

George Gerbner
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Cent of Photos
9/14/98

18 December 1997

Dear Dr. Gerbner:

3,069 words

Greetings from Seven Stories Press in New York City. I greatly enjoyed speaking with you on the lawn at the CEM festival in October. During our conversation we discussed the possibility of your authoring a title in the Open Media Pamphlet Series, which I co-founded and produce with Seven Stories. I am writing to you today to follow up on that conversation.

I propose that you contribute an essay approximately 14,000 words in length for release this coming summer. With an eye on the upcoming CEM conference in 1999, I propose that the pamphlet almost serve as a CEM position paper that tackles the question, "Where do we go from here?" Many people left the second Media & Democracy Congress feeling like an opportunity to come up with a game plan had been missed. Many are the analysts, but few are the visionaries. I believe that CEM, with movement building as its mission, is in a unique position to offer analysis, vision, and proposals for a genuine game plan. For these reasons, I propose that you write a pamphlet that looks into our technological/ cultural future, discusses the threats and possibilities, and we can do about it. The pamphlet can cite the ground covered at the first CEM gathering, cover developments in the movement, for example, the evolution of the People's Communication Charter and the state of the anti-trust campaign, anticipate the coming digital revolution, while at the same time setting the parameters for work to be done at the upcoming CEM gathering and in society as a whole.

Since 1990, the Open Pamphlet Series has been on the cutting edge of movement publishing, producing original titles by Bob McChesney, Juliet Schor, Herbert Schiller, Helen Caldicott, Howard Zinn, Loretta



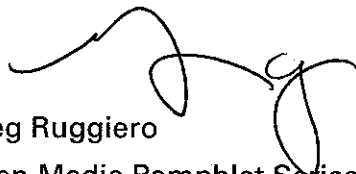
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Ross, Mike Davis, Manning Marable, Elaine Bernard, The Dalai Lama, among many others. In 1996 we brought the series to Seven Stories Press, changed the format, and sizably increased our print run and distribution.

Media and democracy has become a recurring theme in the Open Media pamphlet series. It will be an honor to work with you on a pamphlet that raises public awareness about the cultural environment movement, and how joining it can change society for the better.

I look forward to hearing from you.

Sincerely,



Greg Ruggiero
Open Media Pamphlet Series Editor

PS: I am also enclosing a rough draft of Nancy Snow's forthcoming Open Media Pamphlet for your perusal. I would like to invite you to submit a few lines endorsing the pamphlet, which will be published on the pamphlet's back cover.



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March 2, 1998 sevenstories@earthlink.net

*Called
3/26/98
Declined*

Dear George Gerbner,

Greetings from Seven Stories Press. I sent you the following invitation by email recently, but wanted to follow-up with a hard copy, as well as a copy of the new Open Media pamphlet by David Korten.

I am writing to you to invite you to participate as an award presenter in the 5th Annual Project Censored Award Ceremony, taking place at Fordham University's Lincoln Center Campus in New York City, **Monday April 27th at 6pm.**

As a Project Censored judge, it would be especially meaningful if you were to join us as we honor the authors of this year's top ten most censored stories. As an award presenter, you would have 2 minutes to introduce a journalist, say a few words about their story, and then present them a certificate and a honorarium. Once you confirm, we will then forward to you information about the author and story that you will be introducing.

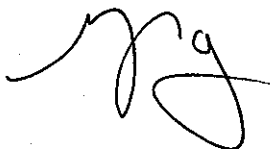
Each year Project Censored's book attracts a larger readership, and each year the ceremony draws out a larger audience. With **Howard Zinn** as this year's keynote speaker, and Fordham University, and the Investigative Fund of the Nation Institute co-sponsoring, we're expecting a lot of coverage and our best audience to date.

The ceremony will be promoted extensively in the alternative and local press, including a full page ad in *The Nation*. We are inviting C-SPAN and local cable access producers to tape, as well as Alternative Radio, and Free Speech TV. We expect portions of the event to be rebroadcast over WFUV, Fordham University's radio station.

We hope you will be able to join us in New York City on Monday, April 27, for this important event.

I look forward to hearing from you.

Sincerely,



Greg Ruggiero

SEVEN STORIES

GRB

1) CONTENT

In The Future of Media: Digital Democracy or More Corporate Control? media visionary George Gerbner examines how the coming switch to digital technology presents our society with crucial decisions about the kind of "democracy" we want to live in: Do we want a communications system that is shaped by the global market of affluent consumers or do we want a system that is community driven, shaped by diversity and local needs?

The switch to digital will change television, radio and other systems of communication, ranging from computers to satellites. More than ever before, the shift to digital technology offers the possibility for increased public access to communications as well as greater diversity of sources and perspectives. Will these possibilities be realized?

Gerbner's combination of detailed analysis with proposals for action provides the necessary weapons to resist and reverse the commercial rush to digital monopoly of society and culture. The switch to digital will create new possibilities, opportunities, and choices. This pamphlet is about learning how we can take advantage of inevitable changes caused by technology to increase our freedom and participation in democratic society.

2) AUTHOR/EDITOR/ILLUSTRATOR/READER

One of the true greats of media scholarship and media activism, **George Gerbner** is Founder and President of The Cultural Environment Movement, a non-profit coalition of independent organizations and individual supporters in every state of the U.S. and 57 other countries on six continents. CEM is the only broad-based international coalition working for freedom, fairness, gender equity, general diversity, and democratic decision-making in media ownership, employment and representation. Gerbner's books include *Invisible Crises: What Conglomerate Media Control Means for America and the World* (with Hamid Mowlana and Herbert Schiller, eds.), and *The Global Media Debate: Its Rise, Fall, and Renewal* (with Hamid Mowlana and Kaarle Nordenstreng, eds.). Gerbner is Bell Atlantic Professor of Telecommunications at Temple University, and Dean Emeritus at the Annenberg School of Communication at University of Pennsylvania.

29 September 1998

To all our spring authors:

Enclosed is the descriptive copy of your book that we are sending to our distributor to assist them in preparing copy for their catalog. Please review and let me know, as soon as possible, if there are any errors.

All the best,

Michael Manekin

