

5/10/99

Will try to meet in Pluhé
May 19. Will call.

Date: May 10, 1999

626 584 0010

From: Peter McCarty

TO: Dr. Gerbner:
Re: Curricula and Faculty development and our meeting on May 19th 1999

Dr. Gerbner, we have a chance to introduce the academic curriculum and information resources to teach journalists how to understand violence and to learn how their reporting can inform, (not advance) the public about the destructive nature of violence in our lives.

Thank you for taking my call and your interest in helping the Foundation for American Communications (FACS) develop education programs and information resources to improve the ability of journalists (including high school and university journalaists) report on violence. I look forward to meeting with you on Wednesday May 19th in your office please let me which one. I would prefer the morning but will fit your schedule. This memo followis up our conversation with the request for your consideration to do the following:

Identify what academic subjects journalists should learn to be academically prepared to report on violence and its impact on issues in the news and traditional news beats.

Identify the faculty who can teach these subjects,

Identify individuals who write or edit news backgrounders on violence

Identify individuals who can work with journalists as information resources

I am sending by mail examples of our faculty, curricula, conferences, and publications that have been developed for the FACS programs in Economics and the Sciences. We have developed programs for journalists and their sources to accurately report on product tampering and hoaxes and in the past 8 months on the Y2K topic. You can see this work, learn more about FACS and see how you are already listed as an information resource to over 8,000 journalists in 44 countries by visiting our online service FACSNET (¶ HYPERLINK <http://www.facsnet.org>) ¶¶<http://www.facsnet.org>¶.

The Western Justice Center is the leading center for teaching society the tools for resolving conflict and settling disputes. They work with communities, ethnic groups, schools, youth development and the news media. They are working with us to provide journalists with information sources from over 880 violence prevention groups. The Associated Student Press (<http://www.aspire.net>) is the leading Internet resource for high-school journalists to become indispensable information and news resources for their schools and communities. They are working with the Society of Professional Journalists and through grants from the James R. Irvine Foundation to test and develop editorial and news resources and education programs in high schools in California and Connecticut.

The FACS 1999 Executive Summary outlines our current plans and our board members. All FACS journalism programs are funded by news organizations, registration fees and when possible private foundations. Our first group of news organizations will be in California and after you and I have chance to talk, we may find other groups to contact with our plan.

Reporting Violence

A FACS/Western Justice Center/Associated Student Press Discussion Paper

Mission:

To prevent violence through the quality of information reaching the public through the news.

Problem:

The images and information in the news and mass media affects the behavior of the public

First amendment law inhibits the arbitrary laws and regulations to eliminate violence in media

The public, particularly children, are not prepared to avoid violence and violent behavior caused by violence in the media.

Journalists and their information resources are not prepared to report on violence and inform the public about violence in the context of major issues and traditional news beats.

Methods:

FACS proposes to conduct conferences, seminars and presentations to provide journalists with the knowledge to understand violence, its causes and preventatives. And how to accurately report violence in the context of traditional news beats in their communities and schools.

In addition working with the Western Justice Center, FACS will increase the number of conflict resolution and alternative dispute resolution experts working as information resources to journalists. through continuing academic education.

FACS/WJC/ASP will work with news organizations and community business, academic and nonprofit organizations to develop self-funding publications, internet, education programs and news and information resources.

Evaluation:

FACS/WJC/ASP will develop faculty and curricula for conferences, institutes and seminars. The faculty will assist FACS/WJC/ASP staff with the editing and writing of newsbackgrounders, development of media contacts and pre-screened Internet sites.

Education Programs will be self-funding through registration fees and sponsorships

Publications and Internet content will be funded by grants

Budget:

Program Direction:	\$75,000
Faculty Advisor and curricula:	\$25,000
FACSNET/ASPWIRE Section	\$50,000
NewsSource Programs	\$30,000

2http://www.facsnet.org/

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- B. Identify the faculty who can teach these subjects,
- C. Identify individuals who write or edit news backgrounders on violence
- D. Identify individuals who can work with journalists as information resources

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Subject: Re: SPJ News--SPJ, ASP launch on-line discussion for high school and professional journalists

Date: Mon, 10 May 1999 11:08:30 -0700

From: Peter McCarty <mccarty@facs.cnhost.com>

Reply-To: mccarty@facsnet.org

Organization: FACS

To: Paul Davis <pmd2@compuserve.com>

Laurie Becklund of ASP is working with me on a couple of initiatives and this one looks great.

She knows Steve Gaiman

Peter

Paul Davis wrote:

>
> Paul Davis
> Sr. Vice President of Programs, FACS
> 85 S. Grand Ave.
> Pasadena, CA. 91105
> 1.626.584.0010.x14
> Fax: 1.626.584.0627
> <http://www.facsnet.org>
>
> -----Forwarded Message-----
>
> From: Julie Grimes, INTERNET:jgrimes@spjhg.org
> To: Julie Grimes, INTERNET:/O=SOCIETY.OF.PROFESSIONAL.JOURNALISTS/OU=SPJHQ.ORG
>
> CC: Jim Gray, INTERNET:/O=SOCIETY.OF.PROFESSIONAL.JOURNALISTS/OU=SPJHQ.ORG/CN=
>
> Date: 5/10/99 9:59 AM
>
> RE: SPJ News--SPJ, ASP launch on-line discussion for high school and professio
>
> FOR IMMEDIATE RELEASE
> May 10, 1999
>
> "How are we supposed to cover murder, anyway?"
> SPJ, ASP Launch Unique Joint On-line Discussion for High School and
> Professional Journalists
>
> GREENCASTLE, Ind. - As journalists, police, elected officials and educators
> strive to explain what went wrong in Littleton, Colo., those who may be in
> an ideal position to start sorting things out - student journalists - often
> are overlooked.
>
> Today, the Society of Professional Journalists and the Associated Student
> Press announce the launch of a unique intergenerational on-line discussion
> to encourage professional journalists, student reporters and their advisers
> to talk about better ways to cover campus violence - and the larger issues
> of student safety and wellbeing.
>
> "Across the country, tens of thousands of journalists are trying to find
> ways to cover violence on campus and some of the most knowledgeable of
> these are in high school," said journalist Laurie Becklund, founder of the
> Associated Student Press. "Student journalists have the right, the
> responsibility and the insight to cover issues that have an impact on their

> own lives. They need us, and we need them. To overlook them is to lose not
> only their insights, but access to their estimated 12 to 20 million readers
> as well."

> "The SPJ Code of Ethics encourages journalists to minimize harm by
> recognizing that our coverage can hurt, cause discomfort or be
> insensitive," said Steve Geimann, chair of the SPJ Ethics Committee and a
> member of the ASP advisory board. "The Code also requires us to 'use
> special sensitivity when dealing with children and inexperienced sources or
> subjects.' A dialogue between journalists and their young colleagues holds
> much promise for both sides."

> Are young people being unfairly stereotyped? What do student journalists
> think about the way they and their schools are being covered? Can
> professional journalists guide them, even informally, in their quest to
> cover Littleton and its aftermath nationwide? Can student journalists, in
> turn, suggest new ways for mainstream media to cover troubled campuses? Can
> student newspapers and broadcasts find new ways of encouraging campus-wide
> dialogues that reach out to all students?

> Subscribers can take part in the on-line discussion through e-mail, a
> secure Web interface with searchable archives or a private newsgroup as the
> result of the generosity of Lyris Technologies, Inc. The Oakland, Calif.,
> list server company is donating both the use of its sophisticated software
> and its server for studentnews@discuss.spj.org.

> The list-serve will continue this discussion for the rest of the school
> year. Then, participants will consider the issues raised and the solutions
> offered and SPJ and ASP volunteers who helped set up the project will
> determine where to go next.

> Saylor Smith, publications adviser at Thurston High School, the Oregon
> campus that was the site of a high-profile student shooting last year, said
> he hopes this on-line discussion will help journalists find better ways to
> cover schools that experience trauma.

> "There were hard feelings toward the out-of-town press who came in trying
> to conduct interviews (after the Thurston shooting) thinking they somehow
> knew everything," Smith said. "A lot of kids are still very upset about
> this."

> New technology -- ranging from cellular phones to the Internet -- raises
> many questions for professional journalists trying to report on such
> tragedies without making mistakes, unduly invading personal privacy or
> endangering lives. Increasingly, students are also being put under pressure
> to post news and information to Internet sites. Yet, many advisers
> acknowledge they have neither the expertise nor the journalism training to
> adequately guide students in covering such stories.

> "The Society of Professional Journalists and the Sigma Delta Chi Foundation
> are proud to be associated with this unprecedented endeavor," said James L.
> Gray, executive director of SPJ and the SDX Foundation. "The Society of
> Professional Journalists has at its core a deeply held commitment to
> educating and preparing high school students for careers in journalism. We
> hope professional reporters, editors, students and teachers will be able to
> use this not only to improve news coverage, but as a source to build
> longstanding friendships."

> The Society of Professional Journalists is the nation's largest and most
> broad-based journalism organization, dedicated to encouraging the free
> practice of journalism and stimulating high standards of ethical behavior.
> Founded in 1909 as Sigma Delta Chi, SPJ also promotes the free flow of

> information vital to a well-informed citizenry; works to inspire and
> educate the next generation of journalists; and protects First Amendment
> guarantees of freedom of speech and press.
>
> The Associated Student Press (www.aspwire.net) is a new not-for-profit
> organization that uses the Internet to provide free, non-commercial
> services to high school journalism programs enabling them to, in turn,
> provide improved coverage to their own communities on paper, on air, and
> on-line. ASP provides First Amendment-friendly Web-hosting for high school
> newspapers, a unique Web-wide database search engine/database that allows
> students to see each other's work instantly, and a customized on-line
> template that allows students to publish on-line newspapers without html or
> forced advertising. Seed funding comes from The New York Times Co.
> Foundation, Times-Mirror Foundation, Cowles Media Foundation, SDX
> Foundation, the Freedom Forum, and The James Irvine Foundation.
>
> For more information contact:
>
> James L. Gray, CAE
> Executive Director, SPJ
> (765) 653-3333/jgray@spjhg.org
>
> Laurie Becklund
> founder, ASP
> 213-400-2116 (Monday, May 10)
> 323-856-4223 (Tuesday, May 11 on)
> becklund@earthlink.net
>
> For technical questions contact:
> Staci D. Kramer
> At-Large Director, SPJ
> Moderator, studentnews@discuss.spj.org
> 314/725-8691/ sdk@cris.com
>
>
> Why do we need this discussion?
>
> Andrea Neal, editor-in-chief, "Cry of the Cougar," Crenshaw High School,
> Los Angeles: "Student journalists have some advantages over reporters as
> far as covering violence on campus goes. Students can relate to each other
> and have ways of getting other kids to talk ? But, we could also use advice
> from adult journalists, too."
>
> Bradley Wilson, a former medic who is executive director of the National
> Press Photographers Assn. and editor of Communications in Journalism
> Education Today, a quarterly publication of the Journalism Education Assn.:
> "Covering sudden tragedies can be traumatic for professional journalists
> and for students. This will help us gather accounts from schools as to how
> they have dealt with tragic events."
>
> Jessica Souza, staff member, The Villager of Westport High School,
> Westport, Mass.: "Students will read stories that other students have
> written. They will accept it more than they would an article written by an
> adult. They don't think of it as another lecture."
>
> Tom Rolnicki, executive director of the National Scholastic Press Assn.
> (www.studentpress.org): "Professionals haven't seen students as colleagues.
> But, across the country right now, there are probably tens of thousands of
> students who have the potential to become future journalists. Setting up a
> link between professional journalists and students is the best way to
> prepare them to become professionals."
>

> Peter McCarty, sr. vice-president of the Foundation for American
> Communications (www.facsnet.org): "I think this discussion, though starting
> with Littleton, will help emphasize the need for student journalists to be
> in dialogue with working journalists not only on this, but on all sorts of
> fast-breaking stories."

> Laura Schaub, Oklahoma Inter-Scholastic Press Assn.: "Student reporters are
> out there right now trying to find ways to go beyond what the professionals
> are doing because kids often feel adults are taking a too-quick snapshot of
> who they are. Kids know there is more depth, but they can use professional
> assistance conceptualizing how to get it in the paper."




> Julie Grimes Director of Education and Programming
> Society of Professional Journalists (765) 653-3333 (office)
> 16 South Jackson Street (765) 653-4631 (fax)
> Greencastle, Indiana 46135 jgrimes@spjhg.org

----- Internet Header -----
> Sender: jgrimes@spjhg.org
> Received: from spjhg.org (bbs.countryconnect.com [206.160.225.1])
> by dub-img-8.compuserve.com (8.8.6/8.8.6/2.18) with SMTP id MAA26763
> for <PMD2@compuserve.com>; Mon, 10 May 1999 12:59:22 -0400 (EDT)
> Received: from [206.230.133.26] by spjhg.org
> (SMTPD32-3.04) id AF32659B01E8; Mon, 10 May 1999 11:54:10 -0500
> Received: by localhost with Microsoft MAPI; Mon, 10 May 1999 11:50:15 -0500
> Message-ID: <7186DB27D6D3D1118DBD00805F654AD3119A48@SPJ_PDC>
> From: Julie Grimes <jgrimes@spjhg.org>
> To: Julie Grimes
> </O=SOCIETY.OF.PROFESSIONAL.JOURNALISTS/OU=SPJHQ.ORG/CN=RECIPIENTS/CN=JGr
> Cc: Jim Gray
> </O=SOCIETY.OF.PROFESSIONAL.JOURNALISTS/OU=SPJHQ.ORG/CN=RECIPIENTS/CN=JGr
> Subject: SPJ News--SPJ, ASP launch on-line discussion for high school and professi
> Date: Mon, 10 May 1999 11:52:57 -0500
> Organization: SPJ
> X-Mailer: Microsoft Internet E-mail/MAPI - 8.0.0.4211
> MIME-Version: 1.0
> Content-Type: text/plain; charset="us-ascii"
> Content-Transfer-Encoding: 7bit

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Peter McCarty <mailto:mccarty@facsnet.org>
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To: Peter McCarty <mccarty@facsn.net.org>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Greetings
Cc:
Bcc:

X-Attachments:  Syllabus 98 spring  1 page bio  Publist

Peter:

Media Anlysis attached; welcome to adjust to need or make suggestions. 1-page bio also attached. Can send longer resume if needed. Publist also attached. .

Enjoyed our visit, thanks for lunch. Look forward to next steps. George.