12/94

George —

You'll enjoy the attached!

Best,

Dick

RICHARD D. HEFFNER

COSMOPOLITAN
Helen Gurley Brown, Editor • 224 West 57th Street, New York, New York, 10019, (212) 649-3555

received
4/12/94

April 4, 1994

COPY

Richard dear,

George Gerbner is one of the most articulate -- and, to me, sensible -- people you have ever had on OPEN MIND. He just said nice simple things like "TV violence brings on real life violence" and had the nerve to call the tv output garbage. I think you said that first. It was a most impressive show. I think it is absolutely fabulous (for the world -- or our world) that you have taken up the cause of violence in film and its affect on children and everybody else. You are fighting a wonderful fight. Your new shortened article is terrific. Someone is going to publish it. We'll talk.

Love,

Helen

Mr. Richard D. Heffner
1133 Avenue of the Americas
New York, New York 10018

HGB/rc

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RICHARD D. HEFFNER
CHAIRMAN

PHONE: (212) 840-6161
FAX: (212) 391-9239
TELEX: 236317

May 2, 1994

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

Dear George:

My very much longer and fuller original piece has been quite skillfully space-edited to its bare bones ... beyond that, too, I fear. Perhaps my several larger, more provocative themes concerning the media can still be aired elsewhere, however. Surely in **THE BOOK**, but hopefully before that, too ... right now, in fact, or at least at the time of my June 30th retirement as CARA's Chairman. Any suggestions?

Best wishes,

Richard D. Heffner

RDH/dd
Enclosure

15503 VENTURA BOULEVARD, ENCINO, CA 91436
PHONE: (818) 995-6600 • FAX: (818) 382-1798

From: RichardDHeffner@aol.com
Date: Thu, 25 Jan 2001 19:50:51 EST
Subject: Re: The Open Mind
To: ggerbner@nimbus.ocis.temple.edu
CC: Openmindtv@aol.com
MIME-Version: 1.0
Status:

George-

Wednesday, April 11 at 11AM for The Open Mind. Associate Producer Daphne Doelger will be in touch with the exact address, etc. Content will be derived in considerable measure from your lifetime of involvement with communications research plus (most important!) your new book. Please have your publisher send me the book ASAP.

I look forward to seeing you again.

Best,

Dick

To: RichardDHeffner@aol.com
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: The Open Mind
Cc:
Bcc:
X-Attachments:

Dick -- Confirming Wednesday, April 11, at 11 am. Please re-confirm, and let me know any details that may be helpful.
Best regards --

George

> George-
>
> On Wednesday, April 11th, we tape from 9AM to 1PM. We figure loosely an hour of studio time for each half-hour Open Mind. Therefore, please choose 9Am, 10AM, 11AM or 12PM. Same thing would be true on Wednesday, May 16th. On Tuesday, May 22nd, we tape from 2Pm to 6PM. Therefore, you could choose 2PM, 3PM, 4PM or 5PM. Each studio period gives us time for makeup. And we now tape at the City University of New York studios in the old B. Altman building at 5th Avenue and 34-35th Streets.
>
> Let me know your choice.
>
> Best,
>
> Dick

From: RichardDHeffner@aol.com
Date: Fri, 26 Jan 2001 12:01:08 EST
Subject: Re: The Open Mind
To: ggerbner@nimbus.ocis.temple.edu
CC: Openmindtv@aol.com
MIME-Version: 1.0
Status:

George-

Since the publication date sounds so far off, we have the option of taping our new program later on in the year...just in case there are events that relate to it that then would (out)date our conversation overly much. I grant that an advantage of doing it in April is that we can then plan enough in advance what air date to pick in re: actual books in stores, reviews, etc. Dealer's choice (that's you). Let me know what it is.

Dick

To: Ggerbner@nimbus.ocis.temple.edu

MIME-Version: 1.0

Status:

<fontfamily><param>Arial</param><smaller>Dear George-

Good to talk with you again after too long! I'm glad to know about "Telling

All The Stories," and I hope you'll ask your publisher to send me a copy

ASAP. If that can be before the end of March, it should come to Richard D.

Heffner, 2884 Sundance Circle West, 2901 Avenida Cabelleros, Palm Springs, CA

92262. If later, it should go to me at 90 Riverside Drive, New York, NY

10024.

About taping dates in New York: at the moment I can offer Wednesday, April

11th, in the morning; Wednesday, May 16th, in the morning; or Tuesday, May

22nd, in the afternoon. I hope one of those dates will work for you. Let me

know, please.

Best,

Dick

(Palm Springs tel. 760-327-0134)

</smaller></fontfamily>
George Gerbner, Ph.D.

Adjunct Professor, Villanova University

Formerly Bell Atlantic Professor of Telecommunications,

To: RichardDHeffner@aol.com
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: The Open Mind
Cc:
Bcc:
X-Attachments:

Dick-

I am not sure what you are proposing. (1)Leave date as is (April 11) and plan airdate for later, or (2) tape program later in the year when actual publication date, etc., is known. I lean toward the latter for reasons you mention. What do you think? If you agree, suggest some options of date and time (schedule is tight in late June and all of July). George

> George-
>
> Since the publication date sounds so far off, we have the option of taping our new program later on in the year...just in case there are events that relate to it that then would (out)date our conversation overly much. I grant that an advantage of doing it in April is that we can then plan enough in advance what air date to pick in re: actual books in stores, reviews, etc. Dealer's choice (that's you). Let me know what it is.
>
> Dick

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      From: George Gerbner <ggerbner@nimbus.temple.edu>
   Subject: Re: The Open Mind
        Cc:
       Bcc:
X-Attachments:
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Dick - attached are some chapters from whivh you can derive the needed information. Let me know if this will do and reconfirm time and duration. George..

> George-
>
> Since June and July don't look all that good for you, and since we won't be taping in August, I guess I reluctantly (because of the reasons I gave, with which you agree) must conclude that we simply keep our April 14th Open Mind taping date...provided that your publisher can provide me most of what your next book will contain, in whatever form that I can read. What do you think?
>
> Dick

From: Openmindtv@aol.com
Date: Fri, 2 Feb 2001 14:44:40 EST
Subject: Open Mind Taping
To: ggerbner@nimbus.ocis.temple.edu
MIME-Version: 1.0
Status:

Dear Dr. Gerbner:

As promised ... The Open Mind tapes at the CUNY-TV studios which are located at 365 Fifth Avenue (between 34 & 35 Streets). The entrance is on Fifth Avenue. After you have entered the reception area, bear to your right and walk down a rather long corridor. It will take you directly to the CUNY-TV studios. On the day of the taping should anyone need to reach you, the phone number directly into the control room is 212-817-7802 or 7803. My office number is 212-224-1368 and I monitor that number constantly.

As we discussed, your on-air identification will be George Gerbner, Ph.D., Dean Emeritus, Annenberg School for Communication, University of Pennsylvania. Currently, we have you scheduled to arrive at 11:00 a.m. (if you're more comfortable arriving 10 or 15 minutes early, that's perfectly fine). on Wednesday, April 11th. If anything changes, please let me know as soon as possible.

If I may be of any further assistance, please don't hesitate to call or "e" me (openmintv@aol.com).

Sincerely,

Daphne Doelger-Dwyer
Associate Producer
The Open Mind

From: Openmindtv@aol.com
Date: Thu, 15 Feb 2001 12:36:59 EST
Subject: Open Mind Taping
To: ggerbner@nimbus.ocis.temple.edu
MIME-Version: 1.0
Status:

Dear Dr. Gerbner -

How lovely that your wife may come with you. We've got a very comfortable "green room" with a television hook-up that will allow her to watch you being taped. Unfortunately, we have no budget for compensations or reimbursement of expenses, sorry. The whole process takes about an hour ... fifteen minutes for make-up (just a little powder to offset the effects of all the lights), the actual taping takes about a half-hour and then a post-taping period of time (make-up removal, etc.). The focus of the conversation will, of course, be your book. We're looking forward to seeing you (and Mrs. Gerbner) at 11:00 a.m. on Wednesday, April 11th.

If I can be of any further assistance, please don't hesitate to call or "e" me.

Daphne Doelger-Dwyer
Associate Producer
The Open Mind
320 Park Avenue
New York, New York 10022
212-224-1368 - office
212-224-2704 - fax
openmindtv@aol.com - email

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Daphne Doelger-Dwyer
Associate Producer
The Open Mind
320 Park Avenue
New York, New York 10022
212-224-1368 - office
212-224-2704 - fax
openmindtv@aol.com - email

Hi. Thanks for info, look forward to seeing you April 11 about 10:45 a.m. My wife will probably come with me. How long is the taping? Subject or focus? Is there any compensations, reimbursement for expenses etc.? g

Dear Dr. Gerbner:

As promised ... The Open Mind tapes at the CUNY-TV studios which are located at 365 Fifth Avenue (between 34 & 35 Streets). The entrance is on Fifth Avenue. After you have entered the reception area, bear to your right and walk down a rather long corridor. It will take you directly to the CUNY-TV studios. On the day of the taping should anyone need to reach you, the phone number directly into the control room is 212-817-7802 or 7803. My office number is 212-224-1368 and I monitor that number constantly.

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If I may be of any further assistance, please don't hesitate to call or "e" me (openmintv@aol.com).

Sincerely,

Daphne Doelger-Dwyer
Associate Producer
The Open Mind