

To: "Guinka Chouytzova" <guinka@bulgaria.com>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: request for a speech  
Cc:  
Bcc:

X-Attachments:

Hi Guinka - thanks for message. Will call Halls. Tell me what the mail is (where and who from) and then I can tell if and when and how I should get it. g

>Dr. Gerbner,

>

>Bob Halls from the Association of Independent Maryland Schools called. He  
>would like you to give a speech on a conference in November 2000.  
>His number is (410)486-8991 ext. 420.

>

>Also,

>

>I have here some mail for you. When is a good time to deliver it to you?

>

>Guinka

*Called Halls 1/17/00  
left msg bCB*

*MOV 6*

To: "Hiles, Bob" <Bhiles@btfiloh.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Nov. 6 conference in Baltimore  
Cc:  
Bcc:

*George*

X-Attachments:

Dear Mr. Hiles - thank you for your kind invitation, now on my calendar. May I assume that I can go in and out the same day (from Philadelphia)? Please let me know that and other details of interest. And thanks for the Pottery Barn example.

Yes, this morning I had quite a bit of media interview traffic re merger. My take: The AOL-Time Warner merger is one more giant step toward total media monopoly by global conglomerates that have nothing to tell but much to sell. Media monopoly means political monopoly financed and driven by the same global conglomerates. Total market domination is a form of totalitarianism. It does not require stormtroopers because, ever since the "McCarthy era" of suppression, there is no longer an organized mainstream alternative to "storm."

What can we do? Don't just agonize -- organize! Fairness and Accurace in Media (FAIR), the Cultural Environment Movement (CEM), and the media literacy movement are leading the resistance to media monopoly and the realization of media democracy.

Dear Dr. Gerbner,

>  
>  
> It was a pleasure speaking with you this morning and this is to  
>confirm your speaking engagement for Nov. 6 in Baltimore.

>  
> The Association of Independent Maryland Schools is a 104-member  
>organization that holds monthly teacher workshops throughout the state,  
>and the annual convention in Baltimore. More than 150 vendors and 2,000  
>participants attended last year's conference with keynote speakers Susan  
>Winebrenner, Richard Lavoie, Roger Taylor and Heidi Hayes Jacobs. There  
>were also 105 workshops and sessions. Previous speakers have included  
>Taylor Branch and Jonathon Yardley.

>  
> Your travel will be reimbursed and we can discuss a stipend  
>after the committee meets this week. We will also see that our book  
>dealers handle any titles you wish to be made available, and we can  
>arrange a book signing if you're interested.

>  
> Your involvement with cultural literacy and your theories of  
>storytelling should be an integral part of our curricula and,  
>unfortunately, it isn't. If Harold Bloom credits Shakespeare with  
>inventing the human, then the media is quickly de-inventing the human,  
>replacing it with manufactured images like Britney Spears, Will Smith  
>and Stone Phillips.

>  
> After this morning's news, your message becomes even more  
>important. Between Time-Warner/AOL and Murdoch/Fox, the media has  
>quickly formed a web around the entangled consumer, and the consumer has  
>already been rendered unconscious.

>  
> Yesterday I told a class that Shakespeare created themes in  
>Macbeth by repeating words like 'death' and 'blood' 23 times each  
>during the three hour play. I then showed them an episode of 'Friends,'  
>22 minutes, in which Pottery Barn was mentioned 17 times. They thought

>the show amusing, until I passed out the Pottery Barn catalogs with all  
>of the items mentioned in the show highlighted. It's a small victory,  
>but it's a victory made possible in an independent school where a  
>teacher is allowed to tailor his curriculum to the needs of the  
>students.

>

> Thank you again for Nov. 6, and I will send more information as  
>it becomes available.

>

>Sincerely,

>

>

>Robert Hiles

>

>

>

>

>

Dr. Gerbner,

Yes, Amtrak runs between Philadelphia and Baltimore. I will check the schedule within the next week and get back to you with more details.

Thanks again.

Bob Hiles

>From: George Gerbner[SMTP:ggerbner@nimbus.ocis.temple.edu] Sent:  
Tuesday, January 11, 2000 10:26 PM To: Hiles, Bob  
>Subject: Re: Nov. 6 conference in Baltimore

>Dear Mr. Hiles - thank you for your kind invitation, now on my calendar.  
>May I assume that I can go in and out the same day (from Philadelphia)?  
>Please let me know that and other details of interest. And thanks for the  
>Pottery Barn example.

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>media monopoly by global conglomerates that have nothing to tell but much  
>to sell. Media monopoly means political monopoly financed and driven by  
>the same global conglomerates. Total market domination is a form of totalitarianism. It does  
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>What can we do? Don't just agonize -- organize! Fairness and Accuracy in  
>Media (FAIR), the Cultural Environment Movement (CEM), and the media literacy movement  
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>Dear Dr. Gerbner,

It was a pleasure speaking with you this morning and this is to confirm your speaking engagement for Nov. 6 in Baltimore. The Association of Independent Maryland Schools is a 104-member organization that holds monthly teacher workshops throughout the state, and the annual convention in Baltimore. More than 150 vendors and  
>2,000 participants attended last year's conference with keynote speakers  
>Susan Winebrenner, Richard Lavoie, Roger Taylor and Heidi Hayes Jacobs.  
>There were also 105 workshops and sessions. Previous speakers have  
>included Taylor Branch and Jonathon Yardley.

Your travel will be reimbursed and we can discuss a stipend after the committee meets this week. We will also see that our book dealers handle any titles you wish to be made available, and we can arrange a book signing if you're interested.

Your involvement with cultural literacy and your theories of storytelling should be an integral part of our curricula and, unfortunately, it isn't. If Harold Bloom credits Shakespeare with inventing the human, then the media is quickly de-inventing the  
>human, replacing it with manufactured images like Britney Spears, Will Smith and Stone Phillips.

After this morning's news, your message becomes even more important. Between Time-Warner/AOL and Murdoch/Fox, the media has quickly formed a web around the entangled consumer, and the consumer has already been rendered unconscious.

From: "Hiles, Bob" <Bhiles@btfilch.org>  
To: "'George Gerbner'" <ggerbner@nimbus.ocis.temple.edu>  
Subject: RE: Nov. 6 conference in Baltimore  
Date: Wed, 12 Jan 2000 09:42:34 -0500  
X-Priority: 3  
MIME-Version: 1.0  
Status:

Dr. Gerbner,

Yes, Amtrak runs between Philadelphia and Baltimore. I will check the schedule within the next week and get back to you with more details.

Thanks again.

Bob Hiles

From: "Hiles, Bob" <Bhiles@btfiloh.org>  
To: "'Ggerbner@nimbus.ocis.temple.edu'" <Ggerbner@nimbus.ocis.temple.edu>  
Subject: Nov. 6 conference  
Date: Wed, 5 Apr 2000 13:16:54 -0400  
X-Priority: 3  
MIME-Version: 1.0  
Status:

Dr. Gerbner,

Thanks for your reply and I look forward to meeting you.  
What I've done is compose a synopsis of what your talks may entail, based on your work and on what might most appeal to this audience. As I've learned from writing course descriptions, I tried to be general enough to cover almost any topic you wish to address. The descriptions are attached.


I think you'd be happy to see the article on pg. 1 of today's Baltimore Sun, 'Blurring the Line Between News and Ads.' It discusses the number of local hospitals which sponsor local news 'Health Alerts' on 'Eye on Health' features. Of course, the feature is always based at the particular hospital, and is immediately followed by an ad for that hospital. It's encouraging that The Sun has finally paid heed to this, though the trend has been going on for at least five years. One Saturday evening my mother-in-law, who's dean of nursing students at Hopkins Hospital, switched on what she thought was the local news and watched about 7 minutes about Sinai's new Emergency Room. She eventually realized it was actually a 30-minute paid advertising spot for Sinai ER-7.

I'm embarrassed that it took me almost as long to catch on, though I at least started griping around minute 3.

Sincerely,

Robert Hiles

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name="TV As Storyteller.doc"  
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filename="TV As Storyteller.doc"  
Content-Description: TV As Storyteller

 TV As Storyteller.doc

To: "Hiles, Bob" <Bhiles@btfiloh.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Nov. 6 conference  
Cc:  
Bcc:  
X-Attachments:

Dear Mr. Hiles:

I received the confirmation forms. However, I cannot complete them until you let me know the honorarium. I would also appreciate information about the exact time of the plenary and workshop sessions, so that I can plan my Amtrak itinerary for the day. Thanks, George G.

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>Attachment converted: Hard Drive:TV As Storyteller.doc (WDBN/MSWD) (0009AC61)

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Cc:  
BCC:  
X-Attachments:

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>workshop lasts from 1:30 until 3:30, and the \$750 honorarium will be  
>waiting for you that morning. The travel expenses will also be  
>reimbursed and, if you'd like, I could call Amtrak and charge the  
>tickets so you wouldn't have to worry about that. Travel is reimbursed  
>within a week. The Amtrak trip is about one hour from Philadelphia to  
>Baltimore's Penn Station. I'm more than happy to meet your train.  
> I'm not sure if this was included in your package, but the  
>conference is titled 'Stories: Sharing, Teaching, Connecting.'  
> I've also learned from WJHU radio's 'Media Matters' that the  
>Maryland State Board of Education is initiating a Media Literacy  
>component in all public schools. The state is currently recruiting a  
>literacy resource pool, of which I hope to be a part.  
> Please let me know if there's anything I can do.

>Sincerely,  
>Bob Hiles

>> -----  
>> From: George Gerbner[SMTP:ggerbner@nimbus.ocis.temple.edu]  
>> Sent: Thursday, May 18, 2000 5:44 PM  
>> To: Hiles, Bob  
>> Subject: Re: Nov. 6 conference

>> Dear Mr. Hiles:  
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>> >  
>> >  
>> >  
>> >George Gerbner  
>> >Bell Atlantic Professor of Telecommunication  
>> >Temple University, Philadelphia. Tel/fax 610 642 3061  
>> >E-mail:ggerbner@nimbus.temple.edu  
>> >  
>> >  
>> >

To: "Hiles, Bob" <Bhiles@btfiloh.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: RE: Nov. 6 conference  
Cc:  
Bcc:  
X-Attachments:

Dear Mr. Hiles:

Messages seem to have crossed. Have completed form and am mailing tomorrow. Would appreciate your sending me the AMTRAK rt ticket; would reduce need for reimbursement, except for taxis in Phila. No need to drag you to train; just let me know where to go and I'll take taxi. George.

>Dear Dr. Gerbner:

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>> >

From: "Hiles, Bob" <Bhiles@btfiloh.org>  
To: "'George Gerbner'" <ggerbner@nimbus.ocis.temple.edu>  
Subject: RE: Nov. 6 conference  
Date: Thu, 25 May 2000 09:48:54 -0400  
X-Priority: 3  
MIME-Version: 1.0  
Status:

Dear Dr. Gerbner,

The train reservations have been made and the tickets will be mailed to you the first week of June. The Metroliner departs Philadelphia's Amtrak station (the one near U of Penn) at 8:14 and arrives in Baltimore at 9:22. This will give you time before the first session at 10:45. The return train leaves Baltimore at 3:44 and arrives at 4:50.

If there's anything else I can do, please let me know.

Sincerely,

Bob Hiles

> -----  
> From: George Gerbner[SMTP:ggerbner@nimbus.ocis.temple.edu]  
> Sent: Friday, May 19, 2000 7:16 AM  
> To: Hiles, Bob  
> Subject: RE: Nov. 6 conference  
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> Thanks for message. Title is ok. Look forward to our meeting. George.  
>  
> >Dear Dr. Gerbner:  
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> >tickets so you wouldn't have to worry about that. Travel is  
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> > I'm not sure if this was included in your package, but the  
> >conference is titled 'Stories: Sharing, Teaching, Connecting.'  
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To: "Hiles, Bob" <Bhiles@btfiloh.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: RE: Nov. 6 conference  
Cc:  
Bcc:

X-Attachments:  Alcohol as Culture

Hi --

My SS# is 560 26 1969. Yes, see attached. gg

>Dr. Gerbner,

>

> This should be the last bit of business before the conference  
>(finally) takes place: in order to have a check waiting for you, AIMS  
>needs a social security number. You may either e-mail this to  
>Dfry@aimsmid.org, phone Debbe Fry at 410-761-3700, or fax to  
>410-761-5771. The association takes great pride in paying speakers the  
>day of the conference, which, I understand, isn't always the case.

> In other news: have recently seen a series of Heineken beer ads,  
>with the tagline, 'It's all about the beer.' The sad part is, the ads  
>place the beer above the relationships they portray. Applying  
>Kilbourne's 'alcoholic's viewpoint' to this campaign is devastating.  
>It's not about the man; it's not about the woman; it's all about the  
>beer.

>

>Best,

>Bob Hiles

>

>-----Original Message-----

>From: George Gerbner [<mailto:ggerbner@nimbus.ocis.temple.edu>]

>Sent: Wednesday, August 02, 2000 6:26 PM

>To: Hiles, Bob

>Subject: RE: Nov. 6 conference

>

>

>Dear Bob Hiles:

>

>Picture will be in mail tomorrow, Thursday, 8/3. Vacation was great  
>cruise

>to British Isles and visit to London. Jean Kilbourne is a good friend.

>George.

>

>>Dear Dr. Gerbner,

>>

>> Hope your vacation was a relaxing one and you're re-charged for  
>>the coming school year. Not to jump on you right upon your return, but  
>>the conference program is going to press in the next week, and we still  
>>don't have a picture of you. If it's not too much trouble, would you  
>>please send us one to the AIMS address in Glen Burnie, MD.?

>> I've also just finished Jean Kilbourne's Deadly Persuasions and  
>>was floored by her work. She really elucidates the dangers.

>>

>>Best,

>>

>>Bob Hiles

>>

>>-----Original Message-----

>>From: George Gerbner [mailto:ggerbner@nimbus.ocis.temple.edu]

>>Sent: Wednesday, July 12, 2000 10:50 AM

>>To: Hiles, Bob

>>Subject: RE: Nov. 6 conference

>>

>>

>>This is an automatic reply.

>>

>>I have been on vacation from July 5 to August 1st. At that time, I  
>will

>>respond to your email.

>>

>>Thank you for your patience,

>>

>>George Gerbner

>>

>>

>>

>>

>>

>>On Mon, 10 Jul 2000, Hiles, Bob wrote:

>>

>>> Dear Dr. Gerbner,

>>> Hope by now you've received the train tickets and that all is  
>>> right and well in Philadelphia.

>>> The conference program is in its final stages, but, if possible,  
>>> we would still like to include a photo of you. If you have a  
>picture,

>>> could you please send it to the Glen Burnie, Md. address?

>>> Thanks again.

>>>

>>> Sincerely,

>>>

>>> Robert Hiles

>>>

>>> > -----

>>> > From: George Gerbner[SMTP:ggerbner@nimbus.ocis.temple.edu]

>>> > Sent: Thursday, May 25, 2000 7:42 AM

>>> > To: Hiles, Bob

>>> > Subject: RE: Nov. 6 conference

>>> >

>>> > Thanks for message. Look forward to receiving Metroliner tickets.

>gg

>>> >

>>> > >Dear Dr. Gerbner,

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>>> > > The train reservations have been made and the tickets will be

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>>> > >>> >>>>> Please let me know if there's anything I can do.  
>>> > >>> >>>>>  
>>> > >>> >>>>>Sincerely,  
>>> > >>> >>>>>Bob Hiles  
>>> > >>> >>>>> -----  
>>> > >>> >>>>> From: George  
>>> > >>> >>>>>Gerbner[SMTP:ggerbner@nimbus.ocis.temple.edu]  
>>> > >>> >>>>> Sent: Thursday, May 18, 2000 5:44 PM  
>>> > >>> >>>>> To: Hiles, Bob  
>>> > >>> >>>>> Subject: Re: Nov. 6 conference  
>>> > >>> >>>>>  
>>> > >>> >>>>> Dear Mr. Hiles:  
>>> > >>> >>>>>  
>>> > >>> >>>>> I received the confirmation forms. However, I cannot complete  
>>> > >>> >>>>> them  
>>> > >>> >>>>> until  
>>> > >>> >>>>> you let me know the honorarium. I would also appreciate  
>>> > >>> >>>>> information  
>>> > >>> >>>>> about

>>> > >> >> the exact time of the plenary and workshop sessions, so that  
>I  
>>> > can  
>>> > >> >> plan my  
>>> > >> >> Amtrak itenary for the day. Thanks, George G.  
>>> > >> >>  
>>> > >> >> >Dr. Gerbner,  
>>> > >> >> > Thanks for your reply and I look forward to meeting you.  
>>> > >> >> > What I've done is compose a synopsis of what your talks  
>>> > may  
>>> > >> >> >entail, based on your work and on what might most appeal to  
>>> > this  
>>> > >> >> >audience. As I've learned from writing course descriptions,  
>>I  
>>> > >> tried  
>>> > >> >> to  
>>> > >> >> >be general enough to cover almost any topic you wish to  
>>> > address.  
>>> > >> The  
>>> > >> >> >descriptions are attached.  
>>> > >> >> >  
>>> > >> >> >  
>>> > >> >> > I think you'd be happy to see the article on pg. 1 of  
>>> > today's  
>>> > >> >> >Baltimore Sun, 'Blurring the Line Between News and Ads.' It  
>>> > >> >> >> discusses  
>>> > >> >> >> >the number of local hospitals which sponsor local news  
>>'Health  
>>> > >> >> Alerts'  
>>> > >> >> >on 'Eye on Health' features. Of course, the feature is  
>>always  
>>> > >> based  
>>> > >> >> at  
>>> > >> >> >the particular hospital, and is immediately followed by an  
>ad  
>>> > for  
>>> > >> >> that  
>>> > >> >> >hospital. It's encouraging that The Sun has finally paid  
>>heed  
>>> > to  
>>> > >> >> this,  
>>> > >> >> >though the trend has been going on for at least five years.  
>>> > One  
>>> > >> >> >Saturday evening my mother-in-law, who's dean of nursing  
>>> > students  
>>> > >> >> at  
>>> > >> >> >Hopkins Hospital, switched on what she thought was the local  
>>> > news  
>>> > >> and  
>>> > >> >> >watched about 7 minutes about Sinai's new Emergency Room.  
>>She  
>>> > >> >> >eventually realized it was actually a 30-minute paid  
>>> > advertising  
>>> > >> spot  
>>> > >> >> >for Sinai ER-7.  
>>> > >> >> > I'm embarrassed that it took me almost as long to catch  
>>> > on,

To: "Hiles, Bob" <bhiles@btfiloh.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: AIMS conference  
Cc:  
Bcc:

X-Attachments:

Thank you for message and good words. Yes I have the train ticket. Thanks for efficient contact info -- wish all conference organizers would do the same. All I need is a 3x5 slide projector and screen. Look forward to seeing you on Nov. 6. gg

>Dear Dr. Gerbner,

> In the next day I will mail you a presenter's badge and lunch  
>ticket for Nov. 6. If there are any questions please e-mail or phone.  
>Some numbers you might need: work: 410-489-8991 (asked that I be paged):  
>home 410-663-0328. And an emergency number for conference day:  
>410-507-3960.

> To be safe I requested a TV/VCR for your room, but wasn't sure  
>if you needed an LCD. Please let me know.

> Also, some of my students have actually volunteered to work at  
>the conference because they're interested in your work. See you soon.

>

>Best,

>Bob Hiles

Go



ASSOCIATION OF INDEPENDENT MARYLAND SCHOOLS

November 29, 2000

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info@aimsmd.org

Dear Dr. Gerbner,  
Speaking with you as well as hearing you speak were both pleasures. I trust you had a good return trip home and I'm sure you've been busy since (I hesitate to call it Election Day) November 7.

*Executive Director*  
Ronald S. Goldblatt

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Jean Waller Bruner  
Roland Park Country Day School

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Randall Dunn  
Landon School

Dr. Evelyn A. Flory  
St. Paul's School for Girls

Merrill S. Hall III  
Calvert School

G. Peter O'Neill Jr.  
Garrison Forest School

Dr. Kenneth W. Smith  
Sandy Spring Friends School

Patricia E. Talbert Smith  
Norwood School

Marjo Talbott  
Maret School

I've used your storyteller ideas over and over again in teaching fiction writing and have incorporated your ideas of positioning and camera angles into my media lit. lessons. My Advanced Placement class worked diligently on an anti-tobacco campaign and publicly deconstructed some images Dec. 8, using four TVs, on which we synchronized taped messages. The eerily serendipitous part came when the school head asked to speak, and told of a ten-year-girl who had lost her father to cancer at age 46. The girl, of course, was her, but the chilling part was that Dec. 8 was the yahrzeit, the anniversary, of her father's death. "I don't remember much about him," she said, "but I remember that damn red cigarette package." There were kids sobbing in the audience, so I know the message got through to at least a few of them.

So your work is being carried on. I found that my students really reacted to the message that they were being duped by cigarette and alcohol advertisers. Everyone gets fooled sometime, but no one wants to be played for the constant chump. I'm usually not confused for an optimist, but I walked out of the assembly that day hopeful that students were beginning to wake up to the messages constantly assaulting them.

Again, thanks for your appearance, and for all of the years you've educating all of us.

Sincerely,

Robert Hiles