

M. Kuhn
Faxed &
mailed
12:30 pm.

October 21, 1999

Attie and Goldwater Productions
Via fax 610) 664-5423

Dear Janet Goldwater and Barbara Attie;

Thank you for asking me to be on the advisory board of your important documentary project on Maggie Kuhn. I congratulate you on your choice of subject. At a time when our population is rapidly aging, a documentary that examines attitudes and policies about aging through the work of the far-sighted Gray Panthers will be a welcome addition to the media available on the subject. While Maggie Kuhn's approach to social change was many-faceted, I will be of most value when you are discussing her aggressive criticism of contemporary media.

When I first met Maggie Kuhn in the 1970s, I was Professor and Dean of The Annenberg School of Communication, University of Pennsylvania, a position I held through 1989. We met because of her interest in the research I was conducting at the time. In 1969, I had initiated the Cultural Indicators research project to systematically monitor and analyze television and other media. In the 70s the Gray Panthers founded Media Watch, aimed specifically at monitoring images of, and references to, old people on television. While my work with senior citizens was largely concerned with the portrayal of older women on television as either victims or villains, Media Watch was based on the same premise that television has an enormous impact on how we perceive ourselves and others. Ms. Kuhn became an able and charismatic speaker on television portrayal of the elderly as senile, doddering, and useless.

I am happy to lend my experience and perspective to your project. I will be available to suggest references, review scripts, and critique rough cuts of the biography. I look forward to working with you.

Sincerely,

George Gerbner

My colleague, Barbara Attie, will be emailing you a copy of the core proposal. Thanks again for your interest and I look forward to hearing from you. The letter of commitment, on university or personal stationery, can be mailed to

Please mail to the above address :

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>Attie and Goldwater Productions

>64 Levering Circle

>Bala Cynwyd, PA 19004

>

>or fax to the following: (610) 664-5423



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

Barbara Attie and Janet Goldwater
Attie & Goldwater Productions
16 Levering Circle
Bala Cynwyd, PA 19004

January 21, 2000

Dear Janet Goldwater and Barbara Attie:

I am glad to hear that your documentary on Maggie Kuhn is progressing, and I am pleased to continue as a member of your advisory board. Again, I congratulate you on your choice of subject. At a time when our population is rapidly aging, a documentary that examines attitudes and policies about aging through the work of the far-sighted Gray Panthers will be a welcome addition to the media available on the subject.

While Maggie Kuhn's approach to social change was many-faceted, I will be of most value when you are discussing her aggressive criticism of contemporary media. When I first met Maggie in the 1970s, I was Professor and Dean of the Annenberg School of Communication, University of Pennsylvania, a position I held through 1989. We met because of her interest in the research I was conducting at the time. In 1969, I had initiated the Cultural Indicators research project to systematically monitor and analyze television and other media. In the 70s the Gray Panthers founded Media Watch, aimed specifically at monitoring images of, and references to, old people on television. While my work with senior citizens was largely concerned with the portrayal of older women on television as either victims or villains, Media watch was based on the same premise that television has an enormous impact on how we perceive ourselves and others. Ms. Kuhn became an able and charismatic speaker on television portrayal of the elderly as senile, doddering, and useless.

I am happy to continue to lend my expertise to your documentary, and I look forward to the completion of this important project.

Sincerely,

1/27/01
Faxed

ATTIE & GOLDWATER PRODUCTIONS

February 9, 2000

234 Golf View Road
Ardmore, PA 19003

*Colley
LM 2/18/00
zpm*

Dear Dr. Gerbner;

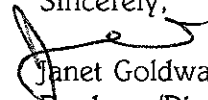
It has been many months since we last communicated about our important documentary on Maggie Kuhn, now titled *Maggie Growls*. Those months have been productively spent in research, interviewing, and fundraising.

As an adviser to *Maggie Growls*, you were included in our funded grant from the Pennsylvania Humanities Council. We are about to close out that grant, and are at a point where we can benefit from your input on the project.

I enclose for your perusal a copy of the grant application submitted to the NEH in November, to which we have not yet received a response. You may find more exciting the enclosed ten-minute sample reel, which was submitted to the Independent Television Services (ITVS), which is a government-mandated arm of public television which supports broadcast projects for underserved populations. *Maggie Growls* was a finalist for an ITVS grant which we unfortunately did not receive. (Only 10% of applicants were selected as ITVS finalists.) This sample reel establishes Maggie Kuhn's voice as well as the lively tone we plan to use in the broadcast documentary, as we explore the many issues the Gray Panthers confronted. The NEH grant expands in much greater detail on the topics we plan to address.

Answer We are asking that you respond candidly to both materials enclosed. Our PHC budget allows us to compensate you \$200 for your time. Please let us know if we are overlooking vital facts, sources, or individuals. Any form of response—email, phone, letter or fax—is fine with us. We eagerly look forward to hearing from you. Thanks again for your help

Sincerely,


Janet Goldwater,
Producer/Director
(215) 204-4409
janetagp@aol.com
and
Barbara Attie,
Producer/Director

P.S. Thanks again for the wonderful interview which will be used extensively in the final show, when we explore media issues and the Gray Panthers' Media Watch. We are please to report that we have gotten the rights to use the Johnny Carson footage in which Kuhn reprimands Johnny for his Aunt Blabby character.

ATTIE & GOLDWATER PRODUCTIONS

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

December 15, 2000

Dear Dr. Gerbner:

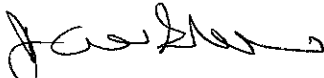
We are coming to the end of our planning grant from the NEH. *Maggie Growls* has progressed significantly. Enclosed you will find the fruits of our most recent labor: drafts of a script for the one-hour documentary and of a proposal for production funding from the NEH.

As makers of documentaries, we don't usually work from a script, but the NEH requires one. So please note that the "script" is compiled from a combination of audiotapes videotapes, and aural interviews. Although the quotes we attribute to you are taken directly from the videotaped interview, some "quotes" attributed to people who have not yet been videotaped are paraphrased.

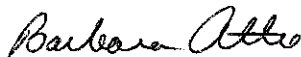
This draft is now in the hands of our NEH project manager as well as the other advisers. The proposal deadline is February 1, 2001. It would be really helpful if you could provide us with detailed feedback as early as possible. This is the critical grant for us and we want to incorporate as much of your expertise as possible. We recognize that both documents have big gaps, but we wanted to get them to you while we continue to work on them. We welcome any level of comments, factual, conceptual or artistic. Please feel free to rewrite for us!

You will also find enclosed a check to compensate you for your generous help in advising this project. Thanks and have a great holiday.

Sincerely,



Janet Goldwater
Producer/Director



Barbara Attie
Producer/Director



To: Bkattie@aol.com
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: Maggie Kuhn documentary
Cc:
Bcc:
X-Attachments:

Reviewed material, all is fine, thanks for check, Happy Holidays. George.

>We are pleased to tell you we have completed a draft of a script for Maggie
>Growls. This was produced with the support of our NEH planning grant. In the
>next week you will receive in the mail a copy of this draft, as well as a
>draft of an application for an NEH production grant, with which we hope to
>finish the movie. The application deadline is Feb. 1, 2001, and we hope you
>have time to review the materials we are sending you in time to give us
>feedback. PLEASE NOTE: Enclosed in the envelope will also be a check to
>compensate you for your help as advisers on this project. Many thanks and
>enjoy the holidays, Barbara and Janet