

New Mexico Media Literacy Project

Bob McCannon, Director

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February 9, 1998

Bob McCannon
Director

Peter Benedittis
Ph.D.
Media Literacy
as a Substance
Abuse Prevention
Strategy

Frank Gonzales
Multimedia

Rob Williams
Curriculum and
Research

Dan Jaecks
Coordinator

Support:
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Dept. of Health
Albuquerque
Community
Foundation
Albuquerque
Chamber of
Commerce

George Gerbner
University City Science Center
One East 3624 Market St.
Philadelphia, PA 19104-6220
By Fax and overnight

Dear George,

I apologize that this finds you late. I left for Nebraska last Wednesday and, somehow, your fax got lost in the shuffle. It was a pleasure to talk with you. We would love to have you give a talk, be on a panel and informally converse with a small group on the morning of Saturday, April 18th.

We will drive you from the Albuquerque airport Friday and back on Saturday. We will pay \$1,000 plus expenses. Again, thanks for considering our efforts to be the scholar in residence at the Taos Talking Picture Festival/Media Literacy Forum.

I am sending by Federal Express, a copy of the latest edition of our newsletter. As you can see it has a copy of your article on page six. Thanks again for letting us publish it. I think your point of view is crucial to media literacy.

Our newsletter has continued to grow, and this issue goes to 8,000. Also enclosed is our new CD-ROM, *Understanding Media*. It works on both Mac and Windows platforms. To start just follow the "read me" file when you load the CD. It is designed for teachers, parents and students, and I hope you enjoy it.

The CD has over 200 pieces of media categorized by subject and 400 pages of explanation. I hope you find time to look it over. If you have any comments about it, I would love to hear them.

Armed with my multimedia show, I have keynoted an increasing number of conferences and workshops. I would hope that you might find a place for me at the next CEM conference, March 25-28, 1999. Our approach to understanding media has caused a number of people including Peggy Charren, Jane Healy and Neil Postman to comment favorably.

Again, thanks for the article, and I hope all goes well. In sending my highest and best regards, I am

Sincerely,

Bob McCannon

RM:dsj



TAOS TALKING PICTURES

February 18, 1998

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

Dear Dr. Gerbner,

It was a pleasure speaking with you earlier, and I wanted to follow up and get you some information as soon as possible. I am writing to you in my capacity as the producer of the Taos Talking Picture Festival's Media Forum. I am indebted to Bob McCannon for making contact with you and extending an invitation to come and participate in our next festival, scheduled to take place from April 16 through the 19.

Here's what we do: each April we hold an event that combines what we call our Media Forum with an increasingly important film festival. The film festival serves as the sex appeal - it's a popular event that has attracted national media coverage and audiences from around the American West. The Media Forum, however, is what our organization is really about.

Taos Talking Pictures is a non-profit arts and education organization dedicated to encouraging thoughtful production and informed consumption of moving images. We try to do that through showing and discussing quality cinema and by offering events that explore issues pertaining to the mass media.

Our Media Forum programs have included panels on product placement, the V-chip, media subversion, Native Americans and intellectual property rights and Latinos in cinema; presenters including media hoaxer Joey Skaggs and documentary filmmaker Fred Marx; educational programs including a teacher catalyst training (which gives educators media analysis tools to use in the classroom) and a student/mentor filmmaking weekend, which hooked up at-risk youth with established filmmakers.

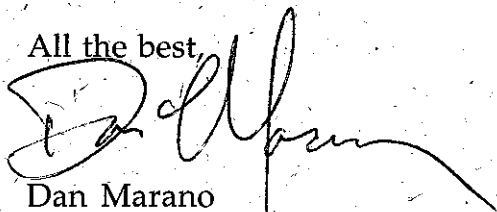
The combination of our activist/educational events and a hundred or so new films from around the world makes our festival quite exciting, and supports our mission: to bring issues pertaining to the media out of the academic and political realms, and into the mainstream.

We'd like to invite you to participate on a panel, entitled 21st Century TV, which will be moderated by Adam Clayton Powell, III of the Freedom Forum, and is scheduled to take place on Saturday, April 18. The title might be a bit misleading, as the discussion must inevitably begin with an investigation of today's broadcast environment. Anyhow, we like for our Open Forum discussions to have a democratic air, one where the conversation is often lead by the members of our audience. Some of the questions that we foresee arising are: will audiences ever be able to "participate" in TV? If so, how will "interactivity" affect us as viewers? Will this help future TV to become a more democratic or less democratic medium? How does the near future look for representations of women and people of color? The goal of the panel is to encourage some dialogue about the current state of television and begin thinking about where it may be heading.

The panel will include Adam Clayton Powell (Director of Technology, Freedom Forum), yourself, Farai Chideya (author and newswoman formerly of CNN, now at ABC), Herb Schiller of UCSD (who informs me that he has a history with you), and Danny Schechter, of Globalvision and author of "The More You Watch The Less You Know." We will cover the technological possibilities - the spectrum giveaway, HDTV, interactive TV. More importantly, we hope to discuss the evolving sociological/ educational/political impact television may have as we approach the turn of the century, putting a human spin on an issue that is most often talked about in terms of technology. I believe that Bob has also spoken with you about delivering a keynote before the panel. I understand that you must leave that same day, and we will be able to get you back to Albuquerque that afternoon.

Please give a look at our 1997 festival book, it should give you a good idea about the types of programs that we run. We'd really love to have you take part in our 1998 festival, which will likely be quite exciting. I'll be able to send or fax you a full schedule of events and participants soon. Please don't hesitate to call me with any questions in the meantime. I look forward to being in touch, and to arranging your trip to Taos.

All the best,



Dan Marano
Media Forum Producer



TAOS TALKING PICTURES

March 27, 1998

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

Dear Dr. Gerbner,

The festival is only weeks away, and I look forward to meeting you here. Enclosed is your itinerary, a festival schedule, and some tear sheets from our program describing the panel. I am also enclosing a 1997 festival program to give you some background information, and to give you an idea of what the 1998 book will look like.

Your discussion takes place, as you know, on Saturday, April 18:

21st Century TV, Sat, April 18/9:30 AM, Convention Center Forum Room

Your Keynote speech, "**Who is Telling all of Our Stories**", will precede the panel discussion moderated by Adam Clayton Powell III of the Freedom Forum, which will then start at roughly 10:30 AM. That gives you an hour for your talk and some questions, but we will want to fold your talk into the panel discussion, with a short 10 minute break to bring on your fellow panelists and let you catch your breath. Please arrive for the talk 20 minutes before the scheduled start time, so that you can get settled in. If you need to contact me during the festival, you can call the festival office at 505.751.0637, and they will be able to page me.

The Media Forum discussions take place in the Taos Civic Center's Rio Grande Hall, located at 121 Civic Plaza Drive. Civic Plaza Drive runs for two blocks off of the main drag, Paseo del Pueblo Norte, and intersects it at the traffic light between the Taos Inn and the Fochin Inn. Opposite Civic Plaza Drive is the entrance to the Taos Community Auditorium, which is also a festival venue.

You will receive a festival Guest Pass, which will be on hold at the box office in your name, and will entitle you to ten advanced tickets to regularly priced programs. You can use these tickets for ten separate events, or if you will be traveling with a companion, you are free order multiple tickets to single programs. In addition, your pass is good at the theater door for a ticket to films and videos on a seats available basis.

Enclosed is a copy of our advance film schedule, from which you may make your selections and order advance tickets. You need to order early to be assured of tickets for the programs that you wish to see. You can fax, mail, or phone in your orders prior to the festival, beginning March 30th.

Upon arrival in Taos, you may pick up your pass, tickets, and a festival program at the festival's Hospitality Suite, located at the Fochin Inn, past the Taos Inn at the center of town, at 227 Paseo del Pueblo Norte. If your lodging information is not included in this packet, it will be faxed or express mailed to you imminently, as I know that your airline travel has already been arranged and tickets sent to you.

Following are some contacts that you might find useful:

Ellen Osborne, Festival Manager: 505.751.0637

Denise Blanchette, Guest Arrangements: 505.751.0637

I can of course be reached at the same number, please feel free to contact me with any questions. I look forward to seeing you at the festival.

Sincerely,



Dan Marano
Programmer

From: e.arcenas@cgfma.org
Date: Mon, 4 May 1998 21:57:20 GMT
X-Sender: earcenas@pcn.net
Mime-Version: 1.0
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
Subject: CONGRATULATIONS!
Status:

SORRY TO MISS THE EVENT AND THE STANDING OVATION! e

Date: Fri, 1 May 1998 11:44:12 -0600
From: mccannon@MERLIN.AA.EDU
MIME-Version: 1.0
Precedence: bulk
Sender: owner-cem-net@igc.org
Subject: GG at Taos
To: cem-net@igc.apc.org

Fellow Cemnetters,

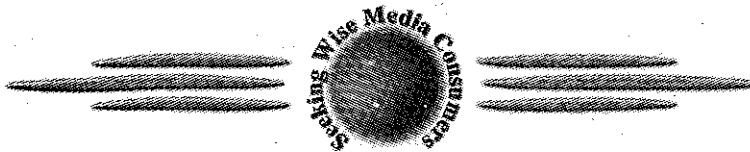
FYI our recent Taos training featured a program that included: George Gerbner, Danny Schecter ("They More You Watch, the Less You Know"), Sut Jhally (who brought his profound new video, "Advertising and the End of the Earth", Cara Mertes (University of Chicago's VideoDatabank), Natalie Jermijenko (a Stanford video scholar and video artist), the producers of "The Ad and the Ego," the director of the fabulous new movie about Tibet, "Windhorse (much of which was shot secretly at great risk-SEE THIS MOVIE!), Herb Schiller ("Culture, Inc"), Moctezuma Esparza, Lisa Heller, and many more.

George's keynote was wonderful; he filled the hall and received an extraordinary standing ovation. Our Taos Catalyst training is an annual event.

Bob McCannon, Director
The New Mexico Media Literacy Project
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< <http://www.nmmlp.org> >
mccannon@aa.edu

In this world there are only two tragedies. One is not getting what one wants, and the other is getting it. The last is much the worst. - Oscar Wilde

To see knowledge as power is to mistake potentiality for its own actualization. If there are no limits to what can be known, there are at any rate limits to what we can do with our knowledge. - A. Kaplan



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Bob McCannon
Director

May 12, 1998

Peter Benedittis

Ph.D

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Abuse Prevention
Strategy

George Gerbner
234 Golf View Rd.
Ardmore, PA 19003

Frank Gonzales
Multimedia

Rob Williams

Curriculum and
Research

Dear George,

Dan Jaecks
Coordinator

Thank you for all your help at the Taos Catalyst Training Session. As usual, your contributions were thoughtful, thought-provoking, and of course, entertaining. You were our best keynote speaker ever. Enclosed is a check for your services as we had arranged.

Support:

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New Mexico
State Dept. of
Education
The McCune
Foundation
New Mexico
Dept. of Health
Albuquerque
Community
Foundation
Albuquerque
Chamber of
Commerce

I look forward to working with you again soon, and I hope these future endeavors will meet with as much success as our past accomplishments.

Eternally Grateful,

Bob McCannon

RM:djl

Dear George —

Thanks for your thoughtful call last week. Someday I'd like to show you & your wife the Taos area.

It was such a pleasure meeting you and I was inspired by your speech and the forum itself. The Schillers were wonderful.

All my Best - Dana
Wadleton