

*Folding 2 pages*



NATIONAL STIGMA CLEARINGHOUSE

JEAN ARNOLD, CHAIR  
(212) 242-7988

1000 Broadway

December 15, 1999

Dear George:

Finally, I am working on the final draft of our Anti-Stigma Action Guide.

The Guide starts with your wise words. It seems clear to me that the ideas are yours - I was reluctant to break up the flow of the first paragraph with quote marks.

Would you prefer your affiliation to be "Cultural Indicators Project" or "Cultural Environment Movement"? As you see, I have used CLEM, but it would be very easy to change it if you prefer CIP.

Any other corrections you might wish to make will be welcome...

*All best wishes,  
Jean*

Send  
Stigma Clearinghouse

Send  
Stigma Clearinghouse

Anyone  
Center

MOST OF WHAT WE KNOW as individuals comes not from personal experience, but from the stories that surround us from birth. Story-telling used to be done by families, churches, and respected members of the community. Today it is done by the mass media, says George Gerbner, founder of the Cultural Environment Movement, and a distinguished researcher whose career includes thirty years of researching the cultural impact of television on society.

Television is in Gerbner's words "the wholesale distributor of the myths of mental illness." Research has shown that characters portrayed on television as mentally ill have few "real" characteristics and are more like caricatures than of actual disorders. Whereas five percent of the "normal" population are killed, over twenty percent of "mentally ill" characters are killed. Gerbner notes that "The majority of mentally ill characters on television are not only dangerous but are also portrayed with a sense of evil that justifies violent and eventual deaths and violent crime. In other words, in the dramatic world of television, suffering and its shows is designed to drive such a dire fate."

The portrayal of mental illness in the movies is similarly distorted. In the late 1980s, Stephen Jaffe of Columbia University and his colleagues conducted an analysis of psychiatric characters in films. Jaffe and his colleagues, published by the Journal of the American Academy of Psychiatry and Law, concluded that these negative stereotypes had a damaging effect on the viewing public and on the patients themselves, their family members, and policy makers.

Using films as a benchmark of social attitudes about disabilities, Stephen P. Jaffe, professor of literature at Ohio University, examined Hollywood's most successful movies with disability themes. Jaffe looked only at high profile films - Academy Award winners (Best Film, Best Actor, and Best Actress) since 1927 - and found that 16.7 percent of the movies depicted a major disability and 34 percent of these depicted a psychiatric illness. Jaffe's study confirms other studies showing that Hollywood stereotypes are a large part of what people know, or think they know, about people who have psychiatric vulnerabilities.

To: stgmanet@webtv.net

From: George Gerbner <ggerbner@nimbus.temple.edu>

Subject: For Jean Arnold

Cc:

Bcc:

X-Attachments:

---

Deae Jean: Thanks for fax. Fine as it is. Please acknowledge receipt of this message.  
Best regards - George.



# NATIONAL STIGMA CLEARINGHOUSE

JEAN ARNOLD, CHAIR  
(212) 242-7988

NORA WEINERTH, CO-CHAIR  
(718) 997-8527

March 12, 2000

Dear George,

*I thought you might be interested in our latest battle for fairness and accuracy.*

*The work you've done is always our best evidence of prejudiced portrayals.*

*Clearly, the mental health community needs to have more information of this sort, and I am hoping they will recognize this fact.*

*Our project for the DHHS is in the "approvals" stage. It's amazing the government accomplishes anything at the pace it moves.*

*We will always be grateful for your assistance -- I do hope all is well.*

*All best wishes,  
Jean*

Website

<http://community.webtv.net/stigmanet>

E-mail

[stigmanet@webtv.net](mailto:stigmanet@webtv.net)

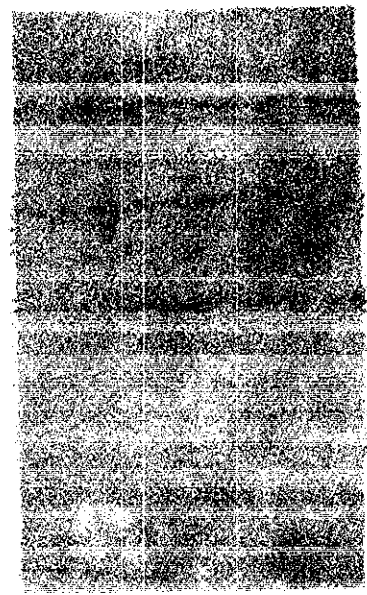
245 EIGHTH AVENUE, #213 NEW YORK, NY 10011 (212) 255-4411

ADVISORS: D. Kyle Felt, past Chair, American Mental Health Fund • Patricia E. Deegan, Ph.D. and Daniel B. Fisher, M.D., Ph.D., National Empowerment Center • George Gerbner, Ph.D., Founder, Cultural Environment Movement, Philadelphia, Pennsylvania • Otto Wahl, Ph.D., George Mason University

# DATE DAILIES!!

March  
26th  
&  
27th  
2001

Renaissance  
Harborplace Hotel  
Baltimore Maryland

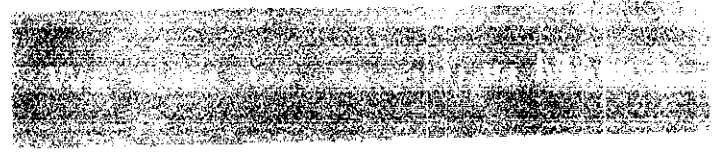


Sponsors:  
Substance Abuse and  
Mental Health Services  
Administration (SAMHSA)  
Center for Mental Health  
Services (CMHS)

HOSTED BY  
On Our Own of  
Maryland, Inc.

Please put these dates on your  
calendar and plan on attending. The  
SEHS registration brochures will  
arrive soon. If you have any  
questions, please contact Mike Fitode  
at On Our Own of Maryland, Inc. 410-646-0362 or  
1-800-704-0762

Additional information  
concerning the National Mental  
Health Conference will be held  
on March 26 and 27, 2001 at the  
Renaissance Harborplace  
Hotel in Baltimore, Maryland.



*As we discussed - Jean*

# CLEARINGHOUSE

NORA WEINERTH, CO-CHAIR  
(718) 997-8537

Dear George

Following is an advance flyer for the Ballinora Symposium.

I, or someone from the Host organization, will be in touch with you soon.

All best wishes,  
Jean

Japing 2 pages

Website  
<http://community.webtv.net/ncga/clear>

E-mail  
nigmenet@webtv.net

DAVID L. HARRINGTON, JR. NEW YORK, NY 10011 (212) 265-4411

ADVISORS: Dr. Eric Felt, past Chair, American Mental Health Association; Patricia G. Orsago, Ph.D., and Daniel B. Fisher, M.D., Ph.D., National Empowerment Center; George Gerbasi, Ph.D., American Psychological Association; Robert L. Taylor, Ph.D., Pennsylvania State University; Otto Wahl, Ph.D., George Mason University

To: stigmanet@webtv.net (j arnold)  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Symposium, March 26, Baltimore  
Cc:  
Bcc:  
X-Attachments:

---

Dear Jean: Thanks for message and web page (very good). Look forward to receiving further details. George.

>Dear George - I will find out about the 4/6 slide projector. Best  
>regards, Jean  
>  
><http://community.webtv.net/stigmanet>

A handwritten signature consisting of a large, stylized letter 'G' with a vertical line extending downwards from its center. At the end of this line is a circle containing the handwritten characters '3X5'.

To: stigmanet@webtv.net (j arnold)  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Baltimore Symposium  
Cc:  
Bcc:  
X-Attachments:

Received this message as well as sweet Joy that you can come! message, re March 27.  
Date is now on my calendar. George

>Dear George - I have just experienced an important E-mail not being  
>delivered, and my trust is badly shaken.  
>  
>So now I worry that you may not have received a message I sent to you on  
>January 22, subject, "Joy That You Can Come!"  
>  
>The message asked if you could be on a media panel (plenary audience) on  
>Tuesday, March 27, after Otto Wahl's keynote address. There will be  
>four or five panelists, each having about 10 minutes to speak, followed  
>by a question-and-answer discussion of about 40 minutes. This will  
>culminate the symposium, which will adjourn at around 1:00 p.m.  
>  
>If you need more information about who will be on the panel, or have any  
>other questions, I'll be around today.  
>  
>My new-found distrust of E-mail bids me ask you, please confirm receipt  
>of this message.  
>  
>Best wishes, Jean  
>  
><http://community.webtv.net/stigmanet>



# On Our Own of Maryland, Inc.

1521 South Edgewood Street, Suite C  
Baltimore, Maryland 21227

PHONE • 410-646-0262  
• 800-704-0262  
FAX • 410-646-0264

February 5, 2001

Dr. George Gerbner  
234 Golf View Road  
Ardmore, PA 19003-1002

Dear Dr. Gerbner:

On behalf of the Planning Group of the *Spring to Action: National Mental Health Symposium to Address Discrimination and Stigma* being sponsored by the Center for Mental Health Services, (CMHS), Substance Abuse and Mental Health Services Administration (SAMHSA), I would like to thank you for being a part of this exciting national event. We are delighted that you will be part of the media panel on Tuesday, March 27<sup>th</sup>, from 11:15-12:45 PM, at the Renaissance Harborplace Hotel in Baltimore, Maryland. Of course, you are also invited to be our guest for the entire symposium, which will begin at 8:45 AM Monday, March 26<sup>th</sup>, and will end at 1:00 PM on March 27<sup>th</sup>.

In order to expedite the logistics, I ask that you fill out the form on the following page and FAX to me at (410) 646-0264 by February 15. As you are aware, we will arrange and pay for your transportation and hotel room for two nights, waive the registration fee for the symposium, reimburse any ground transportation expenses and provide you a federal per diem rate of \$46.00 (excluding the meals that are being provided.) The reimbursement voucher will be given to you at the conference for completion. In addition, you will be receiving an honorarium in the amount of \$200.00 for each day that you present.

In terms of the panel itself, either myself or another planning group member will contact you soon to discuss the details and to coordinate with your co-presenters. At that time, we will go over any audio-visual needs, copying of materials, etc.

We look forward to your participation and will be in touch with further details. In the meantime, please feel free to contact me with any questions at 1(800)704-0262.

Best regards,

*Jennifer Brown*

Jennifer Brown  
Director of Training and Communications  
On Our Own of Maryland, Inc.

*3/27 panel in Baltimore*  
*All bring covered*

## PRESENTER TRAVEL INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

Email: \_\_\_\_\_

### **TRANSPORTATION:**

1. Would you prefer to travel by \_\_\_\_\_ Air? \_\_\_\_\_ Train? \_\_\_\_\_ Car?

2. What are your preferred dates of:

Departure: \_\_\_\_\_

Return: \_\_\_\_\_

Wherever possible, we will try to arrange for non-stop flights, and aim to keep arrival and departures at times that are as convenient as possible. We can't guarantee it, but will try our best!

Any special accommodations necessary? If so, please list:

\_\_\_\_\_

\_\_\_\_\_

### **HOTEL:**

Please check as many as apply.

1. Will you be staying: \_\_\_\_\_ Sunday night \_\_\_\_\_ Monday night

2. Would you prefer: \_\_\_\_\_ Smoking room \_\_\_\_\_ Non-smoking room

3. Would you prefer: \_\_\_\_\_ Single room \_\_\_\_\_ Double room

Any special accommodations necessary? If so, please list:

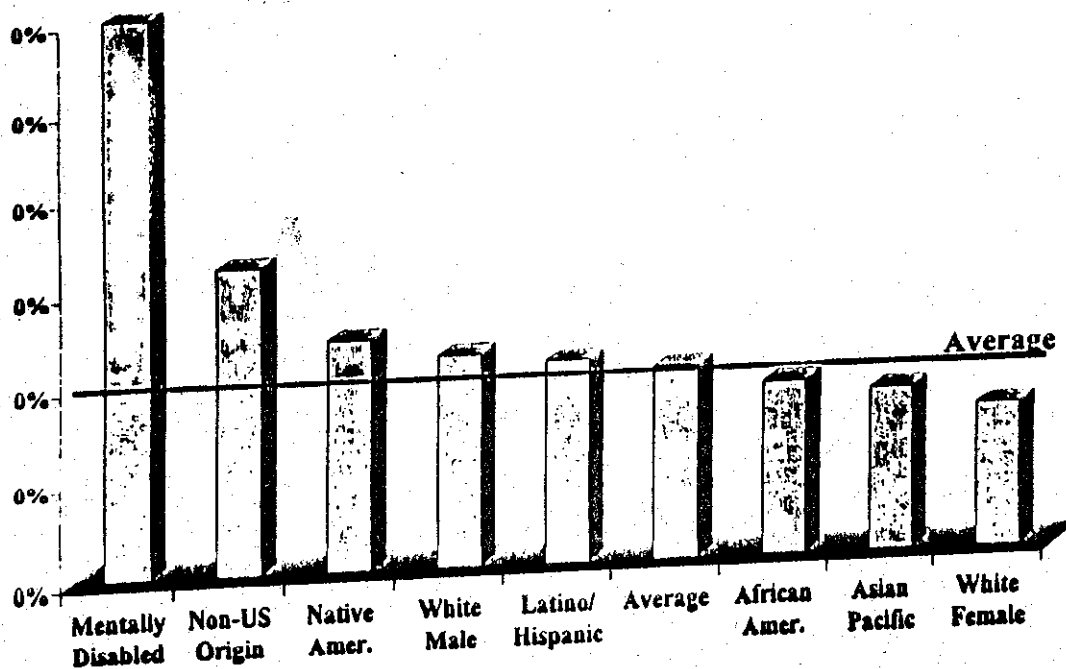
\_\_\_\_\_

\_\_\_\_\_

By the way, if you haven't already submitted a biography to me, please send ASAP!!!!

THANK YOU!

Figure 7. Dangerous People in Prime Time 1994-1997.



Source:

The 1998 Screen Actors Guild Report:  
**CASTING THE AMERICAN SCENE**

Fairness and Diversity in Television:  
Update and Trends since the 1993 Screen Actors Guild Report  
*Women and Minorities on Television*

A Cultural Indicators Project Report

December 1998

By

George Gerbner  
Bell Atlantic Professor of Telecommunication  
Temple University, Philadelphia

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# MEMORANDUM

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**TO:** SYMPOSIUM PRESENTERS/SPEAKERS  
**FROM:** JENNIFER BROWN  
**DATE:** 3/13/01  
**RE:** MORE DETAILS!

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Hi, folks! I just wanted to make sure that you received the tickets, etc. that were forwarded to you last week. If you for some reason did not receive your package, please call me as soon as possible at 410-646-0262 or 800-704-0262.

Also, I have enclosed a map and detailed directions for getting to the Renaissance Harborplace Hotel. Any shuttle company or taxi driver should know the area well, but just in case- you're covered!

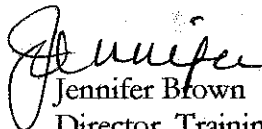
With regards to sending any materials to the hotel that you will need for your presentations, the hotel has suggested that you plan to have them arrive a couple of days beforehand (not weeks before, as they don't have a lot of storage space). The label should include the following information:

- Spring to Action: A National Mental Health Symposium to Address Discrimination and Stigma
- Your name as the hotel guest
- Your arrival date
- Renaissance Harborplace Hotel
- 202 East Pratt Street
- Baltimore, MD 21202

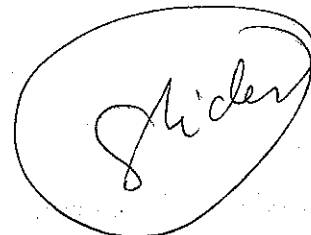
FYI: The phone number at the hotel is 410-547-1200. If you are sending more than one box, please clearly mark them as 1 of 3, 2 of 3, etc. The boxes will then be placed in your hotel room.

Please feel free to call me if you have any questions.

All the best,

  
Jennifer Brown

Director, Training and Communications  
On Our Own of Maryland, Inc.





# NATIONAL STIGMA CLEARINGHOUSE

JEAN ARNOLD, CHAIR  
(212) 242-7988

NORA WEINERTH, CO-CHAIR  
(718) 997-8527

April 1, 2001

Dear George,

I've asked Iris Hyman to locate a program for you, and she is doing her best to find one. As I mentioned, the conference over-sold and the hosts wound up making xeroxed copies of the program. (They should have saved one for you, though, and it seems you didn't even get a xeroxed one !)

As you look at the enclosed copy, try to imagine a beautiful golden yellow background with red and yellow tulips.

After hearing Barbara Lurie of the Entertainment Industries Council, I feel more strongly than before that we need a count showing how people with mental illnesses are being portrayed on television and in movies. I don't know if you have spoken with anyone at the Center for Mental Health Services about this, but I intend to remind them how important it is to have data on the issue.

You were wonderful ! Did I see someone getting your autograph? Countless thanks -- let's keep in touch. Do call me with any suggestions or questions.

Warm regards,

A handwritten signature in cursive script that reads "Jean".

Website  
<http://community.webtv.net/stigmanet>

E-mail  
[stigmanet@webtv.net](mailto:stigmanet@webtv.net)

245 EIGHTH AVENUE, #213 NEW YORK, NY 10011 (212) 255-4411

ADVISORS: D. Kyle Felt, past Chair, American Mental Health Fund • Patricia E. Deegan, Ph.D. and Daniel B. Fisher, M.D., Ph.D., National Empowerment Center • George Gerbner, Ph.D., Founder, Cultural Environment Movement, Philadelphia, Pennsylvania • Otto Wahl, Ph.D., George Mason University

4/10/01

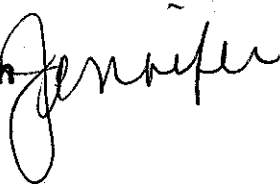
Dr. Gerbner:

Thanks again so much for your participation in the Spring to Action symposium in Baltimore. I understand that you did not receive a brochure, so I have enclosed one for you. You did receive a tote bag, yes? If not, please give me a call and I will forward one to you.

Again, many thanks and I hope our paths will cross again soon.

All the best,

Jennifer Brown

A handwritten signature in cursive script, appearing to read "Jennifer", written over the printed name "Jennifer Brown".



# On Our Own of Maryland, Inc.

1521 South Edgewood Street, Suite C  
Baltimore, Maryland 21227

PHONE • 410-646-0262  
• 800-704-0262  
FAX • 410-646-0264

April 16, 2001

Mr. George Gerbner  
Cultural Environment Movement  
234 Golf View Road  
Ardmore, PA 19003

Dear Mr. Gerbner:

On behalf of the Board of Directors of On Our Own of Maryland, Inc. and The Anti-Stigma Project, we would like to thank you for your participation in the National Mental Health Symposium to Address Discrimination and Stigma. We understand and appreciate the time it took to participate in this event. The success of the symposium is a reflection of your dedication and expertise.

Enclosed you will find your reimbursement and honorarium check. The honorarium is a small reflection of our appreciation. If you have any questions, please feel free to call.

We wish you the best of luck and continued success in your endeavors to confront the stigmatization of mental illness.

Sincerely,

Mike Finkle  
Executive Director

Jennifer K. Brown  
Director of Training and  
Communications

Enclosure