

Diocese of New Ulm

Catholic Pastoral Center 1400 Sixth North Street New Ulm, MN 56073-2099 (507) 359-2966

Dr. George Gerbner
Cultural Environment Movement
PO Box 31847
Philadelphia PA 19104

February 9, 1996

Dear Dr. Gerbner,

Thank you for accepting our invitation to speak at the Catholic Diocese of New Ulm Parish Ministry Formation Day and the Teacher In-Service for the Minneapolis Public School System. During our phone conversation, you indicated that the last week of August is preferable for you and we agreed on the 26 & 27. Elaine Wynne, Larry Johnson, and I will work out your location for each day as well as develop an outline for both days. We are working out the details of joint sponsorship of these events.

I would like to tell you a little about our Ministry Formation Day. This is a day set aside for formation and training of parish leaders, ministers, and educators on topics that effect and affect their lives and work. I cannot think of a more relevant subject than media education and the important work of the Cultural Environment Movement.

The Office of Ministry Formation works with different departments of ministry to develop curriculum and search out appropriate speakers. In March our presenter is Paul Wadell, a member of the Passionist Religious Community and a Professor of Ethics at the Catholic Theological Union in Chicago. His presentation is on *Shaping a Morality for Today's World -The Role of Friendship and Virtues in the Moral Life*. Paul comments that "The question is not whether we are or can be moral, but whether what we desire can make us good." I thought this was a great theological text in preparation for your media education presentation in August. "Creating desire" is one of the major influences of media today - how it effects our friendships/relationships is profound.

I would like to accomplish these things during the day for diocesan leaders:

1. Create a sense of urgency around the importance of media education for leader in the Catholic Church.
2. Help people understand the importance of reclaiming their own stories and offer accessible examples of how.
3. Infuse people with hope by helping them:
understand how their cultural environment is shaped by public communication policy;
make a commitment to seek and provide continuing education; and
participate in local, regional, and national media education opportunities.

I hope to launch our leaders into a year of media examination and education. The work of CEM and your presence here in our diocese will give me an enormous opportunity to animate leaders and others, and through our Communication/Media Resource Center activity, sustain this work.

Now for a story.

I happened to have lunch with two representatives of the Sadlier Publishing company (Publishers and Distributors of Religious Education Curriculum) at a recent National Communications Convention (UNDA). During lunch I asked the younger representative if Sadlier was looking into creating a video based curriculum for Religious Education K-12. Everything they create is currently print only, although they do distribute a Religious Education Series K-Adult for Hispanic Ministry. I know this because our diocese uses this successful series produced by HTN (Hispanic Telecommunications Network) out of San Antonio, Texas.

Joe, the younger Sadlier rep. said "No, we aren't considering a video curriculum," and proceeded to lecture me on the value of a print based text.

I told him about my own observation of the inadequacy of the print text alone. "Well, it isn't working," I said, "especially with young people who have become so image and oral oriented."

Joe went on and on seeming to ignore the point while getting more defensive about Sadlier's position. This is when the older Sadlier rep. leaned over and said, "I understand what you are saying, here's my card, let's talk later." The card read - Frederick H. Brigham Jr., Ph.D, The Mecklenburger Group, Consultant.

After lunch this older rep. came over to me very interested in following up on the discussion at lunch. He told me the most fascinating bit of information. He began, "I taught Greek Literature for many years. What I found interesting is the fact that it took only 50 years to change the culture from an oral based communication practice to a written or print based practice."

I gasped! I had already leaped ahead to where he was taking this idea.

Fred went on, "I believe this is the first time in history we are returning to an oral and image based communication tradition and it seems to have taken about 50 years or possibly much less depending on how you look at it."

Fred agreed with me that many publishing companies aren't seeing the implications of this transition - especially publishers who deal with material for young people.

I thought Fred would be very interested in CEM. I will stay in touch with him and pass CEM information along. The Mecklenburger Group is a Coalition of Independent Consultants Bringing Education Together With Technology. Fred resides in Prince Edward Island, Canada.

It must be the fresh air!

Thank you again Dr. Gerbner for agreeing to work this event out with us. I recently spoke with Elaine on the phone and she said they will be sending you a letter to confirm their interest also. We will be meeting on February 19 to begin planning and will be in continuous contact with you.

Best regards,



Paula Marti
Director of Communications/Editor
PM: cc

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August 17, 1991

Dear Dr. Gerbner,

I have completed the itinerary for your Minnesota Visit, and here it finally is!

I was hoping to get more done on all of this so our printed programs and media conference line up could have been mailed to you before you leave the country. I apologize for your lack of in-hand material. But, I hope this itinerary will give you the outline of events over the two day period.

Ticket sales are going well for the Humphrey Institute Public Policies Forum, "Who's Telling All the Stories? the Impact of Media Monopolies on our Culture and Society." Elaine and Larry are handling the tickets sales and we expect to sell out. The auditorium holds 230 people. I have made 300 copies of the CEM Mandate, the Viewer's Declaration, and the People's Communication Charter. I will bring these for the Humphrey event and what ever is left over bring to the Hutchinson event the following day. WCAL 89.3 Radio FM will be recording the evening presentation for broadcast on WCAL/St. Olaf College, and later distribution on Minnesota Public Radio. Arrangements for this are still in process.

The registrations for the Ministry Formation Day in Hutchinson "Religion as a Cultural Force: Who's Telling all the Stories" is exceeding our expectations. Several days before the registration we already had 365 people registered. We expect this number will go over 400. I am thrilled that so many of the Catholic School principals and Directors of Religious Education have encouraged this as an in-service day for their teachers. Nearly all of the priests of the diocese will be attending and many parish leaders.

Our Bishop, Raymond Lucker will also be attending the Hutchinson event and I am very pleased and looking forward to bring you both together.

My husband, Georg Marti, will be meeting you at the airport. Look for him at the security gate, as you suggested.

We are so grateful for your coming to Minnesota. We pray you have a safe and peaceful journey. It is hard to express the admiration and respect Larry, Elaine, and I have for you and your commitment to this work. We are blessed by your intellect and creative spirit and are energized to continue doing the impossible.
"Here's to the impossible!"

Best regards,

Paula Marti,
Director Communication, Editor

Gerbner in Minnesota

Minneapolis Itinerary

Monday Augst 26

<p style="text-align: center;">Arrival Greeter/Driver</p>	<p>1:28 p.m. Arrive MPLS / NW:745 Georg Marti will meet you at your gate of arrival (5'6", Dark hair, Moustace)</p>
<p style="text-align: center;">Media Conference</p>	<p>4:00 p.m. Humphrey Institute for Public Policy, MPLS. Paula Marti is coordinating this event and will meet you and introduce you. She has pre- pared a press kit for everyone attending. The kit includes the following documents: Minnesota CEM News Release, Gerbner Bio, CEM Founding Convention and its Mandate, The People's Communication Charter, and the Viewer's Declaration of Indepence</p>
<p style="text-align: center;">Supper</p>	<p>5:00 p.m. Conclude News Conference I have made arrangements for a short 20 minute private radio interview (if time allows) immediately following this news conference. Rosemary Borgert writer and reporter for the St. Cloud Visitor.</p>
<p style="text-align: center;">Formal Reception</p>	<p>5:30 p.m. Humphrey Institute A "no frills" supper with members of the Minnesota CEM Committee and Diocese of New Ulm Staff. These people are the Humphrey event staff and will be assisting us throughout the evening.</p>
<p style="text-align: center;">Presentation</p>	<p>6:00 - 7:15 p.m. Humphrey Insitute Atrium</p> <p>7:30p.m. Elaine Wyrne will introduce the "Opening Story" by Nothando Zulu. Nothando is a leader of the Black Storytelling Alliance of MPLS. This will last approximately 10 min.</p> <p>Larry Johnson will introduce George Gerbner. "Who's Telling all the Stories"</p> <p>9:00 p.m. Presentation Concludes</p>
<p style="text-align: center;">Depart for Hutchinson</p>	<p>10:00 p.m. Ride with Paula and Georg to Hotel, Victorian Inn, Hutchinson.</p>
<p style="text-align: center;">Arrive in Hutchinson</p>	<p>11:15 p.m. (approximately)</p>



People who
helping
this ev

- Elaine W
- Larry Joh
- Paula M
- Georg M
- John Ga
- Sr. Betty L
- Cindy Bli
- Chris Cla
- Joan Weich
- Julie Kal
- Ann Re
- Jimmy Yo
- Gary Mel
- Jerry Bli
- Nancy Engen

Gerbner in Minnesota

Hutchinson Itinerary

Tuesday, August 27

Breakfast	7:30 Victorian Inn Cafe with Larry & Elaine
Depart for St. Anastasia's	8:15 Georg M. will drive George Gerbner to Church
Arrive	8:30 Paula will meet George Gerbner
Opening Reflection	8:45 A Reflection on the Biblical Story of Joseph and the Coat of Many Colors.
Conference Welcome	9:00 Sister Betty Larson Director of Ministry Formation Program will welcome people to the event and then introduce Paula Marti.
Presentation/Gerbner	9:15 Paula will introduce George Gerbner "Religion as a Cultural Force: Who's Telling the Stones?"
Morning Break	10:15- 10:40 Refreshments
Video Reflection	10:40-10:50 Larry Johnson children's video project reflection on violence in the lives of children through a short 4 min video produced by MPLS elementary students.
Presentation/Gerbner	10:50 - 12:00 George Gerbner resume presentation
Depart for MPLS	12:15 Georg and Christopher Loetscher will drive George Gerbner to airport.
Arrive at Airport	1:45 Georg will assist George to Northwest Ticketing



People h
this
Paula
Sr. Bett
Jo Bo
Bill
Elaine
Larry J
Jane B
Cindy
Chris
Joan Wei
Sr. Joyce W
Fr. Jim D
Fr. Denni
Ann B
Lori Ca
Patti C
Chris F
Teresa H
Kathy M
Betty Ny
Diane F
Kim Sn
Arlis Ste
Georg M