

May 14, 1998

George Gerbner, PhD
234 Gulf View Rd
Ardmoor, PA 19003

Dear Dr. Gerbner:

Thank you for accepting the National Media Education Conference Program Committee's invitation to participate as a panelist in its 1998 conference June 28-July 1 in Colorado Springs, Colorado. We are pleased to confirm the previous arrangements made with Lisa Reisberg.

The Program Committee expects more than 400 people ranging from K-12 teachers to media professionals to leaders in the health communication and public health fields to attend this conference. This year's conference theme, "Media Education: A Paradigm for Public Health," focuses on the role of media education in fostering a set of skills that help children, young people and adults make healthy lifestyle choices. The Public Health Keynote Panel will explain how media education forms a paradigm for public health. During this panel, we will explore the concerns, visions and goals of educators and public health professionals as they imagine the future of the media literacy movement and its potential impact on individuals, organizations and society.

Enclosed is your **Speaker Contract, Audiovisual Request Form and Personalized Registration Form**. Please review the Speaker Contract carefully, make any corrections directly on the form, sign and return it, along with all other forms, to the Conference Office by **May 22**. Your assistance in this area is *greatly* appreciated. We must receive your signed contract in order to include your presentation in our promotional materials.

Also enclosed is a **Speaker Biography** form that will be used by the session moderator to introduce you at the conference. When completing the biography section, please limit your response to **35 words or less**. Please return this form to the Conference Office by **May 22**.

As a service to all National Media Education Conference presenters, we have partnered with ACS World Travel. **It is your responsibility to make your own travel arrangements and we strongly recommend that you use our Official Travel Agency.** Contact ACS World Travel at 800 234-3453 or 303 871-9600.

If you have questions, please call Shawn Marie Slipy or Elizabeth Franz at 303 756-8380 and they will be happy to assist you. Thank you for your participation in this exciting conference!

Sincerely,

Sylvia J. Kornelsen

Sylvia J. Kornelsen
Conference Director
Sylvia-K Inc.

Enc: Speaker Contract
Audiovisual Request Form
Speaker Biography Form
Personalized Registration Form

PME Partnership for Media Education

1998 National Media
Education Conference

"A Paradigm for
Public Health"

June 28-July 1, 1998
Colorado Springs, CO

Executive Committee

Lisa Reisberg
American Academy
of Pediatrics
Elk Grove Village, IL

Elizabeth Thoman
Center for Media Literacy
Los Angeles, CA

Renee Hobbs
Media Literacy Project
at Clark University
Worcester, MA

Nancy Chase
U.S. Center for Substance
Abuse Prevention
Rockville, MD

Conference Director

Sylvia J. Kornelsen
Sylvia-K Inc.
Denver, Colorado

Conference Office

2121 South Oneida Street
Suite 325
Denver, CO 80224-2552
303 756-8380
Fax 303 759-8861
NMEC98@aol.com

Visit our Internet Site:

www.ConferenceOffice.com/NMEC

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SPEAKER CONTRACT

1998 NATIONAL MEDIA EDUCATION CONFERENCE

JUNE 28-JULY 1 • COLORADO SPRINGS, COLORADO USA

DOUBLETREE WORLD ARENA HOTEL

Conference Office: 2121 S. Oneida Street, Suite 325 • Denver, CO 80224-2552 • Phone 303 756-8380 • Fax 303 759-8861

The information listed below is written as it will appear in the Official Conference Program.
Any additions or corrections you may have should be made directly on this Contract.

George Gerbner, PhD
234 Golf View Rd GOLF VIEW RD.
Ardmore, PA 19003 ARDMORE, PA

mailed
5/16/98

Business Phone: 610 642 3061 Fax: 610 642 3061 Home Phone: 610 642 3061

Track: Keynote Panel

Session Name: Public Health Keynote Panel

Date of Presentation: Monday Time Slot: 8:45-9:45 a.m. Length of Panel Presentation: 60 minutes

Presentation Title: What Media Education Can Contribute to American Public Health

Total Remuneration: Complimentary Full Main Conference Registration and \$700 Travel Allowance to be used toward airfare and hotel accommodations

Represents total remuneration for all presentations given and/or concurrent panels in which you are the moderator.

AGREED (Please initial all below to indicate your agreement)

- ☒ I will personally make the presentation listed above as previously agreed.
- ☒ My remuneration is limited to what is indicated above for me as an invited speaker and does not include co-presenters, if any.
- ☐ If I select a co-presenter to participate in my presentation, I will coordinate all necessary details with him/her directly. Further, he/she will receive neither complimentary registration nor other remuneration from the National Media Education Conference. A name badge for will be supplied for any co-presenter if I furnish his/her name to the Conference Office by May 1, 1998.
- ☒ I authorize the audio taping of my presentation by Conference organizers for sale to registrants and others requesting same, or to registrants using their own recorders, without compensation to me.

The Conference Office is pleased to provide photocopying services for all workshop presenters when originals are received by May 22, 1998. Handouts will be limited to 20 single-sided (10 double-sided) 8 1/2 x 11 pages, and will be photocopied in black and white. Please send originals to the Conference Office via regular mail for the best quality duplication.

I expect to use handouts: Yes ☒ No ☐ WILL BRING

- ☐ I understand that after May 22 the cost of copying will be at my own expense.
- ☐ I will copy my handouts on my own at my own expense (call the Conference Office after May 22 for estimated number of session participants).

Signed

George Gerbner

Date

5/15/98

SIGNED SPEAKER CONTRACT(S) ARE DUE BY MAY 22, 1998. FAX OR MAIL.

For your records, save a copy of this signed contract including changes you make.

PME
Partnership
for Media
Education

1998 National Media
Education Conference

*"A Paradigm for
Public Health"*

June 28-July 1, 1998
Colorado Springs, CO

Executive Committee

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Denver, CO 80224-2552
303 756-8380
Fax 303 759-8861
NMEC98@aol.com

Visit our Internet Site:
www.ConferenceOffice.com/NMEC

Set up 7:00?
Go down 8:15 - set registr. mat.

SESSION INFORMATION

Speaker: George Gerbner

Session: PS 1 Public Health Keynote Panel

Presentation Title: What Media Education Can Contribute to American Public Health

Day & Time: Monday, 8:45-9:45 a.m.

Room: Park/Fremont

Moderator: Lisa Reisberg

Estimated Number of Attendees: 350

Please keep in mind that the number above is based on approximately 60% of total registrants and will increase. Many registrants did not indicate which sessions they planned to attend.

Date: Mon, 18 May 1998 05:23:27 -0500
From: Lisa Reisberg <aaplr@interaccess.com>
MIME-Version: 1.0
Precedence: bulk
Sender: owner-cem-net@igc.org
Subject: 1998 National Media Education Conference
To: cem-net@igc.apc.org
Status:

If you're planning to attend only one educational conference this year that provides you with unique educational opportunities as well as a time and place to develop creative ways to collaborate with others, make sure you join the Partnership for Media Education for the 1998 National Media Education Conference, June 28 - July 1 in Colorado Springs, Colorado.

This year's conference theme, "Media Education: A Paradigm for Public Health," focuses on the role of media education in fostering a set of skills that help children, young people and adults make health lifestyle choices.

Join DR JOSEPH ZANGA, president of the American Academy of Pediatrics; GEORGE GERBNER, director of the Cultural Indicators research project, founder and chair of the Cultural Environmental Movement, and former professor and dean of the Annenberg School for Communication of the University of Pennsylvania; and JEAN KILBOURNE, renowned lecturer on media, addictions, and gender issues and an award-winning film producer for the Public Health Keynote Panel.

During this panel, we will explore the concerns, visions and goals of educators and public health professionals as they imagine the future of the media literacy movement and its potential impact on individuals, organizations and society.

Questions that may be addressed include:

- * How can media education skills contribute to improving our nation's health?
- * What issues face the future of this nation in relation to the role of the mass media and information technologies?
- * What steps are needed to build a growing constituency of supporters for media education?

REGISTER NOW FOR THE CONFERENCE AND SAVE \$50!

TO REGISTER CALL 303.756-8380 OR VISIT OUR WEB SITE AT
<http://www.conferenceoffice.com/nmec/>

New conference highlights are developing daily and we will keep you posted!

<fontfamily><param>Times</param>A collaboration of the American Academy of Pediatrics, Center for Media Literacy, Center for Substance Abuse Prevention/SAMHSA, Media Literacy Project at Clark University, Centers for Disease Control Prevention, Department of Justice/Office of Justice Programs, Discovery Communications, National Highway Traffic Safety Administration, National Institute on Drug Abuse.

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Lisa Reisberg, Director

Division of Public Education

American Academy of Pediatrics

141 Northwest Pt Blvd

Elk Grove Village, IL 60007

Phone: 847/981-7873

FAX: 847/228-7320

"Stand up for what is right, even if you're standing alone."