



FAIRNESS & ACCURACY IN REPORTING

130 W. 25th STREET NEW YORK, NY 10001 (212) 633-6700

March 5, 1991

George Gerbner
Annenberg School
Univ. of Pennsylvania
3620 Walnut St.
Philadelphia, PA 19104-6220

Dear George:

Sorry for not getting back to you. I've never been busier in my life...with the war and all the media cheerleading.

Your proposal was interesting but a bit vague. If you've developed it further, send me some material. "Cultural Environmental Movement" strikes me as abstract. Is "Media Reform Coalition" too obvious? If you give me advance warning, I could join a future brainstorming session.

Regards,


Jeff Cohen

Media. OPED

1-24-92

George,

Jeff and I have found these op-ed editors to be very responsive, and willing to run our articles once in a while...

Hope this list proves helpful!

All best wishes,

Morman

SACRAMENTO BEE

Best contact: Editorial page editor Peter Schrag
Box 15779
Sacramento, CA 95813

MEDIA. OPED
MEDIA OPED

OAKLAND TRIBUNE

Best contact: Op-ed editor Mary Ellen Butler
Oakland Tribune
Box 24424
Oakland, CA 94623
(510) 645-2548

SAN JOSE MERCURY NEWS

Best contacts: Daily op-ed editor Jim Braly
Sunday "Perspective" editor Ed Clendaniel
San Jose Mercury News
750 Ridder Park Drive
San Jose, CA 95190
(408) 920-5000

SAN FRANCISCO CHRONICLE

Best contact: Opinion Page editor Marsha Vande Berg
San Francisco Chronicle
901 Mission St.
San Francisco, CA 94103
1-800-499-5700

SAN FRANCISCO EXAMINER

Best contact: Opinion Page editor Dan Brekke
San Francisco Examiner
1-800-499-5700

New York Times
David Shipley
(212) 556-1936

FAX: 556-4100

HARTFORD COURANT
Elissa Papirno
Commentary
Editorial Page
285 Broad St.
Hartford, CN 06115
1-800-524-4242

MIAMI HERALD
Best contact: Sunday Viewpoint editor Rich Bard
Miami Herald
One Herald Plaza
Miami, FL 33101
(305) 376-3100

BALTIMORE SUN
Best contact: Opinion/Commentary Page Editor Hal Piper
Baltimore Sun
501 North Calvert St.
Baltimore, MD 21278
(301) 332-6000

BOSTON GLOBE
Best contact: Op-Ed Editor Marjorie Pritchard
Boston Globe
135 Morrissey Blvd.
Boston, MA 02107
(617) 929-3041

MINNEAPOLIS STAR TRIBUNE
Best contact: Commentary editor Eric Ringham
Minneapolis Star Tribune
425 Portland Avenue S.
Minneapolis, MN 55488
(612) 372-4141

LA DAILY NEWS
Best contact: Tony Lobo
Editorial Pages
LA Daily News
P.O. Box 4200
Woodland Hills, CA 91365-4200

ST. LOUIS POST-DISPATCH

Best contact: Commentary Page editor Donna Korando ✓
St. Louis Post-Dispatch
900 N. Tucker Blvd.
St. Louis, MO 63101
(314) 622-7509

ATLANTA JOURNAL-CONSTITUTION

Best contact: Daily op-ed editor Mr. N.V. Raman ✓
Atlanta Journal-Constitution
72 Marietta St., NW
Atlanta, GA 30303

NEWSDAY

Best contact: Viewpoints editor Noel Rubinton ✓
Noel Rubinton
"Viewpoints" editor
Newsday
Melville, NY 11747
(516) 454-2020

CLEVELAND PLAIN DEALER

Best contact: Sunday opinion editor Gloria Millner ✓
Cleveland Plain Dealer
1801 Superior Ave.
Cleveland, OH 44114

OREGONIAN

Best contact: Forum editor Glen Davis ✓
The Oregonian
1320 SW Broadway
Portland, OR 97201
(503) 221-8327

SEATTLE TIMES

Best contact: Op-Ed editor Bob Davenport ✓
Seattle Times
P.O. Box 70
Seattle, WA 98111

[Have never placed anything with CSM, but she's been receptive:]
Suzanne MacLachlan ✓
Commentary
Christian Science Monitor
1-800-225-7090

FAIR

130 W. 25th St. • New York, NY 10001 • Tel: (212) 633-6700 • Fax: (212) 727-7668

Fairness & Accuracy In Reporting

George Gerbner
234 Golf View Road
Ardmore, PA 19003

August 10, 1993

Dear Dr. Gerbner:

Here is a copy of a study of PBS that FAIR will be publishing in conjunction with other public interest groups. FAIR is soliciting endorsements of the study to be included as part of a press release, scheduled for release August 23. We would be honored if you would be willing to lend your support to the study.

I appreciate how busy you are with the violence and television issue right now. Even if you are not able to review this study in time for our release, we would be grateful for any feedback you can provide.

Sincerely,

Jim Naureckas

Jim Naureckas

Call
Story of CBS hoop
Wald on TV - announced
GG check, Arthur Ernst
Movement
Wol



FAIR

Fairness & Accuracy In Reporting

130 W. 25th St. • New York, NY 10001 • Tel: (212) 633-6700 • Fax: (212) 727-7668

September 22, 1995

George

Dear FAIR Advisory Board Member:

No, this is not a request for money. It's a note to say "thanks" for your support of FAIR's work in defense of media balance, diversity and access.

You know the bad news: that media mergers keep concentrating more information power in the hands of fewer and fewer big companies.

But there's also some good news: that increasing numbers of middle-of-the-road media professionals have begun to realize that FAIR has been right all along about corporate control.

EXTRA! is now read by more journalists and subscribers than ever before. FAIR's books and other materials are selling well. And our weekly radio show -- "CounterSpin," hosted by Laura Flanders and Janine Jackson -- is heard on over 90 stations.

As a token of our appreciation, we've enclosed some clippings and a copy of FAIR's hot-selling book on Limbaugh's Reign of Error: The Way Things Aren't. (If you have need for bulk copies of the book, please let me know.)

Besides a note of thanks, consider this a note of invitation -- inviting you to send me or other staffers any ideas, criticisms, suggestions you have about FAIR's work. Perhaps you have ideas on how we can improve EXTRA!, or our "CounterSpin" program. Maybe you want to suggest topics or issue areas that we should be exploring. Perhaps there's an aspect of our work that you particularly like (or don't like), but you haven't bothered to contact us. Consider this a good time to let us know your ideas.

To make a reply easier for you, we've enclosed a return envelope. We welcome your input.

Sincerely,

Jeff

Jeff Cohen
Executive Director

To: mmuharrar@fair.org, Janette Dates <Jannette_Dates@igw.howard.edu>, "Harriet K. Goodheart" <hgoodhea@thunder.ocis.temple.edu>, Don <congress@igc.org>, Derrick <djensen@ior.com>, Jerry Landay <j-landay@ux1.cso.uiuc.edu>, KALLE LASN <adbusters@adbusters.org>, Mark <mlloyd@civilrightsforum.org>, Matthew Lombard <LOMBARD@VM.TEMPLE.EDU>, Gordon Massman <gmassman@aol.com>, Bob McCannon <mccannon@merlin.aa.edu>, Michael Morgan <mmorgan@comm.umass.edu>, "Christopher S. Myers" <ChrisM@plang.com>, Howard <hmyr@aol.com>, Nicholas Johnson <0001035393@mcimail.com>, Lawrence M Wallack <lwallack@uclink4.berkeley.edu>, Peter <pwirth@ican.net>

From: George Gerbner <ggerbner@nimbus.temple.edu>

Subject: NEWS DATA

Cc:

Bcc:

X-Attachments:

Sent Brian

*News Bulletin
drug use
every woman
all female
drug
suicide
blacks*

Background data for FAIR program Thursday May 14 on minorities in the news

Major Network News (Sample of 434 items from 6 pm news, 1993 SAG study.)

The most visible minority newscasters are African-Americans. They make up 14 percent of those who deliver the news. But as their authority grows their number drops even faster than women's. Their proportion declines to 8 percent as newsmakers and to 4 percent of authorities cited in the news. Americans of Asian/Pacific origin are most likely to appear as sources cited (4 percent) and as delivering the news (2 percent). Latino/Hispanics make 1.5 percent of news, or less, in any category.

Three major groups dominate the stories in the news. Government officials (including law enforcement) are 43 percent of newsmakers and 12 percent of authorities cited. Private business makes up 11.5 percent of newsmakers and 8 percent of those cited. The next largest group making news (6.4 percent) is those suspected, arrested or convicted of crimes.

Women are more likely to make news as government officials (16 percent) than as private business persons (6 percent). Minorities have a proportionately even better chance to make news as government officials than as private business persons. African-Americans in government (19 percent) are 10 times as newsworthy and Latino/Hispanics (21 percent) 4 times as newsworthy as they are in business. Government is clearly more of an equal-opportunity newsmaker.

The disparities are even greater when we compare news of legitimate and illegal activity. Women make news in connection with legitimate activities 10 times as much as in crime. The same ratio for men is 8, for Latino/Hispanics 5 and for African-Americans 2. The ratio of legitimate business-related vs. crime-related news shows still more striking contrasts. For every woman in crime news there are 3 in business news; for every man in crime news there are 2 in business news; for every Latino/Hispanic in crime news there is one in business news; but for every African-American in business news there are 6.6 in crime news.

To look at this another way, crime claims 13 percent of African-Americans in the news compared to 6 percent of all men, 5 percent of Latino/Hispanics, and 2 percent of women. The double-edged visibility of African-Americans becomes clear when we consider that about 62 percent of real-life criminals are white, African-Americans are at least twice as likely to appear in crime news as any other group.

George Gerbner is Bell Atlantic Professor of Telecommunication at Temple University,

Cancelled! (?)

Dean Emeritus of the Annenberg School of Communication at the University of Pennsylvania, Director of the Cultural Indicators research project, and Founder and Director of the Cultural Environment Movement. From 1964 to 1989 he was Professor and Dean of The Annenberg School for Communication, University of Pennsylvania. He was editor of the Journal of Communication and chair of the editorial board of the International Encyclopedia of Communication. His recent publications include The Global Media Debate: Its Rise, Fall and Renewal (Ablex, 1993); Triumph of the Image: The Media's War in the Persian Gulf. A Global Perspective (Westview, 1992) and "Television Violence; the Power and the Peril." In Gail Dinex and Jean M. Humez (eds.), Gender, Race and Class in the Media; A Critical Text-Reader (Sage, 1995).

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