

# Untitled

1

From: Leanne\_Nixon@was.bm.com  
Subject: APA Meeting  
To: ggerbner@nimbus.ocis.temple.edu  
Date: Fri, 21 Apr 2000 19:19:25 -0400  
X-Priority: 3 (Normal)  
MIME-Version: 1.0  
Status:

Hello, Dr. Gerbner. It was a pleasure speaking with you yesterday. I must say I am very intrigued about the study update and your presence at the media event. I would be interested to see the specific study you were speaking about. Would it be possible to fax me or e-mail a copy so I can share with my client? My fax number is 202-530-4500. I also want to see if you think the timeline can really be done. I imagine we would need something by May 10 in order to have messages for press materials for a May 15 event.

Thank you so much. We can talk early next week about whether to pursue and see what type of budget there is. Have a terrific weekend.

Leanne Nixon

From: Leanne\_Nixon@was.bm.com  
Subject: American Psychiatric Association Annual Convention  
To: ggerbner@nimbus.ocis.temple.edu  
Cc: KAREN\_WALLER@was.bm.com, lbmcnee@nmha.org, jradack@nmha.org, pcody@nmha.org  
Date: Thu, 27 Apr 2000 17:41:12 -0400  
X-Priority: 3 (Normal)  
MIME-Version: 1.0  
Status:

Dr. Gerbner, it is with great pleasure that I send you this e-mail confirming your participation at the NMHA Media Conference on Monday, May 15 at 3:00 p.m.. As agreed, we will handle all travel expenses for you including airfare and travel to and from the airport. In addition, we will provide a \$500 honorarium.

The news conference is entitled "Stigma Matters: Assessing the Media's Impact and Presentation of Mental Illness." In addition to yourself, speakers include Mike Faenza, President and CEO of the National Mental Health Association; Bill Curtis, Host, Investigative Reports, Arts and Entertainment Network; and Dr. Michael Blumenfield, Chairman of the APA's Joint Commission on Public Affairs. As discussed, the conference is an official, sanctioned APA event. It is approximately 30 minutes total followed by questions. As you mentioned, your topic is "Stories That Hurt."

A brief survey on American's perception is presently being conducted, and will be announced at the event. We will share the confidential results with you most likely by Monday, May 1.

We want this to be an organized, pleasant experience for you, and will keep in contact with you as we continue to prepare for the event. A letter stating your involvement and covered expenses will follow this e-mail.

Thank you again for helping us garner media attention for such an important subject.

Hi. Thanks for research summary. Bio attached. So is some media contacts. Look forward to getting tickets Tuesday. And a good weekend to you! gg

I guess it wouldn't be a day without getting some sort of e-mail from me!  
>Want to let you know you will get your plane tickets on Tuesday as opposed  
>to this Monday. The travel agency inadvertently sent them to our New York  
>office.

>  
>I am attaching some top line results we have from the survey. As you can  
>see, the entertainment industry does not fair well at all. I am presently  
>putting together the news release. I hope we can schedule some time to  
>talk on the phone next week (maybe Tuesday?) to talk about the messages the  
>other speakers will convey and how it can all come together fluidly. Let  
>me know if, and if so, what time you are available for fifteen minutes or  
>so on Tuesday.

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>I have a couple of requests. I forgot to ask for your bio. Do you have  
>one you can e-mail me? I also want to ask if you have any media with which  
>you would like us to share your participation in the program. The  
>Philadelphia papers? Academic Journals?

>  
>Have a wonderful weekend,  
>Leanne

>  
>(See attached file: Research Summary.doc)

>Content-type: application/msword;

> name="Research Summary.doc"

>Content-Disposition: attachment; filename="Research Summary.doc"

>Content-Description: Microsoft Word 4

>  
>Attachment converted: Hard Drive:Research Summary.doc (WDBN/MSWD) (0009AF96)

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To: Leanne\_Nixon@was.bm.com  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Flights  
Cc:  
Bcc:

X-Attachments:

Hi. Please send tickets to my home address, 234 Golf View Rd., Ardmore, PA 19003.  
Itinerary looks good. g

>Hello, Dr. Gerbner. I hope you had a good day. I have more complete  
>itinerary information to follow, however I wanted to let you know your  
>flight schedule. We have you on United with direct flights both ways. On  
>May 15 you leave from Philadelphia at 8:30 AM and arrive in Chicago at 9:42  
>AM. You leave out of Chicago at 6:00 PM and arrive home at 8:55 PM.  
>  
>You can take a look at the complete flight itinerary over the internet at  
>  
>www.advancedtravel.com  
>  
>Under the SABRE reservation number, your booking locator is TPQOPI (that's  
>a letter I at the end, not a one).  
>  
>I have tickets being overnighted to me, which I will send to you for Monday  
>delivery. What address would you like me to send them to?  
>  
>Have a good evening,  
>Leanne

To: Leanne\_Nixon@was.bm.com  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: More details ...  
Cc:  
Bcc:

May 15

X-Attachments: 1 page bio Media contacts

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>(See attached file: Research Summary.doc)  
>Content-type: application/msword;  
> name="Research Summary.doc"  
>Content-Disposition: attachment; filename="Research Summary.doc"  
>Content-Description: Microsoft Word 4  
>  
>Attachment converted: Hard Drive:Research Summary.doc (WDBN/MSWD) (0009AF96)

From: Leanne\_Nixon@was.bm.com  
Subject: Re: Still More details ...  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
Date: Mon, 8 May 2000 10:15:14 -0400  
X-Priority: 3 (Normal)  
MIME-Version: 1.0  
Status:

Tuesday at noon is great. In case you need me, my direct line is 202-530-4694.

Take care,  
Leanne

George Gerbner  
<ggerbner@nimbus.ocis.temple.edu>  
To: Leanne\_Nixon@was.bm.com  
cc:  
Subject: Still More details

...

05/05/00 06:05 PM

*How to talk*  
*cc: Stone's, socialization*  
*W. Manop*

You wrote:

I hope we can schedule some time to  
>talk on the phone next week (maybe Tuesday?) to talk about the messages  
the  
>other speakers will convey and how it can all come together fluidly. Let  
>me know if, and if so, what time you are available for fifteen minutes or  
>so on Tuesday.  
Tuesday noon would be good. Call me at 610 642 3061 (this number also takes  
a message) or 7474. Please confirm the time, and also include your phone  
number so that I can call if something goes wrong. gg

George Gerbner  
Bell Atlantic Professor of Telecommunication  
Temple University, Philadelphia. Tel/fax 610 642 3061  
E-mail:ggerbner@nimbus.temple.edu

# Burson-Marsteller

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1801 K Street, N.W.  
Suite 1000-L  
Washington, D.C. 20006-1301  
202.530.0400  
FAX 202.530.4500  
www.bm.com

May 8, 2000

Dr. George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

Dear Dr. Gerbner:

It is with great pleasure that I send you this confirmation letter for your participation at the National Mental Health Media Conference at the American Psychiatric Association. The event takes place Monday, May 15, 2000, 3:00 PM – 3:30 PM. I am attaching the Media Advisory for you with an outline of the briefing, "*Stigma Matters: Assessing the Media's Impact and Presentation of Mental Illness.*"

As agreed, we will handle all travel expenses for you including airfare and travel to and from the airport. In addition, we will provide a \$500 honorarium. Enclosed are your airplane tickets.

As discussed, the conference is one of only seven guest briefings sanctioned by the American Psychiatric Association. The briefings take place over three days, in non-competing slots. Having a guest speaker of your stature and credentials ensures NMHA is maximizing this important opportunity to make a call to action to the media for its portrayals of individuals with mental illness. Our media list outreach not only includes mental health and healthcare trade media, but national outlets such as *The Wall Street Journal* and *USA Today*.

We will continue to keep you updated on details.

Sincerely,



Leanne Nixon  
Manager, Healthcare Practice  
Burson-Marsteller



**National  
Mental  
Health  
Association**

1021 Prince Street, Alexandria, VA 22314-2971 • Phone (703) 684-7722 • Fax (703) 684-5968 • TTY (800) 433-5959 • [www.nmha.org](http://www.nmha.org)

Monty Moeller, Chair of the Board • Michael M. Faenza, President and CEO

## *MEDIA ADVISORY*

**Contact:**

Lea Ann Browning-McNee  
National Mental Health Association  
703-837-4783

Kim DiFonzo  
Burson-Marsteller  
202-530-4624

- WHAT:** American Psychiatric Association 2000 Annual Meeting  
Guest Press Briefing  
**“Stigma Matters: Assessing the Media’s Impact and Presentation of Mental Illness”**  
Lead Organization: National Mental Health Association
- WHEN:** Monday, May 15, 2000  
3:00 PM – 3:30 PM
- WHY:** The news and entertainment media covers the issues and events related to mental illness in ways that have an important impact on Americans’ perceptions of mental health and mental illness. NMHA will release the results of a new national survey on Americans’ attitudes of mental illness and mental health and the ways in which those attitudes are shaped by news coverage, TV shows and movies, and popular books.
- WHO:** Mike Faenza, President and CEO, National Mental Health Association  
Bill Kurtis, Host, Investigative Reports, Arts and Entertainment Network (moderator)  
Michael Blumenfield, MD, Chairman, APA Joint Commission on Public Affairs  
George Gerbner, Dean Emeritus of the Annenberg School for Communication at the University of Pennsylvania, and Director of the Cultural Indicators Project
- WHERE:** APA Press Briefing Room--Room E270 ,  
McCormick Place, Lakeside Center, Level Two.

**American Psychiatric Association  
Annual Meeting 2000 – Chicago, IL**

**Press Briefing Schedule**

**MONDAY, MAY 15, 2000**

9-9:30 a.m. - APA Press Briefing: "Psychiatric Aspects of Violence"

10-10:30 a.m. – Industry-sponsored briefing: "New Advances in the Treatment of Generalized Anxiety Disorder" *SmithKline Beecham; Cohn & Wolfe Healthcare-New York*

2-2:30 p.m. – Industry-sponsored briefing: "A Selective NRI Antidepressant in European and Latin American Clinical Practice" *Pharmacia Corporation; Ketchum Public Relations-Boston*

3-3:30 p.m. – Industry-sponsored briefing: "Stigma Matters: Assessing the Media's Impact and Presentation of Mental Illness" *National Mental Health Association, the American Psychiatric Association and Burson-Marsteller-Washington, DC*

**TUESDAY, MAY 16, 2000**

9-9:30 a.m. – APA Press Briefing: "Electronic Medical Privacy and Patient Confidentiality"

10-10:30 a.m. – Industry-sponsored briefing: "Minority Fellows Roundtable Discussion: What We Heard" *AstraZeneca; Minority Fellowship Program; National Alliance for the Mentally Ill; Burson-Marsteller-Chicago*

2-2:30 p.m. – Industry-sponsored briefing: "Generalized Anxiety Disorder: Exploring the Consequences and New Treatment Options" *Wyeth-Ayerst Laboratories; Edelman PR Worldwide-New York*

3-3:30 p.m. – Industry-sponsored briefing: "Bipolar Illness: Treating Mania" *Eli Lilly and Company; Chamberlain Communications Group-New York*

**WEDNESDAY, MAY 17, 2000**

9-9:30 a.m. – APA Press Briefing: "Psychiatry and Special Populations"

10-10:30 a.m. – Industry-sponsored briefing: "Performance Evaluation: Depression Drugs and Sexual Function" *Dept. of Psychiatry & Neurosexology, Leyenburg Hospital, Netherlands; Forest Laboratories; BSMG Worldwide-Chicago*

To: Leanne\_Nixon@was.bm.com  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Car Information  
Cc:  
Bcc:  
X-Attachments:

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Hi - all set! Look forward. George.

>Good morning, George. I apologize for my delay in getting you the car  
>information, but we are all set. Oxford Executive Services will pick you  
>up at the gate when you land in Chicago. They will have a sign saying  
>Gerbner. The driver will take you to the main entrance of the Hyatt  
>McCormick Place. Karen Waller or I will be waiting by the Concierge Desk  
>in the main lobby for you. You don't have to brandish the Gerbner sign  
>around, but it sure would be helpful if you could carry it in with you  
>discreetly so we recognize you at the Concierge Desk!

>  
>If you have any problems or delays, Oxford Executive Services' number is  
>1-888-779-0008, and my cell phone is 301-873-8288.

>  
>I have arranged for the car to take you back to the airport as well, but I  
>will be with you at that time to get you to the right place. We look  
>forward to meeting you in person.

>  
>Have a good weekend,  
>Leanne