Very Fine

KATHLEEN B. LYNCH

7/12/89

Dear George,

I am so grateful to you for finding the time to do the editorial review of our mission statement. Thanks too for the accompanying letter and the copy of the letter to Joe.

Avis phoned to tell me that you planned to work on the mission statement while on your trip to Moscow. That was "awesome", as the kids say! I would like to hear about your experiences in Russia.

The big news about you retiring from the position of Dean first reached me via Lorna Forbes. Avis assured me in her subsequent phone call that you will be as busy as ever, which isn't surprising. But I hope it will mean more time for things you want to do. Reading about your successor Ms. Jamieson, she sounds like an impressive choice as your successor, but I don't envy her, having to try to fill your shoes. I'm glad to hear that you are remaining on Annenberg as Professor.

Again re: the mission statement: I reviewed your suggestions, as carefully as you made them, and I like all of them "just the way they are", to paraphrase Mr Rogers. Unless I can find someone else, we may face a little delay in getting the revised master copy done, because Jim Daley, who does that work for us, was just admitted to the hospital

with possible hidden stories.

I'm enclosed copies of some correspondence with Mr Duffy of ABC, which will be self-explanatory. Although his reply may not mean anything more than good public relations, it was rather nice to read. Also, I thought it served as a sort of litmus test of our approach; i.e., he didn't seem to find anything in it to precipitate some of their specious defenses.

I'm also enclosing our July newsletter. As you might guess from pages one and two, MTTM has several active and quite vocal people who don't give much study to what we are doing, and are beguiled by the publicity that Mr Rakolta and the Rev. Donald Wildmon have gotten. So, they think we should do likewise - threaten the advertisers with boycott, "get 'em in the pocketbook", etc etc. These groups are doing what's right for them but it's surprising to me how persistent several people are in not seeing that it doesn't fit our perspective and mission. I'm sure it would be helpful to talk with you about this problem. I hope my response to it is valid and reasonable.

Saturday July 15th I'm leaving for a week's visit in Cazenovia, N.Y. - a charming town on a lake, 20 miles from Schenectady. After I come back I'll get in touch with you. With the current changes at Annenberg, if you are just too busy for me to come up in August, we can certainly defer it.

Again, many thanks for your help with the mission statement.

Ray

CAPITAL CITIES/ABC, INC.
77 West 66th Street New York, New York 10023-6298 (212) 456-7463

James E. Duffy
President, Communications

June 28, 1989

Ms. Kathleen B. Lynch
President
Message to the Media
P.O. Box 236
Montchanin, Delaware 19710

Dear Ms. Lynch:

Please forgive the delay in responding to your letter following my keynote address at the D.A.A.C.E. Conference in Rehoboth Beach, Delaware this spring. I thought that your letter was most thoughtful and I took the liberty of passing it along to the President of our corporation, our policy and planning people and the new President of the Entertainment Division for their persual.

Much to my dismay in reviewing the dictation file, I was most embarrassed to find I had not responded to you.

We are extremely proud of the position that Capital Cities/ABC has taken in the literacy movement and are inspired by the growing national movement that is taking place thanks to the efforts of the D.A.A.C.E. and similar initiatives in every state in the country. We do realize that as a major communications media, we do form or change attitudes and reinforce values and principals that we all want in our society. That is why I was pleased with your statement and that's why I passed it along to others for their persual.

Thank you very much for writing to me.

Sincerely,

James E. Duffy

JED/lb

March 21, 1989

Mr. James E. Duffy
President, Communications
Capital Cities/ABC Inc.
77 W. 66th Street
New York, NY 10023

Dear Mr. Duffy:

I enjoyed your fine keynote speech on St. Patrick's Day at the dinner meeting of the D.A.A.C.E. conference in Dewey Beach.

I am not working in the front lines of the literacy problem, but as a social worker I am concerned about it from the perspective of societal causes and consequences.

After the meeting I wanted to speak with you about the organization I represent, but I decided that didn't quite fit the occasion and a letter would be better.

Message To The Media is a non-profit corporation (with Federal 501(c)(3) tax-exempt status) based in Delaware, founded about two years ago. We have been laying the groundwork for what we hope will be a nationwide citizens' appeal to your industry to adopt production standards that support the nation's urgent social imperatives. We think it has become critically important for TV producers and sponsors to respect the need of young people for a media cultural influence that is consistent with developmental and educational values.

The corollary mandate of MTTM is to increase public awareness and viewer responsibility by means of educational activities.

We do not agree with the commercial television industry's contention that its responsibility as a powerful cultural force is mitigated by the power of individuals to switch the dial or turn off the set. That rationale ignores today's millions of latch key youngsters and other children and teens who lack adequate parental supervision and guidance. Without mature adult surveillance of viewing habits, natural curiosity impels these kids to tune in on the "adult" world that the networks portray via the soaps, talk shows, crime shows and shallow sitcoms.

7 Rockford Rd., Apt. J-2
Wilmington, DE 19806
August 25, 1989

Dear George,

To-day is my first opportunity to write. MTTM keeps me busy in a multitude of ways, probably because I have a broader range of things to do than my counterparts in larger organizations with more staff, clerical help, etc.

Thank you again for the very enjoyable lunch visit last Tuesday. More than I can put into words, I appreciate your generous sharing of time, knowledge, hospitality, support!

I read with great interest your paper on Political Functions of Television Viewing (etc.) , and also Adoption in the Mass Media. In both, the findings were certainly very significant and very enlightening. Up until now I haven't managed the time to become well grounded in research on media, and I think that concentrating on your research literature is an excellent way to rectify that. Most of my insights so far have come from some sort of intellectual osmosis combined with the knowledge base of my own profession, rooted as it is in social "diagnosis" and problem-solving.

The Adoption report really struck home because in my clinical work I've often been troubled by a shallowly sentimental trend toward satisfying curiosity about birth parents and birth children - a natural inclination, of course, for adoptive children, but one that needs to be counterbalanced and helped with adult common sense. But common sense isn't very valued these days, and it was a striking revelation in your study that mass media and especially TV and films have played a role in supporting destructive misconceptioms and prejudicial attitudes. It was good news, though, that according to recent figures the real life searchers for birth parents/children are a farlower per centage than the media portray .

I'm returning your publication list , checking the ones I would like to have. I would think I can order the books at U. of DE Bookstore but checked them so you will know what I'm interested in. Re. the other publications: I concentrated more esp. on recent years but included some earlier ones that sounded fundamental and relevant for today. If I've missed some that you think would be especially valuable for us , please add them. On receipt of bill I'll send a check. Thank you so much for your help with this.

The next lunch will be my turn. In the meantime, I wish you well in the task of office-moving. Best wishes, too, for an enjoyable new chapter in your academic life after all the years of distinguished service as Dean.

Sincerely,

Kay

P.S. Please tell Avis thanks for guarding my umbrella!

MESSAGE TO THE MEDIA
(Incorporated)

September 16, 1989

Professor George Gerbner Ph.D.
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19104-6220

Dear George:

Earlier in the week I watched the Ted Koppel special about television, and I'm wondering if you saw it. The interesting segment on Russia reminded me about your visit there and made me wish the show had included an interview with you on the subject of your international involvement in exploring TV's cultural impact. I guess one can count on the major networks to just skim the surface.

If the underdeveloped countries are emulating us, I thought Koppel's view of television as a force for liberty, democracy, etc. in those countries was a bit over-rosy considering what it's doing here.

On to another subject: one of our members who also joined Terry Rakolta's group (I believe it's Americans For Responsible Television?) learned from their newsletter that you are on their advisory council. I congratulate them. We would be honored to have you"officially" on ours - you certainly are unofficially. Sometime ago I concluded, erroneously, I guess, that it wasn't appropriate to ask you. I'll explain that when I see you.

If under your guidance their group is now focusing more on industry self-regulation, which seems to be the case from something I read; and if they otherwise encompass our objectives, do you think it would make sense at some point for us to initiate discussion with them about possibly merging with them? It might be a long time before we have anything like their resources, financially. On the other hand, I wouldn't want us to take a step that would compromise our essential understanding of the problem and objectives. Also, there is your idea of federation.

We are very pleased that Dr. Shayon will speak at the institute for teachers here on October 13th. Delaware is hitting the Annenberg jackpot in October! Oct. 25th dinner reservations are beginning to come in and we are working hard on preparations.

Would you possibly have time for another lunch visit before your Phillippines trip? (You the lunch guest this time). If exploring with you the merger idea

MESSAGE TO THE MEDIA, P. O. Box 236, MONTCHANIN, DELAWARE 19710

seems timely, perhaps it would be a good idea to include a couple of our active Board members, if that would be all right. Our last time was on a Tuesday - if that is still a good day for you, it is for me, too. Between now and mid-October I'm flexible so far except that Thursdays are out and Monday Oct. 2nd isn't good. I will phone you next week.

I hope that you are very much enjoying teaching and other pursuits unencumbered by administration.

Sincerely,

Kay

Tues. 9/26

Dear George,

I've made a reservation for us at The Palladium (just barely remembered the name) for Friday between noon and 12:15. It seemed a good choice this time since you had suggested it last time but it was closed.

As planned, I'll come to the Annenberg main office and have them call you.

Looking forward to seeing you on Friday. In the meantime I've been poring over your literature with enthusiasm and much appreciation. It's great, too, to learn that many of my assumptions drawn from the "clinical observation" orientation are supported by your studies.

Sincerely,

Kay

Lynch

MESSAGE TO THE MEDIA
(Incorporated)

Rep 11/10/89

Nov. 4, 1989

Dear George,

There is no adequate way to thank you for all that you gave us at the dinner meeting. It gave the event an importance that we could not have otherwise achieved. Throughout the week I've been receiving numerous enthusiastic comments about your talk. One man said "It was as good as a course in communication!" My brother, who is notoriously fidgety about sitting for more than a few minutes, told me that this was the first time within memory that he was so absorbed he had no impulse to get out of his chair!

You have set us a standard that won't be easy for us to sustain in future meetings, but we'll try.

Please tell Flora that I was happy to have the opportunity to meet her, and I enjoyed her so much! I think we are "sympatico". We

MESSAGE TO THE MEDIA, P. O. Box 236, MONTCHANIN, DELAWARE 19710

are all grateful to her, too, for gracing the occasion by her presence.

A teacher at a private high school here, who attended the dinner, told me that he teaches a course in television and they have a little TV studio set-up with facilities that they would make available to us if we would have some use in mind. That got me thinking about possibly collaborating with the school on an educational videotape. I think maybe we could get some funds for that, and see if Bat Shagon could possibly give us some consultative help. Several of us are meeting on Tuesday evening with the teacher, whose principal has given the idea his blessing. It seems like an ambitious dream, but so would a dinner meeting have seemed eighteen months ago, with you speaking, to a local audience of 96.

Thank you again for the very pleasant breakfast-visit with you and Ilona. Somehow I let you get away without hearing about the trip to the Philippines.

Best regards to you both,

Kay

PS-Will be eager to learn of developments re meeting to explore federation among appropriate groups.

I couldn't let this (attached) story go by without writing to the editor. The paper is The Catholic weekly of the Diocese of Wilmington. They printed my letter in yesterday's DIALOG, but deleted what I thought were good paragraphs because they were illustrative, and one of the two paragraphs included the only reference to MTTM. So the version in the paper had only my signature with no reference to MTTM.

Not only is TV pre-empting religion, as your studies have shown; it also seems to be mesmerizing the people in religion.

In my letter (also attached) I marked with an * the 2 paragraphs they omitted.

- Kay

THE DIALOG 10-13-89

Fall prime-time television puts spotlight on religion

LOS ANGELES (CNS)—Prime-time television's getting Catholicism. At least that seems to be the case with the networks' fall lineup.

The Catholic religion figures significantly in two new network programs, NBC's "Sister Kate," about a nun, and ABC's "Chicken Soup," about a Jewish man in love with the Irish-Catholic widow next door.

The fall lineup also includes the return of "Just the Ten of Us," a half-hour comedy set at a private Catholic school for boys. Additionally, ABC is developing "Father Dowling Mysteries" as a mid-season replacement. The program about a priest-nun detective team debuted last season on NBC.

None of the programs attempts to promote religion per se, studio officials said, but Catholicism is expected to play a part in all of them.

It will fit naturally into "Sister Kate," a series built around a nun who heads a group home for recalcitrant orphans, Jeff Stein, executive producer of the half-hour show, said in an interview in Los Angeles with Catholic News Service.

Stephanie Beacham, known as the conniving billionairess Sable Colby of "Dynasty," stars as Sister Kate on the program.

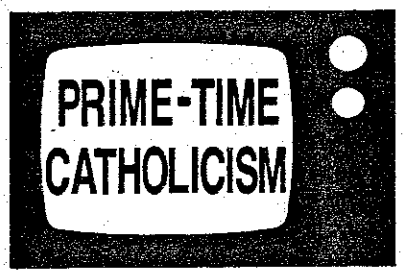
Catholicism also plays a part in "Chicken Soup," starring Jackie Mason and Lynn Redgrave. The program relies on the differences between Jews and gentiles for humor, its producers said.

Bernard Orenstein, executive producer, said at a press conference in Los Angeles that the show will deal with clashes between Catholics and Jews.

"We're going to deal with Jackie meeting members of her family and their friends, and how they feel about each other, how Jews feel about Catholics, how Jackie and the priest that runs the school that the (widow's) boys go to differ on certain things," he said.

Mason said he agreed to do the program because it was going to present realistic Jews and gentiles.

TV professionals offered several theories about Catholicism's recent move into prime time.



Robert C. Wright, president and chief executive officer of NBC, told CNS he thought the emphasis stemmed from what he said is society's current "fascination with things conservative."

There seems to be an attraction for shows "featuring religion, a wholesomeness" and shows that are "conservative and discipline-oriented," he said.

However, "Sister Kate" won't be a "pulpit for religious doctrine," Mr. Wright said.

Miss Beacham cited a move toward law and order in society as an impetus for the use of Catholicism in prime time. A program about a nun is contemporary and reflects today's standards, she said.

"There's a strong revival of morality in America today," said Miss Beacham. "I think it's going to be quite modern to have somebody with some very definite standards who will not lower those standards. I don't think it will clash with the temperament of today."

Religion was on prime-time television last season too.

Deborah Harmon, mother in the Lubbock family on ABC's "Just the Ten of Us," noted the Friday night show is entering its third season. It had frequent references to Catholicism last season. For example, Miss Harmon, as Elizabeth Lubbock, helped the school principal, Father Hargis, appreciate prayer and see that he should be more than just an administrator. This season, eldest daughter Marie will look into whether she should become a nun, Miss Harmon told CNS.

The church also will be featured in a small way in at least one made-for-TV movie, "The Diane Martin Story," on NBC. The program stars Jill Eikenberry and is about an ex-nun who becomes pregnant through rape and chooses not to abort the child. It shows how she loses her job as a public school teacher after she decides to become a single parent and how she finds moral support from the order to which she belonged.

7 Rockford Road, Apt. J-2
Wilmington, DE 19806
October 14, 1989

Ms. Kathleen Graham, Editor
THE DIALOG
1925 Delaware Avenue
Wilmington, DE 19806

Dear Kathleen:

Catholic News Service seems pleased about Catholic-related scenarios on several new major network sitcoms. At least, that is the impression I have from reading the CNS story about "Prime-Time Catholicism", given prominent coverage in the October 13th DIALOG. Although the article doesn't delve into the programs critically, pro or con, it does suggest that they are seen as evidence of a network trend toward valuing religious themes in a genuine way.

If readers draw that conclusion from Catholics populating sitcoms, or from corporate lip service on the subject, they are misled. American citizens, Catholics included, need to become better informed about what commercial network television is all about. Under present practices, that virtually ignore the principle of broadcasting in the public interest, the industry has turned this powerful communicative resource, this potential blessing for society, into simply a mass marketing bonanza. With its objectives aimed solely at "selling" consumers by the thousands to eager sponsors, the public becomes a commodity to be exploited, rather than citizens to be served, with values to be respected.

The unbridled commercialism, without the balance of social responsibility, rules out quality programming in favor of low-level pandering to the population that is least mature(including children, of course), least educated, and therefore most susceptible to advertizing hype. The result we see is an adolescent-level conglomeration of shallow, titillating, often sensational and lurid shows intended only to glue viewers to the screen so the ads can do their work on them. you may question this

Americans, Catholics included, urgently need to learn to see through consumer exploitation and to recognize that its false materialistic values are the very antithesis of respect for human dignity and spiritual ideals.

* I read in another newspaper that Stephanie Beacham, formerly an unsavory "Dynasty" character and now playing a nun's role on "Sister Kate", is taking her role very seriously. She has promised religious in real life that she will not play the character in a "wimpy" way, "like the singing nun". Wimpy is a media culture word for people who don't conform to the macho-aggressive male and sexy-seductive female TV stereotype. When we get into the area of wimpy vs. non-wimpy nuns, we are on pretty thin ice.

* In my work with the organization Message To The Media I've monitored many sitcoms, and once or twice have sampled "Just the Ten of Us". What I saw featured conspicuous crucifixes in the house; the usual sexy sitcom kids and teens delivering savvy one-liners and smart-alec instant solutions to problems; teen wisecracks about virginity; and stupidly exaggerated, conniving boy-girl competition in sports. All of it trite and true to the commercial formula for ratings success.

I wish I could see Prime-Time Catholicism through the CNS rose colored glasses. But the facts don't support that view. Catholics are a large wage-earning sector of the nation's population. That's a lot of consumers. I doubt if our spiritual power inspires the TV industry as much as our purchasing power.

Sincerely,

Kathleen Lynch

7 Rockford Road, Apt. J-2
Wilmington, DE 19806
Telephone (302) 654-1288
December 12, 1989

Mr. Jack Rosenthal, Editorial Page Editor
THE NEW YORK TIMES
229 West 43rd Street
New York, NY 10036

Dear Mr. Rosenthal:

The enclosed letter is somewhat ambitious in length. It reflects the perspective of the organization I represent - Message To The Media - on an issue we think is critical but one which the nation's leaders are ignoring as a subject for serious public debate.

We believe it should no longer be confined to the arenas of entertainment critique and political and religious special interests, but should be recognized as a problem for all of us. One probable deterrent to dispassionate study of the issue has been the persistent mis-application of First Amendment principles, much of which seems to be a defensive strategy of the TV industry.

Since MTTM is young and not widely known I'm enclosing a little information about us.

I'm a psychiatric social worker, retired from Delaware Guidance Services for Children and Youth, a United Way mental health clinic.

Thank you very much for giving my letter your consideration.

Sincerely yours,

Kathleen Bader Lynch
President

7 Rockford Road, Apt. J-2
Wilmington, DE 19806
Telephone (302) 654-1288
December 12, 1989

TO: Mr. Jack Rosenthal, Editorial Page Editor
THE NEW YORK TIMES
229 West 43rd Street
New York, NY 10036

FROM: Kathleen Bader Lynch
President, Message To The Media

History may credit television with a helpful role in the lifting of iron curtains. The TV screen has brought visions of a free world to oppressed peoples who knew little of life beyond their borders.

Here at home it's a different story. Television's forward march toward financial oligarchy looks like democracy's retreat. Emptying consumers' wallets makes much more money than serving citizens' needs or enlarging cultural horizons.

With an eye to the market value of insatiable consumer desires and to the power of prurience and violence to keep the media-trained masses drooling for more, the major networks and sponsors pander to these human immaturities with all the arts at their disposal. Seductive appeals to our senses and emotions induce us to spend prodigally on products and lifestyles that have nothing to do with physical, mental, or spiritual health, let alone the pursuit of happiness in terms worthy of democracy's ideals. A few scholars and researchers have been trying to warn us about the consequences, but they are voices crying in the wilderness.

Television's vast reach has made it the Great Educator, gathering rich and poor and ethnically diverse Americans into its mainstream - the consumer culture. It gives us few shared memories to pass along. Instead, a glut of plastic trash. Given the current texture of this culture, its teaching objectives obviously clash with the goals of genuine education. They resonate with opposite messages. In the context of our social imperatives they are mis-education. While schools are trying to lift young people out of the mire of ignorance, the screen, like a Pied Piper, is luring them down another path.

It's hard to imagine a better way of bringing to an impasse all the current efforts to tackle the decline of education. Yet, there is a strange public silence on the issue. How can educators overlook such a glaring cultural conflict? On other fronts, too, wars are being waged against drugs and other interrelated societal scourges with remarkable blindness to the commercial counter-force on the battlefield. Apparently all of us - parents, teachers, other professionals, the public - are too media-mesmerized to face this reality.

If teachers think they are the main molders of young minds (most parents having abdicated that role) they might reconsider. Television as teacher enjoys a triad of spectacular advantages over the classroom: 1) You don't need to leave the house; it comes to you around the clock. 2) Schools can't compete with the tube's dazzling imagery and amusement bait. 3) TV is "no sweat" - no quizzes, no intellectual effort, no discipline involved. For youngsters that's Utopia.

A close look at the commercial "curriculum" shows why kids find it so fascinating. Training starts early. Pre-schoolers absorb most of the consumer culture basics, and many first graders can reel off a repertoire of commercials before they know the alphabet. The core curriculum at this stage sets the priorities for consumer orthodoxy. Toys That Are A Must: Social Success With the Hot Sellers. How to be Sexy at Age Six. Introduction to Obsessive Junk Food Snacking and Cola Drinking: Caffeine, Sugar, Salt and Fat for Beginners.

The curriculum moves on with Understanding the Barbie Doll World Around Us: Learning About White Rich, Beautiful People Who Have It All. While little girls yearn to be smashing blondes, young boys begin to revere the role models of white macho male supremacy, and dream of conquering the world with beer, sportscars, and two-fisted aggression. To distinguish good consumer students from nerds, the fashion-right look becomes essential at this stage.

Practice is needed in spending skills. Homework is done at the malls. Children of the poor have trouble keeping up with the course. They have the choice of either using their wits to conjure up quick cash or feeling inadequate. Either choice leaves these youngsters unable to concentrate on the three "R's".

By adolescence most viewers have a thorough grounding in Adult Sick Behavior, taught primarily by the talk show hosts with help from the soaps. Teens are prone to rush home from the other halls of learning to tune in on the meatier lessons. They are understandably spellbound by the spectacle of grownups spilling their guts for the camera. They are also confused, deprived of healthy generational boundaries and mistrustful of adult authority.

The commercial curriculum includes much more that we do not have space to include. None of it goes beyond the adolescent level; however, this level also serves the masses of couch potato adults whose heavy viewing has discouraged their further development.

Some educators who do recognize the counter-educational media impact throw up their hands and utter the cliche about money talking. That kind of apathy is indefensible. It betrays children, ignoring their need to grow up in a sane educational environment.

Before it's too late we must study the problem fully and search for creative and Constitutionally sound solutions. A coalition of leaders from all sectors is needed. The television industry isn't altogether bereft of executives, producers, writers and performers who care about children and their future and see the need for change.

Why not include them in educational conferences? Why not ask them to help put education back on its feet and make society whole again?

302 654 1288 1-7-90 LYNCH

Dear George,

I hope the holidays were a happy time for you and Ilona and all the family.

I'm enclosing the MTM Prompter for January - made the October dinner meeting a principal news item for the benefit of those who couldn't attend. There has been so much favorable comment about the Dinner that it should be a breeze to get a good crowd next Fall.

I enjoyed very much the Inquirer's Dec. 19th Newspaper In Education Supplement about television. Since Bob Shayon had a major part in producing it, it was bound to be good. I purchased a supply for distribution down here.

It would help the winter doldrums to come up and have lunch with you - if we don't get into another bout of very uncooperative weather. OK if I phone you within the

over -

next couple of weeks to see what time you might be free? In the weeks ahead my schedule is flexible except for Tuesdays, which aren't good, and Mon. 2/7 and Wed. 2/9.

I'll be interested in hearing whether your hopes for federation are receiving any encouragement.

With warmest regards and best wishes to you and Gloria for 1990. No acknowledgement of this note needed, since I'll be phoning.

Kay

P.S. I haven't heard from the New York Times re. my letter to the Editor, and I don't suppose they will use it.

My letter

nay

ART

7 Rockford Rd., Apt J-2
Wilmington, DE 19806
2/23/90

Dear George,

Your excellent article in the 1/19/90 Inquirer seems to have been the forerunner of a surge of concern on this subject. Your very thorough analysis of the problem ought to be read — and I hope has been read — by some of the key people expressing their concern, such as HHS Secretary Sullivan.

I'm distributing copies of your article at our MTTM meeting next Wednesday, 2/28.

I've enclosed an editorial from yesterday's Wilm. News Journal on this subject. I notice that it falls short of your figure on annual spending for tobacco advertising, by half a billion, but I'm glad to see the editorial on the right track.

I enjoyed my few minutes chat with Ilona the morning you were on the Today Show. It seemed to good occasion to give her a call and let her know that I thought you came across very well. We agreed, of course, on that!

Nothing very significant is happening in our area at the moment. At times I have to fight discouragement about the tremendous degree of inertia on this issue.

Best regards,

Kay

P.S. The young woman I spoke to you about on the phone, who wants to promote a TV "black out" day, decided (in spite of my encouragement to work with us) to go ahead with her initial plan to start an organization of her own to do it. It's too bad to fragment efforts.

Kathleen Bader Lynch
7 Rockford Road, Apt. J-2
Wilmington, Delaware 19806

Rec'd 5/7/90

5-1-90

Dear George,

Weeks have passed by so quickly since we were last in touch. You were about to do the segment on the Today Show when I phoned you. I watched it the next morning and felt very proud to know you! (Confidentially, I was also wishing Peggy Charren would hush up a bit so we could hear from you some more.)

The young woman I spoke to you about on the phone remained determined to start her own group - has scheduled her "TV Turn-Off Day" for Sept. 7th; calls her group VQTV - Viewers for Quality Television - she's very gung-ho. So much for united effort in the small state of Delaware!

I've enclosed our latest newsletter. Please see item about the CABTU Lunch with the Broadcasters - including last sentence, pg. 3. I've also sent the Newsletter to Bob Sleayon.

MTTM is getting very few new members, and, given our limited resources to tackle this very tough, very under-recognized (by the public) issue, I'm thinking that perhaps we should look into affiliating with, or being absorbed by, a stronger group - perhaps one that encompasses some

related issues. Possibly like the Center for Science in the Public Interest? A recent Wall Street Journal quotes their executive director in re. some related media concerns. Of course, their thought of an affiliation is quite apart from my interest in your idea of a federation – which I would still like to get behind in every possible way.

In the meantime, I'm trying to keep us moving forward, but there are so few people in our organization who have the time or commitment to study the issue sufficiently to explain it to others and stimulate interest.

Would you be willing to meet with me and two or three of our Board members, to give us your reaction to this idea of moving toward affiliation? Your advice would certainly be helpful to us; perhaps, too, Bob Shayne might want to join us?

At the moment I'm on crutches, following a badly sprained foot/ankle, from a fall. It's coming along, but it may be several weeks before I'm up to full activity. When the way begins to look clear for travelling to Annenberg, I'll phone you. It would certainly be good to see you again!

In the meantime – warmest regards to you and to Ilona,

Kay

Kathleen Bader Lynch
7 Rockford Road, Apt. J-2
Wilmington, Delaware 19806

5/31/90

Dear George,

Five of us will be up for our lunch-conference on Wed. 6/6: Mary Jane Gregory - co-chair of last Fall's dinner meeting; Barbara Toth, our O.P. and a first grade teacher; Judy Melman - Bd. member and another elementary teacher; Bob Mullins - Cath. (pvt.) boys' high school teacher, and myself. How good you are to put up with the crew of us!

Since our main concern at present - or, at least, mine is - the question of possible affiliation with another organization, I've enclosed a rough draft of a letter I've sort of dreamed up. (I'm thinking I may be just a dreamer with this!), to give you an idea of the concept that I'm turning around in my mind. I've enclosed also a copy of the appeal letter from Better World Society that aroused my interest in that organization. It's strange, but I haven't any idea how I came by this letter; I'm not a member, and when I came home from one of our MTTHL meetings this was among the papers, etc that had come with my hands at the meeting. Often people bring clippings, etc, for me, but I can't discover the source of this. Anyway, I wonder

if I am only tilting at windmills? Several people I spoke with down here — including our State Sen. Jane Maroney who is also on our Advisory Council — thought the affiliation concept seemed sound.

This letter won't reach you much before our meeting on Wednesday; and if all the demands on your time including a visitor from Africa give you no opportunity to "digest" the enclosures, we'll just summarize the scenario for you when we see you.

May I ask a little favor? A couple of our teachers will have a hard time leaving their schools the a.m. of June 6th in time for us to be sure of getting there by noon, but we are certain of no problem if we schedule lunch for 12:30 (I'll make a reservation). I do hope a half-hour later won't pose a problem or any inconvenience for you. If we need to re-schedule when their school is out, we can certainly do so. Also, do let me know if your visitor from Africa makes 6/6 an inconvenient date for you.

We are all very much looking forward to meeting with you — and taking you to lunch.

Best regards,

Kay

PS. When I phoned the Shagoms their answering machine said they would be away until June 14th.

George,

Another organization I'm thinking about is the Center for Science in the Public Interest. According to the Wall St. Journal, their activity includes "media watch dog" - whatever that comprises, I'm looking into it. K

(MTTM LETTERHEAD)

Date

Mr. Ted Turner, Chairman
Better World Society
(Chech into best address)

Dear Mr. Turmer:

Message To The Media is a three year old Delaware-based organizationn attempting to arouse awareness of television's great impact on society and of the public's right to socially responsible broadcast standards. We focus the issue primarily on the three major networks as principal custodians of the public airwaves. The enclosed mission statement summarizes our position and goals.

As a grass roots organization with modest resources, we believe we have reached a plateau in our progress. So far we have 150 members (primarily in Delaware but in a dozen other states as well), acquired by person-to-person networking. We are all volunteers; ~~we work out of my home;~~ we haven't gotten into mass mailing.

Our educational and promotional activities have made some inroads locally. However, our experience is convincing us that a generation reared on television and conditioned to accept it uncritically needs much more help than an organization such as ours ~~(or other groups we are familiar with)~~ can give, in developing sensitivity to and appropriate citizen concern about the media environment. We are still not in sight of our longer-range goal of mobilizing enough support for a nationwide press campaign to appeal to the industry for a voluntary code of standards that respect the public interest, ~~rather than exploit the commercial value of pandering to immaturity~~.

We see present network practices as helping to lead us toward another kind of ecological disaster: the "pollution" of the human and cultural environment with consumer-manipulative false values that are seducing millions of vulnerable citizens including (and especially) the young, and undermining the nation's vital goals for human development, education, and social progress. The industry's opportunists are compounding the problem by exporting our consumer-culture "advertainment" worldwide, and to underdeveloped countries looking to America as a beacon of progress and enlightenment.

We congratulate you for your social ethics and ideals as demonstrated both in television and in your chairmanship of the Better World Society. Our admiration for your goals, and our conviction that our own goals fit into that larger picture, prompt us to propose a merger of MTTM , or, perhaps, assimilation of our group, into Better World Society, If Better World Society were to view our mission as one that could be encompassed within your objectives, we would think such an arrangement would give our important issue a better chance to flourish under more powerful and prestigious leadership.

If such a plan were to materialize, we would envision giving to Better World Society our modest financial assets (currently under one thousand dollars) and our zealous commitment to your total program, in exchange for the inclusion of our mission in your agenda. The key people in our organization would want to remain helpfully involved, both in relation to our specific issue and to all the important goals of the Society.

We believe our objectives will best be served by moving into a broader rather than a narrower arena. Other media activist groups with which we are familiar tend generally to concentrate or one or another aspect of the problem, which we believe needs to be understood more comprehensively, as a dysfunctional system, pervasively damaging the cultural environment.

As Delawareans we have a special admiration for our former Governor Russell Peterson; and I personally am an enthusiastic supporter of the Cousteau Society. One could hardly envision a better leadership trio than Turner - Peterson - Cousteau!

This letter has been endorsed by our Executive Board and by our Advisory Council, whose members include Dr. George Gerbner of the Annenberg School of Communications, University of Pennsylvania. Dr. Gerbner is a supportive and valued friend of MTTM.

I want to express my appreciation to you for giving this communication your time and attention. I will look forward to hearing from you.

Sincerely yours,

Kathleen Bader Lynch
President

Enclosures (3)

Mission Statement
Latest quarterly newsletter
Article in Delaware Medical Journal July 1989

Rec'd. 2/28/90

TED TURNER

Wednesday

Dear Member:

When Lester Brown, Jean-Michel Cousteau, Russell Peterson and I founded the Better World Society four years ago, it was because we believed that people -- the ordinary citizens of this world -- were ahead of their leaders. And if informed, inspired and connected, they would insist on change essential to achieving their vision of a better world.

When you joined us in our Better World Society, you demonstrated that you shared that belief. And the recent incredible events sweeping across Eastern Europe, and echoing in South Africa and China, confirm that conviction.

This new climate of greater freedom for vast numbers of Eastern Europeans and heightened spirit of international cooperation -- especially between the U.S. and the U.S.S.R. -- provides us with an incredible opportunity and enormous challenge.

You see, the key to change has always been and still remains access -- to information and ideas -- and through these, empowerment. The greater freedom of expression now achieved by millions of European and Soviet citizens gives us an unprecedented opportunity to demonstrate that mankind can finally work together to solve the problems which place unbearable stress on economic, social and natural systems.

What we must do -- and, with your help, can do -- is rally all of our global neighbors to the unfinished tasks of our survival: transforming a global economy from one geared to war-making to one geared to peace-keeping ... arresting the population explosion which threatens to undermine economic gains ... caring for the environment ... better using and distributing natural resources ... and responding with greater urgency to pressing human needs.

Never before has world opinion been more receptive to Better World's overarching campaign to redefine the concept of "national security" -- to make people everywhere realize that dangers to their security come as readily from continuing environmental disaster, population pressures and economic imbalance as from military threat.

Real security -- global security -- will be realized when all nations work together to find solutions to the most pressing and critical problems that face all of us who inhabit this planet.

The challenge to our Better World Society is to extend our outreach -- through the whole array of media -- so that we can alert millions upon millions more to these urgent global problems and their solutions.

And that's why I urge you to support your Better World Society in meeting this exciting new challenge and opportunity by giving as generously as you possibly can to our 1990 Program Fund. It is imperative that we communicate our vision more powerfully -- and expand our audience more aggressively -- than ever before.

1100 SEVENTEENTH STREET, N.W. SUITE 502 WASHINGTON, D.C. 20036

In our future programming, we shall again be demonstrating the linkages between population stabilization and viable birth control ... environmental protection and sustainable development ... and stability of social systems with the inherent human hunger for food, freedom, meaning and empowerment.

Like no other organization, our special expertise in television allows us to harness its awesome power to reach millions of people worldwide, to transform their indifference into concern and their apathy into action.

And, in addition to producing up-to-the-minute, incisive new documentaries, we are expanding our programming, through international collaboration, into bold new formats such as an "entertainment-with-a-message" worldwide TV special for Earth Day 1990.

We shall also continue to air our advocacy commercials as the needs arise. These may be for emergency on-the-spot fundraising -- as we did for our Chico Mendes campaign last January and for Armenian earthquake relief the previous year, or for generating massive support -- as we did for the INF Treaty for nuclear arms reduction.

And, of course, we are continuing to expand our membership, our broadcasting audience and our activities past the boundaries of the U.S. -- to Europe, to South America and to the U.S.S.R. -- to become a truly international organization with global presence.

To give new impetus to these programs, we have elected Dr. Glenn A. Olds to the Board of Directors and appointed him Better World's new president. Dr. Olds served as the U.S. Ambassador to the U.N. Economic and Social Council and was a key player in the creation of the Peace Corps and VISTA. Among many other distinguished academic and public service positions, Dr. Olds has served as president of Alaska Pacific Univeristy, Kent State University, and Springfield College. Already his creative energies as Better World's new chief executive officer are being felt in interpretation, networking, and needed new resources.

In the enclosed 1989 Year-End Report, you will find more details on our future plans and exciting programming for 1990. You will find summaries of our achievements in 1989.

Read it with pride, because it was your vision, your commitment, and your generosity that made these past accomplishments possible. And it will be your continuing generous support which will help that vision reach an even vaster, more receptive audience in the future.

With great thanks for your continued support and all good wishes for the New Year.

Sincerely,

Ted Turner

Ted Turner
Chairman

COPY.

MESSAGE TO THE MEDIA, INC.

Nov. 25, 1988

Dr. Jacques-Yves Cousteau, President
The Cousteau Society
930 West 21st Street
Norfolk, Va. 23517-9984

Dear Dr. Cousteau:

I started out merely to send my Cousteau membership renewal by the usual routine mailing; then it occurred to me to write to you and bring to your attention the organization that I represent, because in the deepest sense we are kindred. I am doing this, however, with much humility - conscious of the greatness of your work and organization, while ours has sprung from very modest beginnings, in the past eighteen months, and is not yet widely known.

We plan, primarily by means of a prominent newspaper campaign, to appeal to the commercial television industry and its sponsors to voluntarily adopt an ethical standard by which corporate opportunism will be balanced and restrained by social responsibility.

We see present media practices as leading us toward another kind of ecological disaster: the "pollution" of the human and cultural environment with consumer-manipulative false values that are seducing millions of vulnerable citizens and threatening the very survival of the nation's responsible goals of human development, education, social progress.

That is why I think we are both dealing with serious ecological issues; and why I believe that all such issues must ultimately be viewed as essential threads of what you eloquently describe as " a multi-hued tapestry interwoven with life " .

With best wishes for the continued success of your work,

Sincerely,

Kay Lynch

Kathleen B. Lynch, President

Kathleen Bader Lynch
7 Rockford Road, Apt. J-2
Wilmington, Delaware 19806

Rec'd 6/26 com'd
Sent Clayton

June 7, 1990

Dear George,

Judy, Bob and I enthusiastically agreed that you were of great help to us in taking stock of where we are, what expectations are realistic for us, and what continued course makes sense.

As always, I appreciate it deeply.

As you know, we are very much interested in the groundwork you are laying for a federation, and look forward to helping and participating in an "environmental movement" in every way that we can.

In the meantime, Ted Turner will just have to manage without us!

Our June 23rd annual board meeting will be much better focused as a result of our conference with you.

No doubt you and Elsa are in the process of planning for your trip to Hungary. It will be interesting to hear about on your return.

In the meantime I'll be keeping in touch, of course.

Sincerely,

Kay

6/6

P.S. - A propos what you were saying about the problems of the Slovaks - This very subject was dealt with on MacNeil/Lehrer this evening - perhaps you heard it.

K

PPS - I plan to do copies of "The Crack In the Tobacco Curtain" for our Board members

9/11/90

Kay Bader Lynch

Welcome home, Sloan and George -

It must have been a memorable family trip, and I hope all went smoothly.

I hope you will be free to save Thursday evening, Nov. 1st for MTTM dinner meeting - as our guests. (Invitations forthcoming)

George, Edith Beck (she was away, those of us lunching with you at Annenberg the first time) found you quoted in an interesting article in last Sunday's Wilmington paper, about media distortions of the Arab world. I believe she is sending you a copy.

Best regards - Kay

Kathleen Bader Lynch
7 Rockford Road, Apt. J-2
Wilmington, Delaware 19806

Sat. 7/7/90

Dear George,

How good of you to take the time before your Dublin trip to write me and send the copy of your letter to Thos. Clayton. The letter outlines the plan so well, and it's exciting to see it taking shape. I hope the W. A. Gerbode Foundation comes through!

Next time I see you it will be interesting to hear about the trip you and Ilsa have had to Dublin, and your conference there. Dublin is one of my favorite cities — or was, at least, as of '69 — my second of two visits there. And the Shelbourne (sp?) a hotel of rare charm (if they haven't ruined it with re-decoration) and fascinating history associated with it. The conference wasn't there, by any chance?

I'm enclosing — in case you didn't see it — the L.A. Times story on your violence study update press release last Jan. A good friend of mine who lives in Southern Cal. had saved it to send me but forgot to do so until recently.

We had a good Board meeting —

(over)

a dozen people attended, which was a good percentage - met at breakfast 8:30 last Saturday 6/23. I conveyed your advice that we not be discouraged by modest gains but be glad for holding our own and bear in mind that we are a local presence with a voice in public opinion, etc. We had some good discussion - all supportive, plus some practical ideas coming forth.

I don't know whether I've mentioned yet that our 2nd Annual Dinner Mtg. this year will be Thurs. Nov. 1st - same hour and place. You and Ilona are of course invited and I hope can come. Our speaker this time will be Mark Crispin Miller of Johns Hopkins. Bill McLaughlin willingly consented to be M.C again.

Looking forward to hearing more on federation progress, as it develops, and to our next get-together whenever that may be. No doubt you and Ilona are now planning for your trip to Hungary in August.

Warmest regards to you both.

Kay

Kathleen Bader Lynch
7 Rockford Road, Apt. J-2
Wilmington, Delaware 19806

Nov. 29, 1990

Dear George,

Thank you for the literature and note you sent at the end of October. It distressed me to be so slow in acknowledging it. November turned out to be very hectic. The dinner meeting on Nov. 1st went well, I think. We were all pleased, I especially, that the Shayons came down for the event.

For me there was quite a lot of follow-up activity. Also, in mid-month I talked to a large group of Rel. nursery and kindergarten teachers. Then I worked on a guest column I was asked to do for our Catholic diocesan weekly. I was touched by that — never before having been actually invited by the press to write something (and maybe never again). The editor, who attended our dinner meeting, is interested in the media issue. (His predecessor could this have been less interested). I submitted the column, after working hard on it, and he is going to use it soon.

Just recently I finally had a chance to settle down with the literature you sent and give it the optimum concentration it deserves. How wonderfully you illuminate this subject, in all its depth, complexity, subtler ramifications! I wish everybody — at least everybody in MTTM — could read your "The Politics of Media Violence ..." You

make it very clear that the industry has a vested interest in a specious cause-effect framing of the issue that keeps debate off the real track and dead-ended. Your account of the Koppel broadcast was great reading: enlightening and amusing!

I was delighted that my "Perestroika Beware" sort of meshes with your "The Image of Russians ---". The final two paragraphs of that paper are tremendous, and terrifying, but constructively so, as you always focus on positive steps for change. We think a lot alike, but I say that with humility, because I've arrived mostly at assumptions based on a kind of "social worker insight"; while you have produced reams of important research and analysis and saw all this, I'm sure, before anyone else. It makes me feel privileged to have even my modest share in furthering your work.

Re CSC - how interesting to learn that you were recently there, for a planning session. I had heard about them a few months ago, wrote them for information, and they sent material last month, that included the good news that you are on their Advisory Board. I haven't yet acknowledged receipt of their material, but will soon, and now can include the "Action Corps" questionnaire that you enclosed.

Thanks very much for having my name on the planning session list. Good luck on foundation backing.

Best regards to Ilona as well. Kay

P.S. Are you as disgusted with Bush's approach to the Gulf crisis and his inflammatory rhetoric as I am?