



Gayle Friedman
Producer

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Home office: (248) 643-8050



May 12, 2000

Professor George Gerbner
234 Golfview Road
Ardmore, PA 19003

Dear Professor Gerbner:

Thank you again for agreeing to help us with our documentary "Media Interrupted."

Radish Creative Group has produced educational programs for teenagers on topics such as: teen violence, eating disorders, child abuse, family values and job skills, just to name a few. We also have great experience in producing corporate and commercial productions.

Enclosed is a copy of our demo reel. It showcases our diverse capability and superior production value.

I hope you enjoy it!

All my best,

A handwritten signature in cursive script that reads "Gayle Friedman".

Gayle Friedman
Producer, RCG

Date: Fri, 12 May 2000 09:00:46 -0700 (PDT)
From: Gayle Friedman <gfried@rocketmail.com>
Subject: media documentary
To: ggerbner@nimbus.ocis.temple.edu
MIME-Version: 1.0
Status:

Professor Gerbner -
Thank you again for your interest in our program.
Per our conversation on Wednesday night, there are a
few ways you can help us prior to your taped
interview.

First off, any textbook recommendations or reports you
have accumulated on the media's influence on American
Culture would be very helpful in our research process
(including the one you mentioned, SAG's report on
aging).

Secondly, any media contacts you have in the New
York/Philadelphia area could prove to be very helpful
in adding to our list of people to interview. It may
also be interesting to include an interview with
somebody from a watchdog group who monitors the
media's portrayal of minorities.






And finally, if you could suggest some media clips
that represent the topics in our outline. That way we
can begin the process of getting clearance with the
networks and production companies that own the rights
to these programs.

I think that does it for now, please respond via
email, gfried@rocketmail.com or call me with any
questions (248)643-8050.

Thank you,
Gayle Friedman
Producer, RCG

Do You Yahoo!?
Send instant messages & get email alerts with Yahoo! Messenger.
<http://im.yahoo.com/>

To: Gayle Friedman <gfried@rocketmail.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: media documentary
Cc:
Bcc:

X-Attachments:  Media list  Christ Sci Mon  LA Times in DC Dick Cooper  CRTNETNews
 Casting and Fate

See attachments for media contacts. Good textbooks I have used:

Global Media: Menace or Messiah? by David Demers (Cresskill: N.J.: Hampton Press, Inc.,1999.)

Media/Society: Industries, Images and Audiences by David Croteau and William Hoynes (Sage, 1997).

Communications Policy and the Public Interest by Patricia Aufderheide. New York: The Guilford Press, 1999. (Henceforth CPPI.)

Re."who monitors the media's portrayal of minorities" -- I do. We have done such studies for the Screen Actors Guild, AFTRA, etc. The most recent report is attached as Casting and Fate.

A video I would suggest is the : "Killing Screens" that the Media Education Foundation recorded with me, including clips. For a copy call MEF at 1-800-6596-882.




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>Do You Yahoo!?
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><http://im.yahoo.com/>

To: Gayle Friedman <gfried@rocketmail.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: AS promised
Cc:
Bcc:

X-Attachments:  Woman/age  Age (writers young)  The Killing Screens- Media and

Am mailing copy of "The Killing Screens." George.