

# Center for Media and Values

## Board of Directors

Joan Levine  
Griffin Creative Group

Bruce Campbell  
The Episcopal Church

Stewart Hoover  
Temple University

Myrlie Evers

Christine Eberhardt, CPA

William A. Wood  
Real Estate Investment  
Irvine, CA

Elizabeth Calvin  
United Methodist Church

Gary R. Rowe  
Turner Broadcasting

Carol Becker Smith  
Evangelical Lutheran  
Church of America

Glenda Wina

Ann Ramer

Rev. Randy Naylor  
United Church  
of Canada

Executive Director  
Elizabeth Thoman, CHM

1962 S. Shenandoah  
Los Angeles, CA 90034  
Phone: 213-559-2944  
Fax: 213-559-9396

Thursday, February 14, 1991

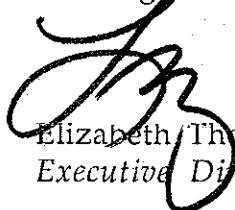
George Gerbner  
Annenberg School of Communications / uni  
3620 Walnut St.  
Philadelphia, PA 19104

Dear George:

Thanks so much for your contribution of \$25.00 received recently. Your extra generosity is greatly appreciated by all of us. Response to our special end-of-year request was encouraging — to date, 76 members have given \$3694! Your contribution really made a difference in helping us make it through a rough time.

As always, your support is a vote of confidence for our work in raising an ethical voice in today's Media Age. With your support we are developing a *whole new generation* of media education resources for the 1990s. Thanks for all you do in your own world — together we'll create a new vision for media literacy in the United States!

Blessings

  
Elizabeth Thoman  
Executive Director

P.S. Every membership helps us grow! So I'm enclosing an extra membership envelope for you to give to a friend or colleague — someone who's a teacher, a librarian, a youth or religious leader. Maybe just a concerned parent — or grandparent. Your endorsement and recommendation is the most valuable advertising we can have — thanks for your help in getting new members!

*Thanks for your letter on the gathering -  
I've been swamped with Board  
meeting -*



CENTER FOR MEDIA AND VALUES

December 28, 1992

**Board of Directors**

**Judy Thompson**  
Birmingham, AL

**Gary R. Rowe**  
Turner Educational Services  
Atlanta, GA

**Rev. Randy Naylor**  
United Church of Canada  
Toronto, ONT

**Christine Eberhardt, CPA**  
Los Angeles, CA

**Glenda Wina**  
Los Angeles, CA

**Elizabeth Calvin**  
United Methodist Church  
New York, NY

**Bruce Campbell**  
The Episcopal Church  
New York, NY

**Lisa V. Fredricks**  
The Lawrence Welk Foundation

**Stewart Hoover, PhD**  
University of Colorado  
Boulder, CO

**Alis Gumbiner**  
Los Angeles, CA

**Thomas F. Mazza**  
Paramount Pictures  
Los Angeles, CA

**Ann Ramer**  
Los Angeles, CA

**Dolores Sanchez**  
Eastern Group Publications  
Los Angeles, CA

**Seymour Tenney, CPA**  
Los Angeles, CA

**William A. Wood**  
Real Estate Investment Corp.  
Newport Beach, CA

**Elizabeth Thoman**  
Executive Editor

**Rosalind Silver**  
**Kerry Gerot**  
*Media&Values* Magazine

**Jill Larson**  
Administration

**George Gerbner**  
3620 Walnut St.  
Philadelphia, PA 19104-6220

Dear George:

This is a landmark moment in the history of the Center for Media and Values! Our 15th Anniversary issue, "*Tuning In To Television: News, Views and How to Live With It*" (our biggest yet) is off the presses and enclosed for your review and enjoyment. Your excellent insights into television culture in the article, "Television as Religion: The Importance of Storytelling" are printed on page 8.

Thank you for allowing the use of your outstanding material for this unique issue. We sincerely appreciate the cooperation you have put forth in sharing your creativity and expertise with our readers, both originally and now. We would like to applaud your continuing commitment to *Media&Values* and to the concept of media literacy.

We are pleased and proud to include you in our 15th anniversary celebration. This issue is particularly important because we all need to deal with television's powerful presence in modern society. Your article helps us to look at television with a fresh perspective and examine its place in our lives. We strive to include cutting edge media criticism, of which your contribution is a remarkable example.

I'm sorry there was no chance to connect with you when you were here in Los Angeles recently. Its exciting to think how far the media literacy movement has come since *Media&Values* was founded. I hope that we can continue to work together in the future. Thanks again for your gracious help. Best of the season to you and yours.

Sincerely,

Rosalind Silver, Editor  
*Media&Values*



CENTER FOR MEDIA AND VALUES

Memorial Day 1993

George Gerbner  
Annenberg School of Communications  
3620 Walnut St.  
Philadelphia, PA 19104

Dear George:

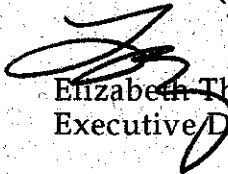
Our sincere thanks for joining us on the cutting edge of the world-wide media literacy movement.

For almost two decades, the interest and support of members such as yourself have been the foundation of our success. Today, Media&Values magazine is critically acclaimed around the world. Today, the Center for Media and Values is a respected leader in media literacy in the United States.

As a valued friend of the Center for Media and Values, you have helped create a new tradition of literacy . . . providing access to essential basic skills for the citizenry of the '90s and beyond. As we celebrate our 15th Anniversary, we invite you to further invest in this vital mission. Please remember, your tax-deductible contributions work directly toward the development of a media literate society, for your personal benefit and for the advancement of democracy.

Vision, advocacy, research, education -- the gift of your gift. As always, most appreciated is the spirit of your generosity.

Warmest regards,



Elizabeth Thoman  
Executive Director

RICK DU BROW

## Media Literacy 101: Empowering the Viewer

For 16 years, Elizabeth Thoman has been a unique resistance leader, urging ordinary people to be more critical and skeptical of television.

Her weapon is the pithy, pertinent, Los Angeles-based magazine that she founded, called *Media&Values*. Her cause is media literacy among viewers—and it has suddenly become an urgent matter as questionable reality shows flood TV, news and entertainment increasingly merge and a fake truck crash on "Dateline NBC" has deepened distrust of the medium.

If media literacy once seemed an ivory-tower concept, it now has a place on the street where you live. Or should.

Of the growing skepticism toward TV, Thoman says: "It's exactly what we've been saying a long time: Media literacy is not just a subject that you study in school, but an attitude toward the world that we live in, because increasingly that world is a media world. What people talk about at lunch is what they saw on television last night.

"Media literacy begins to provide a new compass to navigate the media world. It's not going to change. That's where our children are going to live in the 21st Century."

TV's news-as-entertainment splurge was highlighted by the three recent Amy Fisher movies on ABC, CBS and NBC. And the deluge was illustrated again this week when NBC announced upcoming dramas based on the World Trade Center bomb attack in New York; the cult siege in Waco, Tex., and last year's disastrous Hurricane Andrew.

Media literacy does not mean distrusting the details of all such shows automatically; some are obviously better than others. But, says Thoman, viewers must become more aware of the dramatic approach of television programs that routinely blend fact and entertainment:

"The people who write these stories take a grain of truth and embellish it to make it a good story that keeps people watching. We have to learn what the real grain of truth is."

Thoman, whose Center for Media and Values produces workshop curriculum materials for schools and adult groups, says that the "Dateline NBC" incident showed that television "will alter information in order to increase the audience, and therefore we can't trust it."



JOAN ADLEN

**Media&Values founder Elizabeth Thoman says that "if you can first engage the media . . . you challenge what's there. . . ."**

As for reality series, Thoman adds to the chorus of those who believe that many television viewers equate programs such as "Hard Copy" with genuine news broadcasts:

"These shows have all the ambience of a news show. They portray themselves as news. They have anchors or hosts or voiceovers. That's not like a movie, where a story unfolds.

"The reason that it's hard for people to distinguish [between news and reality programs] is that it took a decade for the broadcast news world to slowly disintegrate. Up until the '70s, news was still considered a public service to inform the nation."

The change, she adds, resulted from "deregulation during the [Ronald] Reagan Administration, increased commercialization and conglomeratization, when the news divisions had to make money like any other division. But it happened so slowly, we didn't notice it until it was here. There were warnings, prophets in the wilderness. But we didn't catch it in time. How did that get into our living room?"

"In the '50s, Ed Murrow set up a standard of news. We still treasure Cronkite. We were really impressed at the way [television] handled the funeral of John F. Kennedy and the moon landing. And then later it all changed under our feet."

In a strong sense, media literacy,

as advocated by Thoman and others, is a form of self-defense in a world of exploding, visually mesmerizing information and entertainment.

"Empowerment is a word we use a lot," she says. "When people are not empowered, they can be victimized. When you look at TV passively, you're obviously not engaged by it. To be empowered, you've got to get over your passivity. If you can first engage the media, you are conscious about it, you challenge what's there, and there are skills we can teach people."

The Center for Media and Values, founded by Thoman in 1989 as a teaching-resource expansion of her quarterly magazine, now claims more than 2,000 members "including individuals, schools, churches/synagogues, libraries and community agencies in the U.S. and Canada."

In a notable 15th anniversary issue several months ago, *Media&Values* ran an article titled "Five Important Ideas to Teach Your Kids About TV." The first idea was: "You're Smarter Than Your TV."

Says Thoman: "We are humans, we have a brain and TV doesn't. But TV is so powerful and gets you because it's visual. So one of the first things you have to teach children is that not everything on TV is right or necessarily true and that you're smarter than TV—and that if it doesn't make sense, trust yourself."

Another article in the anniversary issue offers a simple statement by Bill Moyers that is all the more powerful in this era when the emphasis on visually entertaining TV news resulted in the rigged "Dateline NBC" footage. Says Moyers: "Journalists are supposed to gather, weigh, organize and evaluate information—not just put on pictures."

After 16 years, Thoman remains passionate about her goals. Even a recent workshop kit published by her Center for Media and Values—"TV Alert: A Wake-Up Guide for Television Literacy"—urges participants in the studies to vent their feelings about the media at home, at work and among friends, and to seek out non-mainstream news sources.

And considering the recent fiascoes of infotainment reality shows: the inglorious season of Amy Fisher and "Dateline NBC," we can use all the healthy skeptics that we can get.

Copyright, 1993, Los Angeles Times. Reprinted with permission.

For further information or to join the media literacy movement, contact:

CENTER FOR MEDIA AND VALUES • 1962 S. Shenandoah, Los Angeles, CA 90034 • 310/559-2944.



CENTER FOR MEDIA AND VALUES

*All community institutions share the responsibility  
of preparing citizens to live and work  
"in a world of powerful images, words and sounds."  
-UNESCO, 1984*

*Media literacy is a new expanded view of traditional literacy  
which acknowledges and includes the role and impact of mass  
media. It is an essential basic skill for our future as individuals and  
as members of democratic society.  
-The Aspen Institute, 1992  
National Leadership Conference on Media Literacy*

**WHAT IS  
MEDIA  
LITERACY?**

Media literacy is the ability to recognize not only the content of the thousands of media messages that bombard us daily, but to go beyond the surface to analyze and reflect on the media's underlying assumptions and world view. Media literacy is not so much content as *consciousness*, not memorized knowledge but *practical skills* in evaluating media experiences whether television, video, movies, music, radio, print or advertising. Media literacy is the new tradition of literacy for the '90s and beyond.

**THE  
VISION**

The Center for Media and Values is dedicated to the vision of a media literate citizenry whose members will have at their command a new way of thinking about and interacting with the media in their lives. We are committed to making this vision a reality. What is at stake is the quality of life for ourselves and our children as well as the strengthening of our democratic structures.

**WHO WE  
ARE**

A 501(c)(3) not-for-profit organization founded in 1989, The Center for Media and Values is an extension of *Media&Values* magazine, now in its second decade of publication.

**HOW THE  
CENTER  
PROMOTES  
MEDIA  
LITERACY**

We are advocates, resource providers and educators. Our award-winning quarterly magazine, *Media&Values*, offers in-depth analysis and reflection through articles by leading researchers, scholars and respected social commentators. We create and publish innovative learning tools - *Media Literacy Workshop Kits™* - to empower adults and youth as critical viewers and consumers of the media in today's "image culture."

**WHAT  
ISSUES  
ARE  
ADDRESSED?**

The Center has published *Media&Values* issues and related workshop kits on such topics as children and television, the revolution in home video, gender stereotyping, advertising and consumerism, media and the democratic process, values and bias in the news, media and the elderly, sexuality and violence in the media and many other contemporary media issues.

**WHAT WE  
ARE NOT**

The Center does not attempt to review specific TV programs, films, videos or books. Nor do we launch boycotts, letter-writing campaigns or engage in "media watch" kinds of activities. We value and support the First Amendment and encourage accountability and responsibility of both producers and audiences.

— continued over

**OUR GOALS**

- To be a public voice for media literacy and the social impact of the media.
- To continue the research, development and production of a new generation of media literacy educational resources for adults and young people.
- To continue to build a media-aware North American community and expand U.S. membership in the worldwide media literacy movement.
- To participate with the leaders and thinkers of the media literacy movement in order to stimulate advances and new directions in the field.

**CENTER MEMBERSHIP**

Teachers, youth leaders and program co-ordinators join primarily because of their work in schools, churches/synagogues, community centers. Other members include journalists and media professionals, academic researchers, libraries, and increasingly, concerned citizens.

**LEVELS OF MEMBERSHIP**

The Center's membership structure includes

- *Personal memberships* for individual teachers, parents, concerned media consumers, \$30/year
- *Organizational memberships* for schools, churches and community groups, \$95/year
- *National nonprofit groups*, \$250-\$2,500.
- *Friends of Media Literacy*, \$50-\$1,000.
- *Media Literacy's Allies*, \$1,000 or more.

All contributions above the basic \$30 personal and/or \$95 organizational rates are tax deductible, greatly appreciated and gratefully accepted.

**BENEFITS OF MEMBERSHIP**

The basic personal membership includes a year's subscription to *Media&Values*, a special member's newsletter, *Connect*, discounts on purchases of resources, access to the Center's helpline and information network.

Organizational members, in addition to all the benefits of personal membership, receive multiple copies of *Media&Values* along with a Media Literacy Workshop Kit™ for each issue. Another valuable organizational benefit is the license to reprint articles and activity sheets in bulletins and newsletters or for adult study groups, parenting classes or educational programs.

**FUNDING OF THE CENTER**

The Center has received funding from the John D. and Catherine T. MacArthur Foundation, ARCO Foundation, Clifornia Council for the Humanities, The Lawrence Welk Foundation, ACTA Foundation, Foundation for Child Development, Trinity Church Grants Fund, Ms. Foundation for Education and Communication, Inc., California Community Foundation, Boston Globe Foundations, Catholic Communication Campaign and others. In addition to foundation grants, the Center is supported by its members, along with a wide coalition of educational, religious and public service groups.

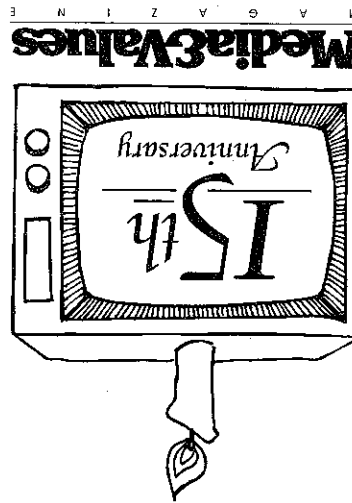
**THE BOARD OF DIRECTORS**

Gary R. Rowe, Turner Educational Services, Atlanta, GA; Stewart Hoover, PhD, University of CO, Boulder, CO; Elizabeth Calvin, United Methodist Church, New York; Bruce Campbell, The Episcopal Church, New York; Ann Ramer, Beverly Hills, CA; Rev, Randy Naylor, United Church of Canada, Toronto, ONT; Judy Thompson, Esq., Birmingham, AL; Lisa V. Fredricks, The Lawrence Welk Foundation, Los Angeles, CA; Shirley Whipple Struchen, United Methodist Communications, Nashville, TN; William A. Wood, Real Estate Investment Corp., Newport Beach, CA; William Scheck, Management Consultant, Los, Angeles, CA; Seymour Tenney, CPA, Los Angeles, CA; Pierre Towns, ARCO, Los Angeles, CA.,

**THE CENTER'S STAFF**

Elizabeth Thoman, Executive Director and founder; Rosalind Silver, Editor, Jay Dover, Assistant Editor, *Media&Values* ; Kendall Hoffmann, Director of Development; Jill Larson, Administrative Coordinator; Judy Kaplan, Marketing Consultant; Beth White, Promotions and Member Relations Coordinator; Austin Basford, Customer Services; and Frances Wessel, SSND, Project Consultant, *Catholic Connections to Media Literacy*. An advisory board, contributing writers, interns, support staff and generous volunteers provide fundamental assistance as well.

Join  
the  
Party!



FROM:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Zip: \_\_\_\_\_



Your stamp  
is a  
contribution.  
Thanks.

**CENTER FOR MEDIA AND VALUES**  
1962 S. Shenandoah Street  
LOS ANGELES CA 90034-1208



# Media&Values is celebrating its 15<sup>th</sup> Anniversary!

Once a simple newsletter, today we're a world leader in the media literacy movement. And tomorrow?

Help us celebrate and develop our future with a contribution to our **Fifteenth Anniversary Development Fund**. It's your opportunity to support:



- Pioneering reflection and commentary on the media.
- Exciting workshop kits and teaching resources on vital media issues.
- A growing network of teachers, parents, community leaders and media experts.
- The continuation and growth of *Media&Values* magazine.



RSVP. And thanks!

## I hate to miss a party!

### Here's my tax-deductible contribution to the celebration:

- \$25 Many happy returns!
- \$50 Keep up your pioneering work!
- \$100 Here's to a bright future!
- \$250 I'm pulling for you all the way!
- \$500 Go for it! You're not getting older; you're getting better!
- I'd like to do **even more**. Contact me about a major gift to help ensure your vision of media literacy into the future.

### For the record...

- I'm already a member. Happy anniversary, *Media&Values*!
- Include my **new membership** in this gift (\$30 personal; \$95 organizational).
- I'll be there for you next year, too.

Check enclosed (payable to Center for Media and Values)

Charge my  VISA  MasterCard

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_



CENTER FOR MEDIA AND VALUES

July 24, 1993

George Gerbner  
Annenberg Sch for Comm / U of Penn  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George:

I am pleased to send you the enclosed complimentary copy of *Media and Violence: Part I: Making the Connections*, the summer, 1993 issue of *Media&Values* magazine.

It is the first component of an innovative multi-media educational resource applying the proven principles of media literacy to the crucial need for violence prevention and the reduction of media violence in our culture today. When completed next winter, we anticipate it will have wide appeal to schools, churches and community centers everywhere. Finally! — a practical set of educational tools to help families and young people challenge, and change, the impact of violence in TV, movies and popular culture.

A preliminary description of *Beyond Blame: a Media Literacy Workshop Kit on Violence in the Media* is enclosed.

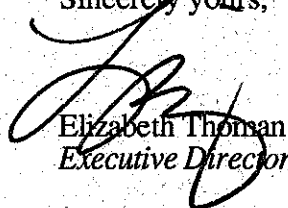
This is a most ambitious undertaking for our Center. Though called to the task, we cannot do it alone; it will require a broad coalition of committed individuals and groups to succeed.

We need many things including major funding and underwriting, obviously. But we also need national organizations to endorse and co-sponsor, talented people to help with production, national distribution and publicity partners, networks of grassroots leaders to develop local implementation.

If you or your organization is looking for workable solutions to support in this current cultural debate over media and violence, I invite your collaboration.

The quick fax-back return form enclosed will tell us how you think you can best help. May I hear from you by August 16? *Together*, we can create new resources to challenge — and change — our culture of violence.

Sincerely yours,



Elizabeth Thoman  
Executive Director



CENTER FOR MEDIA AND VALUES

August 5, 1993

Board of Directors

Judy Thompson  
Birmingham, AL

Gary R. Rowe  
Turner Educational Services  
Atlanta, GA

Rev. Randy Naylor  
United Church of Canada  
Toronto, ONT

Christine Eberhardt, CPA  
Los Angeles, CA

Glenda Wina  
Los Angeles, CA

Elizabeth Calvin  
United Methodist Church  
New York, NY

Bruce Campbell  
The Episcopal Church  
New York, NY

Lisa V. Fredricks  
The Lawrence Welk Foundation

Stewart Hoover, PhD  
University of Colorado  
Boulder, CO

Alis Gumbiner  
Los Angeles, CA

Thomas F. Mazza  
Paramount Pictures  
Los Angeles, CA

Ann Ramer  
Los Angeles, CA

Dolores Sanchez  
Eastern Group Publications  
Los Angeles, CA

Seymour Tenney, CPA  
Los Angeles, CA

William A. Wood  
Real Estate Investment Corp.  
Newport Beach, CA

Elizabeth Thoman  
Executive Editor

Rosalind Silver  
Kerry Gerot  
*Media & Values* Magazine

Jill Larson  
Administration

George Gerbner  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George,

I am pleased to send you the enclosed copy of *Media and Violence: Part I: Making the Connections*, the summer, 1993 issue of *Media & Values* magazine. It was a pleasure to have a chance to discuss these issues personally. Thank you for making the time for me while I was in Philadelphia. Of course, I was watching your impressive summation on CNN the other day. At least the discussion of media violence has drawn some long-needed mainstream attention to media's cultural effects.

As you can see from the enclosed publicity materials, this issue is the first component of an innovative multimedia educational resource applying the proven principles of media literacy to our current public health and educational priority of violence prevention. When completed next winter, we anticipate it will have wide appeal to schools, churches and community groups seeking a practical set of educational tools to help families and young people challenge the impact of violence in TV, movies and popular culture.

This is a most ambitious undertaking for our Center. Though called to the task, we cannot do it alone; it will require a broad coalition of committed individuals and groups to succeed. We are currently seeking funding sources as well as partner organizations for ongoing implementation. You will note from the enclosed op-ed piece that this project has already been noticed in the *Los Angeles Times*.

You can help by passing news of this project to colleagues and networks. Please feel free to circulate and duplicate the enclosed information as you wish.

We believe that media literacy education can make a major contribution to challenge—and change—our culture of violence. Thanks again for your involvement with this issue.

Sincerely,

Rosalind Silver  
Editor, *Media & Values*



CENTER FOR MEDIA AND VALUES

**NEWS RELEASE**

**Date:** July 21, 1993

**Contact:** Beth White, 310-559-2944

*From the Screen to the Street. . .*

## Violence is *Murdering* Our Culture

Los Angeles Organization Announces Plans  
For Community Education Project on Media and Violence

*Los Angeles*— Violence is out of control. A U.S. homicide rate of 23,000 victims a year makes murder a major cause of death—and a *public health issue* of major proportions.

And that's only the tip of the iceberg. More and more, fear of rape, riot and assault keeps families indoors — huddled in front of TV sets, where, not coincidentally, they watch ever-increasing ratios of real and fictionalized violence. Even drama, art, movies and novels reflect an obsession with mayhem and murder.

In a bold publishing move, the Center for Media and Values announces the publication of the first of two issues of *Media&Values* magazine devoted to *Media and Violence*. They will serve as the cornerstone components of a comprehensive multi-media education program designed to use with children, youth and adults in schools, after-school programs and clubs, family centers and adult education programs.

Published today, *Media and Violence: Part One: Making the Connections*, (Summer, 1993 / #62), looks at how and why violence has so thoroughly infiltrated our media and our culture. Containing an overview of relevant research plus perspectives from psychologists, theologians, futurists, educators and public health advocates, it also includes practical projects to help individuals and families confront the impact of violence in daily media.

*Part Two: Searching for Solutions*, due for publication in early October, will explore alternatives to violent media.

"We have known that media violence is a contribution to aggression in society

-more-

for almost 40 years," says John P. Murray, Ph.D., professor at Kansas State University and co-author of *Big World, Small Screen: The Role of Television in American Society*. "*Media and Violence* helps readers move beyond the endless debate."

According to publisher and Center executive director, Elizabeth Thoman, the two issues will be followed by the publication of *Beyond Blame: Violence in the Media*, an innovative, comprehensive community education program applying the principles of media literacy education to violence reduction and prevention. The program — still in the development stages — will include lesson plans for children, teens and adults, a 30-minute awareness/motivational video, a teaching video, handouts, and additional collateral material. Also in the works is a public awareness campaign for schools, community groups and religious institutions.

"In the current controversy over media and violence," notes Thoman in the issue, "we must not overlook the potential of media literacy education to challenge and change the pervasiveness and impact of violence in our media and popular culture. The Center's approach moves beyond the blame, beyond the debate . . . to empower individuals of all ages who are daily bombarded by violent images from mass media and popular culture."

In contrast to expensive technological fixes or parental advisories that may be problematic, she explained, media literacy education is a workable solution that can be individualized for every age and economic strata. "Media literacy must be a necessary component of any effective program to reduce violence in our society and in each of our individual lives."

"*Beyond Blame* is a most ambitious venture for us," she added, "one which we cannot accomplish alone. We need the commitment of individuals as well as other national groups to raise the funding needed to complete and implement this project which is of crucial importance to all of society, but especially for our children.

"There *are* alternatives to media violence. And media literacy can help us find them."

The Center for Media and Values, founded in 1989, is the foremost publisher of print and electronic resources for media literacy education. A nonprofit membership organization, it has over 2000 members and a growing network of schools, churches and community groups committed to the media literacy movement.

*Media and Violence Part I: Making the Connections* is available for \$5 each, plus \$1.50 postage and handling. Or receive it free with a new membership in the Center for Media and Values (\$30 for individuals, \$95 for local organizations). Bulk rates are also available. Call for information.

Funding contributions and co-sponsorships for the *Beyond Blame: Violence in the Media* project are being accepted by the Center for Media and Values, 1962 S. Shenandoah St., Los Angeles, CA 90034. Phone: 310-559-2944. FAX: 310-559-9396.



CENTER FOR MEDIA AND VALUES

**MEMO**

TO: George Gerbner

I thought you might like to see the unofficial report from the working group on media at the *Safeguarding Our Youth: Violence Prevention for our Nation's Children* conference recently convened by Janet Reno, Richard Riley and Donna Shalala in Washington.

It provides a succinct overview of some of the key concepts of media and violence as well as offering some innovative directions and recommendations.

I call your attention to recommendation #4 which calls for a broad-based media literacy education priority in the U.S. Alleluia! It's about time!

As I hope you know by now, the Center for Media and Values is currently engaged in the development of a comprehensive community education program focusing on media and violence. I've also enclosed a recent "op ed" from the *Los Angeles Times* explaining the contributions I believe media literacy can make to reducing the amount and lessening the impact of violence in our world and in each of our lives. We invite your participation and welcome your collaboration in this ambitious undertaking.

*Elizabeth Thoman*