

ATHLETES AGAINST DRUGS



October 25, 1994

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Some of our AAD Member Athletes

Nick Anderson
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posthumous
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Billy Williams
Gus Williams
Scott Williams

George Gerbner, Ph.D.
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear George,

I certainly enjoyed your presentation. It was one of the most profound presentations I have heard in a long time. You certainly should be commended for your reserach.

I would like to recieve any information you may have on images and culture. I am involved in the television entertainment and sports business and would like to get more knowledge regarding minorities in this field.

If you are ever in Chicago I would very much like to treat you to lunch or dinner. In the meantime, I wish you the very best of success.

Sincerely,

Stedman Graham

/s/

P.S. I would like to be a messenger of that message.

"Helping Our Youth To Succeed"

November 4, 1994

Dear Stedman:

Thank you for your letter and kind words of October 25. I am enclosing materials that may be useful. You may be especially interested in "Women and Minorities on Television; Casting and Fate," the report of a study conducted for the Screen Actors Guild and the American Federation of Television and Radio Artists, and the highlights of the current Center for Substance Abuse Prevention study.

In turn, I am interested in your advice and possible collaboration in areas of mutual interest. We have much more specific information than went into the SAG and CSAP reports. Some of the facts I related at Fisk came from our Cultural Indicators database of over 20 years of annual monitoring major network prime time and Saturday morning children's programs. Some Fox, daytime serial, and news samples are also available, and more will be generated under new grants and contracts we have, but the bulk of the data come from major network dramatic programs. The database contains detailed, computerized observations of over 35,000 characters and 3,000 programs.

This is a unique and valuable source of information and ammunition to any group or effort working for a healthier, saner, freer and fairer cultural environment. The dimensions of analysis can include, but are not necessarily limited to, a 20-year summary of trends in how different groups have fared and in the representation of specific themes, services, persons, relationship, occupations, and activities. We also have the Cultural Environment Movement coalition action program

I will certainly look for an opportunity to take you up in your kind invitation next time some engagement brings me to Chicago, or when we find another place to meet. Perhaps you could help organize a meeting in the Chicago area on the issue of violence or of African Americans in the media, which would also give us an opportunity to exchange ideas.

Please let me know if any of this may be of interest to you.

Sincerely yours,

April 12, 1995

Stedman Graham, President
S. Graham and Associates
Chicago, Ill. 60611
Via Fax 312 755 0276

P. O. BOX 31847
PHILADELPHIA, PA 19104

Dear Stedman:

Recalling our meeting at the Fisk University conference and subsequent correspondence, I am writing to tell you about the forthcoming national conference of the Cultural Environment Movement and to ask for your advice and help.

As you may remember, CEM is a non-profit tax-exempt corporation building a coalition of independent organizations working for freedom, fairness, diversity and democracy in media. We have a membership of over 3,000, and a list of more than 100 organizational affiliates.

CEM will hold its "Founding Convention" on March 15-17, 1996, in St. Louis, Missouri. It will be hosted and co-sponsored by Webster University, and will assemble representatives of affiliated organizations. The program will include prominent keynote speakers; working sessions to develop areas, targets and priorities for action; the formation of a Coordinating Council of representatives; and the ratification of a "People's Communication Charter" and a "Viewers' Declaration of Independence."

Co-sponsors so far also include the American Humane Association's Children's Division, the Minority Media and Telecommunications Council of Washington, D.C., Physicians for Social Responsibility, and the Media Image Coalition of Los Angeles. Several other national African-American, Hispanic, and Asian-American, women's and health-related organizations have expressed interest in co-sponsorship. We are in the process of selecting the final list of co-sponsors whose name and support will communicate the breadth and depth of CEM's commitment to working for a free, fair, diverse and non-damaging cultural environment. Co-sponsors will be invited to join the planning committee for the conference which should have its first meeting in May or June, 1995.

My question to you is two-fold. First, would Athletes Against Drugs consider affiliation and possibly co-sponsorship? Secondly, would you be willing to advise and help me find a keynote speaker from the television entertainment field whose name will attract attention and whose message will inspire the conference and the nation.

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I would love to take you up on that luncheon invitation on Wednesday, April 19, upon arrival in Chicago for an engagement that evening (see attached flyer). I can also be available that afternoon for any visits that you think might be useful.

In any case, please give me a call, or a message (on the answering machine or by fax) about a good time to call you.

I look forward to hearing from you.

Sincerely yours,



George Gerbner, Professor and Dean Emeritus
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May 24, 1995

Stedman Graham, President
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Via Fax 312 755 0276

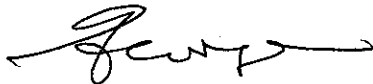
Dear Stedman:

I am writing again to follow up your kind offer of help after the Fisk University meeting.

The Cultural Environment Movement I spoke about is preparing for its "Founding Convention" in March 15-17, 1996 (see enclosed draft release), and I need help in approaching the person best qualified to give a high-visibility keynote speech on behalf of media freedom and diversity: Oprah Winfrey.

I will call you next week about advice on how I should make that approach. If you have a chance to call me before that, please do so. If you expect to be out of town or otherwise hard to reach, please leave a message with your assistant.

With best regards,



George Gerbner, Professor and Dean Emeritus
The Annenberg School for Communication
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