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SANTA BARBARA • SANTA CRUZ

SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF SOCIAL AND
ADMINISTRATIVE HEALTH SCIENCES

BERKELEY, CALIFORNIA 94720

George Gerbner, Ph D
Annenberg School of Communication
3620 Walnut Street
Philadelphia, PA 19104-6220

January 2, 1991

Dear George:

I was pleased to hear a brief description of your current interests from George Hacker of the Advocacy Institute. I have long admired your work and would like to hear more about your recent activities.

In my work I am trying to understand media effects from a public health perspective. For me this means looking at the way that the mass media promote a set of values which reinforce health as a strictly individual responsibility and deflects attention away from issues of power, poverty, and participation as major determinants of health. Finding an adequate language to convey this to a broad audience is quite difficult. From my brief discussion with George it sounded like you and I might be in the same general area on this.

I have enclosed two papers you might find interesting. The "Advertising for All" paper was done for the World Health Organization and much to my surprise has been favorably received. I am supposed to go to Geneva in February to for further discussions on the paper. By the way, if you have suggestions of journals interested in this kind of paper please let me know. Right now I have an inquiry in at the British Journal of Addiction and my second choice is Journal of Public Health Policy.

I hope all is well and that you are off to a healthy and happy new year. I look forward to hearing from you.

Sincerely,


Lawrence Wallack, Dr PH
Associate Professor

TEMPORARY ADDRESS UNTIL JULY 1, 1991
Lawrence Wallack, Dr.P.H.
The Marin Institute
24 Belvedere Street
San Rafael, CA 94901

PHONE: 415-456-5692 FAX: 415-456-0491

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

Wallack

Jan. 14, 1991

Lawrence Wallack, Ph.D.
The Marin Institute
24 Belvedere Street
San Rafael, CA 94901

Dear Larry:

Thank you for your letter of Jan. 2 and the articles.
We are indeed working along similar lines as before to form
enclosing some materials about it and an invitation to join
our Steering Committee that includes both George Hacker and
Kathy Montgomery.

As to your excellent advertising paper, it is too long
and general for a communications research journal (i.e. not
an original research report) but a short version may be of
interest to *Columbia Journalism Review*. Ask Suzanne Levine,
Editor, 700 Journalism Bldg., Columbia University, NY NY
10027.

I look forward to hearing from you.

Sincerely,

George Gerbner
Professor of Communication and Dean Emeritus
Tel: 215 898 6776 Fax: 215 898 2024
Internet, Bitnet: FGG@ASC.UPENN.EDU

George Gerbner, Ph D
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

March 14, 1991

Dear George:

Please forgive this late response to your letter of 14 January. I would be pleased to serve as a member of the Steering Committee. I have four suggestions regarding the overall plan.

1. Think of linking up with an existing group rather than starting an entirely new organization. It seems like there are several excellent groups that could house such an undertaking. This would save a great deal of time and effort.

2. Make the mission statement short and concise. For example, one way to start it might be:

A child today is born into a cultural environment largely independent of the parent, school, church, community, and local culture. Most of the stories that socialize and become the basis of "common sense" understanding are told -- mostly on television -- by distant transnational conglomerates whose stories are limited to the extent that what they tell facilitates what they sell. The powerful but largely invisible process of socializing populations around a consumption ethic must be made visible as a starting point for increasing understanding of media as a social-political-economic institution.

The promise of mass media as a force for enhancing democracy remains unfulfilled. Media increasingly serve the purpose of selling products rather than facilitating the use of the airwaves to enhance understanding. The determination of focus and content is far removed culturally, economically, and socially from the communities receiving the message. This results in little attention to the many vital needs of society that do not blend well with marketing purposes.

The risk of a primarily market-oriented mass media for a democratic society is that values inconsistent with citizen participation, broad debate, and general concepts of social justice become predominant.

At this point some of the other stuff in the mission statement could be integrated and we could state our specific objectives. I would drop the idea of a conference.

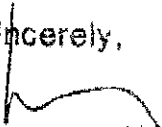
3. I think there is a good first project which could attract funding from a major foundation. Given the work that you have done I would propose a content analysis and cultivation study of poverty and social change issues on television. Key items could focus on perceptions of problem causes and responsibility for problem solution. Dan Beauchamp's work could be used as a basis for comparing responses on a social justice/market justice continuum. The new president at Kaiser Family Foundation is very interested in poverty and social class issues. Mike Pertschuck knows him. I think we could make a compelling argument to him that media is the backdrop against which society makes decisions about which problems to address and frames the issue in a way that ultimately structures the debate.

The advantage to doing a project like this is that it would provide a concrete illustration of the points we are trying to make. Also, as our society hopefully moves toward addressing domestic agendas such a study would be timely and have great potential as a news item.

4. Possible names for the initiative include: Media and Democratic Values; Media and Diversity; and, Media, Public Discussion, and Social Policy; Media, Values and Politics.

I hope these suggestions are helpful. I look forward to working with you.

Sincerely,


Lawrence Wallack, Dr PH
Associate Professor

TEL: 415 456-5692
FAX: 415 456-0491
24 BELVEDERE STREET
SAN RAFAEL, CALIFORNIA
USA 94901

WALLACK

Lawrence Wallack, Dr. P.H., is Professor of Public Health at the University of California at Berkeley, and Codirector of Berkeley Media Studies Group. He is one of the architects of media advocacy, an innovative approach to using mass media to promote policy change. Dr. Wallack has published extensively on topics related to health promotion and mass communication. He is the primary author of *Public Health and Media Advocacy: Power for Prevention* (1993) and coeditor with Charles Atkin of *Mass Communication and Public Health: Complexities and Conflicts* (1990). Dr. Wallack has served as a consultant to the World Health Organization and to various foundations, government agencies, and community groups.

Larry Wallack
Co-Director
Berkeley Media Studies Group
2140 Shattuck Avenue
Suite 804
Berkeley, CA 94704
Telephone: 510/204-9700
Fax: 510/204-9710

[93] From: lwallack@uclink2.berkeley.edu (larry wallack) at SMTP-po 11/22/95 7:1
9PM (1983 bytes: 33 ln)
To: fgg at POST1
Subject: CEM Founding Convention

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from uclink4.berkeley.edu
From lwallack@uclink2.berkeley.edu
X-Envelope-From: lwallack@uclink2.berkeley.edu
Received: from uclink2.berkeley.edu (uclink2.berkeley.edu [128.32.136.72]) by
uclink4.berkeley.edu (8.6.12/8.6.12) with ESMTMP id QAA17158 for
<FGG@ASC.UPENN.EDU>; Wed, 22 Nov 1995 16:15:05 -0800
Received: from DialupEudora (annex-64-4.Berkeley.EDU [136.152.64.5]) by
uclink2.berkeley.edu (8.6.12/8.6.12) with SMTP id QAA17863 for
<FGG@ASC.UPENN.EDU>; Wed, 22 Nov 1995 16:11:18 -0800
Date: Wed, 22 Nov 1995 16:11:18 -0800
Message-Id: <199511230011.QAA17863@uclink2.berkeley.edu>
X-mailer: Eudora 2.1
To: FGG@ASC.UPENN.EDU
From: lwallack@uclink2.berkeley.edu (larry wallack)
Subject: CEM Founding Convention

George: I looked over the material on the Convention and have two
comments. First, I am pleased to be a convenor but would like to be in the
working group "Voices Against the Stream." Second, I think there is a need
for an additional group called "First Steps." The recommendations coming
out of this meeting will probably be vast and far-reaching. It will be
important that a specific set of recommendations of basic practical stuff
that cuts across all groups is developed. The first steps group would be
responsible for making sure that this happens. The first steps group recs
would complement the recs from the other 15 groups. I think I would drop
the Health Professionals for Preventive Action group or fold it into the
Substance Group. Also, you might want to think about not using the term
substance abuse (somewhat individualistic) and focus on "Health damaging
products" This could be expanded to include guns as well as alcohol,
tobacco, and other drugs. *

Hope these comments are helpful.

[89] From: lwallack@uclink2.berkeley.edu (larry wallack) at SMTP-po 11/22/95 7:1
9PM (1983 bytes: 33 ln)
To: fgg at POST1
Subject: CEM Founding Convention

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Date: Wed, 22 Nov 1995 16:11:18 -0800
Message-Id: <199511230011.QAA17863@uclink2.berkeley.edu>
X-mailer: Eudora 2.1
To: FGG@ASC.UPENN.EDU
From: lwallack@uclink2.berkeley.edu (larry wallack)
Subject: CEM Founding Convention

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comments. First, I am pleased to be a convenor but would like to be in the
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substance abuse (somewhat individualistic) and focus on "Health damaging
products" This could be expanded to include guns as well as alcohol,
tobacco, and other drugs.

Hope these comments are helpful.

*Report Sent him new
draft - ~~sent~~
Asked to
join committee
to review*

community

participation

BERKELEY MEDIA STUDIES GROUP

2110 Hattuck Lane, Suite 210, Berkeley, CA 94704
510 841 9701 Fax 510 864 9710

research
education
fairness

September 25, 1996

To: Friends and Colleagues
From: Lori Dorfman, Co-director, Berkeley Media Studies Group
Veronica Johnson, Director, Certain Trumpet Program
Re: Talking Back Framing Memo on Affirmative Action

in common

Enclosed is the first Talking Back Framing Memo distributed by the Certain Trumpet Program, a joint project of the Advocacy Institute, Benton Foundation, Berkeley Media Studies Group, and Praxis Project.

This framing memo is intended to accomplish two things. First, it provides a snapshot of the range of arguments being put forth in newspapers on affirmative action. Second, the analysis provides suggestions for strengthening arguments in favor of affirmative action. We hope the framing memo will help those interested in affirmative action locate themselves in the debate and be able to better anticipate the arguments with which they will be confronted.

We welcome your input and feedback on the framing memo – both its form and content – especially as we plan to issue a Talking Back Advisory on affirmative action before the end of the year. We hope you will return the form located at the back of the memo – or feel free to give either of us a call.

vision

[85] From: lwallack@uclink4.berkeley.edu (L. Wallack) at SMTP-po 10/12/96 2:50AM
(1077 bytes: 26 ln)
To: fgg at POST1
Subject: CEM Retreat

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from uclink4.berkeley.edu
From lwallack@uclink4.berkeley.edu
X-Envelope-From: lwallack@uclink4.berkeley.edu
Received: from [128.32.189.155] (warren318-2.SPH.Berkeley.EDU [128.32.189.155])
by uclink4.berkeley.edu (8.7.6/8.6.12) with SMTP id NAA07686 for
<fgg@asc.upenn.edu>; Fri, 11 Oct 1996 13:08:54 -0700 (PDT)
Date: Fri, 11 Oct 1996 13:08:54 -0700 (PDT)
Message-Id: <v0213051fae83f7249a47@[128.32.189.155]>
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Content-Type: text/plain; charset="us-ascii"
X-mailer: Eudora Pro 2.1.3
To: fgg@asc.upenn.edu
From: lwallack@uclink4.berkeley.edu (L. Wallack)
Subject: CEM Retreat

George: I can attend the retreat from late Friday on. I will need a private room because I will be coming with my friend Linda. I will cover any transportation costs I have.

Lawrence Wallack
Professor, School of Public Health
UC Berkeley
510.642.1723

[99] From: lwallack@uclink4.berkeley.edu (L. Wallack) at SMTP-po 12/17/96 7:43PM
(2038 bytes: 42 ln)
To: fgg at POST1
cc: gylantic@aol.com at SMTP-po
Subject: CEM Board Report

----- Message Contents -----

Text item 1: Text Item

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From lwallack@uclink4.berkeley.edu
X-Envelope-From: lwallack@uclink4.berkeley.edu
Received: from [128.32.189.155] (warren318-2.SPH.Berkeley.EDU [128.32.189.155])
by uclink4.berkeley.edu (8.8.4/8.6.12) with SMTP id QAA29333; Tue, 17 Dec 1996
16:33:42 -0800 (PST)
Message-Id: <v02130510aedceb50940d@[128.32.189.155]>
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X-Priority: 2 (High)
Date: Tue, 17 Dec 1996 16:37:23 -0800
To: fgg@asc.upenn.edu
From: lwallack@uclink4.berkeley.edu (L. Wallack)
Subject: CEM Board Report
Cc: gylantic@aol.com

George: Riane and I are working on the proportional representation project. I am hoping to get some students interested in it next month. Riane indicated to me that the Board Report indicated that her and I were co-chairs of the "Diversity and Oversight/Proportional Representation Committee. Neither of us recall this being the case. We agreed to co-chair the initiative which the board voted to pursue. By the way, this vote was not in the minutes. We did not agree to chair the Board committee. When this issue came up I argued against such a committee saying that it was a general responsibility of the Board.

My suggestion is the item V be dropped from the report and replaced with the following: The board voted to launch an initiative to promote gender equity in the media. Riane Eisler and Larry Wallack volunteered to co-chair this effort with the suggested name of "One for One". Dorothy Gilliam suggested the same approach be applied to race in the media.

I hope all is well. Best of the Holidays to you.

Lawrence Wallack
Professor, School of Public Health
UC Berkeley
510.642.1723

From: fgg at post1 12/17/96 8:46PM (448 bytes: 4 ln)
To: lwallack@uclink4.berkeley.edu (L. Wallack) at SMTP-po
cc: gylantic@aol.com at SMTP-po
Subject: CEM Board Report

----- Message Contents -----

Larry - I went by the minutes that Kate Duncan gave me, although I myself had no clear recollection. So please tell me just what it is that yu and Riane are working on and will report. Did you get the news release? George.

Window: 1 - 24 Lines: 9 Edit: ↑ ↓ → Help: F1 End: ENTER

[85] From: lwallack@uclink4.berkeley.edu (L. Wallack) at SMTP-po 12/23/96 5:40PM
(2831 bytes: 55 ln)
To: fgg at POST1
Subject: Re: CEM Board Report

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from uclink4.berkeley.edu
From lwallack@uclink4.berkeley.edu
X-Envelope-From: lwallack@uclink4.berkeley.edu
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by uclink4.berkeley.edu (8.8.4/8.6.12) with SMTP id OAA00417 for
<fgg@asc.upenn.edu>; Mon, 23 Dec 1996 14:38:12 -0800 (PST)
Message-Id: <v02130503aee4b31c6772@[128.32.189.155]>
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Content-Type: text/plain; charset="us-ascii"
X-mailer: Eudora Pro 2.1.3
Date: Mon, 23 Dec 1996 14:42:06 -0800
To: fgg@asc.upenn.edu
From: lwallack@uclink4.berkeley.edu (L. Wallack)
Subject: Re: CEM Board Report

George: Riane and I will be working on the proportional representation issue with the committee you noted. The main difference is that this is not a committee of the board in the same way as other committees. It is more a working group that is being convened to get an initiative off the ground as a means for increasing the visibility of the CEM. So as Riane and I understand it the board voted that this initiative would have the support of the board (recognizing that this would be encouragement and moral support) as the organization's first major foray into getting on the map.

We hope to link up with women's and girl's organizations to get them involved in the process of monitoring portrayals on the media and asking why the discrepancy between males and females. This, we hope, will be a rising voice that will ultimately "shame" tv execs. into responding to widespread concerns about the blatant discrepancies. The ultimate goal, and we presented this part to the Board, is to reduce violence and aggression in the media. The idea is that if males and females are balanced then the number of aggressive messages will decline and number of nurturing messages will increase with a resulting change in the "cultural environment."

I hope this answers your question. I would be glad to talk with Kate Duncan about the minutes and clarify things with her. Here is my suggestion to ammend the minutes from my last email:

My suggestion is the item V be dropped from the report and replaced with the following: The board voted to launch an initiative to promote gender equity in the media. Riane Eisler and Larry Wallack volunteered to co-chair this effort with the suggested name of "One for One". Dorothy Gilliam suggested the same approach be applied to race in the media.

I wish you the very best for holiday season and the new year.

Lawrence Wallack
Professor, School of Public Health
UC Berkeley