

[98] From: rsherman@surdna.org at SMTP-po 9/26/96 5:45PM (992 bytes: 25 ln)
To: fgg at POST1
Subject: Confirmation

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

Text item 1: Text Item

Received: by cmail from cdp.igc.apc.org
From rsherman@surdna.org
X-Envelope-From: rsherman@surdna.org
Received: (from uucp) by cdp.igc.apc.org (8.6.13/Revision: 1.222) id OAA28272
for FGG@ASC.UPENN.EDU; Thu, 26 Sep 1996 14:56:37 -0700
From: rsherman@surdna.org
Received: from cc:Mail by surdna.surdna.org
id AA843785111 Thu, 26 Sep 96 17:45:11
Date: Thu, 26 Sep 96 17:45:11
Message-Id: <9608268437.AA843785111@surdna.surdna.org>
To: "G." <FGG@ASC.UPENN.EDU> Gerbner
Subject: Confirmation

We will meet at Dayna Cunningham's office, Rockefeller Foundation,
Wed. Oct. 3, at 10am.

Rockefeller Foundation
420 Fifth Avenue (Cross-street, 37th street, door on side street, not
Fifth Avenue.)
Dayna's phone #: 852-8490.

See you there!

rs

October 21, 1996

Mailed

Dayna Cunningham
Rockefeller Foundation
420 Fifth Ave.
New York, NY 10603

Dear Ms. Cunningham:

I am writing between out-of-town speaking engagements to thank you for meeting with me on October 2. I enjoyed our discussion and was glad to learn more about your plans and interests. Our projects address some of the goals of the Foundation, and I think that we can make a contribution to them.

The Cultural Indicators project (whose prospectus I left with you) monitors the "worlds" of prime time and Saturday morning children's programs television, and its contributions to viewers' conception of reality. Its Television Violence Profile No. 16 (enclosed) was released in January 1944. Although the monitoring continued to be funded by grants and contracts focusing on other subjects, no Violence Profile has been released since 1944. The recent "qualitative" report on TV violence was funded by the television industry and does not lend itself to trend analysis. There is considerable governmental and public interest in updating our Violence Profile and, in fact, making it a regular annual publication. I also noted our hope of establishing an annual media monitoring report focusing on trends in the representation of women and minorities as well as violence. In fact, as you see from the Violence Profile, the two are related.

Constructing and releasing an updated Violence Profile in early 1997 would cost about \$25,000. The cost of the general media monitoring project and annual report would be \$100,000 a year.

The Cultural Environment Movement is an action coalition with national and international affiliates. The *CEM Monitor* I left with you presents its aims and action proposals. We are planning to hold an international congress of CEM in Europe next fall, and need funding of about \$50,000 for a strategic planning session.

Please let me know if I should submit a more formal proposal, or if we should visit again to explore further how we can contribute to your objectives. I will call you in a few days and would appreciate receiving your advice.

Sincerely yours,

From: fgg at post1 1/25/97 5:37PM
To: , "CUNNINGHAM, DAYNA" <DCUNNINGHAM@rockfound.org> at SMTP-po
Subject: Re: From George Gerbner

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

Dear Dayna: I prefer it this way too, but there is still enough of the European in me not to presume... Mid to late february would be fine. I am teaching on Mondays, and otherwise engaged or travelling on 11th, 14th, 18th-19th and 27th-28th. So please have Michael call or e-mail to arrange an appointment. George.

c

L: 9 C: 61 %Full: 0 Highlight(*****): AltF1 Help: F1 End: F10

From: fgg at post1 1/30/97 10:25PM (308 bytes: 2 ln)
To: , "DAMIAN, MICHAEL" <mdamian@rockfound.org> at SMTP-po
Subject: Re: From George Gerbner

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

Hi - could I met with Dayna Wed, Feb 12, at 2 or 3 pm - whichever
is more convenient, at the Foundation office? George.

Window: 1 - 24 Lines: 6 Edit: ↑ ↓ → Help: F1 End: ENTER

[103] From: , "DAMIAN, MICHAEL" <mdamian@rockfound.org> at SMTP-po 1/30/97 5:20PM
(1751 bytes: 46 ln)
To: fgg at POST1
Subject: Re: From George Gerbner

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

Text item 1: Text Item

Received: by ccmil from uu9.psi.com
From mdamian@rockfound.org
X-Envelope-From: mdamian@rockfound.org
Received: by uu9.psi.com (5.65b/4.0.071791-PSI/PSINet) via UUCP;
id AA13493 for ; Thu, 30 Jan 97 17:26:52 -0500
Received: from cc:Mail by uu1147.rockfound.org
id AA854673627 Thu, 30 Jan 97 17:20:27
Date: Thu, 30 Jan 97 17:20:27
From: "DAMIAN, MICHAEL" <mdamian@rockfound.org>
Encoding: 1017 Text
Message-Id: <9700308546.AA854673627@uu1147.rockfound.org>
To: fgg@asc.upenn.edu
Subject: Re: From George Gerbner

Dear George:

What about February 12 or 13, or Feb 21 in the afternoon, to end
before 4pm?

Are you meant to meet Dayna here?

Regards, Michael

----- Forward Header -----

Subject: Re: From George Gerbner
Author: DAYNA CUNNINGHAM at RF
Date: 1/30/97 3:17 PM

MD-

Can you please set this up. Thanks.

----- Forward Header -----

Subject: Re: From George Gerbner
Author: fgg@asc.upenn.edu at INTERNET-MAIL
Date: 1/25/97 5:37 PM

Dear Dayna: I prefer it this way too, but there is still enough of
the European in me not to presume... Am just back from speaking
engagements in Minnesota. Mid to late February would be fine. I am
teaching on Mondays, and otherwise engaged or travelling on 11th,
14th, 18th-19th and 27th-28th. So please have Michael call or
e-mail to arrange an appointment. George.

Encoding: 443 Text
Message-Id: <9700318547.AA854732392@uul147.rockfound.org>
To: fgg@asc.upenn.edu
Cc: DCUNNINGHAM@rockfound.org
Subject: Re[2]: From George Gerbner

Confirming Wednesday, February 12 at 3pm here at the Foundation.
Thanks, George.

Michael

Reply Separator

Subject: Re: From George Gerbner
Author: fgg@asc.upenn.edu at INTERNET-MAIL
Date: 1/30/97 10:25 PM

Hi - could I met with Dayna Wed, Feb 12, at 2 or 3 pm - whichever
is more convenient, at the Foundation office? George.

L: 39 C: 1 Lines: 35 Highlight(#####): AltF1 Help: F1 End: F10

THE ROCKEFELLER FOUNDATION

2/12/97

Dear George -

Deep regrets for missing you
this afternoon at Rockefeller Foundation.
I appreciate your coming in and I look forward
to receiving your materials on the Fairness
Index and on the One for One conference.

Sincerely,

Dayna Cunningham

February 25, 1997

Dayna Cunningham
Rockefeller Foundation
420 Fifth Ave.
New York, NY 10603

Dear Dayna:

I regret that our visit was so brief. That was the only time I had for a visit this month, and am writing now between trips to follow up on our conversation.

I presented the attached Diversity Index at a conference on media advocacy in Los Angeles last week. It is a baseline measure we hope to publish (and refine) each season to "prod" (which is its acronym, standing for Proportional Representation of Diversity) the entertainment industry to improve its employment and representation policy.

Tomorrow I am taking off for engagements in Paris and Brussels discussing these issues in a series of consultations with their equivalent of the FCC (which, in the U.S., has never showed any interest - or courage - in tackling content diversity issues). Returning briefly over the weekend (to teach my Monday class), I will be off to Budapest on a similar mission, returning on March 9.

It would cost \$50,000 to conduct the 1997 analysis and report it at the One-for-One Conference in the fall. I have no time now to prepare a proper budget and proposal, but I hope you will consider this letter a request for this year's Diversity Index study and report.

I would also appreciate any comments and suggestions you may have about this effort, and the opportunity to discuss with you how we could put the Diversity Index it on a solid continuing financial basis. Please give me a few dates in March for another possible visit.

Sincerely yours,

George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators Project
Chair, the Cultural Environment Movement
E-mail FGG@ASC.UPENN.EDU Home Tel/fax 610 642 3061

6 pages

February 25, 1997

Dayna Cunningham
Rockefeller Foundation
420 Fifth Ave.
New York, NY 10603

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA, PA 19104

Dear Dayna:

Executive Committee:

I regret that our visit was so brief. That was the only time I had for a visit this month, and am writing now between trips to follow up on our conversation.

- George Gerbner, President
- Kathleen F. O'Reilly, Vice President
- Roy Eugene Boggs, Jr., Vice President
- Joseph C. Kressé, Secretary
- Linda K. Fuller, Treasurer
- Rose Anne Dyson
- Riane Eisler
- William F. Fore
- Sumi Sevilla Haru
- Robert W. McChesney
- Elaine Wynne

I presented the attached Diversity Index at a conference on media advocacy in Los Angeles last week. It is a baseline measure we hope to publish (and refine) each season to "prod" (which is its acronym, standing for Proportional Representation of Diversity) the entertainment industry to improve its employment and representation policy.

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Sincerely yours,

George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators Project
Chair, the Cultural Environment Movement
E-mail FGG@ASC.UPENN.EDU Home Tel/fax 610 642 3061

[101] From: , "DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG> at SMTP-po 3/18/97 11:38A
M (1171 bytes: 24 ln)
To: fgg at POST1
Subject: Dayna Cunningham

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

Text item 1: Text Item

Received: by ccmil from uu9.psi.com
From mdamian@ROCKFOUND.ORG
X-Envelope-From: mdamian@ROCKFOUND.ORG
Received: by uu9.psi.com (5.65b/4.0.071791-PSI/PSINet) via UUCP;
id AA00849 for ; Tue, 18 Mar 97 11:50:45 -0500
Received: from cc:Mail by uu1147.rockfound.org
id AA858713905 Tue, 18 Mar 97 11:38:25
Date: Tue, 18 Mar 97 11:38:25
From: "DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG>
Encoding: 452 Text
Message-Id: <9702188587.AA858713905@uu1147.rockfound.org>
To: fgg@asc.upenn.edu
Subject: Dayna Cunningham

Dear George:

Dayna very much wants to take some time to come down to see you and fully talk with you about your projects, free from the distractions here. The first two weeks of April are fairly clear except for Monday, April 7. Would you have any availability during this period? Please let me know as soon as possible so I can set aside time for you both. Thanks.

Michael Damian

From: fgg at post1 3/18/97 9:37PM
To: , "DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG> at SMTP-po
Subject: Dayna Cunningham

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

Dear Michael:

Please convey to Dayna that I would be delighted to have her visit us in Philadelphia. The first two weeks of April are good for me except for Mondays and Friday, 11th. Amtrak or Metroliner are best; e.g. a Metroliner that leaves NY at 9 gets here at 10:13, or one that leaves at 10 gets here at 11:10. I would meet her at the station and take her to our office and lunch. Please let me know when she plans to come.

George

George Gerbner
University City Science Center
3508 Market Street
Philadelphia, PA 19104-6220
Tel 215 387 5202 Fax 215 387 1560
E-mail FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel: 610 642 7479
Tel/fax 610 642 3061

L: 17 C: 1 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

From: fgg at post1 3/24/97 10:30PM (572 bytes: 6 ln)
To: , "DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG> at SMTP-po
Subject: Re: Dayna Cunningham

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

Michael - this is beginning to sound like the story of our last aborted meeting, when I went to NY to see Dayna. I regret that suddenly all of April is gone. May is a busy month for me; 1,2,6 can be freed up here, 19,20 available here or in NY, if firm appointment can be made. Please let me know what would be best and where. But April would still be preferable. George.

Window: 1 - 24 Lines: 10 Edit: ↑ ↓ → Help: F1 End: ENTER

[103] From: ,"DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG> at SMTP-po 3/24/97 10:36A
M (1992 bytes: 49 ln)
To: fgg at POST1
Subject: Re: Dayna Cunningham

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

Text item 1: Text Item

Received: by ccmil from uu9.psi.com
From mdamian@ROCKFOUND.ORG
X-Envelope-From: mdamian@ROCKFOUND.ORG
Received: by uu9.psi.com (5.65b/4.0.071791-PSI/PSINet) via UUCP;
id AA27406 for ; Mon, 24 Mar 97 10:51:16 -0500
Received: from cc:Mail by uu1147.rockfound.org
id AA859228584 Mon, 24 Mar 97 10:36:24
Date: Mon, 24 Mar 97 10:36:24
From: "DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG>
Encoding: 1264 Text
Message-Id: <9702248592.AA859228584@uu1147.rockfound.org>
To: fgg@asc.upenn.edu
Subject: Re: Dayna Cunningham

Dear George:

Dayna's April calendar just got a major overhaul and she will not be able to meet with you until early May. What is a good date for you those first two weeks of May?

Thanks.

Michael

----- Reply Separator -----

Subject: Dayna Cunningham
Author: fgg@asc.upenn.edu at INTERNET-MAIL
Date: 3/18/97 9:37 PM

Dear Michael:

Please convey to Dayna that I would be delighted to have her visit us in Philadelphia. The first two weeks of April are good for me except for Mondays and Friday, 11th. Amtrak or Metroliner are best; e.g. a Metroliner that leaves NY at 9 gets here at 10:13, or one that leaves at 10 gets here at 11:10. I would meet her at the station and take her to our office and lunch. Please let me know when she plans to come.

George

George Gerbner
University City Science Center
3508 Market Street
Philadelphia, PA 19104-6220
Tel 215 387 5202 Fax 215 387 1560
E-mail FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel: 610 642 7479
Tel/fax 610 642 3061

Dayna, 212 852 8490
Michael Delmonico 212 852 8353

FUNAR

[1] From: fgg at post1 3/30/97 9:51PM (993 bytes: 19 ln)
To: "DAMIAN, MICHAEL" <mdamian@ROCKFOUND.ORG> at SMTP-po
Subject: Re[2]: Dayna Cunningham

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

Dear Dayna:

I called your office from Robert Sherman's office whom I was visiting last Thursday, just in case you were available, but I could not reach you. Am still hoping to arrange a visit with you in April.

Meanwhile, let me consult you now about your advice on what would be the best vehicle for releasing the Diversity Index I left with you. As a "Report Card" to the media industry and public, it should have a significant impact, especially if we can announce its annual release tracking industry trends in diversity of representation (something you kindly agreed to support at \$50,000).

Can you suggest and help me contact an appropriate TV program or other media outlet for releasing and presenting the Index? Hope to hear from you soon.

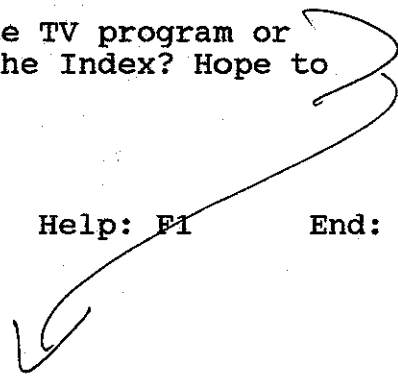
George.

Window: 1 - 24 Lines: 23 Edit: ↑ ↓ → Help: F1 End: ENTER

Ted Koppel
Orson

420 5th Ave
Ent 5 3)M

212 297 0509



To: DCUNNINGHAM@rockfound.org (DAYNA CUNNINGHAM)
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: Thanks
Cc:
Bcc:
X-Attachments:

Dear Dayna -

Ok, I send reminder on July 21. George.

> Dear George:

>

> I would like to do that sometime in late July or August. Thank you
> for the invite.

>

> -Dayna

>

>

>

Reply Separator

>Subject: Thanks

>Author: George Gerbner <GGerbner@pobox.asc.upenn.edu> at Internet-mail

>Date: 6/5/97 4:33 PM

>

>

>Dear Dayna:

>

>Thanks for good visit yesterday. Please let me know if you have any
>comments on the Diversity Index and other materials I left with you.

>

>My understanding of our conversation is that funds are committed through
>1997, but you can consider supporting dissemination activity in 1998.

>Meanwhile we will work on the "fate" aspect of the "casting and fate"
>formula, of which you now have the "casting" part.

>

>I also note a message from March that you were planning to visit our
>offices in Philadelphia. Let me then extend a cordial invitation to come
>down for lunch and a tour of our office at your convenience.

>

> George

>

>George Gerbner

>3508 Market Street

Home: 234 Golf View Rd.

>Philadelphia, Pa,19104

Ardmore, PA 19003

>Tel: 215 387 5202

Tel: 610 642 3061

>Fax: 215 387 1560

Fax: 610 642 3061

> E-mail: ggerbner@pobox.asc.upenn.edu

>

>

To: Dayna Cunningham :dcunningham@rockfound.org, rg;
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: News
Cc:
Bcc:
X-Attachments:

Dayna - Good news! I just received notice that I have been awarded the Bell Chair (established by Bell Atlantic) at Temple University. Part of my task is to arrange for an international conference on diversity in communication. Will call you later to arrange a visit. George

To: DCUNNINGHAM@rockfound.org (DAYNA CUNNINGHAM)
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: News
Cc:
Bcc:
X-Attachments:

Dear Dayna: I would like to go up to NY to visit with you. Almost any afternoon in August (except 13th and after 24th) is ok with me. Please give me a couple of possible dates, and I'll confirm. George.

> I am really looking forward to a visit. I have been spending a lot of
> time thinking about the media and how to frame some useful Rockefeller
> foundation work in this area and would love to talk with you about my
> questions.

> -Dayna.
>
>
>
>

To: kmcandrew@rockfound.org (KAREN MCANDREW)
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: Mtg.
Cc:
Bcc:
X-Attachments:

> Hi George,
> Well it looks like both meetings will take place on August 28th. I've
> set up Susan Mach and Denise for you at 10:30, and Dayna Cunningham
> and Denise for 2:00. Does that allow you reasonable travel time?
> I'll reserve the conference room on our floor all day.

Hi Karen -

Confirming above times. Thanks. George.

MIME-Version: 1.0
Date: Thu, 14 Aug 1997 14:53:57 -0400
From: kmcandrew@rockfound.org (KAREN MCANDREW)
Subject: Mtg.
To: ggerbner@pobox.asc.upenn.edu

Hi George,
Well it looks like both meetings will take place on August 28th. I've set up Susan Mach and Denise for you at 10:30, and Dayna Cunningham and Denise for 2:00. Does that allow you reasonable travel time? I'll reserve the conference room on our floor all day.

Rep. - Conference above time. G

To: Dayna Cunningham <dcunningham@rockfound.org>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Visit
Cc:
Bcc:
X-Attachments:

Dear Dayna: Below is my last message. I am following up, and asking if we could meet on Tuesday, Feb. 24 at 11:30 a.m. or 3:30, p.m. (I am meeting with Jon Funabiki at 2 p.m.) If that is not convenient, please suggest another time.

Best regards -

George

>>Subject: Thanks
>>Author: George Gerbner <GGerbner@pobox.asc.upenn.edu> at Internet-mail
>>Date: 6/5/97 4:33 PM
>>
>>
>>Dear Dayna:
>>
>>Thanks for good visit yesterday. Please let me know if you have any
>>comments on the Diversity Index and other materials I left with you.
>>
>>My understanding of our conversation is that funds are committed through
>>1997, but you can consider supporting dissemination activity in 1998.
>>Meanwhile we will work on the "fate" aspect of the "casting and fate"
>>formula, of which you now have the "casting" part.
>> George
>>

Visit 2/24/98

Repeat old - needs -
dynam - Dept conference
Diversity.

Re-do & publicize in
colle with SAG - \$ 50,000
Full page ad -

To: Dayna Cunningham <dcunningham@rockfound.org>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Thanks and more
Cc:
Bcc:
X-Attachments:

Dear Dayna:

Thank you for the good visit last Tuesday (2/24/98). Look forward to your call re Diversity Index and other matters. As I mentioned, the next historic milestone in the effort to retain and expend diversity in media is our planned conference on the coming of the digital system. A prospectus and budget for that follows. I will be grateful for any advice and support you can give us. George

A conference on Public Space in the Digital Age:

Unbeknownst to most Americans, the "digital age" begins on Dec. 31, 2006. On that day, our television set will become a hunk of junk. By law and FCC rules, other ways of communication ranging from computers to satellites will also change.

The change to digital technology holds out the promise of greater diversity of communication than has ever before been possible. However, the Telecommunications Act of 1996, "An Act to promote competition and reduce regulation," is, in fact, an act to prevent competition and promote monopoly. It has opened the floodgates to media mergers and consolidation. The recent convergence of various media industries includes network television and telephone providers buying cable stations, computer companies going into WebTV, software companies becoming Internet providers. This urge to merge drives further monopolization, standardization, homogenization and sterilization of content. If unchecked, it may well be the greatest giveaway of public resources -- the people's use of the people's airways -- in American history

Mergerophobia is a virus destructive of creativity and diversity. The purpose of the proposed international conference on "Public Space in the Digital Age" is to focus media and public attention on this critical juncture in communication and power, and to provide a forum for a dialogue among leading telecommunication industry executives, members of the creative community ("content providers"), community leaders, consumer advocates, and media scholars.

The tasks include the following:

1. Design a media plan to put communication issues on the public agenda.
2. Develop democratic and accountable public service media that will draw citizens into public life as participants rather than as targets for marketing.
3. Promote gender equity and general diversity in media ownership, employment, and representation.
4. Develop hardware and software design, administration, and regulation for competitive and equitable access and use.
6. Establish a global communication network based upon mutual respect between peoples and nations.
7. Create a nurturing cultural climate for our children, rather than subject them to mindless violence and exploitation.
8. Protect and promote free expression without either state or conglomerate

censorship.

9. Regulate the activities of transnational media firms that operate in non-competitive markets.

Digital Conference Budget

Income

Temple	Admin.		
Expenses \$5,316			
Contributed Income	(Ford,		
Rockefeller)	\$517,420		
Conference Fees	40 x \$200 =	\$8,000	
Total Income		\$530,736	

Expenses

Personnel

Conference Coordinator	10% x 26,000 =	\$2,600
Office Manager	10% x 20,000 =	\$2,000

Travel/Accommodations

Sugarloaf Conference Center	40 x 2 x \$184 =	\$14,720
Travel Scholarships	\$2,500	

Publicity

Newspaper announcements, other media	5 x \$100,000 (avg) =	\$500,000
Publicist	20 hrs/wk x 4 wks x \$45/hr =	\$3,600

Administration

Printing

Convener packets (3)	\$400
Press packets	\$1,000

Postage

Convener packets (2)	40 x 2 x \$1.70 =	\$136
Press packets	500 x \$1.48 =	\$740

Overhead

10% x total (less newspaper annnc.) =	\$3,040
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Total Expenses	\$530,736
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MIME-Version: 1.0
Date: Thu, 25 Jun 1998 15:20:27 -0400
From: DCUNNINGHAM@rockfound.org (DAYNA CUNNINGHAM)
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
Subject: Re[2]: Attachment FY Interest
Status:

Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: cc:Mail note part

Yes. The process is complete and you will be getting a check for \$25,000. We are having a logjam in actually processing the proposals so you may not see the money until the beginning of September. I hope that will work with your budget schedule. Congratulations.

-Dayna

Reply Separator

Subject: Re: Attachment FY Interest
Author: George Gerbner <ggerbner@nimbus.ocis.temple.edu> at Internet-mail
Date: 6/23/98 11:47 PM

Dear Dayna:

You may be interested in revised prospectus of Digital conference, and SAG report update (attached). We need to make decisions concerning the conference and doing the 1998 fall Diversity Index. Please let me know if the staff review (below) has run its course.

With best regards --

George.

You wrote 3/26/98 Re[2]: Visit

>

>Thanks for support. George.

>

>>

>> We don't need to meet right through here. NOT that I don't want to see you or talk with you, but I am in the process of writing up your grant papers for staff review. Will keep you posted on progress. We are talking about somewhere in the ballpark of \$25,000. I would rather work on papers to get you some money than talk with you again when you already have my support.

>>

>> -Dayna

Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: cc:Mail note part

George Gerbner
Bell Atlantic Professor of Telecommunication
Temple University, Philadelphia. Tel/fax 610 642 3061

MIME-Version: 1.0
Date: Fri, 26 Jun 1998 10:19:27 -0400
From: DCUNNINGHAM@rockfound.org (DAYNA CUNNINGHAM)
Subject: Re[3]: Attachment FY Interest
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
Cc: DGRAY-FELDER@rockfound.org (DENISE GRAY-FELDER),
KPOLK@rockfound.org (KAREN POLK)
Status:

George-

I am forwarding your e-mail to our communications department to flag for them that we would like to have a conversation about how the Foundation might assist with your project.

-Dayna

Reply Separator

Subject: Re[2]: Attachment FY Interest
Author: George Gerbner <ggerbner@nimbus.ocis.temple.edu> at Internet-mail
Date: 6/25/98 6:06 PM

Thank you again for your support. I am returning forms Michael faxed me. We are now committed to another (and I hope annual) Diversity Index next fall. Would like to announce at press conference (perhaps in association with the Screen Actors Guild) and otherwise make it visible so the media have to respond. Could you help with the press conference (in NY) and possibly some talk show dates? (I am copying our CEM program director Victoria Fredinnick, our research director Brian Linson, and our publicist, Peter Wirth.

George

Content-Type: text/plain; charset=US-ASCII
>Content-Transfer-Encoding: 7bit
>Content-Description: cc:Mail note part

>

> Yes. The process is complete and you will be getting a check for
> \$25,000. We are having a logjam in actually processing the proposals
> so you may not see the money until the beginning of September. I hope
> that will work with your budget schedule. Congratulations.

>

> -Dayna

>

>

>

> _____ Reply Separator

>

>Subject: Re: Attachment FY Interest
>Author: George Gerbner <ggerbner@nimbus.ocis.temple.edu> at Internet-mail
>Date: 6/23/98 11:47 PM

>

>

>Dear Dayna:

>

>You may be interested in revised prospectus of Digital conference, and SAG
>report update (attached). We need to make decisions concerning the
>conference and doing the 1998 fall Diversity Index. Please let me know if

>the staff review (below) has run its course.
>
>With best regards --
>
>George.
>
>
>You wrote 3/26/98 Re[2]: Visit
>>
>>Thanks for support. George.
>>
>>>
>>> We don't need to meet right through here. NOT that I don't want to
>>> see you or talk with you, but I am in the process of writing up your
>>> grant papers for staff review. Will keep you posted on progress. We
>>> are talking about somewhere in the ballpark of \$25,000. I would
>>> rather work on papers to get you some money than talk with you again
>>> when you already have my support.
>>>
>>> -Dayna
>
>Content-Type: text/plain; charset=US-ASCII
>Content-Transfer-Encoding: 7bit
>Content-Description: cc:Mail note part
>
>
>George Gerbner
>Bell Atlantic Professor of Telecommunication
>Temple University, Philadelphia. Tel/fax 610 642 3061
>E-mail:ggerbner@nimbus.temple.edu

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

To: Dayna Cunningham <dcunningham@rockfound.org>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Stuff
Cc:
Bcc:
X-Attachments:

Just faxed completed tax questionnaire and backup, 13 pages total. Please let me know if received in good order.

Thanks.

George

THE ROCKEFELLER FOUNDATION

November 9, 1998

Denise A. Gray-Felder
Director for Communications

Dear Colleague:

Nearly three years ago, we in the communications department of the Rockefeller Foundation undertook a new line of work and thinking based on a simple assumption: that we could figure out ways to use the discipline of communications to make a greater contribution to the pace of development. From this assumption, we moved to questioning "how" and "if" we might find innovative ways to test the effectiveness of communications techniques on the development process.

From these early assumptions we brought together a group of social activists, academics, filmmakers and journalists, funders, electronic communications experts, service providers and professional communicators, with others, to help us answer the question "how can communications be used most effectively to accelerate social change?" We met for a week at the Foundation's Bellagio Conference Center in Italy during the spring of 1997.

From this meeting we created a commitment to a new agenda for global communications: communications that is empowering, many-to-many (horizontal versus top-down), communications that gives voice to the previously unheard, and that has a bias toward local content and ownership. The group's action steps, agreed at the end of the meeting, include a commitment to convince others of the value of this approach (broadening the debate), to publicize writings about the effectiveness of this work, and to continue to study the prospects in a global setting.

320 Fifth Avenue
New York, New York
10018-2702

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

Telex: 224862 ROCKFELIRCAI
Cable: ROCKFOUND NEW YORK

November 9, 1998

Page 2

This past October in Cape Town, South Africa, we continued the inquiry with an expanded group of people who have named themselves "Ekapas." (Ekapas is the indigenous term for Cape Town.) In Cape Town we developed a concrete and comprehensive definition of communications for social change, put together an outline for the skills and attributes needed to do this work, began work on the skills/resources training "toolbox," reached agreement on measurements and identified organizations and people that we'd like to engage in helping us do this work and to advocate for its effectiveness.

Because you're receiving this letter, it is our hope that you'll find the prospects of taking your traditional communications skills and joining a hardy band of folks committed to helping our profession leap forward. If you work for a bilateral or multilateral development agency, you can help us begin to figure out how to make communications for social change an essential component of the development process. If you are part of a NGO or community group, we'd like to consider working with your staff and constituents to test some of our assumptions in the field. And, if you're an academic or communications practitioner, we'd like your critical review and help in identifying and writing up case studies that are instructive.

In short, we want your involvement! Please send your name, contact information and areas of interest to me at the Rockefeller Foundation and we'll add you to the distribution list. I can be reached at: dgray-felder@rockfound.org or by fax: 212-852-8441. As simple message that says: "yes, I want to be part of the communications for social change network" will suffice.

Thanks in advance for your interest and help.

Sincerely,



URGENT FAX - 215 - 242 - 8362
THE ROCKEFELLER FOUNDATION

Digital Conference

11/20/98

3PP

TO:

Victoria Tredinnick
George Becker

Denise A. Gray-Felder
Director for Communications

Hi - Very sorry - I'm likely
not going to make this
MORNING. Too much happening
at work and home

320 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-850-8450
Facsimile: 212-850-8447
Facsimile: 212-850-1858

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

Attached is my handout
if you'd like to pass it
out.
Thanks much.
Denise Gray-Felder

THE ROCKEFELLER FOUNDATION

420 Fifth Avenue

New York, New York 10018-2702

Fax No.'s (212) 764-3468 & 398-1858 • Telephone (212) 869-8500 • Telex 224862ROCKFEL(RCA)

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

DATE: 12/2

TO FAX NUMBER: 610-642-3061

CITY AND COUNTRY: Ardmore, PA

NUMBER OF PAGES, including cover sheet: 1

12/7/98

1. Bill check of found letter
2. Updated prop & budget & working on it.
3. children for letter

TO: George Geronzi, CEM

FROM: Dayna L. Cunningham Michael Damian

TELEPHONE NUMBER: 212-852-8353 (Michael Damian)

12/8 - talked to Brian working on

SUBJECT: George:

MESSAGE: I'm still missing a copy of your most recent 990 + Sked A forms.

Also need a formal letter of request for funding on letter head with your signature.

And... an updated proposal + budget. The most current update I have is the July 1996 prospectus for Cultural Indicators.

Thanks,

Michael

Can fax all of the above to me at (212) 852-8273 but also send hard copy + mail.

Address to Dayna
 sent MD e-mail when on the way

9900 Shed A

inc. tax?

letter addressed
to whom?

(like a previous?)

update copy (copy
from letter?)

date 96?

VICKY - ^{see} letter

THE ROCKEFELLER FOUNDATION

420 Fifth Avenue

New York, New York 10018-2702

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

DATE: 12/2

TO FAX NUMBER: 610-642-3061

CITY AND COUNTRY: Ardmore, PA

NUMBER OF PAGES, including cover sheet: 1

TO: George Ylonas, CEM

FROM: Dayna L. Cunningham Michael Damian

TELEPHONE NUMBER: 212-852-8353 (Michael Damian)

SUBJECT: George:

MESSAGE:

I'm still missing a copy of ^{your} most recent 990 + Sked A forms. Very well
Michelle
Mandy

Also need a formal letter of request for funding on letter head with your signature. GG
well
new

And... an updated proposal + business plan. B/V
well
with
other

Re most current update I have is the July 1996 prospectus for Cultural Indicators

belting

Thanks,

Michael

Can fax all of the above to me at (212) 852-8273.
But also send hard copy + mail

To: Brian Linson <cemad@libertynet.org>, cem@libertynet.org
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Rock materials
Cc:
Bcc:
X-Attachments:

Vicky and Brian: I need draft of letter of request for funding and updated proposal to send the Cunningham at Rock foundation ASAP. Also, what is the latest with the Bell Atlantic \$15M? We need to move ahead on these, or daily reminders to me until done. g