



August 15, 1996

Region III
P.O. Box 13716, 3535 Market St.
Philadelphia, PA 19101

Dear Dr. Gerbner,

We are so pleased that you will be participating in the Victory Over Violence In Our Families Conference scheduled for October 17-18, 1996. We look forward to working with you to develop your part of the agenda.

As you and Lynn had discussed, we will plan on meeting after you return from vacation in September. In the meantime, I have gathered some information on the conference to give you an idea of what we have conceptualized for the two days and how we believe you will be able to contribute.

I have enclosed our current working agenda. We would like you to present your remarks during the Thursday afternoon slot running from 1:30 to 1:45, "Defining Communicating." We envision this section as being a means of generating the subsequent small group discussions about how to communicate messages effectively and creatively.

We would like for you to stimulate this discussion, possibly by presenting a list of your Top Ten Best Learned Lessons about Communication to Mobilize People. A possible format would be for you to speak for 10 minutes or so and then to allow time for questions and discussion before the audience breaks off into small groups. We welcome your most creative ideas about how to make this section both stimulating and informative.

Our goal is for participants to go home at the end of this first day of the conference with some exciting new ideas about how to generate publicity for their particular message, a "tool box" of sorts. The next day, they will divide into groups by geographical area with a mission of developing action plans to make some needed change. Our hope is that they will use the tools acquired the previous day to develop creative and effective plans which they will have the means to implement upon their return home.

Again, we are very excited that you will be participating in this conference. We will be in touch in September. If you have any questions or concerns in the meantime, feel free to call me at 215-596-6923.

Sincerely,

A handwritten signature in cursive script that reads "Lynn M. Mumma".

Lynn M. Mumma
Project Director

FREEDOM FROM FEAR FORUM
OCTOBER 17-18, 1996
PHILADELPHIA, PA

An organizing event for people who want to end violence and are willing to work towards that goal.

WHO: The catalyst is the Mid-Atlantic Regional Office (Region III*) of the U.S. Department of Health and Human Services, Lynn Hardy Yeakel, Regional Director, in cooperation with local and national non-profit organizations.

The audience is concerned citizens from the region, especially those who live and work in the 12 federally-designated Empowerment Zones and Enterprise Communities.

WHAT: The day-and-a-half-long event will include presentations on what we know about family violence and its prevention. It will connect issues, communicate model programs and mobilize resources to end violence in our homes, our neighborhoods and our society.

WHEN: From 9:30 a.m. until 8:30 p.m. on Thursday, October 17, with lunch, reception and dinner included and from 8:30 a.m. through 1:00 p.m. on Friday, with breakfast and lunch.

WHERE: First District Plaza, 38th and Market Streets, Philadelphia, PA.

WHY: ...Because violence is a public health problem of enormous proportions, claiming lives and human potential and costing the nation billions of dollars each year.
...Because violence is a barrier to economic development and individual self-sufficiency.
...Because violence in communities, schools and workplaces often begins at home where it is learned by action, inaction or observation.
...Because violence is linked to teen pregnancy, substance abuse, welfare dependency and many other social problems which could be solved if violence were reduced.
...Because violence is wrong and can and should be socially unacceptable.

HOW: By assembling a diverse cross-section of concerned citizens who are committed to solving the problem.
By defining the problem and sharing solutions.
By developing a strategy for each community and for the region.
By providing tools needed by individuals, families and communities to break the cycle of violence.

* Region III includes: Delaware, Maryland, Pennsylvania, Virginia, West Virginia, District of Columbia

(Invitation to Family Conference)
(side 1)

FREEDOM FROM FEAR

WELCOME TO A MORE PEACEFUL TOMORROW

VICTORY OVER VIOLENCE
IN OUR FAMILIES

A conference on commitment
that you can't afford to miss.

An action agenda you can
afford to apply to your life and
community.

Thursday and Friday, October 17-18, 1996

Philadelphia -- First District Plaza
38th and Market Streets

CONNECTING*****COMMUNICATING*****MOBILIZING

THE AGENDA

Thursday, October 17

"CONNECTING"

- 9:30 A.M. -- Defining family violence and its impact on community lifestyle.
- 9:50 A.M. -- Profile of the Problem -- Six recitations of firsthand family violence experiences from people who have "been there"
- 10:30 A.M. -- Connecting Reality and Remedies -- Prevention Programs and Partnerships
--William Penn Foundation study of parenting and child abuse.
--The Virginia Experience---Urban, rural and statewide response.
- 11:20 A.M. -- Connecting the Resources -- A panel and audience exchange on: "Who has the money?" "Who has the experience?" "Who has the ideas?"
- 12:15 P.M. -- Luncheon Program -- Including "The Best of the Rest" -- ideas and actions coming out of completed conferences on preventing violence against the elderly, women, and children.
(Also invited -- Donna Shalala)

"COMMUNICATING"

- 1:30 P.M. -- Defining "communicating."
--The message
--The audience
--The communications delivery systems
- 1:45 P.M. -- "The Share Circles" -- Groups of 10 exchange ideas, experiences, and responses related to the message, the audience, and the delivery systems.
- 3:15 P.M. -- The KYW TV Experience -- A 15-minute case study of what one company did to communicate change.
- 3:30 P.M. -- The "Top Ten" Drill -- Sorting out reports from "The Share Circles" to form a list of the best ways to connect and communicate the issues.

(side 3)

THURSDAY, OCTOBER 17

5:15 P.M. -- Reception

6:00 P.M. -- Dinner Program Featuring:

"Four Interesting People"

in a lively conversation about
the media and the community:

"Allies or Adversaries?"

"MOBILIZING"

Friday, October 18

8:30 A.M. -- Defining "mobilizing" with illustrations
of how to make it happen featuring a
special presentation by the Family Violence
Prevention Fund.

9:00 A.M. -- Attendees divide into geographical groups
to conduct "how to" sessions on rallying
neighborhoods, developing leadership, building
coalitions.

10:00 A.M. -- Baltimore Panel: "Men as Peacemakers, Partners
and Parents"

10:20 A.M. -- "Top Ten" mobilizing ideas

11:30 A.M. -- "What we learned" conference sum-up.

12:30 P.M. -- Lunch and adjournment

CONNECTING*****COMMUNICATING*****MOBILIZING



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Regional Director

Region III
P.O. Box 13716, 3535 Market St.
Philadelphia, PA 19101

September 16, 1996

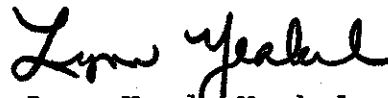
George Gerbner, Ph.D.
Director
Cultural Indicators Media Research Project
234 Golf View Road
Ardmore, PA 19003

Dear Dr. Gerbner:

Thank you for joining other community leaders on the Philadelphia Host Committee for the "Victory Over Violence In Our Families" conference on October 17 and 18 and for agreeing to participate in the conference program. We are pleased by the early response to this concept.

The conference invitation, with the committee listing, is enclosed. We welcome your enthusiastic support and look forward to meeting with you and discussing your participation on September 19 at 11:30.

Sincerely,


Lynn Hardy Yeakel
Regional Director

Enclosure



FREEDOM FROM FEAR

DEPARTMENT OF HEALTH & HUMAN SERVICES · REGION III

Office of the Regional Director · Lynn Hardy Yeakel

P.O. Box 13716 · 3535 Market Street · Philadelphia, PA 19101 · Telephone: (215)596-6492

*Fax 596-2228
0328*

October 1, 1996

Dr. George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Dr. Gerbner,

Thank you so much for agreeing to participate in the "Victory Over Violence In Our Families" conference on October 17-18. We are excited about your presentation and hope that you are excited as well.

No later than Wednesday, October 9, I need several items from you:

- A short biography
- Any relevant articles about you or your topic

→ When you and Dick Jackman have worked out more clearly what your role will be, please also let me know if you have any technical support needs (projectors, etc.) and if you have hand outs which you will need help compiling and/or distributing.

I look forward to hearing from you! If you have any questions or concerns feel free to call me (215-596-6923).

Sincerely,

Lynn M. Mumma
Project Director

Memo

10/4/96

Dear Dr. Munnia:

Here's the info
you requested:

- ① Bio
- ② OP-Ed (handout?)
- ③ Handout about
CFH

Let me know about
the slides I mentioned
on the telephone.

Sincerely,
George

George Gerbner

OFFICE:

University City Science Center
3624 Market Street, One East
Philadelphia, PA 19104
Telephone/Fax 215.387.5202

HOME OFFICE:

234 Golf View Road
Ardmore, PA 19003
Telephone/Fax 610.642.3061
Internet FGG@ASC.UPENN.EDU



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Regional Director

Region III
P.O. Box 13716, 3535 Market St.
Philadelphia, PA 19101

October 25, 1996

George Gerbner, Ph.D.
234 Golf View Road
Ardmore, PA 19003

Dear Dr. ~~Gerbner~~ *George*

We were pleased and honored to have you participate in the panel discussion, "Media: Allies or Adversaries?" at the Victory over Violence in Our Families Conference last week. The extensive research that you have done in this area challenged assumptions and increased the level of discourse. The verbal and written comments about the conference overall have been quite positive, and many participants found this panel particularly enlightening and interesting.

On behalf of those involved in coordinating and planning the conference, thank you for your insightful comments and also for your very helpful input as we planned this part of the agenda.

Best regards,

Lynn H. Yeakel
Regional Director