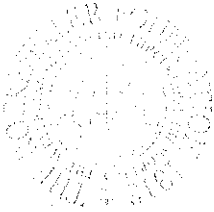


THE ROCKEFELLER FOUNDATION



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

December 10, 1996

Dear Dr. Gerbner:

This letter is to invite your participation in a extraordinarily important and interesting inquiry of the Rockefeller Foundation.

Peter C. Goldmark, Jr.
President

In April 1997 the Foundation is convening a small working meeting on communications and development at its Bellagio Conference Center on Lake Como, in Italy.

From the work the Foundation has done in development over the past several decades, we take it as a given that the tools of communications have power and legitimacy to address the wrenching problems of our time. And as we assess the changes of the past few years -- political, social and technological, among others -- we recognize vast new possibilities to use communications to accelerate positive social change...in villages, across countries, and around the globe.

The purpose of the Bellagio conference is to explore these new potentials, and to chart a course for putting new communications strategies, tools and resources into the hands of people and projects who can experiment with them and benefit from them.

To participate in the Bellagio conference, we are assembling a small group of thinkers and practitioners -- no more than 20 overall -- whose life work has immersed them deeply in social change, who have pushed themselves to understand how communications can advance their work, who are creative in using communications in innovative ways, and who would relish the chance to expand their own thinking and knowledge through interaction with pioneering colleagues from around the world.

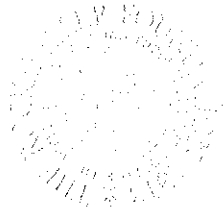
420 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-869-8500
Facsimile: 212-764-3468

Cable: ROCKFOUND NEW YORK
Telex: 224862 ROCKFEL (RCA)

In this group, there are individuals whose experience is in public health, grassroots development, human rights, environmental activism, business and media technology. There are film makers, storytellers, pioneers in interactivity, publishers, electronic activists, journalists, specialists in public engagement and social marketing. Because of your work we invite you to join us as one of these participants.

We have several aims for the shared time you spend together at Bellagio. We want participants to understand each others' work and to see new potentials in their own work through that interaction. We want to define -- and proclaim -- the characteristics of a "new communications." And we want to chart new strategies for getting the ideas, tools and resources of this new strategic communications into play, around the globe.



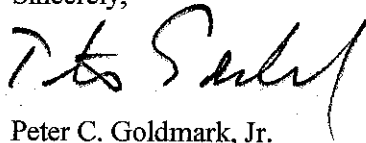
This is a bold and ambitious agenda for a group of people coming together for the first time, and from such divergent bases of culture and experience. Our plan, therefore, is to have participants share information in advance about their work and thinking, and also to take part in an ongoing electronic pre-conference conversation that we can use to define the critical questions for our time together and to build the agenda.

Information on the Bellagio conference facility is enclosed, along with a conference statement of purpose.

The conference will be held the week of April 21-25. We hope your schedule will allow you to attend. If needed, the Foundation can cover travel expenses. There is no cost for your food or accommodations at Bellagio, as you are Foundation guests.

It is my sincere hope that you can join us in this work at Bellagio. Because we are inviting such a small group, please let us know whether you will be able to attend by January 3, 1997. In the meantime, if you have questions of a substantive nature about the conference, contact Denise Gray-Felder, director of communications, at 212-852-8450. Please complete and return the enclosed response form by January 3 to Marcia Sharp, one of our conference planning conference coordinators, via fax, (202-872-8845) e-mail (info@millencom.com) or by mail: at 1150 18th Street, NW, 8th Floor, Washington, DC 20036.

Sincerely,



Peter C. Goldmark, Jr.

Faxed 12/16/96

December 1996

COMMUNICATIONS AND SOCIAL CHANGE: FORGING STRATEGIES FOR A NEW CENTURY

PARTICIPANT RESPONSE FORM

I CAN ATTEND THE CONFERENCE IN BELLAGIO, ITALY APRIL 21-25, 1997.*

SORRY, I WILL BE UNABLE TO ATTEND.

Name:

Mailing Address:

George Gerbner
234 Golf View Rd.
Ardmore, PA 19003

Phone number:

610 642 7479
610 642 3061
215 387 5202

Fax Number:

610 642 3061
215 387 1560

e-mail Address:

FGG@ASC.UPENN.EDU

I estimate that I will arrive in Milan on (date) April 21 and plan to depart on April 25

I will be coming to Milan from Philadelphia

*We are inviting a very small number of participants and therefore hope you will make every effort to avoid last minute cancellations.

Please return this form by **January 3, 1997** to: Marcia Sharp, Millennium Communications, (fax) 202-872-8845 or mail to: 1150 18th Street, N.W., 8th Floor, Washington, D.C. 20036.

Subject: Re: Bellagio Conference Update
Lines: 6

I am answering the second half of the conference questions. I am sorry I am not on time, but I had a conference myself. It was outside Moscow.

1. Communications are different means of communication between people: both verbal and non-verbal.
2. If we take a wider sense of it then a non-verbal type is more widely spread. This type includes TV, radio, other mass media, Internet, postage, telephone. I think that in future those types of communication that make it possible for people to directly communicate with each other will be developing and influencing people. Such type of communication is Internet which makes it possible to arrange a dialogue between people.
3. One of most important or "ideal" types of communication is a live direct communication between people, in the process of which each person is forming his own impression of the partners, a vision of future relationships. The whole process is colored by emotional value. This type of communication is most reliable.

Nadia Seryakova

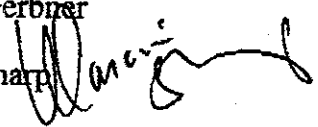
L: 24 C: 1 Lines: 43 Highlight(#####): AltF1 Help: F1 End: F10



Fax Transmission

To: **George Gerbner** Fax #: **215-387-1560**
Organization:
From: **Marcia Sharp** Phone: **202-778-1450**
Total Pages: **1** Date: **January 8, 1997**

MEMORANDUM

To: **George Gerbner**
From: **Marcia Sharp** 
Re: **Bellagio Meeting - Communications and Social Change**
Date: **January 8, 1997**

We have received your response to Peter Goldmark's invitation, and are delighted to learn that you will be able to participate in the Rockefeller Conference on Communications and Social Change.

In about a week you can expect to receive a package from us outlining the process we will use to share ideas and refine the agenda for our time together in Bellagio. You will also receive information on the other participants who will be attending the meeting.

We look forward with great anticipation to working with you over the next several months.

Hard copy version of electronic mail message sent January 17, 1997 to all participants in the Rockefeller Foundation Bellagio Conference on Communications and Social Change.

George Gerbner
Former Dean Emeritus
Annenberg School for Communications
234 Golf View Road
Ardmore, PA 19003
USA

Dear George Gerbner,

We are delighted to know that you will be participating in the conference.

The response to Peter Goldmark's invitation has been extremely positive, and it seems clear that those assembling in Bellagio will represent a wonderful and diverse base of talent and experience. Attached to this letter is a list of attendees to-date; we anticipate final confirmation of a few more individuals as well.

The purpose of this letter is to launch the pre-conference conversation among the participants. The Rockefeller Foundation has asked me to coordinate it.

Our hopes for this conversation, are as follows:

- to bring us to Bellagio as colleagues, not strangers
- to identify communications work/projects that we want everyone participating in the conference to know about in advance
- to develop, from the group, a sense of the most critical issues for the conference to address
- to help with the challenge of developing -- across the languages, cultures and experiences we all represent -- a common vocabulary, or common understanding of some of the terms and concepts most critical to our discussions.

We plan to have this conversation via electronic mail. (Fax can, however, be accommodated as needed.) Except for this initial letter, there will not be a hard copy duplicate.

Between now and the end of March, we plan four separate "queries" for us all to discuss. This letter, in the paragraphs below, outlines Query 1. In queries 1 and 2, we will be sparking conversation about each of you, your work, your views of and aspirations for communications, and your sense of the major issues to be addressed in making communications an even more powerful driver of positive social change. In queries 3 and 4, we will be working directly on the way we spend our time in Bellagio.

To make this conversation slightly easier, from a technical standpoint, we plan to pose the questions to each of you from my office. Each of you will then respond back here, by e-mail or fax, rather than trying to respond to the total group. We'll then put all your replies into a single e-mail (or fax), and send an electronic "package" back to you. If it seems workable after the first one or two sets of questions and comments, we can certainly shift to a process that involves all sending to all.

Query 1

1. Please create an introduction of yourself for the rest of the Bellagio participants. In a short statement -- preferably one page -- tell us several things you would like your colleagues to know about you, your work, and your ambitions, aspirations, or beliefs about communications as a tool for solving the pressing social problems you see.

(Note: this does not need to duplicate your official biography or curriculum vitae. We will ask you for that later, for inclusion in a notebook of materials you will receive in advance of the meeting.)

2. Please help us clarify (or improve) some of the terms that were used in the initial material on the conference. For example, we have talked about a "new communications," and "an emerging value set for global civil society." We have described communications as a tool for creating "positive social change," and talked about "the new technologies." We have referred to "leverage points" for change. Let us know whether these terms have meaning for you -- and most importantly, how you understand and use them. And if there are other words or phrases you use, in talking about the role and potential of communications in 21st century problem-solving, we ask you to put these out to the group as well, for discussion.

3. Please point us toward some examples -- from your own work or the work of others -- that stand out in your mind as important "case studies" of communications that works to support social change. These can be projects or initiatives that have been proven successful in the past, or initiatives that represent ground-breaking new ideas that appear to have great promise but whose success has not yet been proven.

(Note: We only need a very short description and some direction about who to contact for more information. We will do the work from this end to assemble and document these projects.)

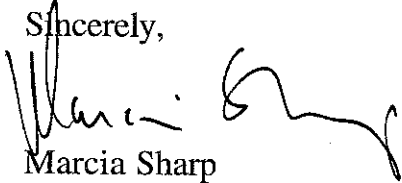
Please send your replies to the three requests above to me, (sharp@millencom.com), by January 29, or sooner if possible. We will then circulate all replies to the total group.

As Peter Goldmark's initial invitation letter said, we are bringing together a group of people who represent very different bases of culture, experience and language. And we are focusing on a subject -- communications -- whose concepts and potential are changing with extraordinary rapidity. So I want to say, once more, in closing this query, that we invite and urge you to question each other, and me as conversation coordinator,

about what we mean and understand about what we are saying. Please also feel free to interject into the conversation ideas or elements that you feel are missing. I also welcome ideas and suggestions about how the conversation itself can work most smoothly and effectively.

Thank you all again for agreeing to participate in this exchange. It should be a most interesting discussion.

Sincerely,

A handwritten signature in black ink, appearing to read "Marcia Sharp", written in a cursive style.

Marcia Sharp

Attachment: Contact List of Bellagio Participants

**Bellagio Meeting Attendees
Rockefeller Foundation
1/16/97**

Michael Backes

Founder
Rocket Science Games;
Screenwriter and Visual Effects Specialist
6326 W. Fifth Street
Los Angeles, CA 90048
USA
office phone 213-860-3017
home phone 213-525-3899
fax 213-954-0471
email: Backes@radiomail.net

John Perry Barlow

Co-Founder
Electronic Frontier Foundation
168 South Franklin
Pinedale, WY 82941-1009
USA
phone: 307-367-2466
fax: 307-367-4502
email: Barlow@eff.org

George Gerbner

Former Dean Emeritus
Annenberg School for Communications
234 Golf View Road
Ardmore, PA 19003
USA
home phone: 610-642-3061
home fax: 610-642-3061
office phone: 215-387-5202
fax (other): 215-387-1560
email: FGG@asc.upenn.edu

Sushmita Ghosh

Vice President

Ashoka; Innovators for the Public Interest

188-3-1A Prince Anwar Shah Rd.

Calcutta 700045

India

work tel/fax 91-33-472-2587

home phone 91-33-479-7959

fax 91-33-249-4703

email: sushmita@ashokcal.globemail.com

Denise Gray-Felder

Director of Communications

Rockefeller Foundation

420 Fifth Avenue

22nd Floor

New York, NY 10018-2702

phone: 212-852-8450

fax: 212-852-8441

email: dgray-felder@rockfound.org

Alfonso Gumucio

Chief

Communication, Information and Child Rights

UNICEF

PO Box 1363

Port au Prince

Haiti

phone: 509-45-39-17

fax: 509-45-18-77

email: adagron-gumucio@acn.com

Myoung Joon Kim

Chief Producer

Labor News Productions;

Vice-President

Videazimut

102. Jihoon Villa. 482-2.

Sangdo 1 dong

Seoul, South Korea

phone: 82-2-817-9798

fax: 82-2-826-0151

e-mail: lnp89@chollian.dacom.co.kr

Wangari Maathai

Founder and Coordinator
Kenya Green Belt Movement
PO Box 67545
Nairobi Kenya
phone: 254-2-504264
fax: 254-2-504264
no email

Matthew Moonieya

Principal
Moonieya and Associates
#25 Lock Street Gaol
Fleet Street
East London 5201
South Africa
phone: 0431-458-422
fax: 0431-438-499
email: moonieya@LAfrica.com

Jenny Richards

Director of Programs
TVE International
Television Trust for the Environment
Prince Albert Road
London NW1 4RZ
England
phone: 44 171 586 5526
fax: 44 171 586 4866
e-mail: tve-dist@tve.org.uk
URL: <http://www.oneworld.org/tve/>

Marcia Sharp

Principal and CEO
Millennium Communications Group
1150 18th Street, NW
Washington, DC 20036
phone: 202-872-8800
email: 202-872-8845
email: sharp@millencom.com
URL: <http://www.millencom.com>

Nadia Seryakova

Founder and Coordinator
New Perspectives Foundation
Maly Kakovinski per. 2/6
apartment 11
Moscow 121099
Russia
phone: 7-095-232-3820
fax: 7-095-232-3820
e-mail: nadia@ifes.redline.ru

Adelaida Trujillo

Filmmaker
Television Trust for the Environment
Video Resource Center
Calle 25 No. 3 -92
of. 201
Bogotá, Colombia
home phone: 571-288-2075
fax: 571-288-4981
office phone: 571-282-4981
office fax: 571-334-1677
no email

Galina Venediktova

Regional Program Coordinator
Network of East-West Women
1414 N. Patrick Henry Drive
#128
Arlington, VA 22205-2844
USA
phone: 703-237-3890
fax: 202-265-3508

(returns to the US 2/10/97)

phone until 2/10/97: 7095-120-7656

email

after 2/10/97: pave@dgs.dgsys.cpm

until 2/10/97: vened@glas.apc.org

Mechai Veravaidya

Chairman

Population and Community Development Association

8 Sukhumvit sol 12

Bangkok 10110, Thailand

phone: 662-229-4630

fax: 662-229-4632

no email

Professor Muhammad Yunus

Managing Director

Grameen Bank

Mirpur Two

Dhaka 1216

Bangladesh

phone : 880-2-801138

fax : 880-2-803-559

Email: yunus@citechco.net

hn5599@handsnet.org at SMTP-po, bigalph@aol.com at SMTP-po, pave@dgs.dgsys.com
at SMTP-po

Subject: Bellagio Conference Update

----- Message Contents -----

Query No. 2

1. Communication is social interaction through messages. "Messages" are coded patterns that evoke learned significance.

2. The most pervasive forms of communication create the cultural environment into which children are born. The only such common and pervasive forms are religion and television. Any power can be exerted for "positive" or "negative" social change. Which is which is the great cultural debate of our time.

3. There is no "ideal" communication -- only effective vs. ineffective communication. Effective can be good a bad -- depending on whose interests it serves. Barriers are opposing interests that will try to limit, censor, suppress communication. The power to communicate (i.e. have access to and control over the means of communication) is also the power to select or ignore, to disseminate or to suppress.

George Gerbner

L: 34 C: 18 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

[103] From: matt@millencom.com (Matthew S. Ross) at SMTP-po 2/20/97 5:25PM (4862 bytes: 94 ln)

To: fgg at POST1, adagron-gumucio@acn.com at SMTP-po, sushmita@ashokcal.globemail.com at SMTP-po, yunus@citechco.net at SMTP-po, vened@glas.apc.org at SMTP-po, nadia@ifes.redline.ru at SMTP-po, lnp89@chollian.dacom.co.kr at SMTP-po, backes@radiomail.net at SMTP-po, barlow@eff.org at SMTP-po, smach@aol.com at SMTP-po, marnold@marauder.millersv.edu at SMTP-po, dgray-felder@rockfound.org at SMTP-po, sharp@millencom.com at SMTP-po, moonieya@iafrica.com at SMTP-po, tve-dist@tve.org.uk at SMTP-po, citurnas@openway.com.co at SMTP-po, matt@millencom.com at SMTP-po, babur@bilkent.edu.tr at SMTP-po, hn5599@handsnet.org at SMTP-po, bigalph@aol.com at SMTP-po, pave@dgs.dgsys.cpm at SMTP-po

Subject: Rockefeller Bellagio Conference - Query 2

----- Message Contents -----

Text item 1: Text Item

Received: by ccmail from relay1.smtp.psi.net

From matt@millencom.com

X-Envelope-From: matt@millencom.com

Received: from [38.227.16.103] by relay1.smtp.psi.net (8.8.3/SMI-5.4-PSI) id RAA25753; Thu, 20 Feb 1997 17:21:42 -0500 (EST)

Message-Id: <v01540b05af31ff1a25f6@[38.227.16.103]>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Thu, 20 Feb 1997 17:21:44 +0400

To: adagron-gumucio@acn.com, sushmita@ashokcal.globemail.com, yunus@citechco.net, vened@glas.apc.org, nadia@ifes.redline.ru, lnp89@chollian.dacom.co.kr, FGG@asc.upenn.edu, backes@radiomail.net, barlow@eff.org, smach@aol.com, marnold@marauder.millersv.edu, dgray-felder@rockfound.org, sharp@millencom.com, moonieya@iafrica.com, tve-dist@tve.org.uk, citurnas@openway.com.co, matt@millencom.com, babur@bilkent.edu.tr, hn5599@handsnet.org, bigalph@aol.com, pave@dgs.dgsys.cpm

From: matt@millencom.com (Matthew S. Ross)

Subject: Rockefeller Bellagio Conference - Query 2

February 20, 1997

Dear Bellagio Participant:

Thank you all for your contributions so far to the pre-conference conversation. We understand how difficult (for any number of reasons) it has been for some of you to complete the questions, and we appreciate your making the extra effort to do so.

What follows is the next step in this conversation -- Query 2. In this set of questions we begin to focus more closely on the specific meaning of "communications" and the manner in which it exists in each of our spheres.

Throughout this pre-conference conversation please feel free to be in touch with any individual participants whose comments have intrigued you. You have already received all Query 1 responses to date and listed below are all participants names and email addresses.

If you copy me (sharp@millencom.com) on any email exchanges you feel would be of interest to the larger group (i.e. discussion on a topic that we have not touched on) I will make sure they are shared with everyone.

Alfonso Gumucio	adagron-gumucio@acn.com
Sushmita Ghosh	sushmita@ashokcal.globemail.com
Muhammad Yunus	yunus@citechco.net
Galina Venediktova	pave@dgs.dgsys.cpm
Alan Alda	bigalph@aol.com
Denise Gray-Felder	dgray-felder@rockfound.org
Nadia Seryakova	nadia@ifes.redline.ru
Myoung Joon Kim	lnp89@chollian.dacom.co.kr
George Gerbner	FGG@asc.upenn.edu
Michael Backes	backes@radiomail.net
John Perry Barlow	barlow@eff.org
Marcia Sharp	sharp@millencom.com
Matthew Moonieya	moonieya@iafrica.com
Jenny Richards	tve-dist@tve.org.uk
Adelaida Trujillo	citurnas@openway.com.co
Julie Su	hn5599@handsnet.org

Waangari Maathai can be faxed at: 254-2-504264
Mechai Veravaidya can be faxed at : 662-229-4632

Thank you again in advance for taking your time with this query.

Sincerely,

Marcia Sharp

Query 2:

- 1) Tell us what you mean by "communications." This isn't one of the terms we asked you about last time but as we get into discussions with each other it is obvious that there are many ways to think about and define this centerpiece of our conference. You don't need to write a treatise -- just a few points that are important to you.
- 2) What are the characteristics of the kind of communication you believe can most powerfully effect positive social change in the next century? Do these characteristics change when referring to communication within or between neighborhoods, cities, states, or countries?
- 3) What, in your mind, are the barriers, or factors that work against your "ideal" communications?

Please return your responses to us by March 3, 1997.

[109] From: matt@millencom.com (Matthew S. Ross) at SMTP-po 2/21/97 4:24PM (3559 bytes: 57 ln)

To: fgg at POST1, adagron-gumucio@acn.com at SMTP-po, sushmita@ashokcal.globemail.com at SMTP-po, yunus@citechco.net at SMTP-po, vened@glas.apc.org at SMTP-po, nadia@ifes.redline.ru at SMTP-po, lnp89@chollian.dacom.co.kr at SMTP-po, backes@radiomail.net at SMTP-po, barlow@eff.org at SMTP-po, smach@aol.com at SMTP-po, marnold@marauder.millersv.edu at SMTP-po, dgray-felder@rockfound.org at SMTP-po, sharp@millencom.com at SMTP-po, moonieya@iafrica.com at SMTP-po, tve-dist@tve.org.uk at SMTP-po, citurnas@openway.com.co at SMTP-po, matt@millencom.com at SMTP-po, babur@bilkent.edu.tr at SMTP-po, hn5599@handsnet.org at SMTP-po, bigalph@aol.com at SMTP-po, pave@dgs.dgsys.com at SMTP-po

Subject: Bellagio Conference Update

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from relay1.smtp.psi.net

From matt@millencom.com

X-Envelope-From: matt@millencom.com

Received: from [38.227.16.103] by relay1.smtp.psi.net (8.8.3/SMI-5.4-PSI) id QAA00463; Fri, 21 Feb 1997 16:18:25 -0500 (EST)

Message-Id: <v01540b22af3341a6eeb1@[38.227.16.103]>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Fri, 21 Feb 1997 04:18:18 -0800

To: adagron-gumucio@acn.com, sushmita@ashokcal.globemail.com, yunus@citechco.net, vened@glas.apc.org, nadia@ifes.redline.ru, lnp89@chollian.dacom.co.kr, FGG@asc.upenn.edu, backes@radiomail.net, barlow@eff.org, smach@aol.com, marnold@marauder.millersv.edu, dgray-felder@rockfound.org, sharp@millencom.com, moonieya@iafrica.com, tve-dist@tve.org.uk, citurnas@openway.com.co, matt@millencom.com, babur@bilkent.edu.tr, hn5599@handsnet.org, bigalph@aol.com, pave@dgs.dgsys.com

From: matt@millencom.com (Matthew S. Ross)

Subject: Bellagio Conference Update

Bellagio Conference Update:

Thanks for some quick responses to yesterday's e-mail, and also some copies of messages that participants are exchanging with each other. We hope all of this conversation will develop into a rich dialogue before we ever get to Bellagio.

- 1) I sent you all an e-mail yesterday outlining Query 2. Since we are still working to get everyone properly connected around the world, please confirm that you did in fact receive yesterday's message.
- 2) A warm welcome to two additional Bellagio participants: Alan Alda, from New York, USA, film actor and Rockefeller Foundation Trustee; and Julie Su, a lawyer for the Asian Pacific American Legal Center in Los Angeles, USA; and to Oguz Baburoglu, from Ankara, Turkey, who will be the faciliator for the conference. We will include biographical information on each of these in our next e-mail.
- 3) You should expect to receive information directly from the Rockefeller foundation in the next few days describing the process for making travel arrangements to and from Bellagio. Tickets will be paid for by the Rockefeller foundation; you will be asked to work directly with the

Foundation's travel agent, and to complete all arrangements by the middle of March.

4) Please note that we sent an incorrenct e-mail address yesterday for Galina Venediktova. The correct address is: pave@dgs.dgsys.com.

5) You will notice that some of your e-mail comes from "matt@millencom.com." That is Matt Ross, who works with me, and is a good person to contact if, at any point, you need information about the conference or this pre-conference discussion.

Marcia Sharp

January 22, 1997

Dear Marcia Sharp:

I am responding to the request for information in your letter of January 17, 1997.

1. I am Dean Emeritus of the The Annenberg School for Communication, University of Pennsylvania, an independent researcher, writer, teacher, and Founder and President of the Cultural Environment Movement (CEM). CEM is a coalition of over 150 groups in 57 countries committed to freedom, fairness, equity and diversity in mass media ownership, employment, and representation. These principles describe my own main objectives.

My major research project is called Cultural Indicators (CI). CI is a cumulative data bank based on annual monitoring of U.S. network television drama. The research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, The White House Office of Telecommunications Policy, the American Medical Association, the National Science Foundation, the Robert Wood Johnson Foundation, and other organizations.

The database contains detailed information on more than 40,000 characters and 3,000 programs. Past reports and current projects include television's contributions to images of women and minorities; violence, political orientation; aging; disability; mental illness; family life; religion; images of animals, expressions of anger; the representation of alcohol, tobacco and other drugs; and other issues. The research has also been extended to comparative studies of television content and effects in several countries.

I was born in Hungary, came to the United States in 1939, received the B.A. from the University of California and M.S. and Ph.D. from the University of Southern California.

2. The term "new communications" and "an emergent value set for global civil society, etc." have no meaning in isolation. They can have many different, even opposite interpretations. "New communications" can mean image politics or the Internet. "An emerging value set for global civil society" can mean consumerism promoted by global marketing, the rise of religious fundamentalism, or a sense of activism and volunteerism. "Leverage points" may mean effective publicity, organization-building, media events such as demonstrations, or anti-trust legislation. And so on.

The most important question we need to raise is "Who is telling all the stories?" Scotch patriot Andrew Fletcher once said: "If one were permitted to make all the ballads, one need not care who should make the laws of a nation." That was at a time when "ballads" - the myths and stories of a culture - were hand-crafted,

home-made, community-inspired. Today, they are the products of a complex mass-production and marketing process. That has changed the process of socialization and the governance of societies.

The role and potential of communication for positive social change is its capacity to organize action for better health and greater diversity, freedom, and fairness of ownership, employment, and representation in the cultural environment.

3. Some examples: The campaigns to make seat-belt use acceptable (and required); to make smoking socially undesirable, to raise environmental consciousness; to place gender-equity on the socio-political agenda; media-watch groups that expose dysfunction and inequities; and our own Cultural Environment Movement.

I am Dean Emeritus of the The Annenberg School for Communication, University of Pennsylvania, an independent researcher, writer, teacher, and Founder and President of the Cultural Environment Movement (CEM). CEM is a coalition of over 150 groups in 57 countries committed to freedom, fairness, equity and diversity in mass media ownership, employment, and representation. These principles describe my main objectives. My conclusions, based in 30 years of research, are that marketing-driven media conglomeration, homogenization, monopolization and globalization are the major obstacles to achieving these objectives. That is why I launched the Cultural Environment Movement.

My major research project is called Cultural Indicators (CI). CI is a cumulative data bank based on annual monitoring of U.S. network television drama. The research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, The White House Office of Telecommunications Policy, the American Medical Association, the National Science Foundation, the Robert Wood Johnson Foundation, and other organizations. The database contains detailed information on more than 40,000 characters and 3,000 programs. Past reports and current projects include television's contributions to images of women and minorities; violence, political orientation; aging; disability; mental illness; family life; religion; images of animals, expressions of anger; the representation of alcohol, tobacco and other drugs; and other issues. The research has also been extended to comparative studies of television content and effects in several countries.

I was executive editor of the quarterly *Journal of Communication* and chair of the editorial board of the *International Encyclopedia of Communication*. I also served on the staff of the *San Francisco Chronicle* and other newspapers. During World War II, I served in the 541st Parachute Infantry (101st Airborne) and the Office of Strategic Services (OSS), and received a field commission and the Bronze Star for service behind enemy lines in Slovenia.

I was born in Hungary, came to the United States in 1939, received the B.A. from the University of California and M.S. and Ph.D. from the University of Southern California. I have been married to Ilona K. Gerbner since 1946; we have two sons (and daughters-in-law) and five grandchildren.

[111] From: john@millencom.com (John O'Connor) at SMTP-po 1/22/97 9:15AM (1214 bytes: 29 ln)

To: fgg at POST1

Subject: Re: please confirm receipt of materials

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from relay1.smtp.psi.net

From john@millencom.com

X-Envelope-From: john@millencom.com

Received: from [38.227.16.103] by relay1.smtp.psi.net (8.8.3/SMI-5.4-PSI) id JAA26515; Wed, 22 Jan 1997 09:12:28 -0500 (EST)

Date: Wed, 22 Jan 1997 09:12:28 -0500 (EST)

Message-Id: <v01540b00af0b8ae730db@[38.227.16.103]>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

To: fgg@asc.upenn.edu

From: john@millencom.com (John O'Connor)

Subject: Re: please confirm receipt of materials

Thank you so much for your prompt response. Please accept our apologies for the error in your listing. I will correct it immediately.

Best regards,

John O'Connor

assistant to Marcia Sharp

- > Have received information, both e-mail and hard copy (Fedex) and am
- > looking forward to exchanges. My listing on the participants list
- > is a bit premature: A am not FORMER Dean Emeritus, but still alive
- > (I think) Dean Emeritus. Appreciate correction. George Gerbner.

Abell, Doc

From: sharp@millencom.com (Marcia Sharp) Subject: Responses to Query 1 - Part 1

Attached are introductions (sent in two parts) provided by seven participants in the Bellagio Conference next April. They come from the former Soviet Union, Haiti, the United States, Korea and India.

I send these now, and hope that within a very few days, there will be more introductions from others of you to include. But the seven that are attached here should begin to give us all a good sense of what we may have in common, as communicators for social change from around the globe, and what we can learn from each other.

NEXT MONDAY, FEBRUARY 17, I WILL SEND ANY ADDITIONAL INTRODUCTIONS I HAVE RECEIVED BY THEN, ALONG WITH A SECOND QUESTION FOR DISCUSSION.

In the meantime, please feel free to be in touch with any individual participants whose comments have intrigued you. If you make me a cc (copy) on those messages, I will make sure they are shared with the full group.

Thank you,

Marcia Sharp

Query 1 Response From: George Gerbner Dean Emeritus
Annenberg School for Communications University of
Pennsylvania Philadelphia, Pennsylvania USA

1. I am Dean Emeritus of the The Annenberg School for Communication, University of Pennsylvania, an independent researcher, writer, teacher, and Founder and President of the Cultural Environment Movement (CEM). CEM is a coalition of over 150 groups in 57 countries committed to freedom, fairness, equity and diversity in mass media ownership, employment, and representation. These principles describe my own main objectives.

My major research project is called Cultural Indicators (CI). CI is a cumulative data bank based on annual monitoring of U.S. network television drama. The research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, The White House Office of Telecommunications Policy, the American Medical Association, the National Science Foundation, the Robert Wood Johnson Foundation, and other organizations.

The database contains detailed information on more than 40,000 characters and 3,000 programs. Past reports and current projects include television's contributions to images of women and minorities; violence, political orientation; aging; disability; mental illness; family life; religion; images of animals, expressions of anger; the representation of alcohol, tobacco and other drugs; and other issues. The research has also been extended to comparative studies of television content and effects in several countries.

I was born in Hungary, came to the United States in 1939, received the B.A. from the University of California and M.S. and Ph.D. from the University of Southern California.

2. The term "new communications" and "an emergent value set for global civil society, etc." have no meaning in isolation. They can have many different, even opposite interpretations. "New communications" can mean image politics or the Internet. "An emerging value set for global civil society" can mean consumerism promoted by global marketing, the rise of religious fundamentalism, or a sense of activism and volunteerism. "Leverage points" may mean effective publicity, organization-building, media events such as demonstrations, or anti-trust legislation. And so on.

The most important question we need to raise is "Who is telling all the stories?" Scotch patriot Andrew Fletcher once said: "If one were permitted to make all the ballads, one need not care who should make the laws of a nation." That was at a time when "ballads" - the myths and stories of a culture - were hand-crafted, home-made, community-inspired. Today, they are the products of a complex mass-production and marketing process. That has changed the process of socialization and the governance of societies.

The role and potential of communication for positive social change is its capacity to organize action for better health and greater diversity, freedom, and fairness of ownership, employment, and representation in the cultural environment.

3. Some examples: The campaigns to make seat-belt use acceptable (and required); to make smoking socially undesirable, to raise environmental consciousness; to place gender-equity on the socio-political agenda; media-watch groups that expose dysfunction and inequities; and our own Cultural Environment Movement.

Query 1 Response From: Nadia Seryakova Founder & Coordinator
New Perspectives Foundation Moscow, Russia

So, my name is Nadia Seryakova and I am an initiator and the President of the non government and non-profit

foundation "New Perspectives". The main purpose of our Foundation is the development of various social programs oriented at youth and women of Russia. Although we try to communicate with other social groups. The main idea of the Foundation is to unite young people who have been subject to historical, political and economic cataclysms and involve young people in the active public life of the society in which they live. We try to elaborate such programs which deal with the most acute problems of the current period: disintegration, loss of the national idea, loss of the spirit of the society, violation of human rights, insufficient care about the future of the nation, isolation and illusions about possible existence without other peoples. In other words, all programs and projects of the Foundation fall under the category of civic education of young people.

Our country is enormous. It consists of many regions and oblasts. Our Foundation is currently working with half of them. 42 regions of Russia participate in the projects of the Foundation. Our organisation is very young about one year and a half.

The main project of this year is the March of the Democratic Youth "On the Way toward New Russia". I would like to share some of my ideas with the participants of the conference in Bellaggio and invite them to cooperation with us. As you know Russia has a long history, but it remains very young at the same time. Our democracy is still fledgling. This is unique, but is fraught with many problems. Most of us are still separating the society on "red" and "white"; it is an ongoing struggle where reason is not always the winner. Frequently old stereotypes win. That is why it is very important for us to find our place in this big world, to understand what young people have to undertake to avoid "red" or "brown" pest in the future. In the summer of 1997 we intend to conduct the March of the Democratic Youth. During 7-8 days we are planning to build the model of the democratic society while moving along the Black Sea Coast (this territory is located within the "red band" of Russia) from Krasnodar to Novorossisk (the name of the city is symbolic - New Russia). The itinerary will run through the mountainous regions and flat lands. During this March young leaders will demonstrate their abilities and most of them will certainly win in the mock elections that will be conducted at one of the stops. We intend to play different situations from the real life: establishment of the Parliament and formation of the Government, printing of the local currency which will be used by the participants only during this March. We are planning to construct our own social institutes and banks, enact our legislation and create various regulations. Parallel to "domestic" policy, certain participants will be responsible for pursuing of foreign policy. Participants of the March will build a camp

and create their own political parties which will elect the Parliament; the Government will consist of the most active young leaders, but it will be possible to overthrow the political regime if the policy of the Government is unsatisfactory. The camp will have ministries, social agencies, army; international participants will be acting as international observers. Certainly, all the events will be covered by mock Mass Media. The participants of the March will be planning the life in the camp in full compliance with the laws enacted by the Parliament and decisions made by the Government. It will be possible for all "citizens" to make amendments in legislation. The "currency" will be used for purchasing of goods that will be specially prepared for the event by the participants. Thus, it will be possible to elaborate on the subject "Transfer to the Market Economy". Mock constitution will be prepared and adopted. Special events will be prepared and conducted for residents and tourists of Gelendzhik and Novorossiisk (cities of the Black Sea Coast). During these events the participants of the March will describe the main idea of the Youth movement. Popular music groups, youth leaders and local activists will be participating in such events. In the opinion of organisers such events will change the attitude of young people to their civic duties and involvement in the public life. This March is planned to be international, and we are ready to cooperate with any willing international participants. We are willing to understand ourselves and demonstrate to others what place young people occupy in the world today and how they should take care of their future.

We intend to make a movie for young people and about young people which will be possibly translated into other languages. We are willing to demonstrate that young people are ready to build their future together regardless of where they live; today's world has no borders and it is much easier to live and work together for the common course.

I think that this idea has a lot in common with the subject of the conference in Bellaggio. Although the event in Italy is truly international because it will attract participants from many countries and they will be discussing the idea of "world civic society". In my opinion participants of the conference should try to create the model of cooperation and effective communication on the world's scale for better understanding of the socium that surrounds us. What each of us could do for other individuals, for the society, for the world? We are very isolated and most of us tend to think that it is impossible to change the complicated world around us. There is a tendency toward isolation among people although communication capabilities are growing enormously. In my opinion only personal communication between representatives of different social groups and spheres can bring the best results.

On one small example I would like to demonstrate how the power of communication can be lead to social changes. I have already mentioned that our Foundation is an NGO oriented at young people. In the end of February we are planning to conduct brain-storm session in Moscow which will involve representatives of various organisations: commercial, social, military, state, cultural and political. Fifteen participants of the event who in their daily activities deal with young people will have to develop new projects to be conducted in Russia. At first glance we are trying too match the unmatched. However, in many countries of the world youth organisations are involved in the same sort of activities and the coming conference in Bellaggio will be another attempt only on the international level. I will provide the written information about the results of or brains-storm to all participants of the conference in Bellaggio.

Query 1 Response From: Myoung Joon Kim Chief Producer Labor News Productions Seoul, Korea

My main background is the labor movement and also the video movement. Labor News Production (LNP) is mainly a video making group and we have made more than 30 educational videos and documentaries since 1989. Our videos are not broadcasted through the official media and are distributed through the union organizations. Recent important videos are [Urgent report on the general strike Part 1 (30min)], [Urgent report on the general strike Part 2 (50min)]. (See the list of our videos already sent) We also concentrates on training (or empowering) area. Since 1991, we have trained the union workers to make their own videos in order to use the video as their communication and representation tool. Concerning this education area, LNP also covers the training program not just for the organized workers. - Board member of the Committee against the censorship : recently we won the small war on the film law in Korea and still fighting and negotiating on the reform of the law on film, video. - Board member of the Human Rights Film Festival in Korea - Member of the preparatory committee for the people's broadcastitng : A year ago, VHF channel 2 has been returned to Korea by US military and after that some communication unions and media watchdog group formed this committee to make the people's nationwide channel. - Advisor to SING : SING is internet movement group. Recently, activists involved with the electronic communication are fighting against the introduction of the electronic ID card system in Korea and during the recent debate and demonstration, we raised this issue successfully. SING also made the www site of KCTU (federation of democratic unions) and the recent strike homepage (<http://kpd.sing-kr.org/strike>, in this site you can find the moving image from the video of

Labor News Production), and SING co-published the white paper on the electronic censorship with other groups. - Establishing the Video Movement WWW site : Recently I am working on a project on WWW as a Videazimut board member. During the general assembly of Videazimut in Brazil, it was decided that I am responsible for establishing the WWW site on the democratic media movement, mainly focusing on the alternative video movement. Now the site has been constructed (<http://www.videomove.org>).

In short, my activities basically concentrates on the use of the video and new media technology in the social movement. I hope the following objectives can be accomplished with these activities. - Using the communication technology for the social change by the organizations and the people for hightening the efficiency of the movement itself and for the democratic society. - Using the specific technologies and during that process understanding the situation of the communication technology and its social context. - To fight against the pressure from the government and the conglomerates on the front of the censorship, the technical barrier.... - To make some basic centers for the media democracy which can be categorized as community TV, public access and the media center for the preparing the forthcoming communication situation... (Not easy for me to explain these ideas in foreign language...)

2. Concerning the terms (I think there exist different meanings for these terms because of the following three reasons : 1, difference of the idea and the concept, 2, difference of using the English words in each country, 3, difference of the connotation of these terms when translated in each language) - "new communications" seems to me implicating both the technological aspect and the socio political aspect of the new media. (We must consider when we refer to "new media", there are diffences among each countri because of the level of the industrialization or the information technologies) - "new technologies" is too broad term to be defined. When we refer to "new communication techologies", maybe we can concentrate on the specific issuess. But, in this sense, sometimes we unintentionally omit certain kinds of the technologies and this leads to the following results ; 1, too much concentration on the networking technologies such as the internet 2, Omission of the technologies such as the surveillance issue... - "emerging value set for global civil society" : ? - "positive social change" : Concerning the new media, I want to emphasize four points. 1, Intervention in the economic structuring of the communication 2, Fighting for the public space at the time of introducing the new media 3, Using the technology for the use itself and the understanding the

basic aspects of that technology 4, Concentrating on the specific democratic aspect of the new media, for example, the censorship, universal access.... Also when we use this term, I think we inevitably implicate the political and economical aspect at the basis. - "leverage points" : some base or center ? or starting point ? * You have to consider I am not used to this kind of explanation in English.

3, Examples - video technologies : LNP's experience in making videos and training the people... - BBS : True data network run by the users (smallake@truenet.co.kr) - Use of the Internet : There is a strike home-page on the recent Korean workers strike which became the space for realtime solidarity and information. (<http://kpd.sing-kr.org/strike>) - Thi strike case can be the interesting example of using the technologies for democracy in both new (internet) and old media (video).

Concerning the examples, later I will be able to explain more specifically. This time for me the question is too broad and there maybe some important points which are already done in Korea but I am too familiar with to categorize.

Query 1 Response From: Michael Backes Founder Rocket Science Games Los Angeles, California USA

My name is Michael Backes. My work focuses on the application of digital technology to the entertainment industry in the United States. My career interests stem from my initial work in the film industry and the transition of my interest in computers as a passionate avocation into a second career. I have worked for a motion picture studio, as a screenwriter, as a visual effects supervisor, and as a teacher at the American Film Institute. I am actively involved with The Starbright Foundation which seeks to apply technology from the entertainment industry to solve problems facing seriously ill children in hospitals in the United States. I also founded a videogame company in San Francisco called Rocket Science. Recently I've become involved with a new company called Electric Communities that is developing a suite of software to be used to create advanced virtual communities on the Internet that support a rich level of social and commercial interaction. I hold a strong belief that these types of communities represent the next major communications medium.

Definition of Terms

To me, the most significant aspect of the current communications revolution is found in the creation of communities via the Internet that formed by common interest and not by the accident of geographic proximity. Books, television, films, and radio are broadcast media, i.e., "one

to many" forms of communication. Telephony represents an example of a "one to one" communications medium. The Internet allows for "many to many" communication through the creation of persistent "spaces" where the exchange of ideas is facilitated. The potential impact on society and commerce of such spaces is profound. We are no longer bound by the tyranny of geography in our daily exchange with others. And though I'm certain that our trip to Bellagio will be fruitful, it would be rendered obsolete if such a communications medium was mature and fully functional. Unfortunately, the communication revolution is hindered by the economic barriers that many developing nations face in attempting to provide advanced technology to all the peoples of the world.

Example: Though technologically impractical for widespread adoption, Starbright World is an example of how persistent electronic communities can support positive social change. This project originated with the Starbright Foundation located in West Los Angeles, California. SWorld is a project that links children who for reasons of illness are confined to hospital beds in several hospitals around the US. Software is used to create a play space in which these children can communicate with each other and form a support group. Currently, the technology used to create SWorld is formidable in both cost and complexity. But this will change.

I am also interested in recycling technology. In offices and homes around the world, there are millions of unused "obsolete" computers. In many cases this technology is still perfectly functional. I feel that there is major work to be done in recycling this technology to developing nations.

Subject: Responses to Query1 - Part 2

THE ROCKEFELLER FOUNDATION

February 27, 1997

Mr. George Gerbner
Annenberg School for Communications
234 Golf View Road
Ardmore, PA 19003

Dear George:

We are very excited that you have agreed to participate in the Communications and Social Change Conference at the Bellagio Study and Conference Center April 21-25, 1997. As we get closer to the start of the conference, it's time to start planning travel arrangements.

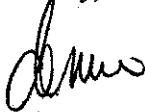
You received with your confirmation letter a brochure describing the conference center and its procedures. This brochure should answer most of your questions about the villa. Please note that you will be accommodated at the villa only during the meeting itself (arrival on Monday, April 21 and departure on Friday, April 25). Once you arrive at the Bellagio Center, there will be no charge for meals or rooms. You should also note that due to limited space, spouses and guests cannot be accommodated at the center. Requests for exceptions cannot be considered.

If necessary, the Rockefeller Foundation will reimburse you for a round-trip economy airline ticket between your home city and Milan and for any reasonable expenses incurred such as ground transportation, departure tax and meals. All expenses of US \$25 or more will require an original receipt for reimbursement. If you are being reimbursed you will need to submit an expense report within four weeks of completion of your trip. Please note that you are not covered under any travel, medical, accidental death, life or other insurance carried by the Foundation during this conference.

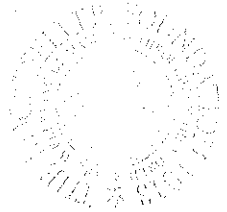
Most important is the enclosed Travel Advisory Form. It must be completed and returned by fax to (212) 852-8441 by March 21 to Trish Weissmann of the Communications Office of the Rockefeller Foundation. Once we have your travel information, we will be able to arrange your accommodations at the Bellagio Center, as well as ground transportation to and from the Malpensa or Linate airports or the Milan Central train station, through Pini Limousine Service. See page 6 of the brochure for other alternatives, if you wish to make your own arrangements.

Please call me if you have questions at (212) 852-8450. I look forward to seeing you in Bellagio.

Sincerely,



Denise Gray-Felder



Denise A. Gray-Felder
Director for Communications

420 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-852-8450
Facsimile: 212-852-8441
Facsimile: 212-398-1858

Telex: 224862 ROCKFEL (RCA)
Cable: ROCKFOUND NEW YORK

From: fgg at post1 3/13/97 10:52PM (735 bytes: 9 ln)
To: <adagron-gumucio@acn.com> at SMTP-po
cc: john@millencom.com at SMTP-po, sharp@millencom.com at SMTP-po
Subject: COMMENTS FOR PROF. GERBNER

----- Message Contents -----

Thank you for your interesting and challenging comments. Remember that one reason for analyzing U.S. cultural products is exactly that they are dumped on much of the rest of the world because they can be had more cheaply than it would cost to produce the local product. The consequences are of course deadly for national cultures, arts, and creative people. A good subject for vigorous discussion.

To Marcia Sharp: Will the conference produce a report? George G.

Window: 1 - 24 Lines: 14 Edit: ↑ ↓ → Help: F1 End: ENTER

[103] From: <adagron-gumucio@acn.com> at SMTP-po 3/13/97 11:31AM (6405 bytes: 12
1 ln)

To: fgg at POST1

Receipt Requested

cc: john@millencom.com at SMTP-po, sharp@millencom.com at SMTP-po

Subject: COMMENTS FOR PROF. GERBNER

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from agant1.ACNNET.COM

From adagron-gumucio@acn.com

X-Envelope-From: adagron-gumucio@acn.com

Received: from www.acnmail.com (www.acnmail.com [206.142.186.254]) by
agant1.ACNNET.COM (NTMail 3.02.10) with ESMTP id oa003108 for

<FGG@asc.upenn.edu>; Thu, 13 Mar 1997 13:56:50 +0000

Received: from ccMail by mail1.acn.com (ccMail Link to SMTP R6.00.01)
id AA858279392; Thu, 13 Mar 97 13:56:33 -0500

Message-Id: <9703138582.AA858279392@mail1.acn.com>

X-Mailer: ccMail Link to SMTP R6.00.01

Date: Thu, 13 Mar 97 11:31:15 -0500

From: <adagron-gumucio@acn.com>

Return-Receipt-To: <adagron-gumucio@acn.com>

To: <FGG@asc.upenn.edu>

Cc: <john@millencom.com>,
<sharp@millencom.com>

Subject: COMMENTS FOR PROF. GERBNER

MIME-Version: 1.0

Content-Type: text/plain; charset=US-ASCII

Content-Transfer-Encoding: 7bit

X-Info: Evaluation version at agant1.ACNNET.COM

I'm sorry I didn't react earlier to your presentation (Query 1),
but I'm sure it's not too late to send you brief comments and to
feed the e-mail conversation that should benefit all of us.

This message is being copied to Marcia Sharp in case she wants to
share it with the other participants.

It was very interesting to read your presentation on the
Cultural Indicators project. My first feeling while I was
reading it, was: our interests are so far from each other. I
explain myself. The level of sophistication of concerns in
industrialised societies differs very much from our "survival"
concerns. It is so good to know that for years you can
concentrate (and have the means to do it) on monitoring the US
television networks and build such an interesting database of
fictional characters and programs. The degree of specialisation
of your research is something any researcher in the so called
Third World would love to do sometime in his or her life.

Can you and me have a dialogue in Bellagio? That question is
still in my head. How can our different approaches to
communication fit together, interact and facilitate exchanges?
I am sure your experience will be very interesting for me as a
communicator, and I hope some components of your work will help
me to reflect on our own experience. Is our work going to have
any impact on your thinking? We will see that in Bellagio.

I am more optimistic when I find in your text some indication
about common problems that we have to face. You rightly pointed

to the question "Who is telling the stories?", which immediately addresses the issue of power in the media or power in the

society. That is something we can all discuss because it happens all over the world although with different characteristics.

You live in a system that has developed a lot of regulations which get gradually more sophisticated. There are written regulations and also social regulations that take care of the way the media portray gender, race, sexuality, treating animals, smoking, etc. In terms of gender and race, for example, any script writer or director has to be very careful that the "bad" character does not represent a social group that might get angry against the way a particular character is portrayed. To be "politically correct" has become part of daily language and individual concern. Is this making television better in contents or values? I don't know, I'm sure you will be able to tell us a lot in Bellagio.

Maybe in the Third World our struggle is not so sophisticated. In terms of media we are still fighting in many countries to access the media, not only as "receptors" of information but as producers of information. Large communities, often the majority of the country doesn't have any access to state or private owned media. That is why so many alternative projects of small radio and television stations, journals, etc., can emerge.

But on the other hand, do people in industrialised countries have real access to the media? Can any citizen write in the New York Times his or her views against the invasion of Panama or Iraq? How well does television, radio and printed media represent the ideas and culture of the different social and ethnic groups that are part of the USA society? (I try to avoid the term "American" society as we are all Americans, from Argentina to Alaska). Does it happen in the media what happens in the general elections, where presidents are elected by only 30% of the population? Is the media in the US representing a very small sector of interests?

If in the US it is relevant to analyse the contents of television programs, you can of course imagine how more relevant is in our countries, considering we are invaded by the same programs, just parachuted on societies that are culturally very different. Take any US made TV series and think about its diffusion in the context of peasants of the Andes, or fishermen in Haiti... The gap is so big, that the analysis almost goes beyond the question of contents.

I agree with you that the potential of communication for social change is its capacity to organise action for... whatever social needs. That is our own perspective in the Third World, only if people, social groups, communities, organise themselves to communicate their own ideals and needs, things may tend to change.

We will hopefully exchange a lot more on these topics in Bellagio, though we may have to focus on certain topics... Four days for twenty people willing to exchange their ideas and thinking might not be enough.

Sincerely yours,

Alfonso GUMUCIO-DAGRON

[93] From: matt@millencom.com (Matthew S. Ross) at SMTP-po 3/20/97 7:31PM (2747 bytes: 44 ln)

To: fgg at POST1, adagron-gumucio@acn.com at SMTP-po, sushmita@ashokcal.globemail.com at SMTP-po, yunus@citechco.net at SMTP-po, vened@glas.apc.org at SMTP-po, nadia@ifes.redline.ru at SMTP-po, lnp89@chollian.dacom.co.kr at SMTP-po, backes@radiomail.net at SMTP-po, DBlicero@aol.com at SMTP-po, barlow@eff.org at SMTP-po, lsmach@aol.com at SMTP-po, marnold@marauder.millersv.edu at SMTP-po, dgray-felder@rockfound.org at SMTP-po, sharp@millencom.com at SMTP-po, moonieya@iafrica.com at SMTP-po, tve-dist@tve.org.uk at SMTP-po, citurnas@openway.com.co at SMTP-po, matt@millencom.com at SMTP-po, babur@bilkent.edu.tr at SMTP-po, hn5599@handsnet.org at SMTP-po, bigalph@aol.com at SMTP-po, pave@dgs.dgsys.com at SMTP-po, gumucio-dagron@bigfoot.com at SMTP-po
Subject: New Bellagio Participant

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from relay3.smtp.psi.net
From matt@millencom.com
X-Envelope-From: matt@millencom.com
Received: from [38.227.16.103] by relay3.smtp.psi.net (8.8.3/SMI-5.4-PSI) id SAA13888; Thu, 20 Mar 1997 18:27:19 -0500 (EST)
Message-Id: <v01540b04af57a0c2e0bb@[38.227.16.103]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 20 Mar 1997 18:27:31 -0800
To: adagron-gumucio@acn.com, sushmita@ashokcal.globemail.com, yunus@citechco.net, vened@glas.apc.org, nadia@ifes.redline.ru, lnp89@chollian.dacom.co.kr, FGG@asc.upenn.edu, backes@radiomail.net, DBlicero@aol.com, barlow@eff.org, lsmach@aol.com, marnold@marauder.millersv.edu, dgray-felder@rockfound.org, sharp@millencom.com, moonieya@iafrica.com, tve-dist@tve.org.uk, citurnas@openway.com.co, matt@millencom.com, babur@bilkent.edu.tr, hn5599@handsnet.org, bigalph@aol.com, pave@dgs.dgsys.com, gumucio-dagron@bigfoot.com
From: matt@millencom.com (Matthew S. Ross)
Subject: New Bellagio Participant

It has been determined that we have the space to add one more participant to the Bellagio conference. We would like your help in identifying possible candidates to fill this slot.

With the aim of maximizing our diversity, we hope that you can help us identify someone from the Far East -- China if possible -- who works in advertising, marketing, higher education, the promotion of peace, or is an entrepreneur.

As you consider possibilities please remember that we currently have more men than women.

Email us as soon as possible with any suggestions, along with brief descriptions of the potential participants, and a way that we can reach them.

Thank you very much for your assistance.

Sincerely,

Marcia Sharp

From: matt@millencom.com (Matthew S. Ross) Subject: Bellagio Conference

1. DIRECTORY OF PARTICIPANTS:

A special Bellagio conference notebook is being prepared that will include a written biographical statement for each participant, and if available, a photograph. Since we anticipate that there will be significant interest in this conference and its outcomes, it is likely that the descriptions of the participants will be read by many more people than our group of 20. Some of you who created introductions of yourself in response to our first e-mail query may wish to use what you did then, or you may want to make some revisions or changes. If you did not respond to that first request, it is important that we get something from you now.

Please send the statement you wish to use in the notebook -- preferably no more than one page -- in hard copy to Trish Weissmann in the Communications Office of the Rockefeller Foundation. Please also send a photograph of yourself which can be used with your statement. The content of the statement is as requested for Query 1: some information about yourself and your work, along with some reflection on the ambitions, aspirations or beliefs you have about communications as a tool for positive social change.

TO BE INCLUDED IN THE CONFERENCE NOTEBOOK, YOUR STATEMENT AND PHOTOGRAPH NEED TO REACH THE ROCKEFELLER FOUNDATION BY APRIL 9, 1997.

2. MATERIALS ON YOUR WORK AND/OR ORGANIZATION:

Please bring to the conference any materials on your work or organization that you wish to share with other participants. Space will be made available for this.

3. TELEPHONE CONVERSATION WITH CONFERENCE FACILITATOR:

The broad framework for our deliberations in Bellagio will be what is called a Search, or Discovery conference. A search conference draws a group of carefully selected participants into a shared process of assessing the present with respect to their topic (ours being communications and social change) and then creating a common vision and action plan for the future. There are no formal "speakers" who address the meeting and then leave; instead, everyone is there for the full time and everyone is an equal participant and contributor.

You should expect a telephone call from the conference facilitator, Dr. Oguz Baburoglu, within the next ten days to two weeks. Just ahead of that call you will

RT
420 Fifth Ave
New York NY 10018
pic sent 4/1/97

receive some brief written information on search conferences, along with biographical information on Oguz. The conference planning team has been working with Oguz over the past several weeks, and has shared with him all of our electronic conversation, so you will find him fully up to date on the dialogue we have already had.

4. OTHER TRAVEL AND LOGISTICAL NOTES:

--The Bellagio staff will arrange to have you picked up at whichever airport in Milan you fly into. If you are making your own flight arrangements, please be sure that Trish Weissmann at Rockefeller knows your plans.

--If you are having the Rockefeller Foundation purchase your airplane tickets, the tickets will be mailed to you by air express.

--The dress at Bellagio is informal during the day. For dinner, men wear jackets and ties, and women wear comparable clothing. For men and women, appropriate national costumes are also suitable.

--The search conference format is that all individuals involved participate in all of the sessions, so please do not make any other commitments or business arrangements for the time we are together in Bellagio.

5. CONTINUED CONVERSATION:

We will continue to e-mail all of the comments received in our pre-conference conversation, and urge again that each of you enter into this conversation before we arrive in Italy. And please continue to e-mail me with any ideas or questions you may have in advance.

From every opportunity Denise Gray-Folder from Rockefeller and I have had thus far -- electronically, by telephone, and in a few instances in person -- to share ideas and information with many of you, we know that a powerful experience awaits us all.

From: fgg at post1 4/3/97 9:26PM (771 bytes: 16 ln)
To: tweissmann@rockfound.org at SMTP-po, matt@millencom.com at SMTP-po,
sharp@millencom.com at SMTP-po
Subject: From George Gerbner

----- Message Contents -----

1. I have ticket through my travel agent, American Express. The fare is US\$ 2,134.82. Would appreciate payment (or advance) ASAP sent to my home address (below). (Did not receive ticket by DHL)
2. Arriving Monday 21 April Milan Linate by British Airways 562 (from London) at 1:20 pm.
3. Bio sketch and picture sent some time ago. Please acknowledge receipt.
4. Thanks for thoughtful logistics, etc.

George Gerbner
Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel/fax 610 642 3061

Window: 1 - 24 Lines: 21 Edit: ↑ ↓ → Help: F1 End: ENTER

[104] From: matt@millencom.com (Matthew S. Ross) at SMTP-po 4/3/97 12:47PM (3450 bytes: 52 ln)

To: fgg at POST1, adagron-gumucio@acn.com at SMTP-po, sushmita@ashokcal.globemail.com at SMTP-po, yunus@citechco.net at SMTP-po, vened@glas.apc.org at SMTP-po, nadia@ifes.redline.ru at SMTP-po, lnp89@chollian.dacom.co.kr at SMTP-po, backes@radiomail.net at SMTP-po, DBlicero@aol.com at SMTP-po, barlow@eff.org at SMTP-po, lsmach@aol.com at SMTP-po, marnold@marauder.millersv.edu at SMTP-po, dgray-felder@rockfound.org at SMTP-po, sharp@millencom.com at SMTP-po, moonieya@iafrica.com at SMTP-po, tve-dist@tve.org.uk at SMTP-po, citurnas@openway.com.co at SMTP-po, matt@millencom.com at SMTP-po, babur@bilkent.edu.tr at SMTP-po, hn5599@handsnet.org at SMTP-po, bigalph@aol.com at SMTP-po, pave@dgs.dgsys.com at SMTP-po, gumucio-dagron@bigfoot.com at SMTP-po, jim@mtds.com at SMTP-po, KINO1995@chollian.dacom.co.kr at SMTP-po, tweissmann@ROCKFOUND.ORG at SMTP-po

Subject: Bellagio Travel Logistics

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from relay1.smtp.psi.net

From matt@millencom.com

X-Envelope-From: matt@millencom.com

Received: from [38.227.16.103] by relay1.smtp.psi.net (8.8.3/SMI-5.4-PSI) id MAA23336; Thu, 3 Apr 1997 12:36:09 -0500 (EST)

Message-Id: <v01540b0baf69c18200cb@[38.227.16.103]>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Thu, 3 Apr 1997 12:36:37 -0800

To: adagron-gumucio@acn.com, sushmita@ashokcal.globemail.com, yunus@citechco.net, vened@glas.apc.org, nadia@ifes.redline.ru, lnp89@chollian.dacom.co.kr, FGG@asc.upenn.edu, backes@radiomail.net, DBlicero@aol.com, barlow@eff.org, lsmach@aol.com, marnold@marauder.millersv.edu, dgray-felder@rockfound.org, sharp@millencom.com, moonieya@iafrica.com, tve-dist@tve.org.uk, citurnas@openway.com.co, matt@millencom.com, babur@bilkent.edu.tr, hn5599@handsnet.org, bigalph@aol.com, pave@dgs.dgsys.com, gumucio-dagron@bigfoot.com, jim@mtds.com, KINO1995@chollian.dacom.co.kr, tweissmann@ROCKFOUND.ORG

From: matt@millencom.com (Matthew S. Ross)

Subject: Bellagio Travel Logistics

A few logistical points as we all prepare to meet in Bellagio:

1) Airplane tickets were sent out to you on Monday by means of DHL. If you have any questions or concerns about your tickets you can contact Trish Weissmann at the Rockefeller Foundation by phone at 212-852-8451 or by email at: tweissmann@rockfound.org.

2) Some people may need visas to enter Italy. Each of the participants should find out the requirements and act accordingly.

3) If you purchased an airplane ticket independently of the Rockefeller Foundation, please tell Trish Weissmann exactly what time you will be arriving on April 21st so that she can arrange for the conference center to pick you up and transport you back to the villa.

If you are arriving before April 21st, transportation from the airport to the conference center is not automatic and you must call the transportation company listed in the Bellagio brochure to arrange to be picked up whenever you arrive. The same applies with transportation back to the airport if you are departing after April 25th.

4) Finally, please do not forget to send a brief description and

photograph of yourself to Denise Gray-Felder's office at the Rockefeller Foundation.

Thank you,

Marcia Sharp

From: fgg at post1 4/8/97 9:17PM
To: matt@millencom.com (Matthew S. Ross) at SMTP-po
Subject: Bio & Photo

----- Message Contents -----

PLEASE convey this message to Marcia Sharp.

Dear Ms. Sharp:

I sent you bio and picture by mail on April 1st and asked for acknowledgment but received none. It is frustrating to keep getting notices to send same but no response to previous messages and mail. Please let me know if you have received bio and picture mailed April 1. George Gerbner.

L: 13 C: 29 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

THE ROCKEFELLER FOUNDATION

April 25, 1997

Dear George:

This is just a note to say thank you for your tremendous contributions to the Communications and Social Change conference. It's not often in one's professional life that you have the chance to make magic with a group of like minds. I think we did that, to some small extent, this week. So I leave Italy inspired and charged up. In no small way, your presence made that possible.

Denise A. Gray-Felder
Director for Communications

I'm looking forward to the next steps, particularly the possibilities of wiring an impoverished part of the world, creating a band of converts to spread the word, and "Social Change U." I truly hope you'll continue with us on our journey to use communications in ways that can make a better world.

Sorry I'm unable to send a hug and a smile, but until we're in each others presence again, please accept my "virtual" hug of friendship and thanks.

All the best,

Fondly,

420 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-852-8450
Facsimile: 212-852-8441
Facsimile: 212-398-1858

Telex: 244862 ROCKFEL (RCA)
Cable: ROCKFOUND NEW YORK

Note: If applicable, please remember to send me all original receipts for reimbursement.

THE ROCKEFELLER FOUNDATION

August 4, 1997

Mr. George Gerbner
Dean Emeritus
Annenberg School for Communications
234 Golf View Rd.
Ardmore, PA 19003

Dear Bellagian 899:

Enclosed is your copy of the conference report from our meeting, "Communications and Social Change: Forging Strategies for the 21st Century," held April 21-25, 1997 at the Bellagio Study and Conference Center.

It was a great pleasure working and thinking with you, despite the long hours! Since our conference, we've been hard at work planning next steps and implementing the group's action plan. I will be sending you more information in the very near future.

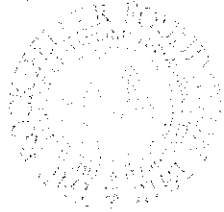
I've also had the pleasure of seeing many of you in the U.S. since being back home, and urge any of you visiting the northeastern part of the United States to please let me know. Mi casa is su casa.

We're sending you three copies of the report now, if you need more, please send a fax or e-mail message to Karen McAndrew telling us who to send the report to. (fax: 212-852-8441/karen_mcandrew@rockfound.org.)

Thanks again for all your invaluable help in this work.

Fondly,

Denise



Denise A. Gray-Felder
Director for Communications

420 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-852-8450
Facsimile: 212-852-8441
Facsimile: 212-398-1858

Telex: 224862 ROCKFEL (RCA)
Cable: ROCKFOUND NEW YORK

THE ROCKEFELLER FOUNDATION

April 21, 1997

Dear Conference Participant:

Welcome to the Bellagio Center and to Italy. I'm sure your stay here will be pleasant and informative.

Attached is a revised list of participants. As you'll note, we have added James Deane of the Panos Institute, based in London.

We also regret that Mechai Veivaidya and Wangari Maathai are unable to join us.

I look forward to joining you for dinner tonight, which begins with cocktails at 6:30 p.m. Following dinner we'll have a brief session to get acquainted, and begin tomorrow at 9:15 a.m.

Feel free to call the facilitator Oguz Barburoglu, Marcia Sharp or me if you have questions about the meeting, or seek advice from the Bellagio Center staff about logistical information. Let's have a great week!



420 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-852-8450
Facsimile: 212-852-8441
Facsimile: 212-398-1858

Telex: 224862 ROCKFEL (RCA)
Cable: ROCKFOUND NEW YORK

THE ROCKEFELLER FOUNDATION

420 Fifth Avenue
New York, New York 10018-2702

Fax No.'s (212) 852-8441 & 852-8442 Telephone (212) 852-8450 Telex 224862ROCKFEL(RCA)

If you have not received all of this transmission or have encountered difficulties with it, please contact the sender.

DATE: April 29, 1997

TO FAX NUMBER: 215 387 1560

NUMBER OF PAGES, including this cover sheet: 6

TO: George Gerbner

FROM: Denise Gray-Felder

TELEPHONE NUMBER: 212 852 8451

SUBJECT:

MESSAGE:

The Challenge

A one-day "summit" conference held in Washington D. C. in October 1996 under the sponsorship of a leading private sector social marketing firm brought together some of the major figures in social marketing to take stock and to discuss future directions. The clear consensus was that the field is at a major crossroads. Its ability to fulfill its promise is handicapped by several major impediments:

- There is no central place where one can get comprehensive training in social marketing, no place that certifies one as a "trained social marketer";
- Although there is a major annual conference on social marketing now in its third year, this conference has no institutional "home," no sponsor;
- There is no place where practitioners and academics alike can learn the latest thinking in the field;
- There is no source of technical assistance to aid those planning and undertaking social marketing endeavors;
- There is no place where leaders can come together regularly to discuss the issues that are troubling them or impeding the field, and how to move the discipline forward.

But, perhaps most importantly, there is no place where the basic conceptual and applied research and development needed for any new intellectual enterprise to grow is occurring. There is no single place where scholars and practitioners are thinking about fundamental issues and developing new frameworks and innovative approaches. There is no intellectual center where practitioners can come and bring their problems for solutions. There is no place communicating what issues are both intellectually important and practically relevant. There is no place where the future leaders of this field are being nurtured and stretched.

The Center for the Advancement of Social Marketing

a. Mission and Activities

As agreed at the recent "summit" conference, the time has come to establish a major intellectual center dedicated to the advancement of this striking and powerful idea. We propose to call it the Center for the Advancement of Social Marketing. This center would have as its mission the study of social marketing and its applications and the dissemination of this knowledge to a worldwide audience of practitioners, scholars, consultants, funders, and policy makers. The center would:

- Conduct regular roundtables and workshops on pressing issues in social marketing;
- Produce working papers, books and monographs on key emerging topics;
- Conduct training on a routine basis both "at home" and around the country and the world, possibly providing a recognized "certificate" that would credential those trained in social marketing;
- Provide technical assistance to programs involved in social marketing;
- Develop and maintain a website to permit members of the social marketing community to communicate with each other on a regular basis;
- Sponsor the annual "Innovations in Social Marketing" conference;
- Provide grants for field work, assistance, travel to field sites or conferences, and other needs;
- Support scholars-in-residence who would come together in one place for an extended period of time to conduct research, do writing, and challenge each other in a fertile intellectual environment;

- Support a limited amount of doctoral research on social marketing topics at academic institutions world wide;
- In general, promote the discipline of social marketing as an important, effective approach to social change.

b. Structure

The Center could be either free-standing or part of an existing institution. Initial thinking is to establish the Center at a major academic institution, preferably one with a history of involvement with social marketing and with a commitment to matching the skills and resources of the private sector to major social challenges. A university site would maintain the independence of the mission of the Center as well as add legitimacy to the educational programs the Center undertakes. The institution would be expected to provide resources, which would reduce the level of funding needed.

The Center would have a full time executive director and a modest staff of information technology specialists, editors, writers, meeting planners, and fundraisers. The essential intellectual activity of the Center would be carried out by scholars-in-residence or by scholars resident at other institutions but working through the Center. The Center would be guided by a eminent Board of Advisors which would operate within the broader framework of the institution at which the Center is housed.

The Center and its activities would be promoted and established as a world-wide enterprise. This would be achieved both by conducting some of Center's activities at remote sites and by providing teleconferencing, distance-learning opportunities and internet access.

c. Funding

It is intended that the Center will eventually (i.e., within five years) be self-supporting. This support will come in three forms. First, the Center will have from its inception Center Affiliate Organizations. These CAOs would include corporations like Porter/Novelli, Kellogg, Merck, and others that have an interest in furthering the use of their private sector knowledge and experiences in meeting social challenges. It would also include nonprofit organizations such as the American Cancer Society, Academy for Educational Development, Prospect Associates, and the World bank and, where appropriate, governmental or super-governmental organizations such as the Centers for Disease Control and Prevention, the U.S. Environmental Protection Agency, and the World Health Organization.

These CAOs would pay an annual retainer to become affiliates, in return for which they would have special access to Center events, publications and so forth. To give the Center stability, each Affiliate would be expected to commit to three year's support at a time.

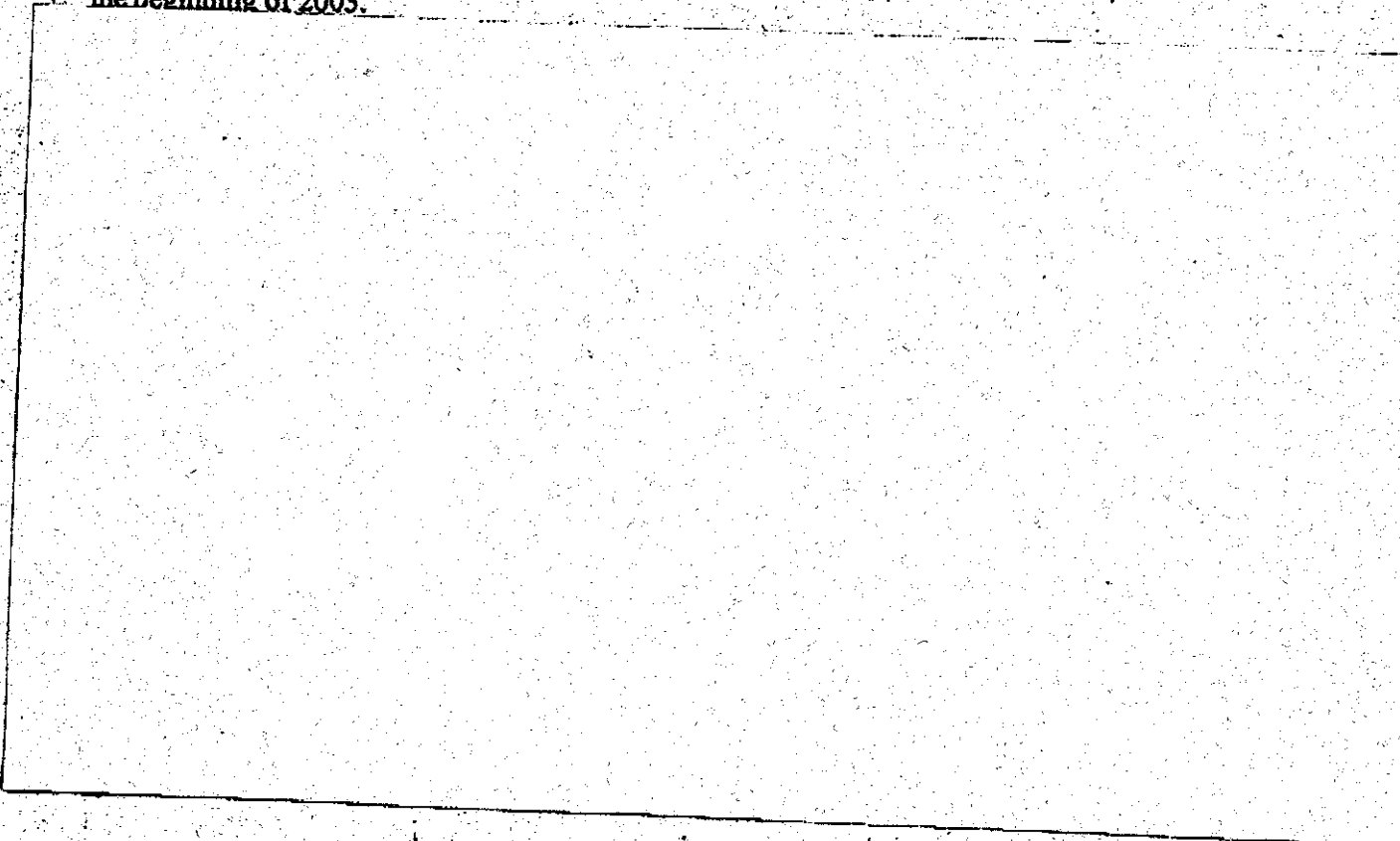
This affiliate support eventually would comprise approximately 60% of the sustaining budget. A further 20% would come from direct revenues from the conferences, roundtables and workshops the Center puts on. It would also sell books, videotapes, and possibly internet access. The final 20% of financial support would come through grants it obtains or manages for Center scholars. Other funding sources could include individuals who recognize the importance of marketing and its application to social change.

However, for the first five years of its life, the Center will need to be supported by grants from major foundations that recognize the potential of advancing the field of social marketing. Such seed grants may be supplemented by Affiliates which are recruited during the Center's

formative years. Additional support will come from in-kind contributions from the university (or other institution) in which the Center is housed.

d. Timetable

Preliminary discussion with founding organizations and potential funders would be held in 1996-97, with an anticipated launch date of September 1997. Self-support would be expected by the beginning of 2003.



Date: Thu, 22 May 97 08:31:51 edt
From: sharp@millencom.com (Marcia Sharp)
Encoding: 53 Text
To: GGerbner@pobox.asc.upenn.edu, lsmach@aol.com,
marnold@marauder.millersv.edu, dgray-felder@rockfound.org,
babur@bilkent.edu.tr
Subject: Bellagio Report

Received: by ccm ail from relay1.smtp.psi.net
From sharp@millencom.com
X-Envelope-From: sharp@millencom.com
Received: from [38.227.16.3] by relay1.smtp.psi.net (8.8.3/SMI-5.4-PSI)
id IAA14875; Thu, 22 May 1997 08:19:58 -0400 (EDT)
Message-Id: <v01540b01afaa404a71118@[38.227.16.3]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 22 May 1997 14:32:57 -0500
To: lsmach@aol.com, marnold@marauder.millersv.edu, dgray-felder@rockfound.org,
babur@bilkent.edu.tr, fgg@asc.upenn.edu
From: sharp@millencom.com (Marcia Sharp)
Subject: Bellagio Report

Dear Susan et al,

It is great to see our deliberations actually on paper. I almost expect in my mind to see Oguz laboring at the machine at the back of the room as I am reading.

I am faxing a hard copy to you, susan, with some ideas and suggestions. Two comments of larger scale:

1) I think the report needs to start from, and be grounded in., a slightly different premise than the one that emerges in present pages 1 and 2. That premise is that people all around the world are understanding and using communications in different ways than in the past, and they are getting new, different, and powerful results. This difference comes partly from what is now possible, through technology; it also comes from, and draws energy from, the broad social movements -- for democracy, women's rights, etc -- that we clumped together as "civil society." The purpose of the conference, and I believe RF's interest in it, was to identify, "name," understand, and learn how to nurture and replicate this new communications.

2. Wrestling with this stuff again (and i appreciate, susan, how you have wrestled to get this far) makes me realize that the task we took on at Bellagio could only be the beginning of that process of identifying, naming, nurturing and replicating. I think this report is very important to the process we got going, and thus to the people who were there, but it feels as if it can only have an internal (i.e. participant) audience. There's too much of our productive but very agonized and preliminary-- thinking in it to go wider. And then there needs to be a new action step -- or perhaps an expansion of action step # 10 -- which can take up where the Bellagio thinking left off, and define and explain the "new communications," and its important implications, for external audiences. It jumps off from Bellagio -- but probably needs some additional spade work, conceptual work, and gathering of examples

If others feel this way, I'd love to be part of taking this forward.

Marcia

June 3, 1997

Mr. George Gerbner
3508 Market Street
Ardmore, PA 19003
Fax: (215) 387-1560
Email: ggcrbner @pobox.asc.upenn.edu

Dear George:

Attached, per your request. Hope all is well.

Fondly,

DGF

Subject: Declaration

Author: Denise Gray-Felder at RF

Matt, can you send out the attached declaration to all Bellagio participants as soon as you can. They're getting anxious.

Below is my note to them. Gracias.

01 June 1997

Dear Bellagio Friends:

Attached is the refined Bellagio declaration for your final review.

Some of you have been spared the earlier drafts; as you might imagine, editing has been tedious and somewhat painful. So, I've taken the liberty of saying "that's enough." Please review and see if you can indeed live with this version.

I'd love to have your comments by June 5. We're also working on the final report, which should be coming to you also this week.

Thanks much. The declaration is attached as a Microsoft Word file.

Denise Gray-Felder
dgray-felder@rockfound.org

DRAFT -- DRAFT -- DRAFT --

We recognize that the practice and systems of communications have the power to transform lives, and to influence the behavior of organizations, institutions, communities and nations. We also believe that for too long the processes and systems of communications have been concentrated within the power of too few in industrialized countries who attempt to use such power to homogenize cultures and ideologies. Recognizing this, and that communication systems and processes are not easily accessible to all the world's people, we the following joined together to propose a vision of communications for the 21st century that animates our collective commitment to positive social change.

This vision is shaped by the following principles:

- I. Every voice has the right to be heard and should have the means to be heard.
- II. Communications systems and technology must, therefore, be affordable, accessible to all.
- III. To work best, the process of communication must allow a free flow from many to many, rather than from one to many.
- IV. Communities must play an essential role in finding their own communications solutions and developing their own communications strategies.

We believe that unmediated communication processes, in which all of us may communicate freely, directly and horizontally with one another, will endow each of us with a greater sense of our own possibilities, enrich our cultures through direct contact with other cultures, create a conversation without limits in which each voice may be heard equally, and from which may evolve enlightened societies that value tolerance, self-determination, and active participation.

We believe in the power of strong, vivid and personal images to transform consciousness. And we believe that the images and stories that define and shape a group, a community or a people are primarily theirs alone to make.

For we believe that the cultures of the world need not be subsumed by those cultures of industrialized nations which dominate control of channels of communication.

We believe that ideas with the power to enhance our lives are arising from voices too long excluded from the larger human discourse. These are too often the voices of people from the edges of the world, from the margins of society. They may own neither presses nor broadcasting towers, but they do have the capability of taking responsibility for their futures. We've seen how many previously marginalized people, given the opportunity, can create solutions for complex world problems, and may, in fact, well possess the energy and vision that will help ensure the future for all of us.

We believe that communication is essential for strengthening cultural identity and human values, encouraging further world development, allowing people in communities throughout the world to participate in their own governance, to organize, and to shape our future world.

Moved to action by these principles, we have agreed to work together toward free and open access of all people to the methods, means and tools of communication, to reach out to communities around the world for their ideas and their strength, and to embrace and promote new understanding and new knowledge from wherever it might arise.

Having traveled from 12 countries in late April of 1997 to meet together in Bellagio, Italy we are:

Alan Alda, New York, NY
 Mariene Arnold, Millersville, PA
 Michael Backes, Los Angeles, CA
 Oguz Baburoglu, Istanbul, Turkey
 John Perry Barlow, Pinedale, WY
 James Deane, London, England
 George Gerbner, Philadelphia, PA
 Sushmita Ghosh, Calcutta, India
 Julie Gipwola, Kampala, Uganda
 Denise Gray-Felder, New York, NY
 Alfonso Gumucio, Port-au-Prince, Haiti
 Myoung Joon Kim, Seoul, Korea
 Jim Lowenthal, Rabat-Agdal, Morocco
 Susan Mach, Kearny, New Jersey
 Matthew Moonieya, East London, South Africa
 Jenny Richards, London, England

Marcia Sharp, Washington, D.C.
Nadya Seryakova, Moscow, Russia
Julie Su, Los Angeles, CA
Adelaida Trujillo, Bogota, Colombia
Galina Venediktova, Arlington, VA
Muhammad Yunus, Dhaka, Bangladesh

* Shall we include Hye-Jung Park and Edward Kuleshov(?)

edited 21 May 1997
as first drafted 24 April 1997

Mime-Version: 1.0

Date: Thu, 16 Oct 1997 14:26:21 -0800

To: adagron-gumucio@acn.com, sushmita@ashokcal.globemail.com,
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citurnas@pr.openway.net.co, matt@millencom.com, babur@bilkent.edu.tr,
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kinol1995@chollian.dacom.co.kr, kmcandrew@rockfound.org,
panos@gn.apc.org, ggerbner@pobox.asc.upenn.edu

From: matt@millencom.com (Matthew S. Ross)

Subject: Bellagio Next Steps

Bellagio Participants:

Denise Gray-Felder has asked us to help coordinate collective thinking about a next meeting for the Bellagio group.

The operating assumption is that we should meet again, unless (what seems highly unlikely at this point) there has not been enough action to make this a good and productive session.

Please tell us your level of interest in such a meeting and where you think the best location would be. Some candidates so far include: Seoul, Korea; Nairobi, Kenya; Johannesburg, South Africa; Cartagena, Colombia; and Morocco.

The target date for this meeting is April/May 1998.

Thank you very much.

Matthew Ross

MIME-Version: 1.0

Date: Thu, 16 Oct 1997 14:43:17 -0400

From: DGRAY-FELDER@rockfound.org (DENISE GRAY-FELDER)

Subject: Re: Bellagio Next Steps

To: adagron-gumucio@acn.com, sushmita@ashokcal.globemail.com,
yunus@citechco.net, nadia@ifes.redline.ru,
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dblicero@aol.com, barlow@eff.org, lsmach@aol.com,
marnold@marauder.millersv.edu, sharp@millencom.com,
moonieya@iafrica.com, jenny.richards@tve.org.uk,
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panos@gn.apc.org, ggerbner@pobox.asc.upenn.edu,
matt@millencom.com (Matthew S. Ross)

1. yes, I think a return meeting is in order.
2. My preferences are Johannesburg first, and Nairobi second. Or, if we go to Kenya we may want to go to Mt. Kenya Safari Club in Nanyuki. Or Mombasa on the coast, assuming the political upheaval has calmed by then. Or for that matter, Cape Town rather than Jo-burg.

Thanks. (Please remember to fax this message to Julie Su and Julie Gipwola. Merci.)

denise

Perhaps Bellagians can also send their thoughts on what should be on the agenda.

Reply Separator

Subject: Bellagio Next Steps

Author: matt@millencom.com (Matthew S. Ross) at Internet-mail

Date: 10/16/97 2:26 PM

Bellagio Participants:

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The target date for this meeting is April/May 1998.

Thank you very much.

Matthew Ross