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James P. Steyer
President
Lois Salisbury
Executive Director

FACSIMILE COVER LETTER

Date 7/5/94

Time _____

From VICKY RIDEOUT

- Oakland Fax: (510) 763-1974
Telephone: (510) 763-2444
- Los Angeles Fax: (310) 268-1994
Telephone: (310) 268-2444
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Total number of pages, including cover letter 3

Please deliver the following pages to:

Name Professor George Gerbner

Organization/Firm _____

Location _____ Fax Number 215-898-2024

Message I look forward to speaking with you
again soon!

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*Send W & W
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 Review
 etc?
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July 5, 1994



James P. Steyer
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Dear Professor Gerbner,

It was a pleasure to speak with you this afternoon. I appreciate your helpfulness.

As I mentioned, I am the Director of an annual conference on Children and the Media, co-sponsored by Stanford University, the UCLA Center for Communication Policy, and Children Now, one of the nation's leading non-partisan children's organizations.

Last year our conference focused on children and the news media. First Lady Hillary Rodham Clinton was our featured speaker, and many of the top news leaders from across the country participated. In preparation for the conference, we conducted a content study on how the news media covers children, and we also also sponsored a major national poll of young people concerning their views of the news media. Both the conference and the research projects attracted wide attention in the news media themselves! I will send under separate cover copies of the material from the conference, along with a sample of the news coverage we received.

This year, our focus is on how the media affects value development in children. Some of the specific topics we are interested in pursuing are: gender roles, family structure and family economics, ethnic roles, commercialism, and how children themselves are portrayed in entertainment media.

I would like to request your input, if possible, in several areas:

Do you have any thoughts on the appropriateness or usefulness of the specific topics mentioned above? I am aware that there are many possible directions in which to proceed, and I would be interested to know if you think there is a better path to follow. Perhaps we should be looking at what the media teaches children about issues such as responsibility, honesty, community, or spirituality.

Could you please send me some examples of research you have conducted that is relevant to this subject? Could you suggest any other pieces of work I should read or research I should review?

As we discussed on the phone, we are interested in conducting another content study for this year's conference. We would want to look at after-school shows, prime time entertainment shows, and Saturday morning children's shows. Again, I would love your input as to the most useful, unexplored area to pursue for such a study. In this regard, I would like to ask several things:

Has a content study of how children are portrayed in television ever been done?

What would you suggest as the parameters and elements for such a study, were we to conduct one?

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James P. Steyer
President
Lois Salisbury
Executive Director

Can you think of a way to look at some of the other topics I mentioned above, including family structure, family economics, commercialism, gender roles, responsibility, honesty, community or spirituality? Which of these would be most useful in terms of contributing new research to the field?

As I also mentioned, as a nonprofit children's organization, our resources for funding such research are limited. I think I mentioned that last year we were able to complete our content study for \$4,000. I think it is possible that I might be able to get additional funding this year, but I'm not sure how much. Could you perhaps give me a proposal for conducting a content study along the lines I have mentioned?

Again, Professor Gerbner, it was a delight to speak with you, and I really appreciate your interest and your help. Any counsel you can provide will be greatly appreciated.

I should also mention that our conference will be held in March, at Stanford, and we'll let you know the exact dates as soon as possible.

Thanks again for your assistance. I look forward to hearing from you soon.

Sincerely,

Vicky Rideout
Conference Director

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THE ANNENBERG SCHOOL FOR
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UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

FAX# (215) 898-2024
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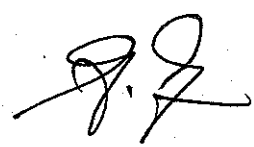
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ATTN: VICKY RIDFOOT

FAX# 510 763 1974

FROM: GEORGE GERBNER

Original and
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THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

July 12, 1994

Vicky Rideout
Conference Director
CHILDREN NOW
1212 Broadway
Oakland, CA 94810

Dear Ms. Rideout:

Thank you for your call, letter of July 5, and materials. Interesting and impressive!

Having done studies of aging, women and minorities, and other related studies in television (see encl.) and being involved in a study of midlife and older women on television for the AARP, we would love to complement that with a study of children and adolescents on television, and could do it for its incremental rather than total cost.

Being up against another deadline (a chronic condition) but also having no time to lose in terms of your own timetable, I can only send you this brief letter proposal to sketch my approach and get things started. We can supplement and refine it, as needed, once the general outline and budget are approved.

You pose a basic question, perhaps the most important one of our time. In some of the enclosed materials I have expressed it in this way: "A child today is born into a home in which television is on an average of over seven hours a day. For the first time in human history, most of the stories about people, life and values are created not by parents, schools, churches, or others in the community who have something to tell but by distant enterprises that have something to sell.

"This is a radical change in the way we create the symbolic environment. The roles we grow into and the ways others see us are no longer home-made, hand-crafted, community-inspired. They are products of a complex manufacturing and marketing process of which viewers and citizens are only dimly aware."

The objective of this project will be to provide information parents, professionals, and citizens need about the mainstream of this new symbolic environment in which our children grow and learn. The specific focus will be the portrayal of childhood and adolescence. What does television entertainment in prime time and in children's programs teach about these roles, and what are the implications about goals and means, cooperation and conflict, positively and negatively depicted

characteristics and behaviors, success and failure, and, therefore, by implication, human values.

Childhood will be seen as a role in the context of the total "world" and other characters television presents to all viewers. That includes an analysis of gender roles, socio-economic status, ethnic roles, etc. In some ways this will be the entertainment counterpart of Dale Kunkel's "Picture of Children." But it will be in an area where most of the viewing (and action) is, and where the transparency of characters -- clear delineation of heroes-villains, success-failure, etc. -- provide powerful moral lessons. Furthermore, for most of the elements of the picture we can provide 20-year trends and totals. Additional items to be observed can be included in the fall 1994 analysis.

All in all, we shall cast a birds-eye-view on otherwise familiar territory, discovering not so much what viewers select and see every day but what they absorb over time. This should help parents, media professionals and citizens make more informed decisions.

The source of background and trend information is Cultural Indicators (CI), a database and ongoing research project explained in the enclosed SAG report. The additional work will involve analysis of the fall 1994 sample and of course the writing and delivery of the report at the March conference. We will of course cooperate in the drafting of the Children Now publication based on our report of the findings, but the cost of that publication or travel and other expenses of the conference are not included in the budget. The contract would be with the University of Pennsylvania, which would have to approve the final budget.

Below are all my numbers. Please call when you want to discuss this further. I am enthusiastic about the prospect of working with you and Children Now, and look forward to hearing from you.

Sincerely yours,



George Gerbner
Professor and Dean Emeritus
Office tel. 215 898 6776 Fax: 215 898 2024
Home tel. 215 642 7479 Home fax 216 642 3061
Internet: FGG@ASC.UPENN.EDU

P.S.: There are many books on the social effects of television, but the best short treatment is in *Big World Small Screen*. (My review is enclosed.)

"CHILDREN NOW" PROJECT BUDGET ESTIMATE

Research coordinator	3,000
Database manager	3,000
Graduate assistant	8,963
Professional consulting, writing	5,300
Travel, communications, miscellaneous	850
Benefits on salaries	<u>2,557</u>
Total	23,670

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July 14, 1994

Dr. George Gerbner
 Professor and Dean Emeritus
 The Annenberg School for Communication
 University of Pennsylvania
 3620 Walnut Street
 Philadelphia, PA 19104-6220

Dear Dr. Gerbner:

Thank you for your letter including a proposal for a content study on how children are portrayed on television.

All of us here at Children Now are very excited about the possibility of working with you. We have read and admired your work, and are grateful for your interest in this project.

Given our financial constraints, which I mentioned, we are soliciting proposals from a couple of other institutions, and are also tossing around several different possible approaches. I expect to be able to come to some resolution within the next four to six weeks, and will be back in touch with you as soon as we have a sense of where we want to go from here.

Again, it was delightful to meet you by telephone, and I look forward to seeing you in person sometime soon.

Sincerely,

Vicky Rideout
 Conference Director

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THE ANNENBERG SCHOOL FOR
COMMUNICATION
UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

July 20, 1994


Vicky Rideout
Conference Director
CHILDREN NOW
1212 Broadway
Oakland, CA 94810

Dear Ms. Rideout:

Thank you for your letter and kind words of July 14. The general significance of the questions you are posing make it imperative, in my opinion, to design the most comprehensive and authoritative study possible. As I noted in my letter of July 12, the 20-year perspective of trends, in addition to a current snapshot, provides a unique perspective on the issues. Our other related work, including cultivation (effects) studies, make it possible to further broaden the context at no additional cost.

I suggest, therefore, that you decide first what approach you want to take, regardless of the cost. Given a budget limit, we can then suggest several options to optimize the use of existing resources within that budget.

Sincerely yours,



George Gerbner
Professor and Dean Emeritus
Office tel. 215 898 6776 Fax: 215 898 2024
Home tel. 215 642 7479 Home fax 216 642 3061
Internet: FGG@ASC.UPENN.EDU

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HAL Investments Inc.



James P. Steyer
President
Lois Salisbury
Executive Director

September 11, 1994

Dr. George Gerbner
Professor and Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear Dr. Gerbner:

Thank you again for submitting a proposal for a content study on how children are portrayed on television. I apologize for the delay in getting back to you.

As I mentioned earlier, as a non-profit organization we are operating under financial constraints that restrict the scope of research we are able to undertake. Accordingly, we have selected a research group that is able to meet our research needs at a significantly reduced cost, while maintaining the integrity of methodology we require.

I regret that we will be unable to work together on this particular project, but I look forward to keeping in close touch. We anticipate continued research efforts in this field over the years ahead. I have enjoyed reading about your recent research projects and congratulate you on the impact you have had. I hope to make it to L.A. to hear your presentation at the Rainbow Coalition Conference.

Again, our deep thanks for sharing your thoughts with us. I look forward to speaking with you again soon.

Sincerely,

Vicky Rideout
Children and the Media Project

Oakland

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Additional Offices

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DIRECTOR, ENTERTAINMENT MEDIA
AND PUBLIC HEALTH PROGRAM

THE HENRY J.

KAISER
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FACSIMILE COVER LETTER



James P. Steyer
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Date: 6/3/96 Time: 11:30 AM

Total number of pages, including cover letter: 2

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TO VICKY RIDEOUT
FROM GEORGE GERBNER

6/7/96

MEMORANDUM

TO: George Gerbner
FR: Vicky Rideout, Children Now
RE: Survey of children's experts on television ratings
DT: June 3, 1996

Thank you again for agreeing to participate in Children Now's recent survey of leading children's experts on how to devise a television rating system that best meets the needs of children and families.

The results of the survey are extremely compelling and interesting. As I mentioned in my letter inviting you to participate in this project, I am currently preparing a report based on the surveys, which I plan to make available to the industry board that is developing the rating system. I am attempting to synthesize the interviews and highlight areas of consensus, while always noting areas of disagreement as well.

While much of the report will summarize the consensus of the group rather than referring to specific individuals, I do want to use several quotes throughout to provide examples of people's views. I would like to use the following direct quotes from your interview in the report, but I wanted to be sure I double-checked them with you first. Please get back to me by this Thursday or Friday to let me know if you have any concerns with being quoted in this way.

Again, I very much appreciate your willingness to participate in the survey, and I am hopeful that the industry board will consider our input carefully.

Quotes:

"The assumption that cartoons are less real than a drama is spurious," he noted. "The humor is a sugarcoating that makes it an easier pill to swallow. Cartoons are the worst offenders in the global market."

"A mechanical counting of violence is mindless. It makes no sense, provides no valid information to the viewer."

OK to quote.

George Gerbner

George Gerbner
234 Golf View Rd.
Ardmore, PA 19003

Tel/FAX 610 642 3061



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.....
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Carole Simpson, ABC News
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5TH ANNUAL CHILDREN & THE MEDIA CONFERENCE

**A DIFFERENT WORLD
MEDIA IMAGES OF RACE AND CLASS**

On May 6-8, 1998, Children Now, one of the nation's leading children's advocacy organizations, will convene its fifth annual Children & the Media Conference. The conference, co-sponsored by Stanford University and the UCLA Center for Communication Policy, will be held in Los Angeles. **The conference will examine media's portrayals of race and class and their impact on the nation's children -- particularly children's sense of themselves, the world around them and their place in that world.** It will also investigate how news media portrayals of race influence adult perceptions and as a consequence, public policy.

CONFERENCE FEATURES

The format of the conference will include a mix of roundtable discussions among industry leaders; keynote speeches from prominent national leaders; presentations by panels of experts; video presentations; and a panel of young viewers. Conference attendees will have the opportunity to:

- *Consider groundbreaking independent research -- a national poll and focus groups -- which looks at how children of different racial groups perceive and react to media's images of race.*
- *Discuss the differences between news and entertainment media portrayals of race and class.*
- *Analyze the messages that entertainment media portrayals of race send children about their expected behavior, priorities, and potential.*
- *Explore the public policy implications of the news media's portrayals of race, particularly as they relate to children and adolescents.*
- *Examine the positive images of race and class in the media today, and discuss the elements that contribute to the power of these portrayals.*
- *Brainstorm about the constructive ways media can break down stereotypes and offer all children positive role models.*

PREVIOUS CONFERENCE PARTICIPANTS

Hillary Rodham Clinton, First Lady
Geena Davis, Academy Award winning Actor
Tom Brokaw, NBC News anchor
Geraldine Laybourne, Disney/ABC Cable President
Tony Jonas, Warner Brothers Television President
Norman Lear, Television pioneer
Carole Simpson, ABC News Correspondent

Ted Harbert, Former ABC TV Entertainment President
Reed Hundt, Former FCC Chairman
Donna Shalala, Secretary of Health and Human Services
Linda Ellerbee, *Nick News*, Lucky Duck Productions
Dr. Alvin Poussaint, Judge Baker Children's Center
Dr. Mary Pipher, Best-selling author of *Reviving Ophelia*
Rich Frank, C3 Chairman

FOR FURTHER INFORMATION

To create a forum for meaningful dialogue, attendance is limited and participation is by invitation only. For further information, please contact the Conference Director, Adam Tucker, at (510) 763-2444.

FIFTH ANNUAL
CHILDREN & THE MEDIA CONFERENCE

**A DIFFERENT WORLD:
MEDIA IMAGES OF RACE AND CLASS**

May 6 - 8, 1998
Los Angeles, California

- YES!** I will attend the 1998 Children & the Media Conference.
 NO, I regret that I will not be able to attend the 1998 Children & the Media Conference.

REGISTRATION FORM

Fax or send to:

Maisah Pradia
Children Now
1212 Broadway, Suite 530
Oakland, CA 94612
FAX: (510) 763-1974

Name: _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____

Contact: _____

Please RSVP by February 20, 1998

PLEASE NOTE:

The conference will begin with a welcoming reception, dinner and keynote speech on Wednesday evening, May 6, 1998. Our host hotel is the elegant Los Angeles Biltmore.

The panel discussions and speakers on Thursday, May 7 and Friday, May 8 will take place at the Los Angeles Public Library's state-of-the-art Mark Taper Auditorium (across the street from the Biltmore Hotel.) The conference will conclude on Friday afternoon, May 8, after a luncheon address.

There is no registration fee and all meals are provided. Travel and accommodations are the responsibility of participants. We will send conference materials and additional information regarding special air travel, car rental and room rates as we near the conference date.

Please feel free to call Maisah Pradia at (510) 763-2444 with any further questions. We look forward to seeing you in May.



To: Adam Tucker <adamt@dnai.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: 1998 Children & the Media Conference
Cc:
Bcc:
X-Attachments:

Converted message was somewhat garbled and hard to read. Do not recall receiving faxed message. (Sorry, heavy traffic here.) Please send me another full e-mail message about the May 6-8 event, exactly what you are asking me to do (that no one else can do), travel, funding, etc.

After that, please call me to discuss arrangements, if necessary.

George.

>

>

>>Professor Gerbner,

>>

>>Here is a copy of the letter I faxed in February. Since then I have spoken
>>with Brian Linson on several occasions and had many questions answered. I
>>look forward to talking with you later this evening. Again, my number is
>>510-763-2444.

>>

>>Adam Tucker

>>

>>Attachment converted: Hard Disk:Gerbner_letter_2=17.doc (WDBN/MSWD) (00003B4D)

>>Children Now

>>1212 Broadway St.

>>Suite 530

>>Oakland, CA 94612

>>www.childrennow.org

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File 510 263 1974

W-9



Lois Salisbury President

4/4/98

March 19, 1998

Vicky returned check \$4550. with request to out more to out to CEM.

4/14/98 - Received Will re-mail to CEM

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

Re: W-9 Request

Dear Mr. Gerbner

Please complete and return the attached W-9. I have enclosed a self addressed stamped envelope for your convenience.

Thank you for your assistance and please do not hesitate to call if you have any questions.

Sincerely,

Kathy Fry

Kathy Fry
Bookkeeper

Adam Tucker 510 263 2144 x.114

www.childrennow.org

1212 BROADWAY
5TH FLOOR
OAKLAND, CA
9 4 6 1 2
510 • 763 • 2444
F A C S I M I L E
510 • 763 • 1974

children@dnai.com

Offices

LOS ANGELES
SACRAMENTO
NEW YORK CITY



Mime-Version: 1.0
Date: Thu, 26 Mar 1998 09:53:34 -0700
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
From: Adam Tucker <adamt@dnai.com>
Subject: Re: 1998 Children & the Media Conference
Status:

Dear Professor Gerbner,

Thank you for being so responsive to our request. It goes without saying that we are delighted that our mutual friend, Richard Masur at SAG, facilitated this collaboration. Our conference on media's images of race and class will be greatly fortified by your work.

The role we hope you will play is as a conference presenter. We envision your presentation as a brief preview, 15-20 minutes, of the results of the SAG content analysis. Since our conference is on media images of race and class, we are particularly interested in the light you can shed the frequency of these images and corresponding behaviors. I would like to talk with you further about the specifics. We have your 1993 report and a list of codes for this content analysis -- would you like us to give you a list of the codes we want you to highlight?

Since this preview will be a couple of weeks prior to the release of your report, we would not include your work in any of our press strategy. Your work would simply be used to inform the conference participants. The question of whether or not we need to generate supporting materials is something we can discuss. Also, if you have any materials (handouts, overhead slides, etc.) that you want to incorporate into your presentation, just let me know.

Because your research will provide a foundation for discussion, we would like to schedule your presentation sometime the morning of Thursday, May 7. Of course, we will take care of your travel and hotel accommodations. You or your assistant can contact our travel agent and the hotel directly.

As I mentioned, we recently completed focus groups of young people to learn from them directly how they perceive and react to media images of race and class. We conducted racially segregated groups of 10-11 year-olds and 14-16 year-olds in Oakland, Newark, Baltimore, and Montgomery, AL. Additionally, we recently completed a survey of 1200 children, asking them a variety of questions about their perceptions of race and class in the media. We feel that your content analysis will be an important complement to the findings of our focus groups and poll.

Again, thank you for your help. I look forward to hearing from you.

Adam Tucker

Children Now
1212 Broadway St.
Suite 530
Oakland, CA 94612
www.childrennow.org

Called: 3/26/98
Will send check 97 dollars
codes must relevant
Preview all new history
1 page
Big

Agent Lance Nichols
510 352 9350

Audience 15+
media leaders

Mime-Version: 1.0
Date: Thu, 26 Mar 1998 09:55:02 -0700
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
From: Adam Tucker <adamt@dnai.com>
Subject: Re: Children & the Media Conference
Status:

Professor George Gerbner
Cultural Environmental Movement
Box 31847
Philadelphia, PA 19104

Dear Professor Gerbner,

On behalf of Children Now, I am writing to officially request that you expand the content analysis you are conducting for the Screen Actors Guild to include UPN and WB. Given that our conference is examining media images of race and class, we feel it is imperative that these networks be included in this important content analysis of television images. As per my conversations with Brian Linson, I understand that this expansion would include a one week sample per season for the past year (which is as statistically significant as coding an entire season). Coding for UPN and WB should mirror SAG's content analysis, using the same codes and categories and drawing conclusions in the same areas.

We would like these research results to be incorporated into the content analysis preview you will be giving at our Children & the Media Conference on May 7, 1998. This means that your preview would cover ABC, CBS, NBC, Fox, UPN and WB. It is my understanding that the cost for this project would be \$7,000.

I will call in the next few days to follow-up on this request. As we approach the conference dates, I would like to talk with you further about your conclusions and presentation. If you need to issue a formal contract, please forward it to my attention. Thank you for your assistance. I look forward to working with you.

Sincerely,

Adam Tucker
Conference Director

Children Now
1212 Broadway St.
Suite 530
Oakland, CA 94612
www.childrennow.org

*We are com to SAG -
Please remit \$7000
You need to me -
601/601 6811*

*Send check
Peter Cole - runs
job*

*Will release -
Taked to Pete W - to
contact a publicist
or Realistix*

To: Victoria <victoria@unagi.cis.upenn.edu>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: 1998 Children & the Media Conference
Cc:
Bcc:
X-Attachments:

Vicky- FYI. It's ok, just keep me informed and consulted on every step, unless we discuss a project ahead of time and decide how we divide tasks. g

>Professor Gerbner,

>

>I apologize if you feel uninformed about our conference or your role. I
>recently spoke with Victoria and she said you were confirmed to give a
>preview of the SAG content analysis on the morning of May 7. I do hope
>this works because we absolutely want you at our conference. Victoria
>asked that I work with her to take care of your travel, etc.. However, I
>have not been able to reach her and she has not returned my calls. She was
>also going to process our request for the inclusion of UPN and WB in the
>content analysis and assistance with our video project. Should I send
>these to you directly? Perhaps we should schedule a phone call to review
>some of these items. Again, I hope this has not been an inconvenience...
>we appreciate your assistance.

>

>Adam Tucker

>

>Children Now
>1212 Broadway St.
>Suite 530
>Oakland, CA 94612
>www.childrennow.org

X-Sender: children@childrennow.org (Unverified)
Mime-Version: 1.0
Date: Mon, 30 Mar 1998 11:07:06 -0700
To: ggerbner@nimbus.ocis.temple.edu
From: Children Now <children@childrennow.org>
Subject: code headings
Status:

510763 2444
Delbert to Melherd
Sandra
rep. R. Belmont
MISAT - re. travel
Travel agents
James - well
free letter

Memorandum

DATE: March 30, 1998
TO: Dr. George Gerbner
FROM: Adam Tucker/Amy West
Children Now
RE: Code headings

Dear Dr. Gerbner:

Thank you again for your involvement in our conference. Per your discussion with Adam Tucker, we have gone through the headings from your codebook and marked ones we thought it would be interesting for you to highlight in your presentation. We are most interested in the data which highlights the most significant differences among characters of different races. But, if we haven't included data which you know is particularly interesting, please feel free to add it. This data would come from ABC, NBC, CBS, FOX, UPN, WB and whatever films you are using for you Screen Actors Guild work. The codes we chose to highlight, by category are:

Themes:

22. minority groups and peoples

Major Characters:

- 2. gender
- 3. age
- 5. race

- 6. ethnicity
- 10. socio economic status
- 12. occupation or vocation
- 13. relevance of occupation to character
- 14. portrayal of occupation

Personality Traits

All of them, except :

- 21. short/tall
- 27. elderly/youthful

Symptoms of anger:

all of them

Goals

all except:

- 64. health, recovery from disease

Health

- 73. working
- 76. education or study
- 81. quarreling or fighting without violence
- 83. character's family
- 84. housing situation
- 88. parents
- 93. relevance of sexual interaction to character
- 95. violence and sexual interaction
- 97. violence committed
- 98. violence suffered through victimization
- 99. violence suffered in a social accident
- 101. consequences of violent behavior
- 105. justified violence
- 107. possess weapon
- 108. weapon use
- 112. tobacco
- 113. alcohol

Minor Characters:

same as above

Please let us know if you have any questions/concerns. We'll speak with you soon.

=====
Children Now, 1212 Broadway, Suite 530, Oakland, CA 94612
Tel:510/763-2444 children@dnai.com www.childrennow.org
=====



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

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

George Gerbner
Bell Atlantic Professor of Telecommunications

4/23/98

Adam Tucker
Children Now
510 763 1974

Dear Adam:

Please correct my
title in the program.
See above, and next
page.

Thanks—

George

* Today is the first time I
saw the program. Thanks
for fixing it.

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 Shirley Hufstедler
 Judy Miller
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 Thomas Steyer
 Chang-Lin Tien



Callie Patti Miller

6/23/98

she would try to call on July 8

Adam Tucker

Lois Salisbury
 President

June 15, 1998

Dr. George Gerbner
 Bell Atlantic Professor of Telecommunication
 Temple University
 3620 Walnut Street
 Philadelphia, PA 19104

Dear Dr. Gerbner:

Recently, the Children & the Media Program at Children Now held its fifth annual media conference which examined media images of race and class and the impact of those images on children. At this point, we would like to step back and evaluate how effective the conference has been in fulfilling its primary goals: stimulating dialogue, providing media leaders with information about how their work influences children and generating strategies for improving the quality of media for young people. To that end, we have contracted with the Public Research Institute of San Francisco State University (PRI) to conduct an independent evaluation of the conference.

In the coming weeks, a representative of PRI will be contacting you to ask you a few questions about the conference(s) you have attended. To refresh your memory of the conference proceedings, we have included schedules from all five media conferences. If you would like additional materials or have questions, please do not hesitate to contact Patti Miller at (510) 763-2444.

Thank you in advance for taking the time to help us evaluate our efforts — your feedback is greatly appreciated.

Sincerely,

Lois Salisbury
 President

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