

If Seeing Is Believing?...
Violence, the Media and Our Children



Thursday, November 6, 1997
Harrisburg Hilton & Towers

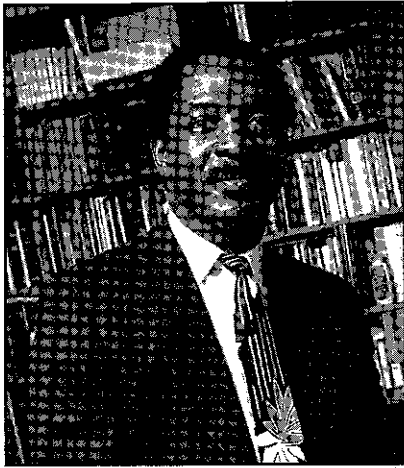
WELCOME

As early as the 1920's Americans have been concerned about the impact of media images on the lives of children. Then the focus was on *excessive violence* played out on the pages of comic books and on radio serials. Many of the 'boomers' during the 1950's and 60's were raised on an afterschool diet of *The Three Stooges* and *The Roadrunner*, but were still more likely to be influenced by their own families and communities or, if not, at least by *My Three Sons* or *Father Knows Best*. As the media has expanded through remarkable technological advances and widespread access beamed directly into our living rooms, today we focus our collective attention to its influence in all forms of media, including television, both news and drama, movies, the Internet, music, video games and music videos.

Some suggest that a teenager today will have witnessed 200,000 acts of violence on television and in movies by the time of high school graduation. Others argue that our society is itself a violent one and that television and movie violence as a form of entertainment is simply part of our culture and a reflection of our world. We all recognize that media violence is not the sole cause of violence in American society nor is it singularly responsible for juvenile crime. However, more and more, we are coming to terms with the fact that it may indeed reinforce the myths and images, beliefs and attitudes that support a culture of violence, at least in the eyes of children.

This afternoon's program is a very important conversation about viewing the world, society, our communities and people through the images presented daily, whether on the news, in the fictional world of television, in the motion picture industry and other forms of media.

Enjoy the program.



Charles J. Ogletree, Jr. **Moderator**

Charles Ogletree, prominent Harvard Law Professor and legal theorist, has made a reputation by taking a hard look at complex institutional issues of law and working to secure the rights guaranteed by the

Constitution for everyone equally under the law. Ogletree has examined these issues not only in the classroom and in the pages of prestigious law journals, but also in the everyday world of public defender in the courtroom and in forums where these issues can be dramatically revealed. Professor Ogletree served as moderator of four of producer Fred Friendly's ten-part series "*Ethics In America*" which aired in 1989, and also in the PBS productions "*Hard Drugs, Hard Choices*" in 1990. Since 1990, he has moderated dozens of similar programs utilizing the *Socratic dialogue*, the most recent of which was "*Liberty and Limits: Whose Law, Whose Order?*" which aired on PBS in April of 1997.

Professor Ogletree is a friend and colleague of Pennsylvania's juvenile justice system. In 1990, he moderated the program at the Annual Training and Awards Program of the Juvenile Court Judges' Commission, entitled "*Juvenile Justice Reform: Promises Kept, Promises Broken*". In 1992, he moderated the award-winning annual conference presentation on "*Crime, Kids and Color: Race and The Juvenile Justice System*". In addition, in 1991 Ogletree served as a member of the Center for Juvenile Justice Training and Research Advisory Board overseeing the statewide research on the issue of disproportionate representation of minorities in Pennsylvania's juvenile justice system.

Charles Ogletree has appeared as a guest commentator on *Nightline*, *This Week With David Brinkley*, *McNeil Lehrer News Hour*, *Crossfire*, *The Today Show*, *Good Morning America*, *Larry King Live*, and *Meet The Press*. Professor Ogletree also served as legal commentator for NBC on the O.J. Simpson case.

Professor Ogletree was formerly a partner in the Washington, D.C. firm of Jessamy, Fort & Ogletree and is now "Of Counsel" to Jessamy, Fort & Botts. Beginning as a staff attorney in the District of Columbia Public Defenders Service, he served as training director, Trial Chief, and Deputy Director of the Service before entering practice in 1985. He is the co-author of the recently published book *Beyond the Rodney King Story* and he frequently contributes to the Harvard Law Review, among other publications. He has written chapters in six books, including *If You Buy the Hat, He Will Come*, in *Faith of Our Fathers: African American Men Reflect on Fatherhood*. Ogletree's most recent chapter *The Tireless Warrior for Racial Justice*, appears in *Reason & Passion: Justice Brennan's Enduring Influence*, published this year. He was profiled in an article in *The American Lawyer*, (December, 1991), entitled *Tree Time*. More recently, Professor Ogletree's life's story in his own words was prominently featured in award winning author Sara Lawrence Lightfoot's compelling book *I've Known Rivers: Lives of Loss and Liberation*.

Charles Ogletree holds a J.D. from the Harvard Law School where he served as Special Projects of the *Harvard Civil Rights - Civil Liberties Law Review*. He earned an M.A. and B.A., with distinction, in Political Science from Stanford University, where he was Phi Beta Kappa.

Ogletree has received numerous awards including the National Conference of Black Lawyers "People's Lawyer of the Year Award", the "Man of Vision Award" from the Museum of Afro-American History in Boston, the 1993 Albert Sacks-Paul Freund Award for Teaching Excellence at Harvard Law School, and in 1995, the *Ellis Island Medal of Honor* and the *Ruffin-Fenwick Trailblazer Award* named in honor of the first African-American man and woman to graduate from Harvard Law School. In 1996, the National Bar Association honored him with its *Presidential Award* for "The Renaissance Man of the Legal Profession". This year he has received the International House of Blues Foundation Martin Luther King, Jr., Drum Major Award, the Justice Louis Brandeis Medal for Public Service, and the 21st Century Achievement Award from the Urban League of Eastern Massachusetts.

Charles Ogletree has been married to his fellow Stanford graduate, Pamela Barnes since 1975 and they are the proud parents of two children, one attending Florida A & M, the other at Columbia University.



George Gerbner, Ph.D.

Considered America's leading media scholar, George Gerbner is *Dean Emeritus* of the Annenberg School for Communication at the University of Pennsylvania. He served as Dean of the school from 1964 through 1989. Most recently, Gerbner has been named the Bell Atlantic Professor of Telecommunications at Temple University.

His academic career has brought him appointments as Visiting Lecturer or Distinguished Professor at the University of Athens, University of Budapest, Salesian University in Rome and American University in Cairo, Egypt. In addition he has taught at the Institute of Communications Research at University of Illinois, the University of Southern California, and others. His U.S. and international research projects have been supported by the National Science Foundation, the National Institutes of Mental Health, the President's Commission on the Causes and Prevention of Violence, and the Screen Actors Guild, to name a few.

Since 1967, Gerbner has directed the Cultural Indicators research project, analyzing the way in which the mass media depict the American cultural environment. As a result of his ongoing research, the project recently released an entertainment industry "report card" on cultural diversity in prime time television programs, based on representative samples, and in the year's 40 top-grossing movies. Last year, Gerbner founded the Cultural Environmental Movement, an international media reform coalition dedicated to fairness, equity and diversity in media.

Born in Hungary, Gerbner fled fascism in his native country in 1939 and came to the United States. He enlisted in the 101st Airborne and Office of Strategic Services. He studied psychology at UCLA and earned a degree in journalism at the University of California at Berkeley. He was awarded a Masters Degree in 1951, and in 1955 earned his Ph.D. His dissertation "Toward A General Theory of Communication" won USC's award for "best dissertation".

Mable Haddock

Mable Staten Haddock has served as the Executive Director of the National Black Programming Consortium, Inc., with branch offices in Atlanta and Pittsburgh.

The National Black Programming Consortium (NBPC) is a national non-profit media arts organization dedicated to the presentation, funding, promotion and distribution of positive images of Black film and video.

Under Ms. Haddock's leadership, it now houses one of the largest archive collections in the country, produces an international film/video competition and festival, and has worked with hundreds of producers and directors funding and showcasing independent work on Public TV and throughout the country.

Highlights of Ms. Haddock's career include serving as a contributing writer for Dialogue Magazine; co-producing several national productions for television including The Fannie Lou Hamer Story; Mandela for which she recieved the Blue Ribbon Women in Communications Award; The State of Black America '84 and '85; and serving as co-executive producer of Black America: Facing the Millennium, a 60 minute public affairs documentary for the national PBS schedule. She has lectured and written on Black film and video around the country, and is currently writing the introduction to a book on race films and Oscar Micheaux. She is the recipient of an Ohio Arts Council Minority Arts Award, the Kool Achiever Award for Unsung Heroes; the Black Studies Heritage Award; The Urban League Award of Excellence, and the WCYX Communications Award. She serves on the Ohio Arts Council and the Pennsylvania Council for the Arts Media Panels; she also serves on the Pittsburgh Public Access Board, having served on both the Columbus Board and as a Columbus Cable Commissioner appointed by the Mayor. She has also served as the United Nations representative in a journalistic seminar on Namibia, and currently serves on the PBS Board of the National Program Policy Committee, was selected as a '96 Jefferson Fellow for executives, and also was one of nine women selected as the 1997 Women of Achievement honorees through the Columbus branch of YWCA.



She has one son, Kevin and two grandchildren, Sade and Justin and daughter-in-law, Velta.



Marcy Kelly

A veteran in public policy and communications, Marcy Kelly has led numerous campaigns for improving the way public health and social issues are depicted in entertainment. In 1992, Ms. Kelly became the founder and president of Mediascope, a nonprofit media policy organization that promotes responsible depictions of health and social issues in the media, including film, television, the

Internet, electronic interactive games and music. Under her leadership, Mediascope has published a number of studies, including *National Television Violence Study*, *Media Ratings: Design, Use and Consequences*, and *The Social Effects of Electronic Interactive Video Games*.

Ms. Kelly has also served as a consultant to the Hollywood creative community regarding depictions of violence, reproductive rights, education, teen pregnancy prevention, and diversity issues. She has also produced the first national public service campaign on AIDS specifically aimed at teens. She is a former president of Women in Film, where she was responsible for studies on the depiction and status of women in the media.

Marcy Kelly's work in public policy includes service in the Carter White House and at the U.S. Department of Health and Human Services, where she worked on topics as diverse as substance abuse and food labeling.

Bill Stephney

Bill Stephney is President and CEO of StepSun Music Entertainment, an R & B, Hip-Hop, reggae and black entertainment company he founded in 1992 that is distributed by Interscope/MCA Records. StepSun has already achieved success with the hip-hop songstress *missjones*, who has gained national attention with her two singles "Don't Front" and "Where I Wanna Be Boy".

A 14-year veteran of the entertainment industry, Bill Stephney began his career as program director for Adelphi University's radio station. While there he began writing for College Music Journal's New Music Report, where he established the nation's first hip-hop sales chart. In 1985, Mr. Stephney joined Def Jam Recordings. As Vice-President/General Manager, he spearheaded the promotion campaigns for a group of new artists who quickly turned into gold and platinum selling success stories, including *LL Cool J*, *the Beastie Boys*, *Oran Juice Jones* and *3rd Bass*. In addition, Bill Stephney was the co-creator and original producer of Def Jam's multi-platinum rap group *Public Enemy*. Mr. Stephney has appeared as a guest on Nightline, CNN, and CBS News, to name a few.

Bill Stephney is also the founder and president of the music supervision company, Music In Cinema, which coordinates, produces and markets music for motion pictures and soundtracks. Music In Cinema has recently finished supervision of the music to the Twentieth Century Fox comedy "*The Great White Hope*". His company also supervised the music to Spike Lee's critically acclaimed *Clockers*, which featured the Grammy nominated duet "Love Me Still" by Chaka Khan and Bruce Hornsby. In addition to StepSun and Music In Cinema, Bill Stephney has also formed Families Organized for Liberty and Action (F.O.L.A.). Affiliated with the National Fatherhood Initiative, F.O.L.A. is dedicated to keeping African-American fathers with their families.

Bill Stephney is a native of Hemstead, New York and attended Adelphi University. He resides in Brooklyn.

Lawrence Watson

Lawrence Watson is an accomplished vocal performer, educator and business leader. Currently he is on the faculty of three prestigious institutions, including the Berklee College of Music, Boston College, and The Art Institute of Boston. His primary focus is on *The Sociology of Mass Communications-Blacks in the Electronic Media*. In it, he explores a historical look at the electronic media and the increasingly complex role it plays in the lives of children. Of particular importance to Mr. Watson is the daily exposure of children to the one-dimensional black character, who closely mirrors a legacy of stereotypical black men and women as destructive and violent.

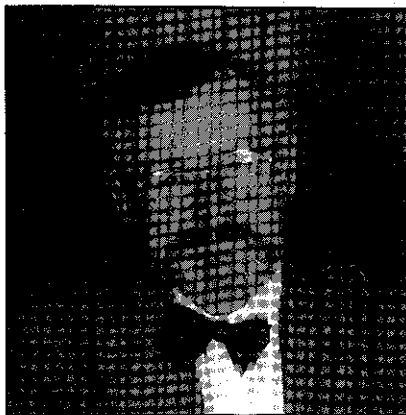
Mr. Watson has served in the administrations at Harvard and Cornell Universities as well as Principal of the YouthBuild Boston Charter School where he created and initiated the implementation of a competency-based high school curriculum for non-traditional students. A successful business leader, Mr. Watson founded his own consultant firm, Watson and Associates, providing effective management and communication techniques to address conflict resolution and improve race relations.

An accomplished vocalist, Mr. Watson has been featured as guest or solo performer at dozens of civic events, performing with notables such as Al Green, Smoky Robinson, Marvin Hamlisch, and Bill Cosby. In May, 1997, he was the guest vocalist at the *Hope and Glory Centennial Celebration* with General Colin Powell, Massachusetts Governor William Weld, and Boston Mayor Thomas Menino. In June, 1997, he released his first CD "*Lawrence Watson: The Journey*".

Mr. Watson is a member of the Board of Directors of the American Federation of Radio and Television Artists (AFTRA), and is a member of the Screen Actors Guild.

John Murray, Ph.D.

John Murray, Ph. D. is a Professor and the Director of the School of Family Studies and Human Services at Kansas State University. During 1996-97 he served as the Scholar-In-Residence and Director of the Media and Mind Program at the Mind Science Foundation in San Antonio, Texas. He also served as Visiting Scholar in the College of Communications at the University of Texas at Austin.



Dr. Murray's interest in television and society is reflected in nearly 30 years of research, teaching, and public policy consultation. In the late 1960's and early 70's, Dr. Murray served as Research Coordinator for the Surgeon General's TV Violence Study. Subsequently, he taught in the School of Behavioral Sciences at Macquarie University in Sydney, Australia where he conducted research on the introduction of television in rural towns in the Australian "outback".

Dr. Murray's concern about television, particularly television violence, has continued during appointments at the University of Michigan, the Boys Town Center for the Study of Youth Development, Kansas State University and the Mind Science Foundation. Currently, he is directing a study of neuroimaging—mapping the brains of children while they watch television violence.

Professor Murray has published 12 books and more than 80 articles on the topic of television and children, including the 1980 Boys Town reference book, *Television and Youth: 25 Years of Research and Controversy*, and the 1992 American Psychological Association report, *Big World, Small Screen: The Role of Television in American Society*.



Flora Posteraro

Flora Posteraro is a news reporter and anchor at WHTM-TV (ABC), Channel 27 in Harrisburg, where she anchors the 5:00 PM newscast. Prior to her arrival at WHTM in August, 1997 Posteraro was an anchor and reporter for seven years at WPVI-TV (ABC), Channel 6, the # 1 station in Philadelphia. While at

WPVI, Posteraro anchored the weekend morning newscast. In addition, she served as Chief Political Correspondent reporting on legislative and breaking statewide news. Known for her "live reporting", Posteraro received first place for "Spot News" from the Pennsylvania Association of Broadcasters, in addition to several Philadelphia Press Association Awards.

From 1988 to 1990, Posteraro was a reporter and anchor at WBRE-TV (NBC), Channel 28 in Wilkes-Barre. While at WBRE, Posteraro specialized in health reporting and was awarded the Associated Press Award for "Best Newscast". She has also worked as a reporter, anchor and producer at television stations in Johnstown, Pennsylvania and Clarksburg, West Virginia. While at WJAC (NBC) in Johnstown, Posteraro received the American Cancer Society Award for Excellence in Journalism.

Posteraro is a Magna Cum Laude graduate of California University of Pennsylvania where she received the Bachelor of Arts degree in Speech Communications. She has recently been honored by her alma mater with an Alumni Professional Achievement Award.

Susan Rook

Susan Rook is host of CNN *TalkBack Live*, the network's daily, live interactive town meeting. As host of *TalkBack Live*, Rook melds a live studio audience, news maker guests and a nationwide, high-tech audience into a quick-paced interview and discussion program. During *TalkBack Live*, Rook takes questions and comments from the studio audience and from around the country via telephone, fax and on-line.



Before hosting *TalkBack Live*, Rook was co-anchor of CNN's nightly *PrimeNews* and *World News*. She joined CNN in January, 1987 and has anchored various newscasts since that time.

During the 1992 presidential campaign, Rook played a pivotal role in CNN's coverage. She was one of only three journalists on a panel that questioned candidates George Bush, Bill Clinton and Ross Perot during the final presidential debate. One month later, Rook hosted the award-winning CNN special *Beyond The Glass Ceiling*, which examined the invisible but real barriers that keep women from reaching the upper echelons of U.S. corporations. Rook has covered most of the breaking news stories of the last decade.

Before joining CNN, Rook was an investigative reporter for WVUE-TV in New Orleans, and a reporter for WBBH-TV in Ft. Myers, Florida.

Her awards include the 1995 George Mason Alumni of the Year Award and a 1994 CableACE nomination. In 1989 and 1990, Rook received the TV Newswoman Achievement Award from the Atlanta Chapter of American Women in Radio and Television.

Susan Rook holds a Bachelor of Arts degree in communications from George Mason University, and is currently pursuing a doctorate in international relations from Emory University in Atlanta.



Ted Winner

Ted Winner is a Senior Field Producer for King World Productions, the New York City-based production company of the nationally syndicated *Inside Edition*. Now in his fifth season with *Inside Edition*, Winner has produced and written segments on Child Safety, Campus Crime, Internet Safety, and Child Abduction, to name a few. He was a member of the program's Los

Angeles-based team during the O.J. Simpson trial.

Winner began his career in broadcast journalism while a student of Political Science at the University of Wisconsin. While there he was selected by CBS News for a specialized internship at the foreign news desk in New York City. During his internship experience at the foreign news desk at CBS, he covered the unfolding events of the Gulf War. After graduation, he moved from the foreign desk to become a researcher at *48 Hours*, the CBS newsmagazine. Soon, thereafter, Winner was hired by the flagship CBS affiliate in New York City, WCBS, as a field producer and weekend assignment editor.

Mr. Winner is a 1991 graduate of the University of Wisconsin where he earned Bachelor of Science degree in Political Science.

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