



george gerbner

Religion
as a
Cultural
Force



who's
telling
the
stories?

Opening Prayer

Call to Gather in Prayer

Story Procession

Genesis 37:3-4

Israel loved Joseph best of all his sons, for he was the child of his old age; and he had made him a long tunic. When his brothers saw that their father loved him best of all his sons, they hated him so much that they would not even greet him. . .

Response: Veni Sancte Spiritus

Genesis 39:20b - 23

But even while he was in prison, the Lord remained with Joseph; he showed him kindness by making the chief jailer well-disposed toward him. . .

Response: Veni Sancte Spiritus

Genesis 41:15-16

Pharaoh said to Joseph, "I have had a dream which no one can interpret. I have heard that you can interpret any dream you hear." Joseph answered, "Not I, but God can give the answer."

Response: Veni Sancte Spiritus

Genesis 45:4-5

Joseph said to his brothers, "I am your brother whom you sold into Egypt. Now do not be distressed or blame yourselves for selling me into slavery here. It was to save lives that God sent me ahead of you."

Response: Vene Sanctus Spiritus

Genesis 50:19-20

Joseph replied, "Do not be afraid. Am I in the place of God? You meant to do me harm, but God meant to bring good out of it by preserving the lives of many people we see today. Do not be afraid. I shall provide for you and your dependents."

Thus he comforted them and set their minds at rest.

Reflection on Joseph

Elaine Wynne

Concluding Prayer

Educational Ministries Day

August 27
St. Anastasia, Hutchinson, MN

Registration & Vendor Displays

8:00 - 8:45

Opening Reflection

8:45

Religion as a Cultural Force: Who's Telling the Stories?

George Gerbner

9:00

Lunch

12:00

Who's Telling the Stories?

Elaine Wynne

Larry Johnson

Key of See Storytellers

1:00

A Coat of Many Colors:

Telling the Stories
of Our Culture

The Storytellers

1:15

Story Circles

The Storytellers

2:00

Closing

3:00

MINISTRIES

Dr. Gerbner is presently Dean Emeritus of the Annenberg School for Communication, University of Pennsylvania, Director of the Cultural Indicators Project, and Founder and Chair of the Cultural Environment Movement

Before joining the University of Pennsylvania in 1964, Dr. Gerbner taught at the Institute of Communications Research, University of Illinois; the University of Southern California; El Camino College, Torrance, California; and John Muir College, Pasadena, California. He served on the staff of the San Francisco Chronicle and other newspapers.

During World War II, he served in the 541st Parachute Infantry (101st Airborne) and the Office of Strategic Services (OSS).

He received a field commission and the Bronze Star for service behind enemy lines. Born in Hungary, he came to the United States in 1939, received his B.A. from the University of California at Berkeley, and his M.S. and Ph.D. from the University of Southern California.

Dr. Gerbner directed U.S. and multinational mass communications research projects under contracts and grants from the National Science Foundation, the U.S. Office of Education, the National Institute of Mental Health, the Administration on Aging, the President's Commission on the Causes and Prevention of Violence, the

Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the Center for Substance Abuse Prevention, and other organizations.



george gerbner

Dr. Gerbner was executive editor of the quarterly Journal of Communication and chair of the editorial board of the International Encyclopedia of Communication. He was a member of the International Council of the International Association for Mass Communication Research and a Fellow of the International Communication Association.

A major research project, called Cultural Indicators, is an ongoing monitoring and analysis of television since 1967.

His recent publications include "Alcohol in American Culture," in Susan E Martin (ed.), *Alcohol and the Mass Media: Issues, Approaches and Research Directions*, National Institute on Alcohol Abuse and Alcoholism, U.S. Public Health Service, Washington, D.C., in press; a "Television Violence: The Power and the Peril," in Gail Dines and Jean M. Humez (eds.), *Gender, Race, and Class in Media: A Critical Test Reader*, Sage Publications, Inc., 1995; "Stories that Hurt: Tobacco, Alcohol, and Other Drugs in the Mass Media," in *Youth and Drugs: Society's Mixed Messages*, U.S. Government Printing Office, 1990; *The Global Media Debate: Its Rise, Fall and Renewal* (Ablex, 1993); *Triumph of the Image: The Media's War in the Persian Gulf and A Global Perspective* (Westview, 1992).

Growing Up with Television: The Cultivation Perspective

Television is a centralized system of storytelling. Its drama, commercials, news, and other programs bring a relatively coherent system of images and messages into every home. That system cultivates from infancy the predispositions and preferences that used to be acquired from other "primary" sources. . . .

Television has become the common symbolic environment that interacts with most of the things we think and do. Exploring its dynamics can help develop an understanding of the forces of social cohesion, cultural dependence, and resistance to change, as well as the requirements of developing alternatives and independence essential for self-direction and self-government in the television age. . . .

Transcending historic barriers of literacy and mobility, television has become the primary common source of socialization and everyday information (mostly in the form of entertainment) of otherwise heterogeneous populations.

Many of those who now live with television have never before been part of a shared national culture.

Television provides, perhaps for the first time since preindustrial religion, a daily ritual that elites share with many other publics. The heart of the analogy of television and religion, and the similarity of their social functions, lies in the continual repetition of patterns, (myths, ideologies, "facts," relationships, etc.) that serve to define the world and legitimize the social order. . . .

Television is different from other media also in its centralized mass production of a coherent set of images and messages produced for total populations, and in its relatively nonselective, almost ritualistic use by most viewers. Exposure to the total pattern rather than only to specific genres or programs is what accounts for the historically new and distinct consequences of living with television: the cultivation of shared conceptions of reality among otherwise diverse publics.

Television enters life in infancy; there is no "before exposure" condition. Television plays a role in the formation of those very "predispositions" that later intervene (and often resist) other influences and attempts at persuasion. Cultivation analysis concentrates on the enduring and common consequences of growing up and living with television. Those are the stable, resistant, and widely shared assumptions, images, and conceptions expressing the institutional characteristics and interests of the medium itself. . . .

Television pervades the symbolic environment. Cultivation analysis focuses on the consequences of exposure to its recurrent patterns of stories, images, and messages. Our theories of the cultivation process attempt to understand and explain the dynamics of television as the distinctive and dominant cultural force of our age.

Excerpts taken from Growing Up with Television: The Cultivation Perspective
George Gerbner, Larry Gross, University of Pennsylvania
Michael Morgan, University of Massachusetts- Amherst
Nancy Signorielli, University of Delaware

The Storytellers

"Most of what we know, or think we know, we know from stories we're told."

- Gerbner

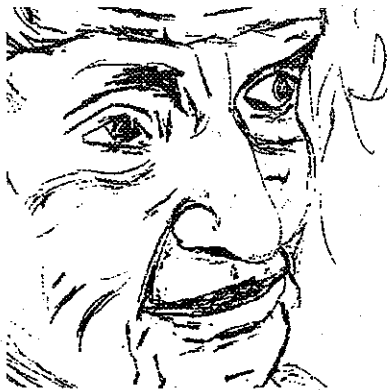
Storytelling is the most powerful communication medium we possess.

Everyone can tell stories.

Telling stories to each other liberates us from the mass produced and internationally distributed stories of a media dominated culture.

Minnesota Storytellers will join the diocesan Educational Ministries Day as cultural animators around the biblical story of Joseph.

Through the rich stories of our religious tradition we can learn how to bring experience of storytelling into our daily lives.



Who are the storytellers?

Larry Johnson

Larry Johnson has been teaching children to tell stories, make video, and think critically about TV since the 1960s and in 1980 won the Action for Children's TV National Achievement Award for starting the first participatory TV channel in a children's hospital. In 1986 he and Elaine Wynne won grand prize in the Tokyo Video Festival for an international children's video exchange. He has chapters on storytelling and video letter exchange in two recent Zephyr Press books, *Linking Thru Diversity* and *Creating Context*. Johnson is founder of the OGP (Old Gardening Party) to keep the world safe for children, gardening, and storytelling. He writes a monthly children's garden column in the *Minnesota Horticulturalist*, and he can play music on just about anything that won't compost.

Larry Johnson and Elaine Wynne often work together as the
KEY OF SEE STORYTELLERS.

Elaine Wynne

Elaine Wynne is a storyteller/psychologist in private practice. She is cochair with Larry Johnson, of the Cultural Environment Movement Storytelling Working Group and a member of the steering committee of CEM. She has been a freelance storyteller and teacher of storytelling for the past 20 years.

Elaine's work helps people find their own story at deep inner levels so they may more profoundly relate to the wider worlds of faith and community. She is developing a grandparent storytelling movement, whose motto is "You don't have to be a grandparent to do it, but it helps." She published various articles and contributed to books about storytelling, including *Between and Between*, and *Tales as Tools*, and has told stories and taught in Ecuador, Japan, England, Norway, Sweden and around the U.S. She was a storytelling instructor at Metro State University for 10 years.

Elaine and Larry Johnson work together as
THE KEY OF SEE STORYTELLERS.

Ann Reay

Annie Kilgore Reay has been telling stories at the Minnesota Children's Museum for ten years. She is a featured teller and corrals judges for their children's writing contest *Once Upon A Story*. The natural world is her inspiration and she uses its gifts - feathers, nests, rocks, branches - in presentations which weave traditional stories, folklore, fairytales, and personal observations/anecdotes together.

Mike Mann

Mike Mann and his wife Vicki decided in 1987 to put their TV in the closet. They began to read to their three children using the free time created by going "unplugged." During these days of TV withdrawal, Mike had a chance to hear and see a professional storyteller at work. Inspired by the interaction he saw between teller and audience, Mike went home and immediately began telling stories to his three children. They could use their imaginations to see the pictures and Mike could put down the book and look into their faces to experience the story with them. Mike has studied storytelling at the Guthrie Theatre and other national storytelling schools. He was the featured storyteller at the National Whole Language Umbrella Conference, sponsored by the Minnesota Teachers Applying Whole Language. Mike was the Chief Storyteller for School District 196 and presently for the Science Museum of Minnesota, Anthropology Department. He also teaches children to tell stories at schools throughout the metropolitan area. Ten percent of fees for programs by Mike are donated to the Crisis Nursery of the Children's Home Society.

Xeng Sue Yang

Xeng Sue Yang is a Hmong storyteller who tells stories with music and words and plays with traditional Hmong instruments. He has taught and performed storytelling in Minnesota, Wisconsin, Iowa, and Illinois. He is a leader in the Hmong community's Moodhauvetoj Celebration as well as the Cortortion, which reaches all Hmong people in Minnesota.

Sarah Meybaum

After 20 years of experience in community theater, Sarah Meybaum heard Alec McCowan perform the Gospel of Mark at the Guthrie Theater. From that time on, she began to memorize scripture and tell stories in the church. At this point, she tells the bible stories in her own words. She also tells stories of her family's immigration history on the farm as well as various folk and fairytales. She is the founder of the Salt of the Earth storytelling circle, Metropolitan State University's quarterly storytelling calendar and the Storysmiths, a guild of women storytellers.

Julie Kallio

Juliet "Julie" Kallio, M.Ed. is founder of SOULSjourney. She is a storyteller, writer, and public speaker. She has held storyteller performances for adult audiences and 4th grade children and older, throughout Minneapolis and St. Paul, including Key of See Storytellers' School of Stories, Northwest Cable, and KFAI-FM in the Twin Cities. She was a mental and chemical health counselor in higher education settings and human service programs. Julie is a member of Northlands Storytelling Network and the Minnesota Facilitators Network MFN.

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system of storytelling.

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programs bring a relatively

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That system cultivates

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Television is the source of the

most broadly shared images and

messages in history. It is the

mainstream of the common

symbolic environment into which

our children are born and in which

we all live out our lives.

Its mass ritual shows no signs of

weakening and its consequences

are increasingly felt

around the globe.

*Growing Up with Television:
The Cultivation Perspective*

Who are the storytellers?

Anne M. Dunn

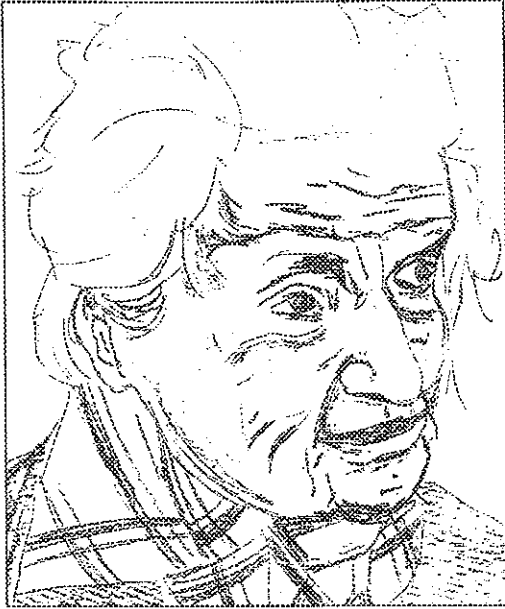
Anne M. Dunn is a longtime advocate of protecting our natural resources and improving the way we educate our children. She has worked as a licensed practical nurse at the Indian Health Service hospital in Eagle Butte, SD; an area correspondent for several small newspapers; feature writer for the Grand Forks Herald, ND; and radio commentator. She also coordinated the Cass Lake High School Stipend Program, the components of which included a crossage tutoring project, student interns, and a panel of student speakers who addressed the issues of Preventing Early Pregnancy/Teen Age Parenting (PEP/TAP). She was most recently employed as a program coordinator of Minnesota Clergy And Laity Concerned, CALC; Protecting American Indigenous Rights, PAIR. Dunn is a creative writer, poet, essayist, editorial cartoonist, storyteller, educator, freelance journalist, and columnist for The Circle and News From Indian Country. She is a founding member of the Northern Minnesota Religious Freedom Council and the current secretary; and served for three years on the Peace Lantern Committee which endeavors to promote peace and racial justice. She is the publisher and editor of The Beaver Tail Times, a nine page monthly newsletter that seeks to promote positive human values in an engaging and inspiring manner. She also coedits The Beaver Tail Journal, a quarterly creative magazine. Her first book, *When Beaver Was Very Great*, published by Midwest Traditions Inc., was nominated for 1996 Minnesota Books Award.

Irene Gomez Bethke

Irene Gomez Gethke is a storyteller and lecturer on the Hispanic culture and experience. Her stories are from Mexico, South and Central America, and the Caribbean. As a community activist, Irene has been Executive Director of Instituto do Arte Y Culturea in Minneapolis since 1984. She was the Minnesota Commissioner of Human Rights from 1983-84 and has worked with the Minneapolis Arts Exchange Commission and Sister Cities program. Irene served as chair and vice-chair of Spanish Speaking Affairs Council, and Minneapolis Hispanic Advisory Committee to the Mayor and City Council. She has served on numerous boards including the Metropolitan Regional Arts Council Advisory Committee, Catholic Charities' Hispanic Ministries, Centro Legal, Centro Cultural Chicano, and Hispanos En Minnesota. She currently is serving on the Minnesota State Arts Board's Cultural Diversity Board, the Quincentennial Commission on Hispanics, Hennepin County Crime Victims Council, and the Pastoral Council of St. Joseph Catholic Church, New Hope, MN.

Everyone Can Tell a Story

Tips from Elaine Wynne and Larry Johnson



You might not think of yourself as a storyteller. Maybe you think you don't have enough creativity or imagination, or you're too shy, or you lead an unexciting life. Unfortunately, television sometimes reinforces these feelings by showing us people and stories that are polished and well-rehearsed. But the fact is, we already tell stories in our daily conversations, and we each have an "audience" that we feel comfortable with: our closest friends, cousins, or kid brothers and sisters. And television's stories aren't half as important as ours. By storytelling, we mean describing scenes in our lives that can give others clues about who we are. The process of telling others about what we've done and what we know is important, because through it we come to understand ourselves. Although we all can and do tell stories every day, there are some skills that can make our personal stories more meaningful to other people.

Follow the "Four F's"

Find a story. Coming up with a "kernel"-an idea for a story—is the hardest part for people who feel that "nothing happens in my life." Often the beginnings of a story is just a fragment or situation you remember. Listen to the stories of others, sometimes this reminds you of a story you have. It helps if the group selects a particular topic to tell stories about.

Form the story. Shape the different parts of the story so they make sense. Give your story a beginning (where you give a little background), a middle (usually where you describe some kind of challenge or conflict), and an end (where you say how the challenge or conflict was handled).

Fight Fear. Nervousness is good—it shows that what you're doing is important. But if you're too fearful to tell a story, your ego is probably telling you that you're "in danger" of imperfection. Concentrate on the story that wants to come out, not on yourself telling it. Remember that when you're drawing on your own life, there is no wrong answer, and there are no bad stories.

Use the "Glop Method"

Make a series of round blobs on a sheet of paper.

Inside each one, put a phrase or drawing to represent different parts of the story. These cues help you remember to include important pieces of the story without actually writing a script -written version can trap you into one particular way of telling a story. Switch the blobs around or add more as you think of better ways to tell the story.

List possible stories. Keep a small notebook or a card file with outlines of stories you might want to tell. Jot ideas down in the notebook whenever you think of one.

Picture yourself in a comfortable place. Some people find it easier to think up and tell a story if they imagine themselves with friends in their kitchen at home, or sitting on your bed at night. If this takes away some of your shyness, do it!

Have People Listen. It's good for your story to have people listen to you tell it, not just once, but through a few versions. Listeners notice things that will help you communicate more with your story. "What happened to that other guy and "I don't get the part about the car accident are comments that can help you make your story better.
(Besides, that's what a story is for!)

Listen to others you can learn a lot about what makes a story interesting by listening to other people tell theirs. The infinite variety of stories you hear should reassure you that nobody can judge your story, because it's one-of-a-kind.

A Few Ideas for Story Topics:

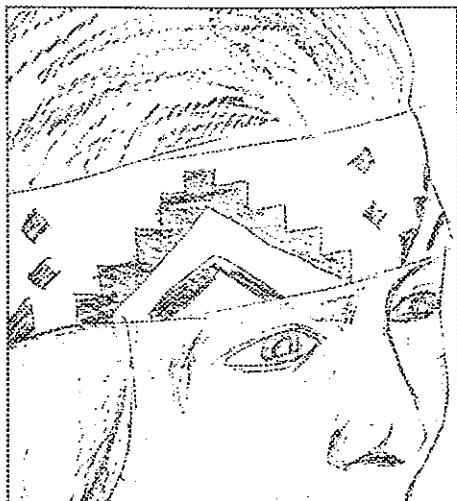
- the most frightening thing that ever happened to me;
- the most unusual person I ever met;
- somebody who made me laugh;
- the person I will never forgive;
- my most memorable holiday;
- a time when I was angry;
- a time when I was successful.

It takes practice to tell your public story. These exercises will start you on your way!



Everyone Can Tell a Story

Tips from Elaine Wynne and Larry Johnson



Love the story you are telling (or at least like it!)

Do belly breathing before telling -- pay attention to your breath while telling if you can. Breathe low in your body. This will create a channel on which the words can ride.

Get feedback for your stories. Start a small group and listen to each other's stories. Give support, ask questions about the story.

When giving feedback to another's stories, start with, "I really liked..." or "I liked..." . Then say "If you were going to tell the story again you could..." Drop unnecessary gestures. Put your hands in your pockets, hold onto something or keep your hands by your sides to keep them quiet!

Avoid walking around while telling unless the story calls for it. Do intentional movement; random walking is distracting to listeners.

Don't worry about remembering. Few people forget when they're first starting to tell stories. If you do forget, take a few breaths, say a short prayer, and the story can return to you! If it doesn't you can just say, "I guess the story doesn't want to be told today" and go on to something else.

Imagine the viewpoint of the characters. Pretend to be someone like them as you practice a story. Feel what it is like to be them.

Obtain permission to tell stories written by other tellers. (People like to be asked).

Walk when rehearsing the story. As Ursula Frederickson (a storytelling elder) said, "You need to feel the story in your body." You don't need to walk when doing performance but when you rehearse, you can help yourself ground the story by walking and telling.

Everyone Can Tell a Story

Tips from Juliet "Julie" E. Kallio, M.Ed.

Tell stories that mean something to you, whether you are aware of what is the significance at the time you first tell it or not. Many times the clarity emerges after you've told it once.

Remember that all stories need a beginning, middle, and end. A cliff-hanger finish is okay, however they are tricky. They can backfire on you. Use them cautiously.

Timing and space of pauses, facial expressions, gestures, and voice change in your stories to help your listener; the use of repetitive phrases often helps a tale, especially ones for children.

As much as you are able, develop a skill of creating a mental picture of the story that allows you to follow the sequence of events.

Remember if you forget an important part of the story that helps the ending make sense, be creative in your recovery of that piece. Weave it into the story. Example: "And wouldn't you know it, that old rooster was becoming forgetful because he forgot when....."

When telling stories from cultures that are different from yours, consider sharing with the audience the reason(s) you chose the story and what it means to you. It helps communicate your respect for the culture. If your culture has a similar story, you might want to tell both versions honoring both cultures.

Research the significance of another culture's story to be sure that you are telling it in context of the occasion, season of the year. Example: Some stories in various cultures are very sacred and it is an insult to them if people who are not of their culture tell their stories. Some stories can only be told at certain times of the year.

Avoid assuming that because your ancestry originated in western Europe that other people of a different western European ancestry will not be offended if you tell a story from their culture. Some may and some may not. Simply be aware and respectful!

If the story of another culture or your own has names or words that are difficult to pronounce, make every effort to get the correct pronunciation. If you cannot, decide how you will pronounce it and use it the same way throughout the story. Remember that you are also responsible for knowing what the word means, so find out.

Have fun and enjoy telling your stories. If someone happens to confront you because they were offended by your telling one from their culture, I recommend that you say, "Thank you for your important feedback or sharing."

Everyone Can Tell a Story

Tips from Sara Meybaum

Sometime ago I watched the sunset off the Oregon coastline. There were quiet scenes in the wet sand, various views of the waves moving back and forth along the beach, and water crashing into the rocks. The whole thing reminded me of the creative process as I know it in the field of storytelling. I see it like this: the sun in going down (there is something to experience, i.e., there is a story being told: images are unfolding; movement is taking place). Storytelling is somewhat the same for me. There are quiet, contemplative, dreamy times of discovering story fragments; there are active times of creating the desired structure; and, finally, there are the results... an unexpected explosion of color, beauty, and sound as the story is told.

Discovering the fragments and creating a structure are often times easily accomplished. It is harder to wait for the explosion to occur. It is hard to stay out of the way. There are no birds or sea otters playing in the water as it crashes into the rocks; no sand crabs dilly dallying about, or whatever they do; there are no fish to be seen and, of course, no boats or signs of humans. Oh, once in awhile there might appear a branch or stick of wood, but that will soon be knocked silly and transformed into a lovely piece of driftwood, if it hangs around long enough.

If storytelling is actually communication from the unconscious of the teller to the unconscious of the listener (as Martin Buber states). And, if the unconscious could be compared to the deep, powerful waters of the ocean; then it seems to me, there is a point at which we must get out of the way or the story will be destroyed. One must watch for the shoreline and the impending encounter with the rocks and sand and sail our "storyboat" far enough out to sea so it is not dashed to pieces. We are wailing the vehicle and steering the course, but the content comes from the sea. Now, how do we "get out of the way"?

Ask our Creator for wisdom in dealing with the whole process.

After the fragments and the structure of the story are beginning to form, patiently put them out of your mind, allowing them to be true to their own time schedule.

Check in once in awhile (calmly "run through" the story) just to see how things are progressing, but not to interfere.

Allow modifications, reversals, new aspects, minor and major surgery of details and "vitally important" sub-plots to ebb and flow in and around the story as you go about your life

Set a low-key date in the future for a possible first public telling of the story.

Tell the story, remaining respectful of the story's readiness to be told (postpone, if necessary and/or possible).

Process the experience of the first public telling to become aware of what "worked" and what didn't.

Tell and process as long as necessary (at least four times) or until the story seems "complete."

Continue to turn it all over to our Creator.

Alla Berattares Day

Everyone Tell a Story Day

Swedish storytellers invite you to
participate with them in
Alla Berattares Dag or
Everyone Tell a A Story Day.

It happens on March 21 and it is simply that -
everyone tells a story.
You can plan an event if you like, but it's more
of a reminder for everyone to
do it wherever they are.

Parents can tell to their children.
Grandparents tell to the
grandchildren,
even if they must do
it on the phone.

Teachers tell to their classes;
business people to their associates;
babysitters to the children,
and family members to each other.

Everyone Tell a Story to Someone.

It's a most important means of
communication and human intimacy.

If you want to let us know how and where you told
a story on March 21, send your ideas to the
Diocesan Office of Communication
1400 6th St N
New Ulm, MN 56073
for publication in the
Prairie Catholic next April.

Vendor Displays

Sadlier

Benzinger

Brown-ROA (Harcourt)

Liturgical Training Publications

Oblates

Oregon Catholic Press

Paulist Press

St. Anthony Messenger Press

St. Mary's Press

Tabor Publishing

Liturgical Press

Lighthouse Christian Book & Gift

Media Education Materials

Cultural Environment Movement

Media Education Foundation

National Telemedia Council

Center for Media & Values

Assembly on Media Arts

Cable in the Classroom

Values & Vision Circles

The Media Awareness Network

Iowa English Bulletin

National Council of Teachers of English

Initiative for Violence Free Families

Children, Youth, and Family Consortium

Southwest Alternate Media Project (SWAMP)

American Humane Association (Children's Division)

Catholic Communications Campaign

Office of Communications/Media Resource Center

Our educational materials area is located in the gymnasium

*Religion as a Cultural Force:
who's telling the stories?*

Educational Ministries Day
is sponsored by
the Catholic Diocese of
New Ulm, MN
under the coordination of the
Office of Ministry Formation,
Sr. Betty Larson, Director.
Associate planners include:
Office of Schools
Office of Religious Education
Office of Adult Education
Office of Youth Ministry
Office of Communications

■
This event was developed with the
kind assistance of:

Cultural Environment
Movement
Philadelphia, PA

Environment Design
& Illustrations by
Fr. Paul Wolf

■
The Key of See
Storytellers
Minneapolis, MN

■
Storystick
Carved by
Pearl Roiger,
New Ulm

■
89.3 WCAL Radio
St. Olaf College
Northfield, MN

■
Site Host
Sr. Joyce Willenbring,
Fr. Jim Devorak,
Fr. Dennis Becker
St. Anastasia,
Hutchinson

■
Environment Design
Fr. Paul Wolf
Sue Andersen
June Baune
St. Anne, Wabasso

.....

Our deepest fear is not that we are inadequate.
Our deepest fear is that we are powerful beyond measure.
It is our light, not our darkness, that most frightens us.

We ask ourselves,

Who am I to be brilliant, beautiful, and talented?

Actually, who are you not to be?

You are a child of God.

Your playing small doesn't serve the world.

There's nothing enlightened about shrinking so that other people
won't feel insecure around you.

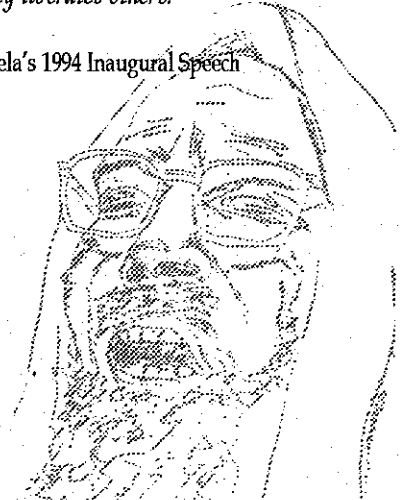
We are born to make manifest the
glory of God that is within us.

It's not just in some of us; it's in everyone.

And as we let our own light shine,
we unconsciously give other people
permission to do the same.

As we are liberated from our own fear, our presence
automatically liberates others.

- from Nelson Mandela's 1994 Inaugural Speech





george gerbner

Religion
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Cultural
Force

■

who's
telling
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stories?

Educational Ministries Day

Catholic Diocese of New Ulm

August 27, 1996

8:00 a.m. - 3:00 p.m.

St. Anastasia, Hutchinson, MN

As a cultural researcher for over 30 years Dr. Gerbner has directed U.S. and multi-national mass communications research projects for the National Science Foundation, U.S. Office of Education, and the Surgeon General's Scientific Advisory Committee on Television and Social Behavior. During his visit to Minnesota he will be speaking in Minneapolis, August 26, 7:30 p.m. at the Humphrey Institute, on the *Impact of Media Monopolies on Our Culture and Society*, and in Hutchinson August 27 he will be speaking on *Religion as a Cultural Force* to community church leaders, Catholic school educators and administrators, and religious educators.

Both presentations are open to the public

Don't miss this Educational Ministry Day of examination, reflection, and participation in Gerbner's research on the impact of media on our cultural environment and the stories of our religious traditions.

"Most of what we know, or think we know, we know from stories we're told." - Gerbner

Storytelling is the most powerful communication medium we possess. Everyone can tell stories. Telling stories to each other liberates us from the mass produced and internationally distributed stories of the dominant media culture. Five multi-ethnic storytellers from the Twin Cities area will participate in the Educational Ministries Day as cultural animators around the biblical story of Joseph. Through the rich stories of our religious tradition we will learn how to bring the experience of storytelling into our daily lives.

This program was developed with the kind assistance of :

Cultural Environment
Movement
Philadelphia, PA

89.3 WCAL Radio
St. Olaf College
Northfield, MN

National Institute for
Media & Family
Minneapolis, MN

The Key of See
Storytellers
Minneapolis, MN

Minnesota Center for
Arts Education
Golden Valley, MN

Northland
Storytelling Network
Minneapolis, MN

Black Storytellers
Alliance
Minneapolis, MN

This day is sponsored by the Catholic Diocese of New Ulm, MN under the coordination of the Office of Ministry Formation.

Associate planners include: Office of Schools, Office of Religious Education, Office of Adult Education, Office of Youth Ministry, and Office of Communications.

Cost \$10/person including lunch. For more information and registration by August 15, contact Cindy Blickem.

Catholic Diocese of New Ulm, 1400 6th St. N., New Ulm, MN 56073, (507) 359-2966.

The Storytellers

"Most of what we know, or think we know, we know from stories we're told."

- gerbner

Storytelling is the most powerful communication medium we possess.

Everyone can tell stories. Telling stories to each other liberates us from the mass produced and internationally distributed stories of the dominant media culture.

Five multi-ethnic storytellers from the Twin Cities area will join the diocesan Educational Ministries Day as cultural animators around the biblical story of Joseph.

Through the rich stories of our religious tradition we can learn how to bring experience of storytelling into our daily lives.

Vendor Displays

Cultural Environment Movement
Media Education Foundation
National Telemedia Council
Center for Media & Values
Sadlier
Benzinger
Brown-ROA
Liturgical Press
Liturgical Training Press
and many more.

Religion as a Cultural Force

Educational Ministries Day
is sponsored by
the Catholic Diocese of
New Ulm, MN
under the coordination of the
Office of Ministry Formation.
Associate planners include:
Office of Schools
Office of Religious Education
Office of Adult Education
Office of Youth Ministry
Office of Communications

This program was developed with the kind assistance of:

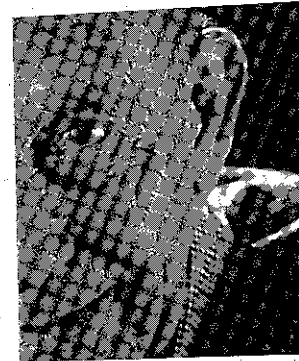
Cultural Environment Movement Philadelphia, PA	Minnesota Center for Arts Education Golden Valley, MN
The Key of See Storytellers Minneapolis, MN	Black Storytellers Alliance Minneapolis, MN
Northwest Storytelling Network Minneapolis, MN	National Institute for Media & Family Minneapolis, MN
89.3 WCAL Radio St. Olaf College Northfield, MN	

Impact of Media Monopolies on
Our Culture and Society

An evening with George Gerbner

August 26, 7:30 p.m.
Humphrey Institute
Minneapolis, MN

For more information on Gerbner's presentations
contact Paula Marti (507) 359-2966.



george gerbner

Religion
as a
Cultural
Force

who's
telling
the
stories?

MINISTRIES

Religion as a Cultural Force

"Most of what we know, or think we know, we know from stories we're told.

That process was hand-crafted, home-made, and community-inspired.

Now it is mostly mass-produced and policy-driven. For the first time in human history, most children are born into homes where most of the stories

do not come from their parents, schools, churches, communities, and in many places even from their native countries, but from a handful of conglomerates who have something to sell. These changes have had profound consequences. They have altered the

ways we grow-up, learn, and live. Media are coalescing into an integrated cultural environment that constrains life's choices. This condition did not emerge spontaneously or after thoughtful deliberation. It has been a radical departure overriding significant public opposition. Its world-wide fallout and human implications have only recently been studied and are just beginning to be understood."

-George Gerbner



As a cultural researcher for over 30 years Dr. Gerbner has directed U.S. and multi-national mass communications research projects for the National Science Foundation, U.S. Office of Education, and the Surgeon General's Scientific Advisory Committee on Television and Social Behavior. During his visit to Minnesota he will be speaking in Minneapolis, August 26, 7:30 p.m. at the Humphrey Institute on the *Impact of Media Monopolies on Our Culture and Society*, and in Hutchinson he will be speaking on *Religion as a Cultural Force* to Catholic school educators and administrators, religious educators, and community church leaders.

Don't miss the August 27 day of examination, reflection, and participation in Gerbner's research on the impact of media on our cultural environment and the stories of our religious traditions.

Educational Ministries Day

August 27
St. Anastasia
Hutchinson, MN

Schedule of the Day

Registration & Vendor Displays
8:00 - 8:45

Opening Reflection
The Storytellers
8:45

Religion as a Cultural Force
George Gerbner
9:00

Lunch
12:00

Who's Telling the Stories?
Elaine Wynne
Larry Johnson
Key of See Storytellers
1:00

A Coat of Many Colors:
Telling the Stories
of Our Culture
The Storytellers
1:15

Story Circles
The Storytellers
2:00

Closing Reflection
3:00

Religion as a Cultural Force Registration

Name _____ Phone (____) _____

Parish/Church _____ Address _____

City, State, Zip _____

Return registration by August 15, 1996 to:
Cindy Blickem, Catholic Pastoral Center
1400 6th St. N., New Ulm, MN 56073
(507) 359-2966
Checks Payable to Diocese of New Ulm

Cost: \$10.00/person including lunch.

Amount Due: \$ _____ Check enclosed or bill parish