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Sponsoring Organizations

Humphrey Institute Public Policy Forum

WCAL-FM 83.5 Radio, Northfield, MN

Diocese of New Ulm, Office of Communications

Archdiocese of St. Paul, Minneapolis, Office of Communications

Key of See Storytellers

The Turtle Bread Company

Supporting Organizations

Minnesota Cultural Environment Movement Committee

Northlands Storytelling Network

Metropolitan State University Communications Department

Minneapolis Public Schools

Midwest Center for Arts and Entertainment Law (MICAEL)

Minnesota Center for Arts Education

Minnesota Center for Media and Family

Mass Media Violence Prevention Campaign

Cedar-Riverside Community Development Corporation

Metronet

Rogers Printing

Project to Address Violence Through Education

Minnesota Office of Drug Policy and Violence Prevention



George Gerbner

Who's
Telling
All
the
Stories?
■
The
Impact
of Media
Monopolies
on our
Culture
and Society

an evening with George Gerbner at the Humphrey Institute

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

- gerbner

Presently Dr. Gerbner is 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.

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.

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.

*August 26, 1996
Humphrey Institute
Minneapolis, Minnesota*

6:00

Reception
Atrium

7:30

Opening Story
*Cowles Auditorium
Nothando Zulu*

*Nothando is a free lance storyteller and coordinator of the
Black Storytelling Alliance Festival in Minneapolis. She has an
extraordinary ability to bring to life stories of significant
African-American historical figures. She is a mother and is
deeply based in and committed to her community.*

*Introduced by Elaine Wynne
Key of See Storytellers*

7:30

Presentation
George Gerbner

*"Who's Telling All the Stories?"
The Impact of Media Monopolies on our Culture and Society*

*Introduced by Larry Johnson
Key of See Storytellers*

Internationally respected media and cultural researcher to speak at Humphrey Institute

Dr. George Gerbner, internationally respected cultural researcher, will speak at the Humphrey Institute, Monday, August 26. The title of his presentation, WHO'S TELLING ALL THE STORIES: THE IMPACT OF MEDIA MONOPOLIES ON OUR COUNTRY AND WORLD. will be of interest to community leaders, educators, and individuals who are concerned about the impact of media monopolies, public policy reform, and critical analysis skills.

The evening will begin with a 6:30 p.m. reception with Dr. Gerbner at the Humphrey Institute. An opening story by Nothando Zulu, Director of the Black Storyteller's Alliance, will begin the evening presentation followed by Dr. Gerbner's talk.

Dr. Gerbner, Dean Emeritus of the Annenberg School of Communication, Director of the Cultural Indices Project, and Founder/Director of the Cultural Environment Movement (CEM), has been the driving force behind an important cultural dialogue which is beginning to flourish across the United States.

After spending over 30 years as a cultural researcher for numerous multi-national mass communications projects including the U.S. Office of Education, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, and the National Science Foundation, Gerbner has initiated an organizational effort, through the delegates of the Cultural Environment Movement, to bring the results of his work to the U.S. population.

Dr. Gerbner will be traveling to Minnesota from Seoul, Korea, where he will present his research on the International Impact of Media Monopolies. While in Minnesota, the local Cultural Environment Committee (CEM) has organized an opportunity to have Dr. Gerbner present his research Monday in the Twin Cities Area and Tuesday in Hutchinson, MN.

Gerbner will discuss the influence of commercial media on communities, schools, and churches and its profound cultural consequences. Media are coalescing into an integrated cultural environment that constrains life's choices. This phenomena has altered the ways we grow-up, learn, and live. Members of the Cultural Environment Movement are attempting to increase public policy awareness and encourage focused dialog in educational settings about participation in a culture dominated by commercial media.

-MORE-

Minnesota

National Steering

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Video Educator

Key of See Storytellers

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Neil Postman, author of *Amusing Ourselves to Death*, says, "George Gerbner's scholarship and research is a precious national resource." In the recent video, *Killing Screens*, produced by the Media Education Foundation, Gerbner reveals the social structures and consequences of violence in television and film. This video discusses the psychology of aggression, fear, victimization and child development, the sociology of race relations, alienation and reaction, the politics of public policy, law, and civil liberties. Gerbner gives insight to these realities and suggests that media education, critical analysis, and public discourse will create meaningful public participation in systemic cultural decision-making.

On Tuesday, August 27, from 8:00 a.m. - 3:00 p.m., at St. Anastasia, Hutchinson, MN, Gerbner will participate in a day long seminar entitled *Religion as a Cultural Force, Who's Telling the Stories?* In addition to Gerbner's message, Storytellers from the Key of See Storytellers and other seasoned Minnesota Storytellers from multi-ethnic backgrounds will talk about the need for live storytelling in an electronic culture.

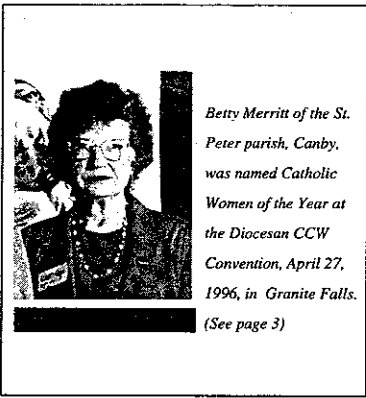
Programs for the Gerbner visit to Minnesota were developed by the Minnesota Cultural Environment Movement Committee, the Key of See Storytellers; John Gaddo, Public Policy Fellow for the Humphrey Institute; and the Catholic Diocese of New Ulm.

For more information and tickets for an evening with Gerbner at the Humphrey Institute contact Paula Marti, 1400 6th St N, New Ulm, MN 56073; (507) 359-2966 or Larry Johnson, (612) 546-1074.

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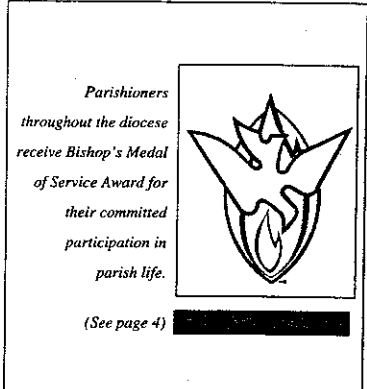
Note: Media personnel are invited to a Media Conference scheduled with Dr. Gerbner in the Stassen Room at the Humphrey Institute, Monday, August 26, at 4:00 p.m.

Please contact Paula Marti (507) 233-5333 or (507) 359-2966, if you plan to attend.



Betty Merritt of the St. Peter parish, Canby, was named Catholic Women of the Year at the Diocesan CCW Convention, April 27, 1996, in Granite Falls. (See page 3)

THE PRAIRIE CATHOLIC



Parishioners throughout the diocese receive Bishop's Medal of Service Award for their committed participation in parish life.

(See page 4)

Minnesota's most rural diocese Diocese of New Ulm Volume 10 Number 10 June 1996

Media and cultural researcher, George Gerbner comes to diocese teachers, religious educators, pastoral leaders examine impact of media, religion as a cultural force

On August 27, 1996, at St. Anastasia, Hutchinson, Dr. George Gerbner will be speaking on *Religion as a Cultural Force* to Catholic school teachers and administrators, directors of religious education and catechists, youth ministers, parish pastoral leaders and other community church leaders who are interested in the impact of media monopolies, public policy reform, and critical analysis skills.

Dr. Gerbner, Dean Emeritus of the Annenberg School of Communication, Director of the Cultural Indices Project, and Founder/Director of the Cultural Environment Movement (CEM), has been the driving force behind an important cultural dialogue which is beginning to flourish across the United States.

After spending over 30 years as a cultural researcher for numerous multi-national mass communications projects including the U.S. Office of Education, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, and the National Science Foundation, Gerbner has initiated an organizational effort, through the delegates of the Cultural Environment Movement, to bring the results of his work to the U.S. population.

Dr. Gerbner will be traveling to Minnesota from Seoul, Korea, where he will present his research on the *International Impact of Media Monopolies*.

While in Minnesota, the Diocese of New Ulm Office of Communications and the local CEM committee is organizing an opportunity to have Dr. Gerbner present his research to all who attend the Diocesan Ministry Formation program at St. Anastasia, Hutchinson and the Twin Cities presentation.

Who's Telling All The Stories: The Impact of Media

Monopolies on Our Country and World, will be presented on Monday, August 26, 7:30 p.m. at the Humphrey Institute, Minneapolis.

And, on Tuesday, August 27 Gerbner will participate in a day long seminar *Religion as a Cultural Force, Who's Telling the Stories?* In addition to Gerbner's message, Storytellers from the Key of See Storytellers, and the Northwest Storytelling Network will talk about the need for live storytelling in an electronic culture.

This unique event will be held Tuesday, August 27, at St. Anastasia Hutchinson, from 8:00 a.m. - 3:00 p.m. and is hosted by the Diocesan Ministry Formation Program.

This Educational Ministries Day is a joint effort by four diocesan offices of education to provide a program on media education. Those offices include, schools, religious education, youth ministry, and communications.

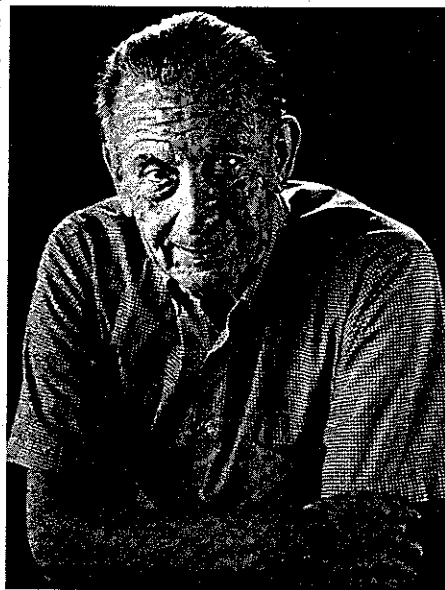
Paula Marti, director of Communications for the diocese commented, "The influence of commercial media on our schools, churches, and families cuts across all lines of ministry. We are attempting to increase public policy awareness and encourage focused dialog in our educational settings about participating in a culture dominated by commercial media."

Neil Postman, author of *Amusing*

Ourselves to Death says, "George Gerbner's scholarship and research is a precious national resource." In the recent video *Killing Screens*, produced by the Media Education Foundation, Gerbner reveals the social structures and consequences of

meaningful public participation in systemic cultural decision-making.

"In an increasingly technological society, our role as teacher, administrator, parent, and church leader is changing. There are no



As a cultural researcher for over 30 years Dr. George 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. 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." At St. Anastasia parish, 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. Photo submitted

"George Gerbner's scholarship and research is a precious national resource."

violence in television and film. This video discusses the psychology of aggression, fear, victimization and child development, the sociology of race relations, alienation and reaction, the politics of public policy, law, and civil liberties. Gerbner gives insight to these realities and suggests that media education, critical analysis, and public discourse will create

two ways about it. We must begin to think about the impact of mass media on our daily lives and understand its implications," said Sister Betty Larson, director of the Ministry Formation Program.

JoAnn Borchert, director of religious education, emphasized "This is an important day for all religious educators who have the privilege to touch the spiritual lives of children. Through the development of media literacy skills in our leaders we can help lead young people and adults toward better decisions and more creative alternatives in their lives."

Programs for the Gerbner visit to Minnesota were developed with

"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.
-gerbner

the assistance of Elaine Wynne and Larry Johnson, co-founders of the Key of See Storytellers; John Gaddo, Public Policy Fellow for the Humphrey Institute; Northwest Storytelling Network; the Black Storytellers Alliance; Minnesota Center for Arts Education; and the National Institute for Media & Family.

Cost for the Educational Ministries Day is \$10 including lunch. To register or for more information contact Diocese of New Ulm, Cindy Blickem, (507) 359-2966.