

50

Professor Gerbner-

This is yet another one
of my projects. I hope
you can join The
board.

Best,
Miriam Zoll

**girls
inc.**

Girls Incorporated
30 East 33rd Street
New York, NY 10016

Girls Incorporated

30 East 33rd Street
New York, NY 10016-5394
Tel: 212 689-3700
Fax: 212 683-1253

""I remember a few years ago, one of the studios issued a memo saying, "No starring vehicles for women. Women can play the girlfriend or the wife or a supporting character.""

Hillary Rodham Clinton
Honorary Chair

Donna Brace Ogilvie
Chair of the Board

Alice Hilseweck Ball
President

Sara Engelhardt
Vice President

Margaret Duffy
Treasurer

Jeris Rovsek
Secretary

Isabel Carter Stewart
National Executive Director

Michelle Pfeiffer

**girls
inc.**

Growing up is
serious business

Mr. George Gerbner
Cultural Environment Movement
P.O. Box 31847
Philadelphia, PA 19104

Dear Professor Gerbner:

July 4, 1995

Earlier this year, Girls Incorporated launched a national public education initiative that teaches girls to evaluate what they see and hear on television. **GIRLS RE-CAST TV** helps girls realize that gender stereotypes depicted on television do not always reflect or define the reality of their lives.

GIRLS RE-CAST TV provides girls and other media consumers with the opportunity to voice their opinions about programming directly to the networks and Hollywood studios. Through **GIRLS RE-CAST TV**, we hope to build a demand for more female characters who demonstrate the strength, intelligence and daring nature that symbolizes the lives of so many real women and girls in this country.

On behalf of Girls Incorporated, I would like to invite you to join our **GIRLS RE-CAST TV** Advisory Board. Your expertise and credibility on issues of gender and media responsibility will add a great deal to our efforts. We hope that we will be able to call upon you for your advice, strategies and participation.

For the last 50 years, Girls Incorporated has worked diligently to enable girls from diverse backgrounds to develop beyond the limits of gender and racial stereotypes. Fostering a generation of strong, smart, bold girls will lead us into a 21st century characterized by women with the confidence and enthusiasm to reach their greatest human potential. This is Girls Incorporated's ultimate goal.



Strong, Smart
and Bold for the
21st Century

GIRLS, Inc.

We believe television can be an ally in this effort by creating even more positive images of women and girls that viewers will be excited to watch. Girls Incorporated recognizes and appreciates the strides television has made over the years to increase the number of strong female characters. Some facts about women and girls on TV, however, remain disturbing:

- [] only 1 in 5 Saturday morning TV characters are female;
- [] boys are 60% more likely to use aggression effectively;
- [] less than 5% of characters on children's programming are people of color;
- [] girl characters are twice as likely to show affection as boys;
- [] the more TV boys and girls watch, the more conventional their ideas about who does what chores at home.

GIRLS RE-CAST TV calls upon girls, families, educators and communities to become leaders in a variety of activities. These include: the release of a Harris poll revealing how girls and boys feel about TV; classroom curricula for girls and boys; letter/E-mail/FAX campaigns directly to network offices and Hollywood studios; producing high-profile round-table discussions in selected media markets; issuing TV Show Report Cards; and holding press conferences with girls, celebrities and community leaders.

Girls Incorporated and the girls we serve believe that voicing our opinions is the first step in expanding images of women and girls. I hope you are able to be part of this growing media literacy movement. Please direct questions about our efforts, or RSVP your board acceptance to Miriam Zoll at (508) 540-5023 or fax a letter to (212) 683-1253.

Thank you.

Sincerely,



Isabel Stewart, Executive Director
Girls Incorporated

Girls Incorporated

30 East 33rd Street
New York, NY 10016-5394
Tel: 212 680-3700
Fax: 212 683-1253

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Michelle Pfeiffer

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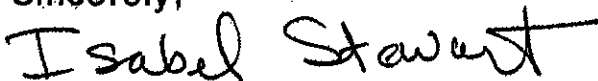
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Sincerely,



Isabel Stewart, Executive Director
Girls Incorporated

Girls Incorporated

30 East 33rd Street
New York, NY 10016-5376
Tel 212 689-3700
Fax 212 689-1253

August 20, 1995

Dr. George Gerbner
P.O. Box 31847
Philadelphia, PA 19104**girls
inc.**

Dear Dr. Gerbner:

Welcome to the advisory board for **GIRLS RE-CAST TV**. As you know, this fall, girls around the country will play a leading role when they tell the television industry what they think of the way women and girls are portrayed.

GIRLS RE-CAST TV is an innovative media literacy and advocacy campaign that teaches girls and other media consumers to analyze what they see and hear on TV. With the critical skills they need to see past limiting stereotypes, girls and Girls Incorporated will lead the effort to improve and expand more realistic roles for all people.

We are releasing a new Harris poll and launching the campaign at a fall press conference. "**RE-CASTING TV: GIRLS' VIEWS**" was commissioned by Girls Incorporated and funded by the Screen Actors' Guild-Producers, Industry Advancement and Cooperative Fund. The poll reveals significant differences between girls' and boys' attitudes and expectations of TV:

- * Girls more than boys are critical of TV's negative aspects;
- * A greater number of girls than boys would like to see less sex and violence on TV;
- * Girls are twice as likely as boys to cast a woman in the role of a president of the United States who is married and has three very young children.

I would like to invite you to call in to our audio press conference on Tuesday, September 19 at 12:50 p.m. Eastern Standard Time. Your interest and experience with these issues will add a great deal of depth to the questions raised during this national discussion. Please call Anastasia Higginbotham at (212) 689-3700 to confirm a phone line.

We look forward to having you join with us on this important day.

Sincerely,

*Isabel C. Stewart*Isabel C. Stewart
National Executive DirectorStrong, Smart
and Bold for the
21st Century

George Gerbner

**University City
Science Center- One East**

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

September 19, 1995

Isabel C. Stewart
National Executive Director
Girls Inc.
Via fax 212 683 1253

Dear Ms. Stewart:

I looked at the Harris questionnaire. The responses to questions A3, A5 and A6a,b could provide the information needed for a reanalysis needed to tease out the effects of television viewing on some potentially meaningful questions. Now, to do that is a touchy proposition and needs to be handled carefully with the Harris people.

If you want to discuss it further, call me Thursday at my University City number (am out of town Wednesday).

Another version of this letter and other materials are going by regular mail.

Sincerely yours,



Home Office
**234 Golf View Road
Ardmore, PA 19003**
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

Girls Incorporated

30 East 33rd Street
New York, NY 10016-5799
Tel 212 689-3700
Fax 212 683-1253

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National Executive Director



Strong, Smart
and Bold for the
21st Century

September 19, 1995

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30 East 33rd Street
New York, NY 10016

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Sincerely yours,

STEWART

September 21, 1995

Isabel C. Stewart
National Executive Director
Girls Inc.
30 East 33rd Street
New York, NY 10016

Dear Ms. Stewart:

I got your message too late to call back, and will be out of town again on Friday. Will try to call you Monday late a.m. or late p.m. to set up a telephone appointment perhaps for Tuesday, the 26th. As time is very fragmented, it would be useful if you could leave a message at my home phone (610 642 3061) when would be a convenient time to call, or if you would prefer to call me in my city office (215 387 5202) at one of those times on Monday.

Sincerely yours,

tel 212 689 3700
fax 212 683 1253

George Gerbner

**University City
Science Center- One East**

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

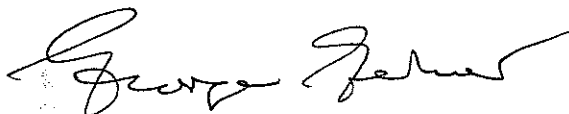
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30 East 33rd Street
New York, NY 10016

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Sincerely yours,



Home Office
**234 Golf View Road
Ardmore, PA 19003**
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

February 23, 1996

Isabel C. Stewart
National Executive Director
Girls, Inc.
Via fax 212 683 1253

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA PA 19104

Dear Ms. Stewart:

I am pleased to extend a cordial invitation to the Founding Convention of the Cultural Environment Movement (CEM) on March 15, 1996 on the campus of Webster University, its host and a co-sponsor. Immediately preceding the Founding Convention will be the first International Broadcast Standards Summit, to which you are also cordially invited.

CEM is a coalition of independent grass-roots citizens' organizations and supporters in every state of the U.S. and 57 other countries on six continents. The Founding Convention, an invitational assembly, is the first time that delegates of affiliated and supporting organizations and other leaders meet to set up a representative structure, elect a Coordinating Council, and develop an action program.

Delegates to the Convention represent the leadership of a wide range of social and cultural organizations and concerns, united in working for freedom, fairness, diversity, responsibility, respect for cultural integrity, the protection of children, and democratic decision-making in the cultural mainstream of all countries.

Keynote speakers include Joan Brown Campbell, General Secretary, National Council of Churches; Dorothy Gilliam, *Washington Post* columnist and Immediate Past President of the National Association of Black Journalists; Robert McChesney, historian and author of *Telecommunications, Mass Media and Democracy*; Bill McKibben, author of *The Age of Missing Information*; Sumi Sevilla Haru, Immediate Past President of the Screen Actors Guild; Riane Eisler, cultural historian, author of *The Chalice and the Blade: Our History our Future*; Fred Garcia, Acting Drug Control "Tzar" of the U.S.; Lynn Curtis, President of the Eisenhower Foundation; Keyan Tomaselli, Director, Centre for Cultural and Media Studies, University of Natal, Durban, South Africa; and Teresa Heinz, Chair, Heinz Family Philanthropies (invited).

Performances by the Infinity Dance Theater, Red Path Native American musicians, Key of See Storytellers, Artists for Recovery, Charlie Murphy youth development worker, Neddie Astudillo Latin American community activist and singer, Samba Bom Brazilian band, and other artists will be special features at the Convention.

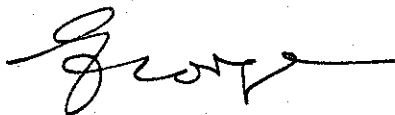
The International Broadcast Standards Summit will meet in the morning of March 15 preceding the formal opening of the Convention. Participants will discuss national programming policy priorities, issues involved in the development of international standards, and the draft of a universal People's Communication Charter to be submitted to the Convention.

Attending the Summit will be Keith Spicer, Chairman of the Canadian Radio-television and Telecommunications Commission, Colin Shaw, Director of the Broadcasting Standards Council of Great Britain, Yassen N. Zassoursky, President of the Licensing Authority of the Russian Republic, Cees Hamelink, Director of the Centre for Communication and Human Rights in Amsterdam, and heads of broadcast standards councils, communications commissions, and other experts from the U.S. and other countries still being confirmed.

Additional information and a reservation form are attached. If interested in attending the pre-convention Summit you should arrive on Thursday, March 14. Places are limited; completed reservation forms should be sent via fax (215 387 1560) as soon as possible. For hotel and travel reservations call the Convention's travel agent, Brentwood Travel, 800 466 0024 or 314 961 5333.

Your participation would make a fitting and significant contribution, and I would like to find a suitable role for you at the Convention. I also look forward to our telephone conference on Tuesday, Feb. 27, at 4 p.m.

Sincerely yours,



George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Founder and Chair, the Cultural Environment Movement
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220 Home: 234 Golf View Rd.
Tel/fax 215 387 5202 Ardmore, PA 19003-1002
Fax only 215 387 1560 Tel/fax 610 642 3061
E-mail FGG@ASC.UPENN.EDU

For further information about CEM or invitations, contact Sheila Witherington, Director of Operations, 215 387 5303, fax 215 387 1560, e-mail BWITHE@ASC.UPENN.EDU.

Girls Incorporated

30 East 33rd Street
New York, NY 10016-5394
Tel: 212 689-3700
Fax: 212 683-1253

April 4, 1996

George Gerbner, Ph.D.
University City Science Center
3624 Market Street, 1 East
Philadelphia, PA 19104

**girls
inc.**

Helping girls
become strong,
smart and bold

Dear Dr. Gerbner,

Last fall you gave your support to Girls Incorporated as we launched **Girls Re-Cast TV**, a national education and advocacy campaign that promotes media literacy and more realistic and diverse portrayals of girls and women on television. We are thankful for your encouragement and very pleased to report on the success of our campaign.

Through an innovative curriculum, Action Kits, extensive media relations and media literacy training, girls are learning to make industry leaders, advertisers and TV critics aware of what they want to see on television.

The cornerstone of **Girls Re-Cast TV** is the nationally representative survey of school-age children, *Re-Casting TV: Girls' Views*. This poll, commissioned by Girls Incorporated and conducted by Louis Harris and Associates, Inc., reveals that girls are more critical of TV programs and less satisfied with TV in general than boys. The poll serves as a major tool in our efforts to educate the public, media and television industry about girls' interests in television that speaks to them, informs and inspires them.

Enclosed you will find the excerpt and summary of the results of *Re-Casting TV: Girls' Views* and just a few of the hundreds of media placements on the campaign. It has been covered by all of the major television networks, including most recently, excellent reports which appeared on CNN and NBC's "Extra." We would be delighted to hear your comments on the study and hope that you will find the data useful in your work.

We are now focusing on broader distribution of existing materials and are re-packaging the curriculum for wide consumer use. We will be updating you on the campaign and seeking your input for our future plans in May.

Again, thanks very much for your interest in promoting positive, inclusive images of girls and women on television and throughout the media.

Sincerely,



Amy Sutnick Plotch
Director of Communications

April 15, 1996

Dr. George Gerbner
University City Science Center
3624 Market Street -- 1 East
Philadelphia, PA 19104

**girls
inc.**

Helping girls
become strong,
smart and bold

Dear Dr. Gerbner

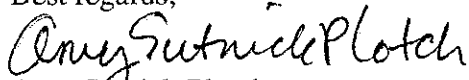
I enjoyed speaking with you about further analysis of the Girls Re-Cast TV data and apologize for the delay in getting this letter out to you. We look forward to working with you to release new findings based on our data. It will be a wonderful opportunity to publically discuss the powerful role TV plays in girls' lives, to emphasize the importance of teaching girls to be critical viewers and to call on the media industry to create and air programming that deals realistically with girls' lives.

I think we already sent you the data sorted by number of hours of TV watched. If not, I will forward it immediately.

I am looking into possible venues and funding to release the report. Of course, the amount of funding available will affect the size and shape of the event. Timing will also be a factor; we don't want to get lost in the sea of election coverage.

I will keep you posted on our progress. Please feel free to call Heather, Isabel or me at any time.

Best regards,


Amy Sutnick Plotch
Director of Communications

cc: Isabel Carter Stewart
Heather Johnston Nicholson, Ph. D.

Girls IncorporatedSM

30 East 33rd Street
New York, NY 10016-5394
Tel: 212 689-3700
Fax: 212 683-1253

Hillary Rodham Clinton
Honorary Chair

Donna Brace Ogilvie
Chair of the Board

Regina T. Montoya
President

Tara Stacom
Vice President

Francis X. Burnes, III
Treasurer

Ellen Shockro
Secretary

Isabel Carter Stewart
National Executive Director

November 7, 1996

George Gerbner, Ph.D.
University City Science Center
3624 Market Street, 1 East
Philadelphia, PA 19104

Dear Dr. Gerbner:

As part of our national media advocacy campaign, Girls Re-Cast TV, Girls Incorporated invites you attend ***Strong, Smart and Bold: Creating a New Generation of Girls On TV***, a unique opportunity to exchange your views with the top executives in children's television. The program will feature brief remarks from Herb Scannell, Nickelodeon; Karen Barnes, Fox Children's Network; Lucy Johnson, CBS; Robin Schwartz, NBC; and Chris Albrecht, HBO. Also, girls from the Los Angeles area will share with us what they want to see on today's TV. Finally, the floor will be open for your questions and comments. The event begins promptly at 10:30 A.M. and lasts until 11:30 A.M. on Wednesday, November 20 at The Beverly Hilton, 9876 Wilshire Boulevard.

Girls Incorporated is the nation's leading voice for girls, providing educational programs in adolescent health, pregnancy prevention, substance abuse prevention, math and science/technology to more than 350,000 young women and girls in the United States. More than half of the young people whom we serve are girls of color and two-thirds come from households with incomes under \$20,000. Recently, we established the Urban Girls Initiative in Los Angeles, which provides our programs to inner-city girls schools, public housing developments and other community-based organizations.

Since launching the Girls Re-Cast TV campaign, we've listened to thousands of girls who have said that they want TV's help in growing up strong, smart and bold. They want to see characters who look and act like they do in more challenging roles. We hope that ***Strong, Smart and Bold*** will spark real changes in the portrayal of girls and women in television. That is why your participation at this event is so important.

The discussion will be followed by a Celebration Luncheon honoring women and men who are dedicated to improving media images of girls. We hope you can join us for the luncheon as well.

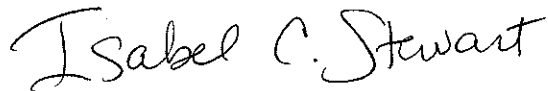
**girls
inc.**[®]

Helping girls
become strong,
smart and boldSM

Please let us know if you plan to attend by calling Amy Plotch or Jennifer Hahn at (212) 689-3700 by November 15. There is no charge for the discussion. Call Pattie Zimmerman at (818) 360-8995 for information on luncheon ticket prices.

Thank you for your time and attention. We look forward to seeing you on November 20.

Sincerely,

A handwritten signature in cursive script that reads "Isabel C. Stewart". The signature is written in dark ink and is positioned above the printed name and title.

Isabel C. Stewart
National Executive Director