[62] From: Peter Wirth <pwirth@ican.net> at SMTP-po 11/19/96 9:30AM (3012 bytes: 65 ln)

To: fgg at POST1

Subject: Re: Asilomar follow-up

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

Text item 1: Text Item

Received: by ccmil from ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from Default(really [204.245.84.101]) by ican.net

via sendmail with smtp

id <m0vPr7V-000A01C@ican.net>

for <fgg@asc.upenn.edu>; Tue, 19 Nov 1996 09:25:49 -0500 (EST)

(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0vPr7V-000A01C@ican.net>

Date: Tue, 19 Nov 1996 09:25:49 -0500 (EST)

X-Sender: pwirth@198.133.36.9

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Asilomar follow-up

George,

I got back last night around 9:00 PM.

Thanks for the invite to the conference. I found it interesting and exciting. People seemed committed. It reminded me of the early days of Witness for Peace. Where it will all go (if anywhere) is yet to be seen but I'll do my part to try and move things along.

You have a lot of "heavy hitters" and I definitely am not one of them. My PR skills I learned along the way by arranging coverage on the issues I was involved with. I want to point out on the front end that as the organization grows and has access to more funds that I can't match what more traditional PR firms have to offer. I don't have the resources or certain skills such as advertising skills.

Having said that I want to make it clear that I am interested in working with CEM. What I offer is a perspective that will keep the organization focused on getting our message out to the general public. It will not be a big PR splash but more of a sustained effort in the communities where we live combined with national coverage when we can arrange it.

We can't match Heritage Foundation with money but I think we will all be surprised with what we can accomplish if everyone is carrying a bit of the "load." I think our only chance of success in affecting the media is to make it clear that everyone who is a member of the CEM movement needs to access mass media to get out our message. This can't be a movement of just a few elites at the top.

So much for philosophy. I'll send you some material today on a brief, simple survey I want to send to board members who attended the conference. I want to get a sense of how much we are using the mass media right now to get out our message. I'll try and fax you some material today.

I'll also start to give some thought to your request.

From: fgg at post1 11/19/96 5:51PM (1098 bytes: 20 ln)
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: Re: Asilomar follow-up

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

Peter - I received your fax, and the survey.

However, I do not want to depart from the policy of using any list we have (including Board list) only for CEM-sponsored projects. Therefore, if we have such a survey, it should be a part of a more comprehensive plan, and a part of the effort discussed and projected at Asilomar.

I assume that some board members have extensive media contacts while others have none. That will certainly affect the type of media policy we pursue, but not necessarily the choice of who should provide the service.

I am exploring several alternatives for a press (or perhaps even more comprehensive publications-pr, etc.) service, and would like to know more, and more specifically, what, if anything, you would like to propose, how it would work, and what it would cost. We can then discuss the survey as part of that effort.

George.

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

FAX COVER SHEET

Tuesday, November 19, 1996 03:57:54 PM

To: George Gerbner
Fax #: 1-215-387-1560,,,01

From:
Fax: 2 pages and a cover page.

George,

I am interested in finding out what type and how much outreach board members are involved with. This will help me to get a sense of how media savvy the board is. I have a hunch the results might surprise us. I am willing to pick up the tab on this project. I will need a list of who attended.

If you are comfortable with the survey I will attach a note to that effect.

Peter Wirth

CEM Board Media Outreach Survey

I am interested in determining how much of our outreach is aimed at the general public. Would you please take a few minutes to fill out this survey and mail it back in the enclosed return envelope. The survey is being mailed to every board member who attended the conference in Monterey. Thank you for your time.

The following questions focus on interviews on media related topics only. If you have been interviewed because of other aspects of your work do not include those interviews in the survey results. Also, do not include articles in professional journals, activist newsletters, or alternative media. This survey focuses on mainstream media which reaches the general public.

1. How many times have you been interviewed in the print media in the last six months?

Local newspaper(s) _____

Name them _____

National newspapers(s) _____

Name them _____

Magazines(s) _____

Name them _____

2. How many talk show programs have you been on in the last six months?

Local _____ Break down by radio _____ Network affiliated TV _____ Cable _____

National/Syndicated _____ Break down by radio _____ Network affiliated TV _____ Cable _____

If you remember the name of the national program(s) please list it. _____

3. How many times have you been interviewed on radio news programs in the last six months?

Local _____
National/Syndicated _____
If you remember the name of the national program(s) please list it. _____

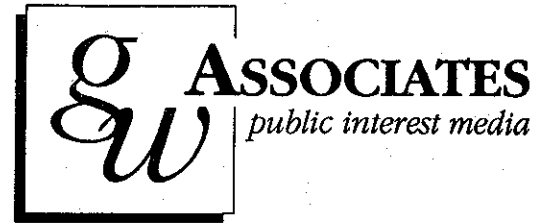
4. How many times have you been interviewed on TV news programs in the last six months?

Local _____
National/Syndicated _____
If you remember the name of the national program(s) please list it. _____

Please Print:

Name: _____

Phone number: () _____



December 6, 1996

CEM
George Gerbner
PO Box 31847
Philadelphia, PA 19104

*Out on ✓ # 774
12/10/96*

Dear George,

Enclosed are my receipts for the Asilomar retreat. Sorry they are late.

Airfare	\$507 round trip Syracuse to San Francisco (Receipt enclosed)
Taxi	\$36 to and from airport in Syracuse (Receipts enclosed)
Lunch	\$5 My share of receipt (Receipt enclosed)
Car rental	\$79.92 Car rental - This was less expensive than round trip airfare from San Francisco (Receipt enclosed)
Gas	<u>\$9</u> (Receipt enclosed)
Total:	\$636.92

Unless I missed it I did not see a section entitled Three year Plan. You can send it to my E-mail address pwirth@ican.net if you have the time.

Enclosed is a cartoon I thought you would enjoy.

Sincerely yours,

Peter Wirth

Peter Wirth

PS. Thought this incident was significant The staff person for Peace Action Now called me yesterday and asked if I knew that one person was making news decision for two local radio stations. I already did because I am in touch with them frequently and follow these events. She was surprised that one company owned both stations and suggested that we have a meeting to discuss what is happening. It will be very interesting to see what we discuss because many activist groups in the community have been criticizing the "corporate owned" media for years.

[77] From: Peter Wirth <pwirth@ican.net> at SMTP-po 12/11/96 7:48AM (2020 bytes: 53 ln)

To: fgg at POST1

Subject: Re: New release?

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

Text item 1: Text Item

Received: by ccmil from ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from Default(really [204.245.84.12]) by ican.net

via sendmail with smtp

id <m0vXnxl-000A4oC@ican.net>

for <fgg@asc.upenn.edu>; Wed, 11 Dec 1996 07:40:37 -0500 (EST)

(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0vXnxl-000A4oC@ican.net>

Date: Wed, 11 Dec 1996 07:40:37 -0500 (EST)

X-Sender: pwirth@198.133.36.9

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: New release?

NOT RECALL
FOR US

George,

Thanks for prompt payment on check.

I'll call today about press release. I want to know what your objective is in sending out the release about our new board. An announcement about a new board, in and of itself probably would not generate news coverage.

An announcement cast along the lines of the founding of a new organization might be more productive.

Do you have specific news outlets or periodicals in mind or do you want me to generate a list?

Would I be sending out the release or just generating copy?

Sorry for all the questions but I need to know the scope of the job. I also try and make sure with all my clients that they spend their money effectively. If I don't think there is news potential there I'll indicate that.

I'll call later today.

Pete

At 11:08 PM 12/10/96 edt, you wrote:

> Peter - I have not yet heard about our proposal for funding, so I
> have not yet responded to your Nov. 20 letter, However, I think we
> should put out a release about our new Board of Directors. Would
> you be interested in doing that and what would it cost? George

> PS Received reimbursement statement, check is going out.

>
>
>



December 16, 1996

George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear George,

I've completed some research I wanted to do before. I submitted the following proposal to syndicate your work. My understanding is that you are looking to get more exposure in the news media on your writing in order to affect the public debate on the issues you are involved with.

It is not clear to me whether this is a CEM project or your personal project. I don't think it makes any difference in regard to how I'll proceed.

The most cost effective approach to get maximum exposure is to contact the news services and syndicates which distribute by-lined columns and self-syndicated material to hundreds of daily and weekly newspapers. I'll be using Bacon's 1997 Newspaper Guide as my source book. They have a complete listing (approximately 350) of news services and syndicates in the United States.

I'll need a good bio from you, sample articles and some business cards. If you have a list of your articles, op-ed pieces, interviews etc. that appeared in news outlets that would be helpful. It would also be helpful to have a list of subject areas you feel comfortable writing on. I'll have a better sense when I go over your bio.

My responsibilities will involve researching and selecting the appropriate news syndicates to contact, developing and mailing a packet of material to select individuals and following up with personal phone calls.

I've enclosed a copy of the proposal. I'll call to see if you have any questions.

I realize this is slightly different than we originally discussed. If I remember correctly our original discussion focused more on contacting individual newspapers. I think this is a better way to go.

I'll send off my proposal for sending out a press release in the next day or two.

Sincerely yours,

Peter Wirth

Syndication Proposal

Goal(s): The primary goal is to place articles written by George Gerbner in media outlets around the United States to influence public opinion on media related issues. A secondary goal is to establish him as news resource in this area.

My responsibilities will involve researching and selecting the appropriate news syndicates to contact, developing and mailing a packet of material to select individuals and following up with personal phone calls to "pitch" the material.

Develop Packet of Material: This includes a cover letter; your bio; separate list of newspaper interviews, op-ed articles etc. if available; sample articles, and business card. I assume that most of the material is already in place.

Time: Two - five hours maximum

Cost: \$70 - \$175

Research: Select appropriate news syndicates from Bacon's 1997 list of US news services and syndicates to contact. This involves reviewing descriptions of individual news services and syndicates and following up with phone contact for those selected.

This task might be more involved than it seems. For example, if I limit my search to those outlets which list media as an area of interest it could be a relatively small list to follow up on. However, by broadening the search to include contemporary affairs (which I intend to do) it will significantly increase the number of potential news outlets to contact.

Time: Ten - twenty five hours maximum

Cost: \$350 - \$875

Contacting & Follow Up: Mail material and personal follow up with phone calls. My experience with news outlets is that it is never as simple as mailing one packet of material and one phone call. Some material always gets lost in-house and it can often take a half dozen phone calls to actually reach the right individual.

Time: I estimate it will take approximately 1 hour for every outlet selected. If it is less I will charge accordingly.

Cost: \$35 per outlet average.

Recommendation: If the funds aren't available to take on the full proposal, establish a budget and I'll work within it. I'll focus on the larger syndicates such as the New York Times Syndicate.

Submitted by: Peter Wirth

December 16, 1996

[83] From: Peter Wirth <pwirth@ican.net> at SMTP-po 12/18/96 9:26AM (5528 bytes: 125 ln)

To: fgg at POST1
Subject: Re: Release

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

Text item 1: Text Item

Received: by ccmil from ican.net
From pwirth@ican.net
X-Envelope-From: pwirth@ican.net
Received: from Default(really [204.245.84.57]) by ican.net
via sendmail with smtp
id <m0vaMt3-000AEOC@ican.net>
for <fgg@asc.upenn.edu>; Wed, 18 Dec 1996 09:22:21 -0500 (EST)
(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)
Message-Id: <m0vaMt3-000AEOC@ican.net>
Date: Wed, 18 Dec 1996 09:22:21 -0500 (EST)
X-Sender: pwirth@198.133.36.9
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: Peter Wirth <pwirth@ican.net>
Subject: Re: Release

George,

I just received this release. I think I am missing the end.

Hope you don't mind a few suggestions. you probably know these things already anyway but I want to be sure

1. I assume this will be on the release but be include a line at top of release. For More Information Call: Name & Phone Number
2. Put title for release in a larger font size or bold so it jumps out. You need to catch an editor's attention right away so they read further.
3. If the release is two pages indicate continued on second page just in case one sheet gets lost.
4. At end of release I use the sign - 30 - to indicate the end.
5. If at all possible send the release to a reporters name as opposed to Assignment Editor.

Yesterday I received a copy of the press list that FAIR - Fairness and Accuracy in Reporting uses for their media work. It contains about a 100 names of reporters, news outlets, fax and some phone numbers. I have a meeting in New York next week with the staff person who uses the list. He is working on an updated version.

From our last conversation my understanding is that you were planning to send out a release after the first of the year.

If you want I can fax this release out to the news outlets from FAIR's list. If you are already planning to send it out in-house I would be willing to fax you a copy of the list so you can cross check to see if their are any additional reporters you want to send it to.

My plans are to get a proposal off to you today based on our last discussion. This list from FAIR and another media list from Leadership

Directories - News media Yellow Book (Summer 1996) that FAIR gave me will save a lot of time and gives me a "sense of the ballpark" we need to work in.

I'll be in today up till about 4 if you need to reach me. I be out most of next week in NY. You can reach me at 718-386-0677 in NY.

Pete
315-476-3396

At 08:24 PM 12/17/96 edt, you wrote:

>For release on December 19, 1996:

>
>RATINGS SYSTEM FALLS SHORT,
>ACCORDING TO EXPERT ON TELEVISION VIOLENCE

>"Fairness Index" will monitor programming for more than violent acts

>
>DECEMBER 19, 1996 Philadelphia, PA--The proposed ratings system
>announced today by the television industry is little more than a band-
>aid applied to the gaping national wound inflicted by television
>violence, according to a pioneer of research on the subject.

>
> George Gerbner, who was one of the key leaders in putting the
>subject of television violence on the national agenda with his "Violence
>Index" 30 years ago, says that while the ratings system is a small step
>in the right direction, it falls short in two ways.

>
> "We not only need more information - about violence, sex, and
>language - but we also need a different information system, one that
>goes beyond a simple violence count to the issues of fairness and
>equity," said Gerbner, Dean Emeritus of The Annenberg School for
>Communication, University of Pennsylvania, and an independent researcher
>at the University City Science Center in Philadelphia. Gerbner is also
>Founder and President of the Cultural Environment Movement, an
>international coalition of more than 150 organizations dedicated to
>fairness, equity, and diversity in the media.

>
> To focus attention on these issues, Gerbner now plans to transform
>the Violence Index into a new tool called the Fairness Index. The
>Fairness Index will assess how fairly people and actions are represented
>on television.

>
> "While the industry is at last owning up to the staggering quantity
>of violence on television, it continues to ignore issues related to the
>quality of violence, or the ways in which violence is portrayed," said
>Gerbner. "The important question to ask is 'Who is doing what to whom?'
>because violence is essentially a demonstration of power. It shows who
>can get away with what against whom; who are the most likely winners and
>losers, perpetrators and victims."

>
> "Violence-laden television tends to create an unfair 'pecking
>order' with women, children, older people, and minorities at the bottom.
>This is a gross distortion of the true American picture," said Gerbner.
>For example:

- >
> * For every 10 white male perpetrators of violence,
> there are 10 white male victims.
> * For every 10 white female perpetrators of violence,
> there are 17 white female victims.
> * For every 10 women of color perpetrators, there are
> 22 women of color victims.
> * Villains are disproportionately lower-class, and



New York State Association for Reduction, Reuse and Recycling Inc.
c/o GLOW
26 Harvester Avenue
Batavia, New York 14020
716-344-4035

December 18, 1996

Peter Wirth, GW Associates
702 S. Beech
Syracuse, NY 13210

RE: Media Coverage for the New York State 8th Annual Recycling Conference
Syracuse, New York, October 22-23, 1996

Dear Peter:

We appreciate the work you did in generating media coverage for our annual conference which was jointly sponsored with the New York State Association for Solid Waste Management. Especially because you were given only two weeks notice, we were impressed that you were able to achieve such great results.

Your work generated radio coverage with a Syracuse NPR affiliate (WAER); a two-page article and a photo with caption in the major, local newspaper Syracuse Herald-Journal (10-29-96, p. A9-11); a full page article by editor Lee Gechas in the Central New York Environment (Dec/Jan 1996-97, p. 7); and, a column statement in the national publication, Waste News (11-4-96, p. 6). Hopefully, with more time next year, we'll be able to secure more state and national coverage.

Additionally, Peter, we realize that an important part of your press work, especially for public interest organizations like us, is making that initial contact a positive one that then enables us to develop on-going relationships with the media. Your thorough work and follow-up, including your giving us a record of your contacts and press release, is providing that possibility for us. We are especially pleased with our continuing conversations with reporters Anne Marie Halal with Waste News and Ania Prybla with Channel 9 News (who wants to do a feature story about recycling).

Peter, I will recommend to NYSARRR that we secure your services next year for this conference and for any projects that need media coverage which we initiate or become involved in throughout the year. In fact, I would be happy to highly recommend your company to any public interest group. Once again, thank you for your hard work, dedication and great results!

Sincerely,

Mark A. Naef
Vice-President

MAN:jfk

cc: Eileen McGuire, President, NYSARRR



December 19, 1996

George Gerbner
234 Golf Rd.
Ardmore, PA 19003

George,

You outlined two projects. The first was a national press release regarding CEM's Fairness Index. The second was a release pertaining to the CEM board of directors.

My quote is based on CEM providing copy for the release so there are only minor revisions to be made. I also need a supply of stationary.

My services include :

- * Create media list.
- * Produce final copy.
- * Fax press release.
- * Mail hard copy.
- * Make follow up phone calls to confirm release was received and answer any questions.
- * Fax/mail additional releases for news outlets that did not receive first fax/mail.

Between the list generated by FAIR and the News Media Yellow Pages the "ball park" will be 100 - 125 releases. My estimate includes postage, xeroxing and phone costs.

Total cost: \$800.00

As for your second project I do have some concerns about the news worthiness of the release.

For the release to generate any coverage it will need a "local news peg." I think the only place it can stand a chance of generating coverage is in home town newspapers where board members live/work. I want to talk with you first before I send a quote. Right now I'm envisioning a boiler plate release that each board member would customize and mail out in their home town, school newspapers and perhaps professional journals.

Do you think it is realistic that the board will follow through if we give them a boiler plate release or will it "die on the vine?" Maybe, I'm missing something. I need to talk with you about this.

Feel free to call if you have any questions.

Sincerely yours,

Peter Wirth

[197] From: Peter Wirth <pwirth@ican.net> at SMIP-po 1/2/97 3:21PM (1745 bytes: 4
9 ln)

To: fgg at POST1

Subject: Re: Syndication

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

Text item 1: Text Item

Received: by ccmil from ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from Default(really [204.245.84.32]) by ican.net

via sendmail with smtp

id <m0vftWR-000AMAC@ican.net>

for <fgg@asc.upenn.edu>; Thu, 2 Jan 1997 15:13:51 -0500 (EST)

(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0vftWR-000AMAC@ican.net>

Date: Thu, 2 Jan 1997 15:13:51 -0500 (EST)

X-Sender: pwirth@198.133.36.9

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Syndication

George,

On the front end I wouldn't advise you to expect the income generated to cover costs. While this is possible I think it is quite unlikely.

What is more likely is that your articles will be placed as guest op-ed's, which most papers do not pay for. You can get significant exposure but I don't see it as a "cash cow."

I'll try and reach you by phone tomorrow. I received your message regarding your radio interview and the number of requests it generated.

If you aren't interested in the syndication project because of cost perhaps you would be interested in having me attempt to arrange some radio news and talk show interviews.

Pete

At 04:19 PM 12/29/96 edt, you wrote:

> Peter: I am interested in following up the syndication project
> idea. However, this should produce some income over above its
> costs. Is that feasible?

> Happy New Year!

> George

>
>
>

[179] From: Peter wirth <pwirth@ican.net> at SMTP-po 1/7/97 2:18PM (4464 bytes: 9
2 ln)

To: fgg at POST1

Subject: Re: FYI

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

Text item 1: Text Item

Received: by ccmil from ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from Default(really [204.245.84.19]) by ican.net

via smail with smtp

id <m0vhgup-000AmUC@ican.net>

for <fgg@asc.upenn.edu>; Tue, 7 Jan 1997 14:10:27 -0500 (EST)

(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0vhgup-000AmUC@ican.net>

Date: Tue, 7 Jan 1997 14:10:27 -0500 (EST)

X-Sender: pwirth@198.133.36.9

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: FYI

George,

This looks pretty good. I will try and get back to you tomorrow for some suggestions.

I am trying to stay focused on making some "pitches" for coverage for CEM. The way I work I need to digest your material, bio etc. and tailor the pitch. It is a little labor intensive on the front end until I get up to speed on an issue.

If you have any other articles like the one in Quill please send them. I would also

like to see the news coverage generated in the Arizona newspaper. If Radio Pacifica has a copy of their broadcast can we/I get a copy.

If Rose Dyson could also send in copies of her interviews that would be helpful. Someone in the main office should start to keep a list of interviews, reporters names, addresses, phone numbers, fax, e-mail addresses etc. List creation is dull, boring work but that list, once created, is extremely helpful.

I should know in a few days about a radio interview on a local NPR station.

Media list.

Pete

see At 08:31 PM 1/3/97 edt, you wrote:

> Peter - new description of syndicated column concept:

>

>

>

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>

CULTURE WARS

> The cultural environment into which our children are born is no longer home-made and community-inspired. It is now the product of a complex global mass-production and marketing process. Most of the stories are no longer told by parents, schools, churches, and, in many places, not even by the native country, or by anyone who has something to tell, but by a few transnational conglomerates that have something to sell.

From: fgg at post1 1/7/97 3:26PM (848 bytes: 12 ln)
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: Re: FYI

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

Peter,

Did you mean to ask if I have any articles like UTNE READER (not QUILL)? Yes, a proof of a wonderful long piece for the April issue of Atlantic. That could be a target date for some related stuff. Also, a good article by me entitled "The Stories We Tell") in MEDIA DEVELOPMENT, published in London. I was told about the Ariz. Rep story but have not seen it. Pacifica has no transcript as far as I know. Our office staff person is Kate Duncan CEM@LIBERTYNET.ORG. We do have a short media list, and will keep track of media. What interviews from Rose Dyson? You can reach her at RDYSON@OISE.TORONTO.CA

George

Window: 1 - 24 Lines: 16 Edit: ↑ ↓ → Help: F1 End: ENTER

> This is an historic change. The struggle for equity and justice
> shifts to the cultural front. "Culture Wars" is reporting the battles,

[95] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/9/97 8:52AM (2043 bytes: 5
2 ln)

To: fgg at POST1

Subject: Re: FYI

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

Text item 1: Text Item

Received: by ccmil from ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from Default(really [204.245.84.52]) by ican.net

via smail with smtp

id <m0viKmN-0009zjC@ican.net>

for <fgg@asc.upenn.edu>; Thu, 9 Jan 1997 08:44:23 -0500 (EST)

(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0viKmN-0009zjC@ican.net>

Date: Thu, 9 Jan 1997 08:44:23 -0500 (EST)

X-Sender: pwirth@198.133.36.9

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: FYI

George,

Thanks!

I had positive conversations with two talk show hosts locally. I want to send them some material before I call back. I think we will at least get you on one talk show locally. It is the most widely listened to AM station in Syracuse. The other is an NPR affiliate station. Both programs are live, call in shows.

Oh yes, could you also send me a supply of your business cards. I want to send them along with your material so we can start to get your name around as a news source.

I am still working on trying to get an op-ed placed in our local papers. People in the news room can be very hard to reach.

I had some conversations with an editor in charge of producing our local TV Guide and an individual in programming at our ABC affiliate station. I was surprised to hear that the newspapers are not required to print the new voluntary listings for TV. The same goes for the national TV Guide. Both might print it but that is yet to be seen.

Pete

At 09:00 PM 1/8/97 edt, you wrote:

> Pete - I will have Kate Duncan, our staff person, send you the
> requested articles. The Atlantic article was postponed from
> November to April; no idea how firm that date is. George.

>
>
>

grassroots, activists organizations as this is the tradition I come out of civil rights work in Mississippi, Vietnam anti-war organizing, Central American solidarity work, occupational safety and health issues etc. I also work with more main stream nonprofit organizations such as Heifer Project International which focuses on development issues in "Third World" countries.

Feel free to call if you have any questions.

Sincerely yours,

Peter Wirth
GW Associates
702 S. Beech
Syracuse, NY 13210
315-476-3396

Call Wirth
Holly
Kati Duncan

Window: 49 - 72 Lines: 64 Edit: ↑ ↓ → Help: F1 End: ENTER

Agenda
No a formal Board meet
Gandy Guy - many plans
Will make rec's to formal
Board meet

Mitch
Pearl
Gallagher

- ① Write sidebar
- ② Rating system for STT
- ③ Scrap Howard
- ④ PTA
- ⑤ Ad in R-TV

January 13, 1997

Dear George,

I decided to cast somewhat of a wide net to get a better sense of what were the possibilities in getting coverage on CEM and our message. In each case I made it clear that I needed to check with our main office so that I did not make any firm commitments, as I do not know your work load and we do not have a contractual relationship.

Having said that I hope I have not overstepped my boundaries. At this point I intend to follow up on the contacts I've made and assess what you want to do next.

Talk Radio:

- 1. WSYR - AM station in Syracuse reaches about 126,000 in a 14 county area in upstate NY. They are interested in an interview. I will send material and arrange details. The program is live, call in format. You could be on as long as one hour. PW
- 2. WVO - NPR (FM) station near Syracuse - They are interested. Producer and I are working on a local hook. Format is live, call in hour show. I will follow up PW
- 3. Counterspin - Syndicated talk show by Laura Flanders from FAIR - Very interested. It is not clear to me whether they do interviews via phone or in studio. If in studio only we would have to arrange it while you are in NY at some point in the future. I believe they syndicate somewhere between 40 - 60 stations. I received a message from Laura on my answering machine. We need to work out the logistics. PW
1/31
- 4. KABC Radio, CA - Producer of station wants to see some written material first. I received the packet from Kate and will send some material.

Newspapers:

- 1. Spoke with Walt, Assistant News Editor, Syracuse Herald Journal, yes, very interested. Wants a 1,000 word piece. I explained about your work. Theme can be violence in media and effects. Tie into current voluntary TV parental rating system. I asked about CEM. He said it was okay to mention/explain CEM in article. Also submit a brief sidebar on CEM - one paragraph description with address & phone number where to contact for more information. Submit hard copy to Syracuse Herald Journal, Walt Wasilewski, Assistant News Editor, PO Box 4915, Syracuse, NY 13221. Time frame - within next month if possible. (315)470-0011 switchboard for Syracuse papers. Rating
 - Sunday cir. 207,000 in 23 counties. Primary area 4 counties - readership 413,000.

- 2
2. Scripps Howard News Service, 1090 Vermont Ave. NW, Suite 1000, Washington, DC 20005 (202)408-1484. - January 9, 1997 spoke with Marvin West, Managing Editor. E-mail for Marvin westm@shns.com. He requested material in via modem. Very good conversation. He is answered all my questions. They syndicate to about 425 publications - newspapers, magazines. He works with about 15 columnists and is willing to be shepherd. He suggested a 1,000 word take out piece. They might do a point - counter point piece. More timely the piece is the better. Perhaps put in a quote or two from Jack Valenti? He also said some background material would be helpful and that he would get that around to other columnists. There is no guarantee that this piece will be used. My assessment is that it is worth a shot.

I will send him some copies of your past articles and a bio.

Newsletters:

1. Rosemary Cover, editor for NY state PTA newsletter. Cir. 2,900 PTA chapters in NY state, readership potentially 360,000. Yes, interested in an article (Up to a 1,000 words). Send by modem rmcascal@aol.com, fax 516-673-5543 or hard copy to 9 Stafford Dr., South Huntington, NY 11746-4513. (516)271-9157. Also would be interested in a shorter article about CEM.

I will send some background material to Rosemary.

Recommendations:

* Based on the contacts I've made my the question is not so much one of, can CEM get coverage on the issue and our work but where do we want to concentrate and for what purpose.

For example, one goal of our publicity could be to recruit new members. If so I would concentrate on organizations where members are already sympathetic to our message. Another goal could be to educate the general public about the effects of violence on TV on the viewing public. If so, the general news media is appropriate.

I don't know what specific audiences we should be reaching to affect policy changes in the industry.

I suggest that the media planning tool presented by Lawrence Wallack in "Media Advocacy: A Strategy for Advancing Policy and Promoting Health" be used to define what audiences we want to reach, with what message and for what purpose.

* Given that the Atlantic Monthly is publishing an article on your work in their April issue I recommend purchasing an ad(s) in Radio-TV Interview Report which is mailed to 4,000 radio and TV talk show hosts around the United States.

I spoke with an account executive today and he said that we are the first organization to call about this

3

issue. The issue is timely. You have the right credentials and an interesting background. This combined with the Atlantic Monthly article suggests to me that while a crap shoot, odds are in our favor to make the investment worthwhile in regard to generating a number of talk show interviews.

I requested that Jack Louis, the account executive, send you a packet in addition to material for myself. We need to quicken the process as we only have about 4-5 weeks if we want to appear in the April 1 issue.

Conclusion:

I'll follow through with the contacts I've made until the talk shows are completed or articles submitted (assuming you decide to write them). I have a professional working relationship to maintain and follow through is very important.

I hope we can work together in the near future. I'm looking forward to your reaction to the proposals I submitted. Another suggestion would be to set aside X amount of dollars for a PR budget. Once you decide what audiences you want to reach I/we could come up with a plan based on the size of the budget.

4

From: fgg at post1 1/13/97 9:47PM (1279 bytes: 17 ln)
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: Re: FYI

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

Pete - SORRY - the message on my office fax came through full and clear. Thanks very much. To answer your question: the main goal is to address important media issues in a critical way, and to put CEM on the map as the lead organization for media reform, with fairness and diversity in ownership, employment and representation (especially in TV entertainment) as priority issue. The practical goal is to generate requests for more information, build database. Our contractual arrangement may have to be on a pay-as-you-go basis, because the money is not in the budget but has to be raised. We have some seed money to engage fundraiser and I am exploring prospects. In any case, please follow up radio leads. I will be in NY Jan. 31 and can make a.m appointment with Laura Flanders (whom I know). I will follow up print media leads, unless you prefer to; I can send you copy for adjustment and forwarding -- let me know. In any case, I copy you in, and you are welcome to adapt and send out any piece I send you. Please let me know what we owe you now.
George.

Window: 1 - 24 Lines: 21 Edit: ↑ ↓ → Help: F1 End: ENTER

[87] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/14/97 8:59AM (1460 bytes: 36 ln)
To: fgg at POST1
Subject: George,

Since recruitment of members and building databas

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

Text item 1: Text Item

Received: by ccmil from ican.net
From pwirth@ican.net
X-Envelope-From: pwirth@ican.net
Received: from Default(really [204.245.84.87]) by ican.net
via sendmail with smtp
id <m0vk9Nn-000A5qC@ican.net>
for <fgg@asc.upenn.edu>; Tue, 14 Jan 1997 08:58:31 -0500 (EST)
(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0vk9Nn-000A5qC@ican.net>
Date: Tue, 14 Jan 1997 08:58:31 -0500 (EST)
X-Sender: pwirth@198.133.36.9
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: Peter Wirth <pwirth@ican.net>
Subject:

George,

Since recruitment of members and building database is a priority please make sure that every print article has either a sidebar on CEM or at the end of the article where they list credits have our address and phone number listed for more information.

I didn't see any sidebar in the Atlantic Monthly article. If there isn't I recommend that you or Kate request that they put one in. Most periodicals will accomodate if you request a sidebar.

Have you ever been on talk radio shows before? Regardless, I can put together a one page list of suggestions on how to handle them.

Pete

From: fgg at post1 1/14/97 8:48AM
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: George,

Since recruitment of members and building databas

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

Pete - yes I have been on radio shows and also TV (mostly PBS) panel discussion prgrams many times. Radio shows have especially been productive of responses and requests for info. A recent PBS (Delaware) TV panel shows will be rebroadcast here Jan 20 at 5:30. Of course, advice is always welcome.

Sidebar good suggestion, will prepare and use. Thanks. George

L: 13 C: 66 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

[81] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/14/97 8:59AM (1460 bytes: 36 ln)

To: fgg at POST1

Subject: George,

Since recruitment of members and building databas

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

Text item 1: Text Item

Received: by ccmil from ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from Default(really [204.245.84.87]) by ican.net

via sendmail with smtp

id <m0vk9Nn-000A5qC@ican.net>

for <fgg@asc.upenn.edu>; Tue, 14 Jan 1997 08:58:31 -0500 (EST)

(Smail-3.2 1996-Jul-4 #1 built 1996-Jul-10)

Message-Id: <m0vk9Nn-000A5qC@ican.net>

Date: Tue, 14 Jan 1997 08:58:31 -0500 (EST)

X-Sender: pwirth@198.133.36.9

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject:

George,

Since recruitment of members and building database is a priority please make sure that every print article has either a sidebar on CEM or at the end of the article where they list credits have our address and phone number listed for more information.

I didn't see any sidebar in the Atlantic Monthly article. If there isn't I recommend that you or Kate request that they put one in. Most periodicals will accomodate if you request a sidebar.

Have you ever been on talk radio shows before? Regardless, I can put together a one page list of suggestions on how to handle them.

Pete

January 17, 1997

George,

I'm faxing this as I can't get back on my E-mail system right now.

Take everything I say with a grain of salt as editors likes and dislikes are very subjective.

First page: I think you want to say "Organizing the political process **that (not the)** led to the introduction" etc. I think you want a period after "a coalition for equity and fairness in media."

Second page: The paragraph Violence is a demonstration of power. Consider these facts: etc has me lost. I'm not sure I understand the connection between power to inflict violence and victims. Also you make a comparison between males and females but no comparison between men of color and women of color. You just refer to women of color.

Third page: **surfeit** of painless violence. I'm not sure the newspaper reading audience will understand the word **surfeit**.

Fourth page: I like the piece up until the end of the paragraph that ends with "It perpetuates an illusion of choice and the marketing of global illusion.

For the Syracuse and Scripps Howard piece I would leave out the section on the Fairness Index. If you need more copy flesh out a bit with some quotes such as the one from Reed Hunt on Pg. 2 of the Atlantic Monthly and some of the studies cited on Pg. 3. As I think about it I think it would strengthen the piece to cite a few other studies besides your own research.

I think the Fairness Index might work for the PTA article but I still have some concerns. I don't know if you can explain the Fairness Index in 3 - 4 paragraphs, what it does and why it is important.

My vote would be to definitely leave it out of the two newspaper pieces,

Fifth page: Okay. They will probably chop it down a bit but it is better to give them more than less.

Thanks for requesting my input. It's your piece. Please send me final copy (E-mail is okay) on who gets what.

I know it is time consuming but I suggest you do a follow-up call to the editor at the Syracuse papers and Scripps-Howard to see if the piece is what they are looking for. The dialogue can be very helpful for future pieces you work on. Editors can be hard to reach and live in the world of deadlines. I always start out by asking if this is a good time to talk.

I can follow up with the PTA editor if you want.

Pete Wirth

X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: Peter Wirth <pwirth@ican.net>
Subject: Re: Need help

George,

Just reviewed your 1/20/97 article. Looks OK.

Yes. Will help. I suggest we clear the desk first with outstanding commitments and requests for material. Is it possible for Kate to help with the scheduling. I assume that you are in daily contact with Kate.

I'll call later today.

Pete

At 09:30 AM 1/21/97 edt, you wrote:

> Pete - thanks for comments. The 1/10 version of the ratings piece
> is now with THE NATION. I gave them until the end of the week to
> respond. As to your question re edit bd meetings, etc. - I have no
> time to make ANY arrangements. Am completely backed-up, also

L: 40 C: 1 Lines: 57 Highlight(#####): AltF1 Help: F1 End: F10

George,

This version is better. Is this the article you intend to use for the Syracuse papers, NY State PTA newsletter and Scripps Howard News Service? Without looking at my notes I believe they asked for a 1,000 article. You could submit it and see what happens.

Are you doing anything with your hometown newspaper for an op-ed or an editorial board meeting? If you want I could try and set up an editorial board meeting. It would give you an opportunity to explain your position to the papers with the hope they will take a position on the new TV standards. If you haven't done an editorial board meeting before your local paper would be a good place to start.

I think the time frame is too tight for setting up a meeting with the editorial board of the New York Times. When you travel think about news media opportunities.

I will also be sending you a proposal for an ad in the publication Radio & TV interview report.

Pete

L: 23 C: 1 Lines: 264 Highlight(#####): AltF1 Help: F1 End: F10

I hope you received my comments.

I also spoke with the Troy Skinner at WSYR. The show is a go. You should try and reach him M - F from 9 -5 at 315-472-9797. He will also try you at your home office number.

Pete

At 11:00 PM 1/16/97 edt, you wrote:

> Pete - draft for you comment before I send it out this weekend.

>

> THE RATINGS RANT, THE V-CHIP GYP, AND THE TV VIOLENCE WALTZ
> By George Gerbner

>

> The much-ballyhood television program rating game is on. Signs like
>TV-K and TV-M have been flickering on the upper left corner of your
>screen. Have you noticed?

>

> If you have been lax about following these "advisories" or slack
>about parental guidance when TV-PG flashes on the screen, well, that is
>just how these ratings were designed to work.

>

> Organizing the political process the led to the introduction of the
>ratings, Jack Valenti, President of the Motion Picture Association of

Window: 25 - 48 Lines: 195 Edit: ↑ ↓ → Help: F1 End: ENTER

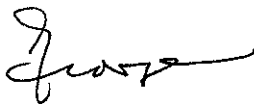
From: fgg at post1 1/21/97 9:30AM
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: Re: Revised draft FYI and comment - thanks!

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

Pete - thanks for comments. The 1/10 version of the ratings piece is now with THE NATION. I gave them until the end of the week to respond. As to your question re edit bd meetings, etc. - I have no time to make ANY arrangements. Am completely backed-up, also preparing for my class at Temple U on Mondays. Will be speaking at Carleton U and other places in Minneapolis Thurs and Fri, NY engagement on 1/31 pm - could do something there in the AM but no time to make arrangements. Also, have not had time to follow up your previous suggestions re Syracuse paper, Laura Flanders in NY, KABC, or anything else re your 1/13 note - so clearly need help. Please consider this a request for professional services to follow up all your suggestions, mail out what you see fit (edit as needed), and send me a statement for time and expenses. After that, we'll see where we go next. I have other pieces (Cameras in the Court, some international, etc.) in the works, and must save time to invest in producing, but cannot do the hassle of placing and follow up -- except when I already have good contacts. Let me know what you think and propose. George.

L: 22 C: 30 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

KATE - PKI.



[1] From: fgg at post1 1/21/97 1:26PM (515 bytes: 7 ln)
To: cem@libertynet.org at SMTP-po
Subject: Re: Need help

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

Yes. Will help. I suggest we clear the desk first with outstanding commitments and requests for material. Is it possible for Kate to help with the scheduling. I assume that you are in daily contact with Kate.

Good. Yes, Kate can help. I am in touch with her several times a day. Today and Wed I am working in my home office - 610 642 3061. George.

Window: 1 - 24 Lines: 11 Edit: ↑ ↓ → Help: F1 End: ENTER

From: fgg at post1 1/22/97 2:26PM
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: Gerbner commentary

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

Pete - of course comments on Rantings Rant welcome, as always.
Please remind me what arrangements, if any, with Laura Flanders for
1/31 (or 30?) and what, if anything, I have to do about any other
leads. I hope that next week I can get to a piece on Cameras in the
Courtroom, and other topical topics I have lined up. George. id
~~I ever send you my culture wars~~

Preliminary comments on preliminary problem statements

1. No problem. (i.e. no specific statement that can or should be investigated.)
2. Too predictable, or answer is well known. So why study?
3. Too vague, general. (E.g. sexism, racism, media credibility, etc.) Make it more specific, concrete.
4. Needs comparative leverage. Better or worse, too much or too little, etc. -- compared to what, and on what dimensions?
5. Need to define terms such as "liberal" vs "conservative," "democratic," "biased," "false," "sensationalism," "propaganda," etc.
6. Consider access to information, resources available.

Comments on front page exercise: 1. Do NOT list each unit. 2. Mean score means average of unit scores for the category. 3. Nature of problem is not clear. 4. Don't speak in codes. 5. The unit of analysis (attention) is what you count; emphasis, tendency are weights attached to unit, result in mean scores (averages). 6. Don't beg the question. 7. Try to use comparative leverage. 8. Relate the conclusion to the statement of the problem. 9. See Style Book for Table format.

GEORGE,
F.Y.I. THIS IS A
LETTER I AM HANDING OUT
TO PEOPLE LIKE HOWARD ZINN,
CHOMSKY ETC.

HOPE YOU WILL TAKE UP THE
CHALLENGE ALSO.

Dear Mr. Zinn,

PETE

January 28, 1997



I recently read an article of yours in PeaceWorks and have followed your work over the years.

My request might seem strange at first but please give it serious consideration. I've been involved with social justice issue for a number of years dating back to Vietnam anti war organizing and some civil rights work in Mississippi. In the early 1980's I heard some Maryknoll missionaries speak who worked in El Salvador. I was touched by their stories and became involved with attempts to change US foreign policy on Central America.

As an activist I did all those things that activists do: vigils, petition drives, lobbying, organizing workshops, civil disobedience, traveled on delegations to the region etc.

I also - and perhaps most important - realized that if we were to change public policy that we had to change public opinion. To reach the half million people that lived in Onondaga county in upstate New York I knew we had to learn how to access the mass media: radio and TV stations and local newspapers. Over the last 17 years I was able to arrange hundreds of news interviews, talk show appearances, op-ed pieces and editorial board meetings. I learned to see the mass media, ie. corporate owned media, as an extremely important tool to achieve our goal.

At the same time, I discovered that within the activist world the corporate owned media was routinely criticized and was not utilized to any significant degrees. While there were many calls for the media to change itself I did not see any calls for activists to learn public relation skills and actively work to form relationships with reporters and place stories.

I would like to see substantial changes in news coverage on a variety of issues but at the same time I also see the media as having significant potential as an outreach tool. If you take the time to learn how the news world works, where the openings are, importance of news pegs and timing, how to write a press release etc. you will greater success in getting coverage on your issue.

I cannot find any voices within the activist world calling for activists to do the hard work of learning how to work with the mass media. Not just send out one or two press release and than give up if their story is not covered but make a long term commitment to struggle with how to get their issue before the entire community they live in. Activists need to struggle with how to reach the entire community they live in and not just the handful of people who attend our presentations or read our newsletters if we are to affect public opinion on our issues.

I've enclosed an article I wrote and some recent press clippings from current projects I am

involved with in Syracuse. Our newspapers, by the way, are owned by the Newhouse corporation, one of the larger media corporations in the U.S. The papers praised the steelworkers union for their support of the workers at Landis Plastics.

I am writing to ask if you would consider, in your writings and presentations, to encourage/challenge activists to struggle with working with the mass media in order to get their message before the general public. There are many more openings than people realize. It is partly a question of how committed we are to changing public opinion on the issues we work on.

I am convinced that unless activists are challenged, by people such as yourself, we will succumb to our own rhetoric about the mass media and work only with the alternative media. I am afraid we are to comfortable in talking with ourselves.

If our ideas are important it seems to me that we should want to spread them as widely as possible and let the public judge for themselves as to their worthiness.

Please feel free to call if you have any questions. I am writing other prominent activists like yourself. If you have suggestions on other people I should write please let me know. The names and addresses of other national figures would be very helpful.

Thank you for your time.

Sincerely yours,

Peter Wirth

[89] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/28/97 1:14PM (6641 bytes: 140 ln)

To: fgg at POST1

Subject: Re: Asilomar follow-up

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-036.syracuse-01.ican.net [204.245.84.36])
by mail.ican.net (8.8.4/8.8.4) with SMTP

id NAA23060 for <fgg@asc.upenn.edu>; Tue, 28 Jan 1997 13:08:17 GMT

Date: Tue, 28 Jan 1997 13:08:17 GMT

Message-Id: <199701281308.NAA23060@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Asilomar follow-up

George,

I'm finally back on line. How did we ever live before E-mail?

You keep a busy schedule. If possible, ask for business cards from reporters, especially AP correspondents. We should start a file of correspondents you are in touch with.

I spoke with the staff person from the NY Times on Monday. She said the fax was being considered. I'll call Wednesday morning if I haven't heard from them. I think it is a long shot.

I also spoke with Marvin West yesterday. He received your material and is considering it. Once again, it sounds hopeful but no decision yet. My call helped raise it to/near the top of his pile. If it is possible to hold off on having any newspaper publish the article for the next ten days that would be to our advantage. While they don't pay, Marvin said that if the article appears elsewhere it affects their decision to use it. We will know in the next ten days

If you have already sent off the piece to the papers I wouldn't worry about it unless it looks like they will run it in the next week.

He also asked about who you are etc. He said you appeared "principled" and liked your piece. He also asked about CEM. Correct me if I'm wrong but I told Marvin in response to his question that I was 98% sure you weren't on the CEM payroll.

I described you as a academis/researcher who is now an activist and believes very strongly about the issue of the negative effects of violence in the media on children and our culture.

Marvin suggested the possibility of a piece about you at somepoint in the future. He has the potential of being a good contact that will probably pay off at some point.

Oh yes, if you have the technical know how please send documents to Marvin as a word document. Marvin is older and as he says, "he can just about turn on his compute' but it does slow the process down. The easier we make things for them the better.

Yes, the world of radio and TV talk is filled with "entertainers" who sell their nostrums. However, it is a great venue for reaching a cross section of America: truck drivers at night, shift workers early morning, homemakers during the day etc. If we can afford it CEM should use it.

I'm sure you can handle it but I also want to remind you that the talk show world can be tough at times. I don't know if there will be much respect for a PhD. At least don't expect that there will be. There might be respect but there might not.

I think the least we should do is an ad is a full page for the April issue. I'll check on the price. The information on the FCC hearings will be helpful. I spoke with the director of an organization that works on the separation of church and state issues. A few years ago an ad in Radio and TV Interview Report generated a 100 requests for talk show interviews. This is atypical. The key was that the issue was in the news for some reason.

I need to bill for a few more hours. If the budget is almost depleted please let me know. I am willing to work on a pro bono basis at least to get closure on the contacts I made. After that, I am still willing to put some time in to keep things moving ahead. I just need to know what the situation is to keep my business moving ahead.

If we go ahead with the ad I'm willing to do scheduling.

WSYR in Syracuse is a go. Presently, there is a 15 minute interview on a daytime show that is very popular. The host for the hour day time show wanted to wait until the issue was hotter. The news director wanted to get something on sooner. You will probably get a call from Troy Skinner, from WSYR.

Pete

Marvin

At 11:01 PM 1/27/97 edt, you wrote:

>January 27, 1997

>

>Dear Pete:

>

> I have no fax number for you, so am responding to your fax by e-mail.

>

>Here is a report on Minnesota:

>

>Report on January 23-24. Soon after arrival, I participated in a panel
>discussion with Sister Souljah in the Skinner Memorial Chapel,
>Northfield. MN. The next morning, we had a breakfast meeting and talk
>with faculty members and community leaders; spoke to Political Science
>class; and gave a keynote address on "Violence in the Media" at a
>Carleton University Convocation. That was taped for MN Public Radio.
>Later in the day I testified in a legislative public forum and press
>conference in the Minnesota State Capitol, Minneapolis, in support of
>bill for a tax on commercial ads to support children programming. That
>was also taped for radio. I talked briefly to the AP correspondent who
>said she'll write a story. On the way to the airport, we had a dinner
>meeting and discussion with a group of Minnesotans interested in CEM.

>

>Look forward to info on Times or any other arrangement for NY either
>Thursday or Friday (I will be there both days for mid-afternoon
>meetings. Thursday pm radio interview with Laura Flanders.

>

>Phila Inq. interview fine. I am in e-mail touch with David Boldt
>(columnist) and sending ratings copy to op-ed editor, Mike Leary, and

[90] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/28/97 1:16PM (3000 bytes: 66 ln)

To: fgg at POST1

Subject: Re: Asilomar follow-up

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-036.syracuse-01.ican.net [204.245.84.36])

by mail.ican.net (8.8.4/8.8.4) with SMTP

id NAA23103 for <fgg@asc.upenn.edu>; Tue, 28 Jan 1997 13:08:33 GMT

Date: Tue, 28 Jan 1997 13:08:33 GMT

Message-Id: <199701281308.NAA23103@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Asilomar follow-up

At 11:01 PM 1/27/97 edt, you wrote:

>January 27, 1997

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>Dear Pete:

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>Look forward to info on Times or any other arrangement for NY either
>Thursday or Friday (I will be there both days for mid-afternoon
>meetings. Thursday pm radio interview with Laura Flanders.

>

>Phila Inq. interview fine. I am in e-mail touch with David Boldt
>(columnist) and sending ratings copy to op-ed editor, Mike Leary, and
>Edit page editor Jane Eisner (at Boldt's suggestion).

>

>I have looked at Radio TV Interview Report and struck by so many con-men
>and women peddling their nostrums! What would be a minimal and still
>useful ad cost? Right now the budget is depleted.

>

>I will try to find out from my FCC sources when they are planning to
>have hearings on ratings.

>
>Mondays I am teaching at Temple U, 1-2 days a week travel and other

>little time to schedule unless it warrants changing existing schedules.
>Kate usually knows where I am, but with the constant flow of
>information, she cannot make scheduling decisions, so I must keep my
>schedule and adjust it as needed essentially on an hourly basis.

>
>George

>
>
>

January 29, 1997

George,

I can't get on my E-mail right now and wanted to get you this information immediately.

Spoke with Atlantic Monthly. Your article is not in the April issue. I was told they are still looking at running it in the spring. Atlantic Monthly has a url address <http://www.theatlantic.com> (Try it to make sure I am right). I suggest we put a notice in the Monitor about upcoming article in spring issue and list their web page. It will help get more exposure on the article. You can access all the articles from their web page.

The marketing staff at Atlantic Monthly sends out about 700 news releases. I suggested that you and/or CEM should be listed with a direct phone number in case reporters want to interview you. Jim Long - (212)830-1943 - in marketing department is the person to speak with to nail this down. I will call Jim but you will need to follow up with what phone number you want listed.

Even with the extended time frame I would get material off for the side bar as soon as possible.

Dorothy Samuels from the NY Times called. She said that you should send some material to Steve Weisman, who is on the editorial board. Mention that Dorothy Samuels thought that Steve would be interested in subject. Steve's direct number is 212-556-4658.

The address for the New York Times is 229 West 43rd St., New York, NY 10036.

The tack that I would take is to establish yourself as an expert (include bio), state the problem with the new proposed TV ratings (and perhaps overall problem of the effects of violence in media) and your involvement with issue. The news peg is that the FCC is reviewing proposed standards right now. Ask if the NY Times would consider an editorial either coming out against the proposed system or at least state what needs to be changed.

It wouldn't hurt to mention that you would be willing to write an opinion piece if they are interested. I would follow up with a phone call a few days after he receives it. Steve will be out for the next few days with knee surgery.

It is good news that we got a call back and have established a contact on the editorial board level. The New York Times is a heavyweight.

Pete
Cc. Kate



[98] From: Peter Wirth <pwirth@ican.net>
49 ln)
To: fgg at POST1
cc: cem@libertynet.org at SMTP-po
Subject: Followup

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

Text item 1: Text Item

Received: by cmail from mail.ican.net
From pwirth@ican.net
X-Envelope-From: pwirth@ican.net
Received: from pwirth.ican.net (ppp-007.syracuse-01.ican.net [204.245.84.7])
by mail.ican.net (8.8.4/8.8.4) with SMTP
id JAA11846; Wed, 29 Jan 1997 09:31:27 GMT
Date: Wed, 29 Jan 1997 09:31:27 GMT
Message-Id: <199701290931.JAA11846@mail.ican.net>
X-Sender: pwirth@mail.ican.net
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: Peter Wirth <pwirth@ican.net>
Subject: Followup
Cc: cem@libertynet.org

George,

I'll call you as soon as I know about NY Times. I haven't tried to set up anything else in New York.

I'll call as soon as I know anything from Marvin West. After that I suggest you contact the folks at the Phila Inq. My experience is that the "squeaky wheel gets the grease."

I thought I was on safe ground with my statement about you not being on the payroll. Thanks. I'll also mention to Marvin that you sent document a as a word document - IBM DOS Word 5.

I will check with Atlantic Monthly to confirm that the article is coming out in April.


Will try and get through to the folks regarding talk shows today.

Will cc. Kate

I tried Troy Skinner yesterday and left a message for him.

I'll bill. Thanks.

Will there be another CEM newsletter? I would like to write a brief (few hundred words) article. The focus would be on how CEM members can get involved in affecting the media in their home communities. I think CEM members could play a very important role. I'll send you a draft so you can see what I mean.



Pete

[97] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/29/97 8:50PM (1956 bytes: 50 ln)

To: fgg at POST1

Subject: Re: Questions

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-033.syracuse-01.ican.net [204.245.84.33])
by mail.ican.net (8.8.4/8.8.4) with SMTP

id UAB08622 for <fgg@asc.upenn.edu>; Wed, 29 Jan 1997 20:43:25 GMT

Date: Wed, 29 Jan 1997 20:43:25 GMT

Message-Id: <199701292043.UAB08622@mail.ican.net>

X-Sender: pwirth@mail.ican.net (Unverified)

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Questions

George,

I don't remember receiving the Newsweek piece. You need to call me first so I can put my computer in faxmode.

Received phone message that you have a meeting with the science editor at NY Times. Good.

Received e-mail message from Marvin West at 7:00 PM. He said your article is a go. They will use your article in a point counterpoint format as soon as they can find someone to write a counter viewpoint.

Keep your fingers crossed. I made a decision to tell him that we had already pitched the story to our hometown respective papers before I found out from him that the protocol was to wait and that both papers were going to run the article. I'd rather he found out from me than have someone else bring it to his attention.

I told him these were the only two papers that had the article. My experience is that sincerity and honesty usually go a long way. I wanted him to know we weren't trying an end run.

Pete

At 05:07 PM 1/29/97 edt, you wrote:

> Pete- 1. Did I ever send you the NEWSWEEK piece on my work? Old but
> good.

> 2. Do you have a fax number?

> More later. George

>
>
>
>

[99] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/30/97 3:22PM (1791 bytes: 45 ln)

To: fgg at POST1
Subject: Re: Questions

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

Text item 1: Text Item

Received: by cmail from mail.ican.net
From pwirth@ican.net
X-Envelope-From: pwirth@ican.net
Received: from pwirth.ican.net (ppp-010.syracuse-01.ican.net [204.245.84.10])
by mail.ican.net (8.8.4/8.8.4) with SMTP
id PAA17211 for <fgg@asc.upenn.edu>; Thu, 30 Jan 1997 15:15:13 GMT
Date: Thu, 30 Jan 1997 15:15:13 GMT
Message-Id: <199701301515.PAA17211@mail.ican.net>
X-Sender: pwirth@mail.ican.net (Unverified)
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: Peter Wirth <pwirth@ican.net>
Subject: Re: Questions

George,

I'll try and pick up a copy. Hold off sending it until you hear from me.

Hope your meetings go well.

Pete

At 09:40 AM 1/30/97 edt, you wrote:

> Pete - ratings piece IS in today's Phila Inquirer op-ed page, good
> display, with picture! Will try to reduce so I can send it to you,
> unless you can get it yourself. Remember that I am in NY both this
> (Thursday) and tomorrow afternoon. Here is all my contact info:
>

>George Gerbner, Professor and Dean Emeritus
>The Annenberg School for Communication
>University of Pennsylvania
>Director, the Cultural Indicators Project
>Chair, the Cultural Environment Movement
>University City Science Center - One East
>3624 Market Street
>Philadelphia, PA 19104-6220
>Tel 215 387 5202 Fax 215 387 1560
>Internet FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel: 610 642 7479
Tel/fax 610 642 3061

>
>
>
>

[83] From: Peter Wirth <pwirth@ican.net> at SMTP-po 1/31/97 10:40PM (1567 bytes
41 ln)

To: fgg at POST1

Subject: My Address etc. - FYI Pete

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-015.syracuse-01.ican.net [204.245.84.15])
by mail.ican.net (8.8.5/8.8.5) with SMTP id WAA20087

for <fgg@asc.upenn.edu>; Fri, 31 Jan 1997 22:34:20 GMT

Date: Fri, 31 Jan 1997 22:34:20 GMT

Message-Id: <199701312234.WAA20087@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: My Address etc. - FYI Pete

George,

This is the radio station I mentioned earlier today. I passed your phone
number on to Nikki.

Hope New York went well. Fill me in about NY Times meeting.

Pete

>From: Nikkifinke@aol.com

>Date: Fri, 31 Jan 1997 02:40:19 -0500 (EST)

>To: pwirth@ican.net

>Subject: My Address etc.

>

>That is indeed the correct address.

>At present, I feel the radio show is the best forum for his views. This is

>KCRW, the National Public Radio flagship for all of Southern California

>(really 8 or 9 stations), and my show is called Hollywood Wrap about the

>business of Hollywood. Since this is toney public radio, we don't take calls.

>It's strictly q-and-a.

>So are we confirmed for March 3rd? Please let me know soonest.

>Nikki Finke'

>

>

[93] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/2/97 9:34AM (1469 bytes: 4
1 ln)

To: fgg at POST1

Subject: Re: My Address etc. - FYI Pete

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-028.syracuse-01.ican.net [204.245.84.28])

by mail.ican.net (8.8.5/8.8.5) with SMTP id JAA06005

for <fgg@asc.upenn.edu>; Sun, 2 Feb 1997 09:26:50 GMT

Date: Sun, 2 Feb 1997 09:26:50 GMT

Message-Id: <199702020926.JAA06005@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: My Address etc. - FYI Pete

George,

Your article appeared on the front page of the opinion section of the
Syracuse Sunday paper complete with photo and side bar. I'll mail a copy
Monday.

Pete

At 10:55 PM 1/31/97 edt, you wrote:

> Pete - re Nikki - March 3 is a Monday, my teaching day. On Mondays
> I can be available only between 10 and 12 am, and after 9 pm. Most
> other times booked up with meetings, day and overnight trips, and
> appointments, so I need advance notice or call to arrange. Also -
> out of the country:

>
> Feb 27- March 2 Paris, Brussels
> March 5-8 Budapest
> April 21-26 Bellagio, Switzerland

> George
>
>
>

From: fgg at post1 2/2/97 11:05AM (653 bytes: 16 ln)
To: Peter Wirth <pwirth@ican.net> at SMTP-po
Subject: Re: My Address etc. - FYI Pete

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

Good news. Look forward to seeing it. What's next?

I have drafts on

Cameras in the Courtroom
Russian coup of 1969 - how Yeltsin trapped Gorbachev on TV
Gulf War delusion -- there WAS no war, only slaughter of fleeing
troups
OJ Simpson - the effect of TV vs. no TV
How global markets rather than popularity drives TV violence
("Marketing Global Mayhem"
and several other subjects

Can send when you think it's timely.

George

Window: 1 - 24 Lines: 20 Edit: ↑ ↓ → Help: F1 End: ENTER

[94] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/4/97 8:26AM (1967 bytes: 4
8 ln)

To: fgg at POST1

Subject: Re: Cc: cem@libertynet.org

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-039.syracuse-01.ican.net [204.245.84.39])

by mail.ican.net (8.8.5/8.8.4) with SMTP

id IAA28956 for <fgg@asc.upenn.edu>; Tue, 4 Feb 1997 08:18:40 -0500 (EST)

Date: Tue, 4 Feb 1997 08:18:40 -0500 (EST)

Message-Id: <199702041318.IAA28956@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Cc: cem@libertynet.org

George,

Looks okay to me. When you write an article (if at all appropriate) include
this and identify it as a sidebar. I mailed you a copy of the Syracuse
article yesterday. ✓

I have a meeting at 8:30 but will send you a message later to respond to
your "what's next" question. ✓

I reached Kathlene O'Reilly just as she was leaving her office yesterday.
She didn't know about the upcoming FCC hearings but gave me the number of
another person to call. I have a call in and hopefully will find out today. ✓

I have to run.

Pete

At 11:21 PM 2/3/97 edt, you wrote:

> Pete - your sidebar is fine. If there is more room, here is one that
> is a bit longer:

>
> The Cultural Environment Movement (CEM) is a non-profit
> international coalition of over 150 independent organizations in every
> state of the U.S. and 57 other countries on six continents, united in
> working for freedom, fairness, equity, diversity, and democracy in media
> ownership, employment, and representation. For more information, e-mail
> CEM@libertynet.org or fax (215) 387 8034, or write P.O.Box 31847,
> Philadelphia, PA 19104.

>
>
>

[98] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/4/97 11:28AM (1464 bytes: 36 ln)

To: fgg at POST1

cc: cem@libertynet.org at SMTP-po

Subject: Re: Cc: cem@libertynet.org

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-018.syracuse-01.ican.net [204.245.84.18])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id LAA03228; Tue, 4 Feb 1997 11:20:22 -0500 (EST)

Date: Tue, 4 Feb 1997 11:20:22 -0500 (EST)

Message-Id: <199702041620.LAA03228@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Cc: cem@libertynet.org

Cc: cem@libertynet.org

george,

I just got a call back from a Steve Bailey. Somebody passed my message on to him as I didn't call him.

He told me that the Senate Commerce Committee is holding hearings on Feb. 27 in Rm. 253 in the Russell Building. Senator McCain is the person to contact for the hearings.

Mr. Bailey said he was not aware that the FCC was holding hearings. I have no idea if this is accurate information. If you plan to testify in the Senate hearings we should try and get some press coverage.

I'll try and get through to the other people I left messages for.

Pete

>

>

[105] From: Peter Wirth <pwirth@ican.net> at SMTP-po (2/4/97 4:42PM) (2321 bytes: 61 ln)

To: fgg at POST1

Subject: Re: Cc: cem@libertynet.org

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-068.syracuse-02.ican.net [204.245.84.68])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id QAA22142 for <fgg@asc.upenn.edu>; Tue, 4 Feb 1997 16:39:59 -0500 (EST)

Date: Tue, 4 Feb 1997 16:39:59 -0500 (EST)

Message-Id: <199702042139.QAA22142@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Cc: cem@libertynet.org

george,

Before I respond to your list of articles and what's next this is where we stand.

First, have you sent material to Steve Weisman at the NY TIMES? He is on the editorial board. If you want me to send material on your behalf tell me. You should try and contact him if/after I send written material.

Second, a decision still needs to be made whether to take an ad. I will send material shortly.

This is a report on where things stand with various contacts I made.

1. Quill - They are considering my request regarding an article. Editor is interested but hasn't made her mind up. Since it reaches a few thousand journalists I think it would be a good place to be. ✓
2. FAIR - Interview took place. I requested a copy of tape from Laura as none of the radio stations in my area carry it. ✓
3. KCOW, CA. - Yes, Nikki Finke will call you to schedule an interview.
4. KABC, CA - Still considering
5. WSYR, Syr. - Yes, Troy Skinner will call.
6. Syracuse Newspapers - Article appeared last Sunday. Copy mailed.
7. Scripps Howard News Service - Yes (in theory) I'll believe it when it is in print. Syndicates to 425 outlets.
8. NY State PTA newsletter - Still considering.
9. National PTA Magazine - Still considering
10. WRVO, Syracuse - Said no as they think you might appear on NPR nationally.

11. Atlantic Monthly - did you send in the side bar? They said it was okay

to publish their URL in our newsletter.

Pete,

>

>

[93] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/5/97 4:08PM (3185 bytes: 7
4 ln)

To: fgg at POST1

Subject: Re: Ratings

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

Text item 1: Text Item

Received: by cmail from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-015.syracuse-01.ican.net [204.245.84.15])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id QAA20958 for <fgg@asc.upenn.edu>; Wed, 5 Feb 1997 16:04:29 -0500 (EST)

Date: Wed, 5 Feb 1997 16:04:29 -0500 (EST)

Message-Id: <199702052104.QAA20958@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Ratings

George,

I need to go to my local university library tonight and will see if they
have a copy. If not, I'll get back to you.

I spoke with Scott Stossel today and will e-mail him side bar. He said he
will follow up on it. He thinks your article will come out in May now.

Also made a few more calls today regarding the hearings at the
Communications Subcommittee of the Senate Commerce Committee. I am going to
fax in a request on your behalf concerning presenting personal
testimony/written material. This way even if you can't make it we should be
covered.

I also sent an e-mail message off to Marvin West (Scripps Howard) to see
where things stand.

I'm mailing material to Steve Weisman, NY Times editorial board, with a
request that the Times consider addressing the issue of a content based
rating system. I've enclosed the 1,700 word version of your op-ed piece,
bio, CI explanation and excerpts from the Media Development 4/96 article. I
told him that hearings are scheduled for Feb. 27. I'll follow up to make
sure he received material and if see he wants to speak with you directly.

I don't know how important the hearings are on the 27th as I haven't been
able to speak directly with the Senate staff person yet.

I would like to send the packet of material I'm sending to the NY times to
the top ten papers in the US: Washington Post, USA Today, Wall St. Journal
etc. and request that they address the issue on their editorial page. There
is no guarantee they will do so, or that they will come out in favor of a
content based system but I recommend we do it.
The issue is timely and you have the conditionals.

Do you have access to Nexus/Lexus and/or a student that could run a few
searches. A friend of mine at the New House School of Communication at SU is
running a search of the major newspapers to identify those reporters who

wrote on the rating system. I can get a few favors from her but I don't have unlimited access.

CEM doesn't have the resources to shotgun material so I'm trying to get as much bang for the buck.

I'll be in touch.

Pete

At 11:16 AM 2/5/97 edt, you wrote:

> Pete - the notice about FCC hearings on rations is in Broadcasting &
> Cable Magazine 2/3/97, p. 11. That story also tells about Sens.
> Conrad, McCain and Burns. Can fax if you want me to. George.

>
>
>

[94] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/5/97 11:30PM (1298 bytes: 39 ln)

To: fgg at POST1

Subject: Re: CEM Sidebar for Scott Stossel

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

Text item 1: Text Item

Received: by cmail from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-011.syracuse-01.ican.net [204.245.84.11])

by mail.ican.net (8.8.5/8.8.4) with SMTP

id VAA11539 for <fgg@asc.upenn.edu>; Wed, 5 Feb 1997 21:56:29 -0500 (EST)

Date: Wed, 5 Feb 1997 21:56:29 -0500 (EST)

Message-Id: <199702060256.VAA11539@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: CEM Sidebar for Scott Stossel

>Comments: Authenticated sender is <pros12@mail.thecia.net>

>From: "Scott Stossel" <stossel@prospect.org>

>To: Peter Wirth <pwirth@ican.net>

>Date: Wed, 5 Feb 1997 18:47:12 +0000

>Subject: Re: CEM Sidebar for Scott Stossel

>Reply-to: stossel@prospect.org

>Priority: normal

>

George,

FYI

Pete

>Peter,

>

>I got your e-mail with the sidebar. I'll do what I can to make sure

>that it--or some variation of it--gets in.

>

>Scott

>

>

[105] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/6/97 10:32PM (1646 bytes: 43 ln)

To: fgg at POST1

Subject: Re: Offer of "PBS"....

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-107.syracuse-02.ican.net [204.245.84.107])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id WAA21452 for <fgg@asc.upenn.edu>; Thu, 6 Feb 1997 22:26:51 -0500 (EST)

Date: Thu, 6 Feb 1997 22:26:51 -0500 (EST)

Message-Id: <199702070326.WAA21452@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Offer of "PBS"....

George,

Kate faxed me three queries today including the one from Professional Broadcast services. I reached two of the three and will check out PBS tomorrow morning.

I faxed a request into the Senate Communication Subcommittee this morning. I didn't hear back from them today and will call tomorrow morning to see if I can get an answer.

Kate told me she (through you) has access to Lexux/Nexus.

I mailed material to Steve Weisman (N.Y. Times) today along with three of the top ten newspapers in the US. I'll send you a fax of the cover letters tomorrow.

Pete

At 12:45 PM 2/6/97 edt, you wrote:

> Pete - I asked Kate to fax you a message I got from "Professional
> Broadcast services" Palm Springs, FL. Did you refer this to us? Any
> info or ideas before I respond? George.

>
>
>

[99] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/12/97 1:16PM (1179 bytes: 31 ln)

To: fgg at POST1

Subject: Senate Hearings

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

Text item 1: Text Item

Received: by cmail from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-006.syracuse-01.ican.net [204.245.84.6])

by mail.ican.net (8.8.5/8.8.4) with SMTP

id NAA09670 for <fgg@asc.upenn.edu>; Wed, 12 Feb 1997 13:10:20 -0500 (EST)

Date: Wed, 12 Feb 1997 13:10:20 -0500 (EST)

Message-Id: <199702121810.NAA09670@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Senate Hearings

George,

I have a cold so I'm not entirely up to speed.

I think I need a vacation from my vacation. I had three days of great cross country skiing and I guess I'm paying for it now.

I spoke with the staff person from the Senate Subcommittee today. She said I should call back around 4PM. I hope to know today and will call you later if I do.

Pete>

>

>

[105] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/12/97 9:08PM (1885 bytes: 61 ln)

To: fgg at POST1

cc: cem@libertynet.org at SMTP-po

Subject: RE: Gerbner

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

Text item 1: Text Item

Received: by cmail from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-051.syracuse-01.ican.net [204.245.84.51])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id VAA03086; Wed, 12 Feb 1997 21:01:48 -0500 (EST)

Date: Wed, 12 Feb 1997 21:01:48 -0500 (EST)

Message-Id: <199702130201.VAA03086@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: RE: Gerbner

Cc: cem@libertynet.org

>From: Marvin West <WestM@SHNS.COM>

>To: "'Peter Wirth'" <pwirth@ican.net>

>Subject: RE: Gerbner

>Date: Wed, 12 Feb 1997 14:40:29 -0500

>

>Peter: Gerbner ratings commentary is scheduled for distribution on
>02-13-97 as half of a point-counterpoint package. Marvin West

>

>>-----

>>From: Peter Wirth[SMTP:pwirth@ican.net]

>>Sent: Wednesday, February 12, 1997 1:13 PM

>>To: Marvin West

>>Subject: RE: Gerbner

>>

>>

>>

>>

>>

>>Marvin,

>>

>>Any idea when the point-counterpoint article will be released? There
>>was a

>>piece on the evening news about the TV ratings last night. Senate
>>Subcommittee hearings are coming up in a few weeks.

>>

>>Peter Wirth

>>

>>

>> At 04:55 PM 1/29/97 -0500, you wrote:

>>>Peter: It is a go on George Gerbner. We'll use it as half of a
>>>point-counterpoint as soon as we can find an opposite view. Thank you
>>>for your efforts.

>>>

>>> Marvin West

2/12/97

[106] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/12/97 9:14PM (1315 bytes: 30 ln)

To: fgg at POST1

cc: cem@libertynet.org at SMTP-po

Subject: Senate Subcommittee Hearings

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

Text item 1: Text Item

Received: by ccmail from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-051.syracuse-01.ican.net [204.245.84.51])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id VAA04556; Wed, 12 Feb 1997 21:07:40 -0500 (EST)

Date: Wed, 12 Feb 1997 21:07:40 -0500 (EST)

Message-Id: <199702130207.VAA04556@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Senate Subcommittee Hearings

Cc: cem@libertynet.org

George,

I called at 4 & 5 PM today and left messages. I'll try again tomorrow morning.

Also, I spoke with Steve Weisman from the New York Times. he told me that He received the articles I sent. The NY Times wrote an editorial on Dec. 15, 1996 regarding the proposed standards. They don't intend to address this issue again in the near future.

He has your material and now knows who you are. We have a foot in the door.

Pete

[114] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/13/97 8:58PM (1874 bytes: 43 ln)

To: fgg at POST1

Subject: Cable and Broadcasting Letter to the Editor

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

Text item 1: Text Item

Received: by cmail from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-057.syracuse-01.ican.net [204.245.84.57])

by mail.ican.net (8.8.5/8.8.4) with SMTP

id UAA23552 for <fgg@asc.upenn.edu>; Thu, 13 Feb 1997 20:50:54 -0500 (EST)

Date: Thu, 13 Feb 1997 20:50:54 -0500 (EST)

Message-Id: <199702140150.UAA23552@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Cable and Broadcasting Letter to the Editor

George,

I spoke with an editor, Harry Jessel at Cable and Broadcasting Magazine. I pitched an opinion article and didn't succeed. He said it would "open the door." I assume he meant that he would than have to give the opposing side/sides a forum.

He did say he would accept a 400 - 500 word letter to the editor and give it some promient display. He also indicated he knew of your work.

Their circulation is 35,000.

Are you interested?

I also never herad back from the Senate Subcommittee staff person but will keep trying so you can at least get written testimony. I left a message that you will be in Paris on the 27th. Are their any media opportunities with your foreign travel?

I assume you will be checking your e-mail. I have some ore information to send but am running out of energy. My cold turned into the a flu.

Good luck with your travels. Oh yes, keep working the local media when you travel. I'm glad you were interviewed at your last speaking engagement.

Pete

[94] From: Peter Wirth <pwirth@ican.net> at SMTP-po 2/13/97 11:42PM (2034 bytes: 51 ln)

To: fgg at POST1

cc: cem@liberty.net at SMTP-po

Subject: Re: Cable and Broadcasting Letter to the Editor

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

Text item 1: Text Item

Received: by ccmil from mail.ican.net

From pwirth@ican.net

X-Envelope-From: pwirth@ican.net

Received: from pwirth.ican.net (ppp-091.syracuse-02.ican.net [204.245.84.91])
by mail.ican.net (8.8.5/8.8.4) with SMTP

id XAA00403; Thu, 13 Feb 1997 23:36:11 -0500 (EST)

Date: Thu, 13 Feb 1997 23:36:11 -0500 (EST)

Message-Id: <199702140436.XAA00403@mail.ican.net>

X-Sender: pwirth@mail.ican.net

X-Mailer: Windows Eudora Light Version 1.5.2

Mime-Version: 1.0

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

To: fgg@asc.upenn.edu

From: Peter Wirth <pwirth@ican.net>

Subject: Re: Cable and Broadcasting Letter to the Editor

Cc: cem@liberty.net

George,

I'll put together a piece for B & C and run it by you.

I will make some calls to see if I can find out who should be contacted. Is your meeting in Paris? What is the purpose of your meeting in France

Are you a keynote speaker in Brussels?

Pete

At 09:17 PM 2/13/97 edt, you wrote:

> Pete -

>

> Broadcasting & Cable - no surprise; they are all for Valenti & Co.
> and have editorially supported ratings. I am both moving around
> (full of meetings even on Valentine's day!) and backed up, but if
> you could revise my ratings piece into a letter to ed I would
> welcome it.

>

> In case you have some international contacts, I will be meeting
> with French press people at 11:30 a.m. on Feb 27, and speaking at a
> large international conference on Media and Politics at 2 pm in
> Brussels Feb. 28.

>

> I am usually interviewd by local media abroad, but rarely US. The
> last exception was Tom Wicker of the NYT who wrote a good column on
> a talk I made at an interational conference in Italy.

>

> The flu! Some Valentine... Take care. George.

>

>

>

>
>Received: by ccmil from mail.ican.net
>From pwirth@ican.net
>X-Envelope-From: pwirth@ican.net
>Received: from pwirth.ican.net (ppp-031.syracuse-01.ican.net [204.245.84.31])
> by mail.ican.net (8.8.5/8.8.4) with SMTP
> id PAA01659 for <fgg@asc.upenn.edu>; Thu, 13 Feb 1997 15:12:06 -0500
(EST)
>Date: Thu, 13 Feb 1997 15:12:06 -0500 (EST)
>Message-Id: <199702132012.PAA01659@mail.ican.net>
>X-Sender: pwirth@mail.ican.net
>X-Mailer: Windows Eudora Light Version 1.5.2
>Mime-Version: 1.0
>Content-Type: text/plain; charset="us-ascii"
>To: fgg@asc.upenn.edu
>From: Peter Wirth <pwirth@ican.net>
>Subject:

>
>George,

>
>Do you want me to pursue submitting written testimony to the hearings? I am
>pretty sure that is an option and will get guidelines unless I hear from you.

>
>
>
>Pete

>
> Received your message about Senate committee contact. I want you to
> know that I will be in DC Feb 18, LA 19 and 20, Paris on 27,
> Brussels 28-March 2, Budapest March 6-8, so those dates are out for
> me. Every Monday I teach, and usually have speaking engagements 1-3
> times a week, so scheduling must be well in advance.

[95] From: cem@philadelphia.libertynet.org (Kate Duncan) at SMTP-po 4/3/97 10:59 AM (2106 bytes: 42 ln)
To: pwirth@ican.net at SMTP-po
cc: fgg at POST1
Subject: Re: NY Times Coverage of Your Study
----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from philadelphia.libertynet.org
From cem@libertynet.org
X-Envelope-From: cem@libertynet.org
Received: from [208.0.81.60] (phl-6009.dca.net [208.0.81.60]) by philadelphia.libertynet.org (8.6.12/8.6.12) with SMTP id KAA08323; Thu, 3 Apr 1997 10:50:39 -0500
Date: Thu, 3 Apr 1997 10:50:39 -0500
Message-Id: <199704031550.KAA08323@philadelphia.libertynet.org>
X-Sender: cem@philadelphia.libertynet.org
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: Peter Wirth <pwirth@ican.net>
From: cem@philadelphia.libertynet.org (Kate Duncan)
Subject: Re: NY Times Coverage of Your Study
Cc: fgg@asc.upenn.edu

Pete and George,

I got a response from Mary Pipher when I sent her CEM materials to see if she wanted to become involved (I didn't specify how she could be involved), and she wrote back that she admires our work, and admires George, but she's just avalanched and doesn't have time for anything else. It seems to me that CEM isn't something "other" than what she's already doing. So, now that she's familiar with us, what can we do? I agree that she should be involved somehow, at least to speak at our convention.

Kate

>On a totally different issue the editor of Psychology Today said that Mary
>Phiffer is the "single most important person" right now in regard to our
>work. She spoke in Syracuse to a sell out crowd of 800 people. I think we
>should contact her in regard to how we can work together.

>
>She wrote a recent best seller focusing on teen age girls. She is very
>concerned about the "cultural environment" and how it affects teenage girls.
>I think a call to her, if nothing else to see how we can support her efforts
>and vice versa would be beneficial to both of us. My sense is that she is an
>activist and this is the person we want to be involved with.

>

Date: Tue, 12 May 1998 08:30:52 -0400 (EDT)
X-Sender: pwirth@pop.ican.net
Mime-Version: 1.0
To: ggerbner@nimbus.ocis.temple.edu
From: Pete Wirth <pwirth@ican.net>
Subject: RE: Media Advisory "Television Demography..."
Status:

George,

Do you have somethin that Brian could send?

Pete

At 04:37 PM 5/11/98 -0700, you wrote:

>Hi Peter.

>Pamm Fair (AFTRA) received your media advisory and would like to see the results of the study conducted by CI, as mentioned in the release.

>You can fax it to us at (213) 634-8126 or mail it to:

>Pamm Fair/AFTRA

>5757 Wilshire Blvd. Suite 900

>Los Angeles, CA 90036

>

>If you have any questions, you can call me, Seza, at (213) 634-8125 or e-mail smikikia@aftra.com

>

>Thank you.

>

>