

User-Agent: Microsoft-Outlook-Express-Macintosh-Edition/5.02.2022  
Date: Wed, 26 Apr 2000 13:48:22 -0400  
Subject: Exploring Speaking engagement Possibilities  
From: "Dr. Zrzavy" <drzrzavy@monad.net>  
To: "Dr. George Gerbner" <ggerbner@nimbus.ocis.temple.edu>  
Mime-version: 1.0  
Status:

Dear Dr. Gerbner,

Thank you for returning my phone call; I will try e-mail to avoid future instances of mutual phone tag.

Let me briefly introduce myself: I am Coordinator of the Department of Mass Communication at Franklin Pierce College. Located in Rindge, New Hampshire, Franklin Pierce College is a private, liberal-arts institution and a 1997 Recipient of the Templeton Award for Character-Building Colleges.

The Department of Mass Communication has just completed a two-year, intensive curriculum reform and will pilot the new curriculum during AY 2000-01. The same year, construction is scheduled to begin on the "Marlin Fitzwater Center for Mass Communication", a \$3 million project that will establish a new center for our major and house a state-of-the-art production facility for our students.

As the main faculty member in the area of concentration Media Studies, I have always been interested in bringing a nationally-recognized figure to campus for a speaking engagement -- in part, to offset the students' traditionally praxis-oriented career outlook in the study of mass communication and to foster an interest in critical media study. In the past, I have been successful in securing, among others, Dr. Sut Jhally of Dreamworlds renown to act as a guest speaker.

I am currently exploring possibilities for guest speaker engagements during AY 2000-01, to coincide with the roll-out of the new curriculum and the planned construction of the Fitzwater Center.

I have learned from the Media Awareness Network Internet site that you may be available for guest speaking engagements.

I would appreciate it if you could confirm your terms (fee + ancillary costs, such as transportation and accommodation) so that I can formulate a formal proposal to the Administration to explore funding options for your speaking engagement. Also, please let me know what your lead time requirements are, i.e. how far in advance do you set your guest speaking appearances?

Let me conclude this introductory note by saying that It would be an exceptional honor to have you on campus. I have used your research in my media theory and media studies classes for years, and each semester, one or two students use your work as the theory to inscribe their analytical media research. It would be a great honor indeed to be able to welcome you at Franklin Pierce College.

Sincerely,

Dr. Phyllis Scrocco Zrzavy  
Coordinator, Department of Mass Communication

314 Crestview  
Franklin Pierce College  
Rindge, NH 03461-0060

Tel.: (603) 899 4041  
E-mail: <zrzavyps@fpc.edu> or <drzrzavy@monad.net>

User-Agent: Microsoft-Outlook-Express-Macintosh-Edition/5.02.2022  
Date: Thu, 27 Apr 2000 11:27:55 -0400  
Subject: Re: Exploring Speaking engagement Possibilities  
From: "Dr. Zrzavy" <drzrzavy@monad.net>  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
Mime-version: 1.0  
Status:

Dear Dr. Gerbner,

Thank you for your quick response.

I will submit a proposal to the administration and look forward to contacting you with further details as soon as possible, but no later than the end of next week.

--Phyllis

-----  
On 04/26/2000 7:29 PM, George Gerbner at ggerbner@nimbus.ocis.temple.edu wrote:

> Dear Dr. Zrzavy:  
>  
> Thank you for good words and the kind invitation. I need 3-4 months  
> leadtime. September and October are full. Prefer to go in-and-out the same  
> day, if possible (can be early riser), overnight if necessary. Thursdays  
> and/or Fridays are best. While I am there, I am glad to be fully booked  
> with talking to class(es) as well as general lecture. The fee is \$2,500  
> plus expenses. Let me know what you think. gg

To: "Dr. Zrzavy" <drzrzavy@monad.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Speaking Engagement Approval Secured!  
Cc:  
Bcc:

X-Attachments:

Dear Dr. Zrzavy: Thanks for good news and good words. Do what you can on the money. (I should change that website when I find time to get to it.) Oct. 12 or 13 and Nov. 2 are still open, but would like to know the proposed time and schedule soon. Turboprop or jet flight does not matter, book what seems mutually most convenient. In-and-out same day is best, but you can make full use of every minute. Let me know what you propose. George.

>Dear Dr. Gerbner,

>  
>Finally, I have very good, firm news: I have been able to secure approval  
>for your speaking engagement in the fall! Your prospective appearance on  
>campus really means a lot to me personally: I have taught your work to my  
>students for years, and this is my (and their) chance to personally meet  
>you!

>  
>Here are the details: Earlier today, I was informed that the President's  
>Office has earmarked for your visit a total amount of \$3,000. This may fall  
>somewhat short of the \$2,500 plus expenses that you indicated in your 4/27  
>e-mail, so we (the Department) will have to look into ways how we can raise  
>the additional monies required.

>  
>The fault for this shortfall may be partially mine: Before I contacted you  
>personally to verify your availability and conditions, I had indicated in  
>the very preliminary explorations of your visit that I thought the speaking  
>fee would be only \$1,500. This was based on the, apparently outdated,  
>information contained on the media awareness website under the address:  
><http://www.media-awareness.ca/eng/speakers/names/gerbnerg.htm>. However, I  
>am hopeful that we will find a way to make up the difference.

>  
>Regarding the timing of your engagement: I understand from the secretary of  
>the College President, Dr. George Hagerty, that he would prefer an October  
>12 or 13 date -- just prior to Homecoming Weekend and the planned  
>groundbreaking ceremony for the construction of the Marlin Fitzwater Center  
>for Mass Communication. I wanted to double-check with you that your October  
>calendar is already full.

>  
>In accordance with your 5/3 e-mail, the Department would prefer a November 2  
>date which would allow us to organize a small conference around your  
>speaking engagement, with professors from Emerson College in Boston and  
>local media practitioners filling a one- or two-day event. Please let me  
>know if the November 2 date still works for you.

>  
>Pursuant to your stated preference in your 5/3 e-mail to "go in-and-out the  
>same day, if possible (can be early riser)", I have already checked into  
>some flight connections:

>  
>USAIR

>  
>Price: 1 adult @ USD 605.00 (plus taxes/fees/airport charges)

>  
>Flight: US Airways flight 2050 on a Boeing 737-300

>From: Philadelphia, PA (PHL) Thursday, Nov. 16 9:40am  
>To: Manchester, NH (MHT) 10:53am

>-----  
>Flight: US Airways flight 344 on a Boeing 737-300  
>From: Manchester, NH (MHT) Thursday, Nov. 16 5:31pm  
>To: Philadelphia, PA (PHL) 6:55pm

>  
>Alternatively, using ORH, the Worcester, MA, airport as a destination:

>  
>Price: 1 adult @ USD 487.00 (plus taxes/fees/airport charges)

>  
>Flight: US Airways Express flight 3686 operated by US AIRWAYS  
> EXPRESS-ALLEGHENY AIRLINES on a Dehavilland Dash 8  
>From: Philadelphia, PA (PHL) Thursday, Nov. 16 9:30am  
>To: Worcester, MA (ORH) 11:00am

>-----  
>Flight: US Airways Express flight 3712 operated by US AIRWAYS  
> EXPRESS-ALLEGHENY AIRLINES on a Dehavilland Dash 8  
>From: Worcester, MA (ORH) Thursday, Nov. 16 5:20pm  
>To: Philadelphia, PA (PHL) 7:00pm

>  
>Both connections allow you approximately the same time on campus (circa  
>12:00-4:00 p.m.), but the first flight is jet service and therefore  
>preferable over the turboprop service, I would assume. Please let me know  
>which of these flight plans would suit you best.

>  
>Alternatively, would you be willing to accept our hospitality for an  
>overnight stay? We could arrange accommodations at one of our scenic bed  
>and breakfasts locally, if your schedule would allow for that. You could  
>fly in Thursday morning and be on an outbound flight early Friday afternoon.  
>There is a direct-connection, outbound US Airways flight, Flight# 2176, on  
>an Airbus jet, departing from Manchester at 3:15pm and arriving in  
>Philadelphia at 4:39pm.

>  
>This would give us (faculty, students, admin) an extended opportunity to get  
>to know you better, arrange for additional classroom visits as per your kind  
>e-mail suggestion ("I am glad to be fully booked with talking to class(es)  
>as well as general lecture"), and build into your visit somewhat of a safety  
>cushion for possible in-bound flight delays (e.g. a mere 1 hour inbound  
>delay would cut your campus presence to just 3 hours). Please let me know  
>whether you would be willing accept an invitation for an overnight stay.

>  
>A final request: I sent to our Dean, Dr. Billy Horton, a brief bio that I  
>culled from a variety of sources. Would you have a standard bio (or a web  
>site reference to one) available that I could forward to President Hagerty?  
>Thank you!

>  
>I am truly excited at the prospect of welcoming you to our college in the  
>fall and look forward to hearing from you.

>  
>---Phyllis

To: "Dr. Zrzavy" <drzrzavy@monad.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Preliminary Schedule Finalized  
Cc:  
Bcc:  
X-Attachments:

Dear Dr. Dr. Zrzavy:

I am confirming the date, in-and-out the same day (as I have class the next day). Please let me have outbound return flight time again, to make sure there is time after the 4 pm reception to make the flight.

Suggested title: "Telling All the Stories; Television as Socialization."

It is an honor to have the opportunity to participate in the October 13 groundbreaking ceremony for the Marlin Fitzwater Center for Mass Communication. I look forward to the event and to meeting you.

George.

>Dear Dr. Gerbner,

>  
>My apologies for the somewhat belated e-mail but I still had to verify some  
>details regarding your visit.

>  
>This is what we know so far: We would like to welcome you on Friday,  
>October 13, at Franklin Pierce College. The day will mark the official  
>groundbreaking ceremony for the Marlin Fitzwater Center for Mass  
>Communication, and Mr. Fitzwater will be in attendance.

>  
>Here is what the -- very preliminary -- program looks like (exact  
>times/locations will be furnished as soon as possible): After your inbound  
>flight, you will be picked up at the airport by either college van or  
>airport limo shuttle service.

>  
>Upon arrival at Franklin Pierce, you will have an opportunity to meet with  
>students and to give your address. After lunch with President Dr. George  
>Hagerty and Dean Dr. Billy D. Horton, with select students and possibly some  
>alumni (and perhaps with Marlin Fitzwater, if he is already on campus),  
>there will be a brief panel discussion with other media professors (mainly  
>from Emerson College in Boston) and media professionals from the Boston  
>area. You will be the featured discussant.

>  
>At 4:00 p.m., there will be the official groundbreaking ceremony. After  
>the ceremony (and photo op for the local press), there will be a reception  
>at the Grimshaw Estate, after which you will be shuttled back to the airport  
>for your outbound flight.

>  
>I would like to mention that your speaking engagement will be the highlight  
>of an entire week of activities devoted to Mass Communication. Homecoming  
>Weekend (October 13-15) has also be dedicated to the theme of Communication  
>and the new Fitzwater Center, and we are expecting some alumni at the Friday  
>event.

>  
>With these general program points in mind, please send a return e-mail  
>addressing the following:

> 6  
> 1. Please confirm that you are still available on Friday October 13 and  
> willing to come to our college.  
>  
> 2. Please let me know what topic you would like to speak on so I can  
> coordinate the preparations for your address and help tailor the planned  
> panel discussion.  
>  
> Again, I would like to thank you for your kindness in accepting our  
> invitation. Based on our students', my colleagues', and my own growing  
> anticipation, your speaking engagement on campus will mark one of the most  
> memorable events in the history of our Department.  
>  
> Sincerely,  
>  
> --Phyllis

To: "Dr. Zrzavy" <drzrzavy@coollink.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Virtual Move/Follow-Up: Speaking Engagement  
Cc:  
Bcc:  
X-Attachments:

Dear Dr. Zrzavy:

Thanks for the message. Proposed schedule is ok. Will you fax me electronic ticket? Fax no is same as voice -610 642 3061. Please also send me final plan for the day. George.

>Dear Dr. Gerbner:

>

>My apologies for the confusion which was due to a temporary glitch with my  
>new service provider.

>

>Re: your visit and the revised time plan to allow you to attend the October  
>13 groundbreaking ceremony and the reception at the Grimshaw Estate  
>afterwards (at least for a while).

>

>I have found the following schedule which would meet these needs:

>

>Flight: US Airways flight 2325 on a Boeing 737-300  
>From: Philadelphia, PA (PHL) Friday, Oct. 13 06:30am  
>To: Boston, MA (BOS) 07:45am

>

>Flight: US Airways flight 1028 on a McDonnell Douglas DC9  
>From: Boston, MA (BOS) Friday, Oct. 13 07:45pm  
>To: Philadelphia, PA (PHL) 09:12pm

>

>If this meets with your approval, we can go ahead and finalize the  
>arrangements.

>

>Thank you for your patience, and my apologies again for the confusion  
>regarding my new service provider.

>

>--Phyllis

>

>-----

>

>On 06/03/2000 5:39 PM, George Gerbner at ggerbner@nimbus.ocis.temple.edu  
>wrote:

>

>> I am confused. Did you receive previous messages? (E.g. see below.) gg

User-Agent: Microsoft-Outlook-Express-Macintosh-Edition/5.02.2022  
Date: Sun, 04 Jun 2000 20:02:01 -0400  
Subject: Re: Virtual Move/Follow-Up: Speaking Engagement  
From: "Dr. Zrzavy" <drzrzavy@coollink.net>  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
Mime-version: 1.0  
Status:

Dear Dr. Gerbner:

My apologies for the confusion which was due to a temporary glitch with my new service provider.

Re: your visit and the revised time plan to allow you to attend the October 13 groundbreaking ceremony and the reception at the Grimshaw Estate afterwards (at least for a while).

I have found the following schedule which would meet these needs:

Flight: US Airways flight 2325 on a Boeing 737-300  
From: Philadelphia, PA (PHL) Friday, Oct. 13 06:30am  
To: Boston, MA (BOS) 07:45am

---

Flight: US Airways flight 1028 on a McDonnell Douglas DC9  
From: Boston, MA (BOS) Friday, Oct. 13 07:45pm  
To: Philadelphia, PA (PHL) 09:12pm

If this meets with your approval, we can go ahead and finalize the arrangements.

Thank you for your patience, and my apologies again for the confusion regarding my new service provider.

--Phyllis

---

On 06/03/2000 5:39 PM, George Gerbner at ggerbner@nimbus.ocis.temple.edu wrote:

> I am confused. Did you receive previous messages? (E.g. see below.) gg

User-Agent: Microsoft-Outlook-Express-Macintosh-Edition/5.02.2022  
Date: Thu, 08 Jun 2000 16:57:57 -0400  
Subject: Flight Arrangements  
From: "Dr. Zrzavy" <drzrzavy@coollink.net>  
To: "Dr. George Gerbner" <ggerbner@nimbus.ocis.temple.edu>  
Mime-version: 1.0  
Status:

*Pick up 5:30  
call him at 5:00*

Dear Dr. Gerbner,

While you are awaiting Ms. Arnold's fax confirmation, these are the planned flight arrangements that she will confirm after the ticket purchase:

Flight: US Airways flight 2325 on a Boeing 737-300  
From: Philadelphia, PA (PHL) Friday, Oct. 13 06:30am  
To: Boston, MA (BOS) 07:45am

-----  
Flight: US Airways flight 1028 on a McDonnell Douglas DC9  
From: Boston, MA (BOS) Friday, Oct. 13 07:45pm  
To: Philadelphia, PA (PHL) 09:12pm ←

I will make sure that you receive the faxed confirmation as soon as possible.

--Phyllis

To: "Dr. Zrzavy" <drzrzavy@coollink.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Travel Itinerary Finalized?  
Cc:  
Bcc:  
X-Attachments:

Hi -

YUes I have received electronic ticket from the President's office, arriving in Boston Friday, Oct 13, at 7:45 a.m., and leaving at 7:45 [stet] p.m. No rush, send me info when available, but not between July 5 and 31 when I will be out of the country. George.

>Dear Dr. Gerbner,

>

>I trust that the President's Office has faxed you the itinerary for the  
>flight arrangements made for your visit to Franklin Pierce College on  
>October 13. Please let me know whether this finalizes your travel plans.

>

>The Department is still working on the events surrounding your visit and I  
>ask for your patience until we can forward you a detailed program for the  
>day.

>

>I will be out of town starting June 29 but will be back in touch with you as  
>soon as there are further, concrete developments regarding the remainder of  
>the day's program.

>

>Let me thank you again for your willingness to come here; we all look  
>forward to meeting you.

>

>--Phyllis

>

>Dr. Phyllis Scrocco Zrzavy  
>Professor of Mass Communication  
>Coordinator, Department of Mass Communication  
>314 Crestview  
>ext. 4041

>

>-----

To: "Dr. Zrzavy" <drzrzavy@coollink.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Looking Forward to Meeting You On Friday  
Cc:  
Bcc:  
X-Attachments:

Dear Dr. Zrzavy:

Just got back from trip to Europe, to catch my breath before taking off for Franklin Pierce College. I am also looking forward to the visit, and reconfirming the itinerary below.

George gerbner

>Dear Dr. Gerbner,

>  
>I am looking forward to meeting you on Friday and wanted to  
>confirm/reconfirm some final details regarding your visit:

>  
>1. Thomas Transportation will pick you up at Logan on Friday, October 13 at  
> 7:45 am and bring you to the Manor on the Rindge campus. I will meet  
> you at the Manor.

>  
>2. Please look at the tentative program below. You will be introduced by  
> Dr. John Michael Kittross who has mentored Prof. John Soares, our  
> newest faculty member.

>  
>3. Thomas Transportation will take you back to Logan on Friday, October 13  
> at 4:30.

>  
>Please let me know by return e-mail if you need any A/V support for your  
>address.

>  
>I very much look forward to meeting you on Friday and thank you again for  
>coming.

>  
>--Phyllis

>  
>Dr. Phyllis Scrocco Zrzavy  
>Professor of Mass Communication  
>Coordinator, Department of Mass Communication  
>314 Crestview  
>drzrzavy@coollink.net  
>(603) 899-4041

>  
>-----

>  
> THE DEPARTMENT OF MASS COMMUNICATION PRESENTS  
> THE ART OF THE STORY

>  
>  
>08:30am - 09:30am Registration  
>Alumni Lounge Sponsored by the Department of Alumni Relations

>  
>  
>09:00am - 09:45am Telling The Story With Pictures And Sounds  
>Pierce Room

>  
> Bob Crowley is a Photographer/Editor with more than  
> fifteen years of national and international  
> experience. He currently is the photographer for the  
> Boston bureau of the Cable News Network (CNN).  
>

> Mr. Crowley is a two-time Edward R. Murrow Award  
> recipient, the National Press Photographer's  
> Association Region One Photographer of the Year two of  
> the last three years, and the winner of one New  
> England Emmy and five Associated Press Awards.  
>

>  
>09:55am - 10:40am A New Way Of Telling The Story  
>Hampshire Room

> Jack Heath is the co-founder and President of  
> biznews24.com. His experience in start-up ventures is  
> laudable, having started a news operation from scratch  
> at WNDS-TV that within one year earned the Associated  
> Press award for "Best Newscast" in the state.  
>

> Mr. Heath has extensive experience as a News Director  
> and Vice President for News, formerly for WMUR-TV, as  
> well as an on-air news reporter at several stations,  
> including WCVB-TV in Boston. He is also the founder  
> and principal of Heath Communications, a firm that  
> advises companies on media and public relations  
> strategies.  
>

> Denise Clay is Vice President in charge of daily  
> operations at biznews24. Her experience is principally  
> in broadcast news, where she executive produced the  
> award-winning nightly newscast at WNDS-TV, as well as  
> several live forums with featured guests such as Vice  
> President Al Gore, and a weekly one-hour talk show.  
>

> Ms. Clay also has experience as an on-air features  
> reporter and assignment editor. She is a recent  
> graduate of Emerson College with a B.S. in Journalism.  
>

>  
>10:50am - 11:20am The Many Facets of the Story.  
>Hampshire Room

> D. Arnie Arnesen is a radio talk show host for Morning  
> Attitude on WSMN-AM 1590, a columnist for the Boston  
> Globe - NH Weekly section, a political commentator  
> regularly seen on WNDS-TV and New England Cable News,  
> a nationally recognized speaker on tax reform, gender  
> politics, education and religious right issues as well  
> as an adjunct faculty member and special assistant to  
> the Vice President for Academic Affairs at Franklin  
> Pierce College.  
>

> Ms. Arnesen also holds the distinction of being the  
> first woman candidate for Governor on a major party  
> ticket in the state of New Hampshire. She has been  
> honored as a Visiting Scholar at the Harvard School of  
> Public Health and as a Fellow at the Institute of  
> Politics at the Kennedy School of Government at  
>



>  
> Boston, MA  
> Thomas Burke, '94. Media Services Supervisor/Lecturer  
> in Television Arts, Assumption College, Worcester,  
> MA  
> Kimberly Thomas, '95. Sales Promotions/Events Manager  
> - Marketing, BJ's Wholesale Club, Inc., Corporate  
> Offices, Natick, MA  
> Brent C. Merrill, '99. News Assignment Editor,  
> WGME TV News 13, Portland, ME  
> Gordon Berridge, '00. Audio Operations,  
> WMUR-TV Channel 9, Manchester, NH  
> Jason Cyr, '00. Member Services/Products Team,  
> Abuzz Technologies, Cambridge, MA  
>  
>  
>04:00pm - 04:30pm The Marlin Fitzwater Center for Communication:  
>Library Unveiling Ceremony

To: "Dr. Zrzavy" <drzrzavy@coollink.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Slide Projector  
Cc:  
Bcc:  
X-Attachments:

Received message, thanks. See you soon. g

Dear Dr. Gerbner,

>  
>My apologies for the late reply.  
>  
>In response to your telephone query this afternoon, I have requested that a  
>3x5 slide projector be made available to you, complete with carousel tray.  
>  
>I also wanted to mention that, after some work, we have secured the full  
>amount of your honorarium (\$2,500). It was a great relieve to me to be able  
>to give you these news.  
>  
>I will see you tomorrow around 9:15-9:30. In the meantime, please don't  
>hesitate to call me at (603) 924 8664 with any last-minute questions you may  
>have.  
>  
>--Phyllis  
>  
>P.S.: Please acknowledge receipt of this e-mail by this evening if you can.

>  
>Dr. Phyllis Scrocco Zrzavy  
>Professor of Mass Communication  
>Coordinator, Department of Mass Communication  
>314 Crestview  
>drzrzavy@coollink.net  
>(603) 899-4041

>-----

>  
>  
>On 10/10/2000 8:19 PM, George Gerbner at ggerbner@nimbus.ocis.temple.edu  
>wrote:

>> Dear Dr. Zrzavy:

>>  
>> Just got back from trip to Europe, to catch my breath before taking off for  
>> Franklin Pierce College. I am also looking forward to the visit, and am  
>> reconfirming the itinerary below. Yes, I would like to have a 3x5 slide  
>> projector, preferably with carousel slide tray. Thanks.

>>  
>> George gerbner

User-Agent: Microsoft-Outlook-Express-Macintosh-Edition/5.02.2022

Date: Mon, 16 Oct 2000 21:38:38 -0400

Subject: Photographs of Friday's Event

From: "Dr. Zrzavy" <drzrzavy@coollink.net>

To: "Dr. George Gerbner" <ggerbner@nimbus.ocis.temple.edu>

Mime-version: 1.0

Status:

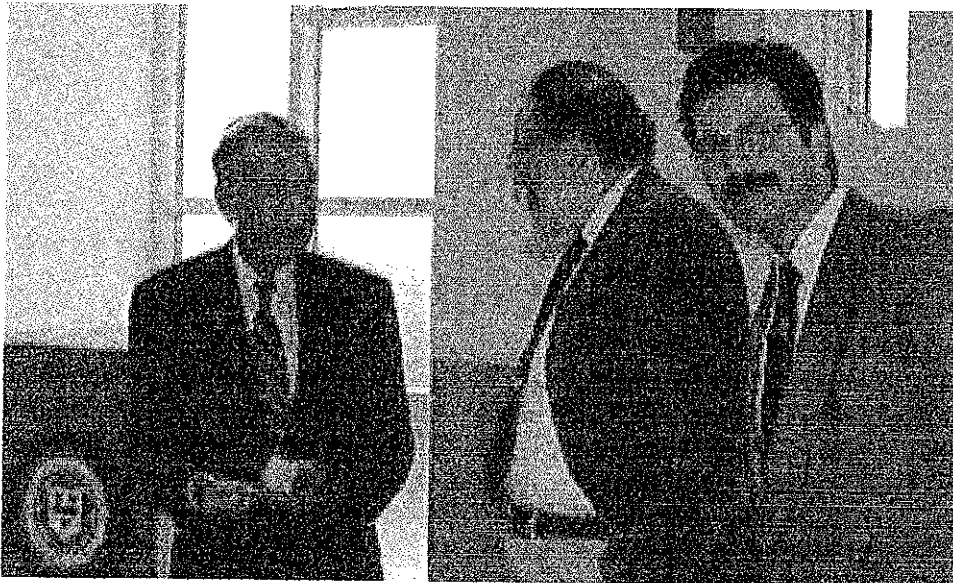
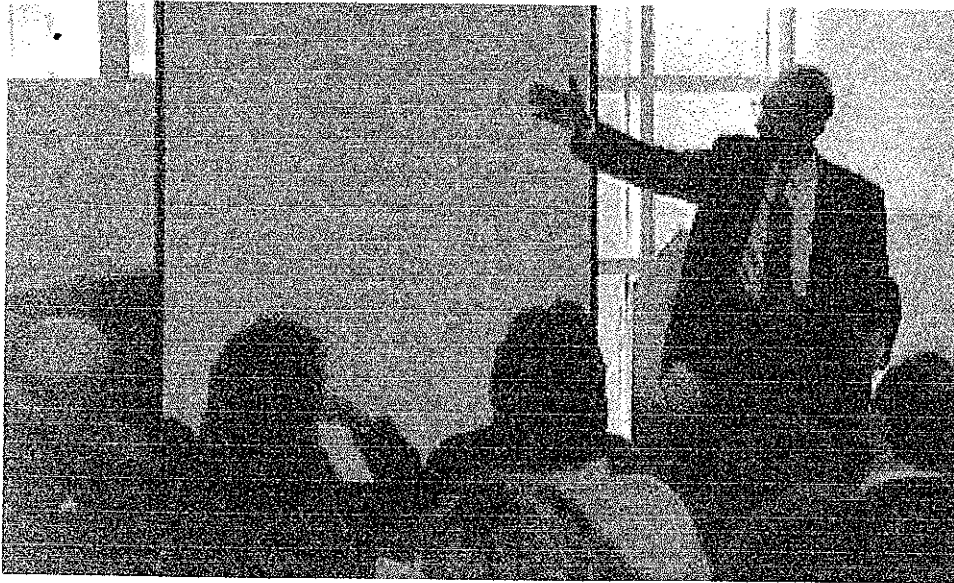
Dear Dr. Gerbner,

As a follow-up to my thank you e-mail, please look at the photographs enclosed as "jpg"-type files.

--Phyllis

Dr. Phyllis Scrocco Zrzavy  
Professor of Mass Communication  
Coordinator, Department of Mass Communication  
314 Crestview  
drzrzavy@coollink.net  
(603) 899-4041





✓

User-Agent: Microsoft-Outlook-Express-Macintosh-Edition/5.02.2022  
Date: Mon, 16 Oct 2000 14:22:27 -0400  
Subject: Your Keynote Address on October 13  
From: "Dr. Zrzavy" <drzrzavy@coollink.net>  
To: "Dr. George Gerbner" <ggerbner@nimbus.ocis.temple.edu>  
Mime-version: 1.0  
Status:

Dear Dr. Gerbner,

I wanted to take this opportunity to follow up and thank you once more for your participation in the Mass Comm conference last Friday.

Your keynote address was truly the highlight of the various panels, and your insights were both a wake-up call and an inspiration to all those who attended.

The feedback on your keynote address was unanimous, and exceptionally laudatory; faculty, students and administrators alike appreciated the opportunity to hear you speak in person. I even received word from College President Dr. Hagerty that Marlin Fitzwater, in particular, found himself in agreement with the points you raised on your speech.

I personally was gratified to hear you emphasize the gender inequities that are being perpetuated by normative media content -- a message that is often lost on our cadre of young male media professionals trying to break into the business, and therefore worth hearing from an authority on the matter such as yourself.

I was also interested in your mentioning of media literacy as a future goal for K-12 education. My next goal at the College is to establish a Media Literacy Institute in connection with the Fitzwater Center because I personally see comprehensive, informed media education at the very earliest educational levels as one, perhaps the only, antidote to the problems you have outlined in your speech.

Many audience members expressed afterwards the desire to have one-on-one time with you which, regrettably, had not been planned into the day. I, too, wished I could have had the opportunity to speak with you for an extended period of time but I felt compelled, as one of the two conference organizers, to attend each speaker's session.

Again, words fail me to express to you my sincere thanks for your participation in this momentous day in the Department's history, and I do look forward to staying in touch with you.

--Phyllis

P.S.: I will seek reimbursement for your taxi cab expenses and hope to have a check to you soon.

Dr. Phyllis Scrocco Zrzavy  
Professor of Mass Communication  
Coordinator, Department of Mass Communication  
314 Crestview  
drzrzavy@coollink.net  
(603) 899-4041

ear Dr. Zrzavy: Thanks for your message, for expediting, and good words. George.

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