

From: csc@onesoft.com
Date: 9 Sep 1998 16:28:46 -0400 (added by MTA mail.onesoft.com)
X-Internal-ID: 35C980C100005218
To: ggerbner@nimbus.ocis.temple.edu
Subject: URGENT REMINDER: bios and photos
Status:

Conference Name: Communications_and_Social_Change Site: Rockefeller

Subject: URGENT REMINDER: bios and photos
Date: 09/09/1998 04:07 PM
Posted By: Victoria Vrana
Priority: Low

Please send your biographical statement and photos to me as soon as possible. We need to collect them as our conference date is quickly approaching. For those of you who attended Bellagio, your biography can be similar to last year's -- just update it.

Send your material to
Victoria Vrana
Millennium Communications Group
1150 18th St. NW
Suite 850
Washington, DC 20036

Sent 9/11/98

THANK YOU!


FileAttachments:

None

URL to the message(s):

Message sent from OneSoft Community Conference
<http://www.onesoft.com>
Email: <mailto:info@onesoft.com>

To: csc@onesoft.com
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: URGENT REMINDER: bios and photos
Cc:
Bcc:

X-Attachments:  1 page bio

Dear Victoria:

You say "reminder." That means that you have requested this before? I try to respond to every request right away, or it gets lost in the flood of requests. With a score of requests EVERY DAY for material, including bios and photos, I cannot remember if I have already sent it, and your message gives me no specific information. Please be specific and let me know ASAP. By is attached, in any case. George.

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> Message sent from OneSoft Community Conference
> <http://www.onesoft.com>
> Email: <mailto:info@onesoft.com>

FAKED 8/10/98

THE ROCKEFELLER FOUNDATION

The Rockefeller Foundation Travel Advisory Form October 6 - 10, 1998, Capetown, South Africa

Conference Information:

Name: GEORGE GERBNER

Address: 234 GOLF VIEW RD
ARDMORE, PA 19003

Tel/Fax: 610 642 3061

Email: GGERBNER@NIMBUS.TEMPLE.EDU

Personal Information:

Do you have mobility limitation that make climbing stairs difficult? (Y/N)

Do you anticipate a visa problem? (Y/N)

Do you have serious dietary restrictions? (Y/N) If yes, please indicate:

In case of emergency, please provide name, address and telephone number for contact: ILONA K. GERBNER

same as above

Travel Information:

Arrival: <u>Oct 7, 1998</u>	Departure: <u>Oct 10, 1998</u>
Airline/Flight No. <u>BA 641</u>	Airline/Flight No. <u>BA 58</u>
City of Origin: <u>Johannesburg</u>	City of Origin: <u>Capetown</u>
Arrival Date/Time: <u>10/7/98 12:35 PM</u>	Departure Date/Time: <u>9:05 pm, 10/10/98</u>

420 Fifth Avenue
New York, New York
10018-2702

Telephone: 212-869-8500
Facsimile: 212-764-3468

PLEASE RETURN TO: Denise Gray-Felder
fax: (212) 852-8441

Because you're receiving this letter, it is our hope that you'll find attractive the prospects of expanding your traditional communications skills and joining a hardy band of folks committed to helping our profession leap forward. If you work for a bilateral or multilateral development agency, you can help us begin to figure out how to make communications for social change an essential component of the development process. If you are part of a NGO or community group, we'd like to consider working with your staff and constituents to test some of our assumptions in the field. If you're an academic or communications practitioner, we'd like your critical review and help in identifying and writing up case studies that are instructive.

And, if you are a potential donor, we'd like to begin talks with you about how we can institutionalize this work, push the discipline in a systematic way and sustain progress with a larger commitment of our collective resources.

In short, we want your involvement! In order to better explain this work to you, I'd like to invite you to a meeting at the Rockefeller Foundation in New York City on Friday, January 29. We'll meet from 9:30 a.m. until about 4:00 p.m. During this time we'll get an update from some of the key participants in the Bellagio and Cape Town meetings, those of us in the RF's communications department will explain what we're doing since these meetings, and we're hopeful of engaging the assembled group in a strategic planning session to discuss useful next steps.

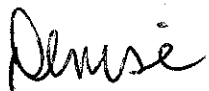
Please let Karen McAndrew, my assistant, know if you can attend. We will reimburse you, if necessary, for travel expenses. If you need a hotel in New York, please let Karen know that as well because hotel rooms are at a premium in Manhattan these days. Please respond no later than January 4, 1999.

We look forward to seeing you and are eagerly anticipating a stimulating day.

If you cannot attend and want to stay tuned to these issues, we can add you to our database. Just send me an email message expressing your interest. I can be reached at dgray-felder@rockfound.org, or by fax: 212-852-8441. A simple message that says: "yes, I want to be part of the communications for social change network" will suffice.

Thanks in advance for your interest and help.

Sincerely,



Denise Gray-Felder

GG ITINERARY

Oct. 5, Mon. Lv. Phila 7:40 pm USAir 894 coach

Oct. 6. Tues. Ar Frankfurt 9:35 am for conference on "Die Medienwirkungsforschung vor der Jahrtausendwende - Stand und Perspektiven" Forum Hotel. Meetings at Frankfurt University Main Building. Organizer: Prof. Dr. Angela Schorr, e-mail "Angela Schorr" <ppa017@ku-eichstaett.de> Program listing: Mittagsvorlesung: 12.00 - 13.00 Uhr, H II . George Gerbner, Temple University, Philadelphia, P.A. "Telling all the stories. Media effects in an age of monopolization and globalization." Chair: Prof. Dr. Hans Mathias Kepplinger, Mainz

Oct. 6, Tues, Lv Frankfurt 6:30 pm BA 909 Bus class. Ar London, .Heathrow at 7:10 Lv. L. Heathrow at 9:00 pm BA 57 Coach

Oct. 7, Wed. Ar. Johannesburg 8:50 am Lv 10:30 am BA 6411 coach Ar. Cape Town 12:35 pm .Oct. 7-10, Rockefeller Foundation conference on "Communications for Social Change" Villa Via Hotel, 011 27 (21) 418 5729, fax 011 27 (21) 418 5717. E-mail vvgb&iafrica.com Contacts: Denise Gray-Felder, Director of Communications, The Rockefeller foundation, 420 fifth Ave., New York NY 10018-2720, tel. 212 852 8450 e-mail dgreyfelder@rockfound.org or Marcia Sharp, CEO, Millenium Communications Group Inc., 1150 18th street N.W., Washington D.C. 20036, e-mail sharp@millencom.com

Oct. 10. Sat. Lv. Capetown 9:05 pm BA 58 coach

Oct. 11, Sun. Ar. London. Heathrow 8:00 a.m. Lv L. GATWICK USAir at 2:30 pm coach. Ar. Phila. 5:50 pm

THE ROCKEFELLER FOUNDATION

October 22, 1998

Mr. George Gerbner
Bell Atlantic Professor of Telecommunication
Temple University
234 Golf View Road
Ardmore, PA 19003

Dear George:

We had a marvelous time in Cape Town and very much look forward to maintaining the Ekapa network. Thank you for coming and for your active and intellectually stimulating participation.

There were many highlights of the week: Zane telling me that we had given him "fertilizer for the mind"; the former guard describing the showers at Robben Island; Warren convincing us that measurements are not the enemy, stories of George "Saturday Night Fever" Gerbner on the dance floor; or any one of the small groups wonderful work.

In the coming weeks, my Rockefeller Foundation colleagues and I -- along with Millenium -- will be working on the follow up report. I'm already getting phone and email messages from people outside the network wanting to know more. And, of course, I owe the Bellagio 899ers a complete update.

On Sunday following our conference, about a dozen of us traveled to Alexandra Township in Johannesburg where we saw the Alex Clinic (site of Soul City), the township community radio station and toured neighborhoods. It was educational yet sombering. Special thanks to Garth and his colleagues for setting this up.

And, as I traveled through China last week, I found myself talking about Ekapa and thinking of each of you fondly. When I got to Beijing, Jia-Rong had already begun spreading the word; and I received our first invitation to bring Ekapa to China!

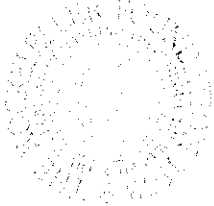
So, my friends, we seem to be on to something big! You will be hearing from us shortly. (Please just give me a few days to get reacquainted with my children and to wade through the piled up mail.)

We're sending this letter to you in both electronic and hard copy format. Included with it is the updated list of participants so that we can keep in touch with each other.

I hope you and your loved ones are well. Thanks again for travelling this fascinating journey with us.

All my best,

Denise



Denise A. Gray-Felder
Director for Communications

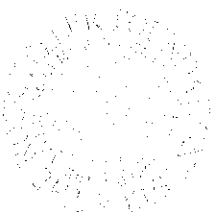
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Telex: 224862 ROCKFEL (RCA)
Cable: ROCKFOUND NEW YORK

THE ROCKEFELLER FOUNDATION

December 11, 1998



Dear Colleague:

Nearly three years ago, we in the communications department of the Rockefeller Foundation undertook a new line of work and thinking based on a simple assumption: that we could figure out ways to use the discipline of communications to make a greater contribution to the pace of development. From this assumption, we moved to questioning "how" and "if" we might find innovative ways to test the effectiveness of communications techniques on the development process.

Denise A. Gray-Felder
Director for Communications

From these early assumptions we brought together a group of social activists, academics, filmmakers and journalists, funders, electronic communications experts, service providers and professional communicators, with others, to help us answer the questions "how can communications be used most effectively to accelerate social change?" We met for a week at the Foundation's Bellagio Conference Center in Italy during the spring of 1997.

From this meeting we created a commitment to a new agenda for global communications: communications that is empowering, many-to-many (horizontal versus top-down), communications that give voice to the previously unheard, and that has a bias toward local content and ownership. The group's action steps, agreed at the end of the meeting, include a commitment to convince others of the value of this approach (broadening the debate), to publicize writings about the effectiveness of this work, and to continue to study the prospects in a global setting.

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This past October in Cape Town, South Africa, we continued the inquiry with an expanded group of people who have named themselves "Ekapas." (Ekapas is the indigenous term for Cape Town.) In Cape Town we developed a concrete and comprehensive definition of communications for social change, put together an outline for the skills and attributes needed to do this work, began work on the skills/resources training "toolbox," reached agreement on measurements and identified organizations and people that we'd like to engage in helping us do this work and to advocate for its effectiveness.