

See tape

Rep. - 88
CEM
Murch

THE MEDIA FOUNDATION

1243 W. 7th Avenue, Vancouver, B.C., V6H 1B7, Canada
January 28, 1991 Telephone (604) 736-9401

Good
Op. Ed

George Gerbner
Professor of Communications
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Dear Professor Gerbner:

I got quite excited when I heard about your leap into a movement. Yes, I would be proud to serve on your Steering Committee and pitch in any way I can.

How can Adbusters (now with a continental toehold: four Canadian and 27 U.S. distributors) and our TV production capabilities be of use?

I've sent you Adbusters #4 just off the press and our 6-minute video NEW IDEAS FOR TELEVISION also just released. The idea is to inspire people with passionate causes to walk into their local TV stations with their own -- or our -- homemade ads. Launch a grass roots movement of media strategists selling ideas instead of products. Inject benign info-viruses right into the heart of the beast.

Your concept of a child today being born into a cultural environment largely independent of the parent, the school, the church, the community, leading up to the growing up process being largely a byproduct of marketing, would make a powerful 60 second TV/radio spot. Please let me know if you would like to collaborate on this or any other project.

Please send a mailing list of people you think would like to receive a complimentary copy of Adbusters and/or video (I have the CSC advisors covered).

Reut

We are already wrestling with AQ5 due out in May. Any submissions, campaign ideas, cartoons, photos or suggestions from you or your friends would be a great boon for us. Would you or one of your friends write an article about the aims and birth of your movement?

I look forward to meeting you in person sometime soon. Please keep me informed and let me know how we can mesh.


Yours sincerely,



Kalle Lasn
President

- LASN

February 14, 1991



Dear Mr Lasn:

I am delighted that you will join the Steering Committee and encouraged by your interest.

The video you sent me is great and I will use it in my classes. How could we collaborate on that or any of your other projects?

As to AQ5, I have a large collection of ads and slides that I use in class on themes of gender, conspicuous consumption (and waste), and violence, etc. and may send you some things from time to time. Now I am enclosing a revised draft CEM as you have suggested, and a recent op-ed piece that you are welcome to edit and use as you see fit.

We have some strategy sessions scheduled with a few key CEM committee members (and some new recruits) in Washington D.C. on February 27, March 12 or 13 and March 29, and in San Francisco on March 27. Each of these meetings have somewhat different complexions and casts of characters. If you could join any or all of these, please let me know and I'll tell you more about them. I too hope that we can meet soon and discuss mutual interests.

Sincerely,

George Gerbner
Tel: 215 898 6776 Fax: 215 898 2024
Internet, Bitnet: FGG@ASC.UPENN.EDU

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

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

February 14, 1991

Kalle Lasn, President
The Media Foundation
1243 7th Ave.
Vancouver, BC V6H 1B7
CANADA

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Dec. 15, 1993

Attn: George Gerbner

Thanks so much for the piece on the Cultural Environmental Movement.

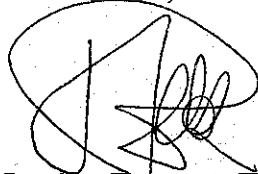
These days, we are searching hard for new writers and new submissions. If you have any colleagues or students who might be interested in submitting anything, please tell them about us. And please accept this letter as an open invitation for yourself to write for *Adbusters*. In fact, we already have some ideas you might be interested in. Someone will probably be "e-mailing" you early in the new year.

Thanks again. Hope you enjoy the new issue.

Regards,



Kalle Lasn, Publisher



Jordan Reeves, Editor

Mime-Version: 1.0
Date: Wed, 20 Jan 1999 08:30:33 -0800
To: ggerbner@nimbus.ocis.temple.edu
From: Kalle Lasn <kalle@adbusters.org>
Subject: Uncooling of America
Status: 0

Dear George,

thank you very much for sending me that mindbomb of a quote for my book. It will be released this Autumn and I hope it stirs things up a bit.

Please let me know if I can connect in anyway with any of CEM's initiatives.

Cheers, Kalle