

NEWS & PHOTO OPPORTUNITY**For Immediate Release****Contact: Thierry Fortune
215-748-2595****GERBNER ENDORSES CITY'S ANTI-VIOLENCE PSA CAMPAIGN**

PHILADELPHIA, PA., December 8, 1994— Dr. George Gerbner, Professor and Dean Emeritus of the Annenberg School for Communication, University of Pennsylvania, with over 25 years of research experience on violence and the media, endorses the OPP (Operation Peace in Philadelphia) anti-violence television public service announcement campaign. Dr. Gerbner, considered an expert on violence and the media, said "the OPP PSAs ("Passing the Buck" and "Defining Violence") are two of the best anti-violence PSAs I have seen because they are authentic, direct and informative."

The PSAs, produced by Philadelphia-based communication strategies company -- MEE Productions Inc., target residents of Philadelphia with the aim of re-defining violence and violence prevention. The campaign's message contends that violence must be considered unacceptable and, most importantly, preventable. As a first, the campaign identifies adults as the solution to a significant reduction of interpersonal violence.

OPP's city-wide media campaign is part of a long-term peace promotion/violence reduction initiative developed by the City of Philadelphia's Department of Public Health. The three component initiative targets Philadelphia neighborhoods. The first component is an innovative and practical (data) information system to enhance research and evaluation. The second component is a 12-member collaboration of action teams charged with identifying, developing, and implementing immediate and long-term violence prevention strategies by pooling the efforts of community, public and private organizations around the City. The third component is the aforementioned multi-media awareness campaign.