

Hayot

# Columbus School for Girls

56 South Columbia Avenue  
Columbus, Ohio 43209-1698

Patricia T. Hayot, Ph.D.  
Head of School

(614) 252-0781  
FAX (614) 252-8659

July 31, 1995

Dr. George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

Dear George,

A somewhat belated but most sincere thanks to you for being with us last Saturday. I felt we had a most thoughtful discussion which helped to place our work in a larger, more meaningful context.


I will begin to work on the monograph for the Independent Schools of the Central States (ISACS), and am grateful for your permission to draw on the materials you have written. I am looking forward to getting to that project as it will begin once I have finally responded to the enormous pile of correspondence that graced my desk upon my return from Europe.

Because of summer holidays, I have not been able to reach the three colleagues with whom I want to speak to about the March conference. I have discovered that the annual conference dates for the National Association of Independent Schools is, unfortunately, March 13-16 in Washington D.C. At least one key person who I wish to invite to the March conference will have obligations there.

Attached to this letter is a brief description of the education break-out group we had discussed. Please take a red pen to it with vim and vigor and let me know what you think.

Again, my hearty thanks for being with us, George. I am honored to be a part of the groundbreaking work of CEM!

Sincerely,

  
Patricia T. Hayot  
Head of School

PTH/rm

## Draft Statement for CEM breakout group: Educators and Media Literacy

For the first time in human history, most children are born into homes where most of the stories do not come from their parents, schools, churches, communities and in many places even from their native countries, but from a handful of conglomerates who have something to sell. (Prospectus: Cultural Environment Movement, 1994)

Educators and child-care givers will join to discuss the ways media, and particularly television, is adversely affecting the quality of childhood in our country and in our world.

We will explore ways which we can encourage and inspire citizens in local communities to assume responsibility for changing this reality and will generate strategies for promoting media literacy, and critical viewing efforts amongst educators, primary caregivers, and parents.

The mission and structure of the nascent organization, Columbus Center for Media Education (CCME), will be presented as just one model for participants to consider. (See draft brochure enclosed. Any suggestions you have, George, will be appreciated!).

We will work collectively to create a vision statement and a plan of action reflective of the goal of advancing a richer cultural environment - one that is "reasonably free, fair, diverse, and non-damaging" to our children. (Dr. Virginia Sheer, Board Member, CEM)

HAYOT

# Columbus School for Girls

56 South Columbia Avenue  
Columbus, Ohio 43209-1698

X 101

Patricia T. Hayot, Ph.D.  
Head of School

*Call - yes - Report*  
*Wally Bowen - Xee Dir*  
*CML*  
*Merville*  
*709 255 0182*

(614) 252-0781  
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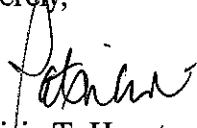
August 16, 1995

Dr. George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

Dear George,

Attached is a possible draft of what might be sent to the "Media Awareness, Education and Literacy" group participants. Is this anything close to what you had in mind? I am still working on a list of possible participants and would like to talk to Wally Bowen. Could you please have your assistant call me with his number? In the meantime, I send my good wishes and hopes that all is going well.

Sincerely,



Patricia T. Hayot  
Head of School

PTH/rm

Enclosure

*Send Newsletter Report*

*Called 8/29/30. Will send rev. letter, draft, etc. Good work!*

HAYOT

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56 South Columbia Avenue  
Columbus, Ohio 43209-1698

Patricia T. Hayot, Ph.D.  
Head of School

(614) 252-0781  
FAX (614) 252-8659

*Hayot*

August 22, 1995

# 101 -

8/22/95 - called, left  
msg to secy - note for  
Comerci

George Comerci, M.D.  
President  
American Academy of Pediatrics  
141 Northwest Point Boulevard  
P.O. Box 927  
Elk Grove Village, IL 60009-0927

Dear Dr. Comerci,

I am writing you at the suggestion of Antionette Eaton, M.D., who suggested that with your keen interest in violence prevention and adolescent medicine you may be willing to attend a founding conference March 15-17, 1996 in St. Louis that will directly address alternatives for our culture.

Toni was a founding member of the Columbus Center for Media Education, a task force that I established two years ago to increase public awareness of the impact of media violence on the hearts and minds of young people. Community interest in and support for our group has been tremendous. We are presently focusing on dissemination of information and research by offering training programs for health and educational professionals, and for parent and clergy groups.

In establishing a network for our work, I have come to know and respect the work of Professor George Gerbner, Dean Emeritus at Anneburg School of Communications. During the last three decades Dr. Gerbner has examined the culture of violence in the media and its effects on our society. He has drawn some startling conclusion about the impact of the ever shrinking number of individuals who control media both nationally and internationally. His research demonstrates that by the time youngsters enter school they have internalized damaging values and stereotypical images presented on the television screen. The world constructed for our nation's children bears little resemblance to the complex and richly diverse society in which they live.

Our group in Columbus is committed to trying to protect children from the "mean words syndrome" - the despair and fear that are often generated by images of life centered on violence, intolerance, and prejudice. It has nothing to do with censorship, but everything to do with civic responsibility.


There are many local efforts similar to ours. Many diverse groups in our country and abroad are concerned about the global effects of the media. Gerbner has, therefore, decided to sponsor a convention of this group, The Cultural Environment Movement, so that professionals from diverse fields can come together to define a national strategy of community action.

I would be extremely grateful if you would be willing to attend this event. Having a national leader from the American Academy of Pediatrics would enrich the quality of our debate and discussions enormously.

I have enclosed a copy of the goals and mission of the Cultural Environment Movement, as well as an announcement of the upcoming conference.

If you have any further questions about this matter, please do not hesitate to call me. In the meantime, I send my thanks to you for your patience in considering our invitation and look forward to hearing from you in the near future.

Sincerely,

  
Patricia T. Hayot  
Head of School

PTH/rm

cc: Antoinette Eaton, M.D.  
George Gerbner, Ph.D.

9-4-95

Dear George -

Last summer I asked a CSU student to research the history of the anti-smoking campaign. She, very cleverly, produced the attached, which I think should be published. Do you have any ideas? All the best. Patrician.

Substance vs. ideas!

but must - covering  
costs - probably pushing.  
Anti-sm. limited success.  
Anti-s. - driven by global  
market. See my essay.  
PB 113 difficulty  
never out no p.

Earlier this year, Dr. Hayot asked me to research the anti-smoking campaign. She wanted me to find some aspects of that campaign that could be applied to the anti-violence in the media campaign. So, I gathered information about the anti-smoking campaign's progress from 1975 until 1981. (I did this by reading the New York Times Index entry for tobacco for those years.) I learned quite a bit more than I ever wanted to know about the anti-smoking campaign. However, when I sat down to write my paper, I realized something. I know practically nothing at all about the anti-violence in the media campaign. How could I offer advice about a campaign of which I am ignorant? Of course, I couldn't. (Well, I could, but my advice would not be at all helpful or honest.) This is just a long way of saying why I wrote the paper the way I did.

IS YOUR CAMPAIGN COMPATIBLE TO THE ANTI-SMOKING CAMPAIGN? TAKE THIS QUIZ AND FIND OUT.

Section I

Directions: Choose the letter that best describes the anti-violence in the media campaign.

1. The anti-violence in the media campaign began in \_\_\_\_\_.  
a.the 1500s b.the 1600s c.the 1700s d.the 1800s e.the past fifty years
2. How often do you use acronyms to refer to organizations affiliated with the anti-violence in the media campaign? (MADD, mothers against drunk driving, is an example of an acronym.)  
a.Always b.Often c.Sometimes d.Rarely e.Never
3. In the past year, how many articles about scientific research, to determine the effects of media violence, appeared in the New York Times?  
a.One b.Two c.Three d.More than three e.None
4. How do you best combat media violence?  
a.With research b.With publicity c.With governmental lobbying d.With court rulings e.Unsure
5. How well can you define the short term goals of the anti-violence in the media campaign?  
a.Totally b.Partially c.Less than partially d.Not at all
6. How well can you define the long term goals of the anti-violence in the media campaign?  
a.Totally b.Partially c.Less than partially d.Not at all

Part II

Directions: Read the passage below, then choose the best response.

Dr. Urada has completed an exhaustive fourteen-year study of nonviolent-television viewing women who are married to violent-television viewing husbands. Dr. Urada's findings are startling. None of the women actively watched violent television. Yet, the women were all at an increased risk of committing violent acts. In fact, Dr. Urada determined that the wives' likelihood of committing violent acts was directly related to the amount of violent television that their husbands watched. This may prove to be the strongest scientific evidence yet for the risks of passive-violent-television-viewing (PVTV). -The New York Times, Jan. 16

In a newsconference yesterday, the spokeswoman for the ADVAM, Association for the Defense of Violence in American Media, challenged the results of a fourteen year study of nonviolent-television watching women. ADVAM claims that a critical arithmetical error in the study invalidates the study's results. ADVAM awaits NAAVIM's (National Association Against Violence In the Media) response. -The New York Times, June 15

Suppose you are the head of NAAVIM. How do you respond to ADVAM's charge?

A. Firmly support Dr. Urada. His research is important to your cause. You cannot admit that the research is faulty. Such an action would undermine the longterm goals of the anti-violence in the media campaign. Conceding a victory to ADVAM could strike an irreparable blow to the credibility of the anti-violence in the media campaign. You cannot take that chance. Besides, a simple arithmetical error does not invalidate the entire study.

B. Make public a study, conducted by NAAVIM, whose conclusions run counter to those of Dr. Urada. In this study, NAAVIM concluded that nonviolent-television viewing wives, married to violent-television-viewing husbands, were at no increased risk of committing violent acts.

C. No response.

D. Publicly attack ADVAM. Accuse ADVAM of aiding the spread of media violence. Report statistics that prove that exposure to violent television harms impressionable children. Do not mention Dr. Urada's research. Instead, put ADVAM on the defensive.

Part III

Directions: Mark each of the following statements either true or false.

1. An advertising campaign with Brooke Shields would build public awareness of media violence more effectively than a grass roots publicity campaign, designed by a Minnesota newspaperman. \_
2. In your opinion, court rulings are an effective means of combatting media violence. \_
3. The anti-violence in the media campaign has vocal crusaders in state and local government. \_
4. The anti-violence in the media campaign has a vocal crusader in the President's cabinet. \_
5. The anti-violence in the media campaign is composed of numerous organizations nationwide. \_
6. Vast amounts of research have been done to determine the effects of exposure to media violence. \_
7. The anti-violence in the media campaign receives substantial funding from the federal government. \_

Part IV

Directions: In as few words as possible, describe what you hope the anti-violence in the media campaign will have accomplished by this time next year.

## Scoring

Directions: Record the point value for each of your answers. Then add up your total score.

### Part I

1. A-5 B-4 C-3 D-2 E-1
2. A-5 B-4 C-3 D-2 E-1
3. A-2 B-3 C-4 D-5 E-1
4. A-5 B-4 C-3 D-2 E-0
5. A-5 B-4 C-3 D-2
6. A-4 B-5 C-3 D-2

### Part II

1. A-0 B-25 C-0 D-0

### Part III

1. T-0 F-5
2. T-0 F-5
3. T-5 F-0
4. T-0 F-5
5. T-5 F-0
6. T-5 F-0
7. T-5 F-0

### Part IV

Directions: If you were able to describe the anti-violence in the media campaign's short term goals, add 10 points. If you were unable to do so, deduct 5 points.

What the scores mean:

100-73 Congratulations! According to this quiz, your campaign is compatible to the anti-smoking campaign. In fact, if you scored a perfect 100, the anti-violence in the media campaign may be superior to the anti-smoking campaign. Still, take a moment to read the explanations of the answers. You may learn something from them after all.

72-45 Not bad. The anti-violence in the media campaign bears some resemblance to the anti-smoking campaign. Read the explanations of the answers carefully. Is there a pattern to your wrong answers? This pattern may reveal a fundamental difference between the anti-violence in the media campaign and the anti-smoking campaign. Still, the two campaigns are similar. You may be able to adapt aspects of the anti-smoking campaign to your own campaign.

44-17 Okay. Obviously, your campaign is unique. It bears little resemblance to the anti-smoking campaign. In this

case, I suggest that you read the explanations of the answers. (Who knows? You might discover an aspect of the anti-smoking campaign that you could adapt to the anti-violence in the media campaign.) Then, look for another campaign to study. (The temperance movement might be a good choice.)

17-2 Wonderful! The anti-violence in the media campaign is nothing at all like the anti-smoking campaign! Why did I say wonderful? Well, consider it. You can start from nothing. Design a campaign unlike anything that has ever been seen before. Imagine the challenge. (Don't bother to read the explanations of the answers. You have no need of them.)

#### Explanations:

##### Part I

1. The correct answer is A. Of course, the anti-violence in the media campaign hasn't been around since the 1500s. But, the anti-smoking campaign has. In fact, opposition to smoking has probably existed since Columbus brought tobacco to Spain. I could list dozens of laws that attempted to thwart tobacco's growing popularity. (For example, tobacco smoking was outlawed in Russia in 1634. First time offenders had their noses slit. Repeat offenders were killed.)<sup>1</sup> But that is hardly the point. The point is that the anti-smoking campaign has been gaining strength not for decades, but for centuries. Your own campaign has existed for perhaps fifty years. I do not mean to suggest that fifty years is nothing. But please, when you compare the anti-violence in the media campaign to the anti-smoking campaign, keep in mind that the latter has existed for 500 years. In other words, don't be impatient.
2. The correct answer is A. Many people are unaware of the power of acronyms. Acronyms are used extensively in the anti-smoking campaign. Acronyms are important to campaigns because they build name recognition. Which name would you be more likely to remember, GASP or Group Against Smoking Pollution? NICE or Nonsmokers Interested in Clean Environment? ASH or Action on Smoking and Health. Of course, you are more likely to remember the acronyms. Acronyms are a cheap effective means of building public awareness of the anti-violence in the media cause.
3. D is the correct answer. Personally, I have no idea how much scientific research has been done to determine the effects of exposure to media violence. However, I do know that more than ten articles, about scientific research of tobacco, were printed in the New York Times each year. (I looked at the five year period from 1979 until 1983.) If you

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<sup>1</sup>Smoking not Allowed, by Gilda Berger, Franklin Watts, New York 1987, pg. 37

did not answer D, the anti-violence in the media campaign may be suffering from one of two problems. One, there is very little research to determine the effects of exposure to media violence. Two, there is a lot of research; the anti-violence in the media campaign just hasn't effectively publicized it. Either way, without scientific research, people will question the campaign's credibility. You need scientific research. You need to publicize it. It would not be inaccurate to say that the entire anti-smoking movement is based primarily in strong, scientific research of tobacco. Can you say the same of the anti-violence in the media campaign?

4. A is the answer. Another research question. Redundant. But, I just want to reiterate that the anti-smoking campaign didn't start with a massive publicity drive, with enormous government lobbying, with glorious court victories. The anti-smoking campaign started with solid, scientific research. That is where the anti-violence in the media campaign must start. Years of scientific research should be the foundation for your campaign. Without scientific research, the anti-smoking campaign would have lacked leverage. There would have been nothing to publicize.

5. A is the answer. The short term goals of the anti-smoking campaign were always clearly defined. For example, in 1981, members of the anti-smoking movement were trying to increase the severity of the warning labels placed on cigarette cartons. In 1982, the issue was self-extinguishing cigarettes. At no time was the anti-smoking movement unsure of its short-term goals. There is a lesson in that. Don't aim too high. I mean, if the anti-smoking movement had had only one goal, to stop all Americans from smoking, the movement would have collapsed long ago. Short term goals. Small victories. These were necessary to create a feeling of progress, of momentum.

6. B is the correct answer. Longterm goals are nice. But, it's a waste of time to try to define them completely. In 1981, if you had asked any anti-smoking campaigner to define the movement's short-term goal, she would have replied, "Our short term goal is to get tougher labeling laws." "Great," you say, "So what is the anti-smoking movement's long term goal?" Who knows how the anti-smoking campaigner would have answered? She might have said, "To outlaw tobacco." Or perhaps, "To reduce cigarette consumption by 50%." It really doesn't matter. The point is that it's not necessary for everyone involved in a campaign to agree on the same long term goal. It is enough if everyone can partially define the goal. Did the anti-smoking movement suffer because no one knew exactly where it was going? Not a bit. In fact, perhaps it was to the anti-smoking movement's advantage. Everyone involved in the movement aimed in the same direction. Yet the extent to which each campaigner wished to combat smoking could be entirely different. If, from the

beginning, the anti-smoking movement had aimed toward a total ban of tobacco, there would have been a rapid decline of support for the anti-smoking cause. Vague long-term goals are best. Much harder to attack.

## Part II

B is the correct answer. The passages you read were based on true events. The following is a brief summary of what actually happened (According to the New York Times Index for 1981)

A major fourteen year study in Japan proved that nonsmoking women married to smoking husbands were at an increased risk of developing lung cancer. Each woman's risk was directly related to how much her husband smoked. The scientists concluded that the women were one third to one half as likely to develop lung cancer as a direct smoker. Obviously, this research supported the claim that passive smoking is harmful. At first, the anti-smoking organizations in the United States embraced the new research. Proof! Finally, solid proof! Actually, the proof wasn't solid. Nearly six months later, the Tobacco Institute announced that they had discovered an arithmetical error in the Japanese study. The error invalidated the study's conclusions.

This is where it became interesting. I expected the American Cancer Society to support the conclusions of the Japanese study. After all, it provided one of the first scientific arguments for the dangers of passive smoke. So I was surprised when, a few days later, the American Cancer Society made public it's own study. A study with conclusions that ran counter to those of the Japanese study.

What does this prove? It proves that the anti-smoking movement, at least in the five years that I studied, placed it's scientific research above attack. Faulty research was not supported, even when supporting it would have advanced the anti-smoking campaign. This is what gave the anti-smoking campaign its credibility. I hope that you answered B. Vast amounts of research build credibility only if they are above reproach.

## Part III

1. False. One of the most effective anti-smoking publicity campaigns was an annual event designed by Lynn Smith, a Minnesota newspaper owner. Mr. Smith called his campaign The Great American Smoke Out. The concept is simple. On a particular day in November, millions of American smokers refrain from smoking for twenty-four hours. That's it. Yet the popularity of the event grows rapidly from year to year. Perhaps, the anti-violence in the media movement could use a similar publicity campaign. The Great American Tune Out? Challenging millions of Americans to forego television for a single day? (By the way, I asked about Brooke Shields because one of the anti-smoking publicity campaign's greatest failures, in 1981, involved the model. Apparently, the

government cancelled plans for an advertising campaign featuring Brooke Shields. The whole incident was significant because it revealed disunity within the anti-smoking movement. Leaders of the American Lung Association accused Richard S. Schweiker, the health and human services secretary, of selling out to the tobacco lobby. Aides attempted to defend Schweiker and to discredit the American Lung Association's accusations. These attacks wasted time and energy. The only thing the anti-smoking movement accomplished was to publicize its own disunity. There is a lesson in the Brooke Shields' incident. Never place more emphasis on publicizing your campaign's cause than you place on the cause itself.)

2. False. Court rulings are the most ineffective way to advance a campaign's cause. Pursuing your campaign's goals through the court system has a major problem. Court cases take too long to accomplish too little. For example, in October of 1982 the U.S. Court of Appeals for the 2nd Circuit of San Francisco expanded the rights of nonsmoking government employees. This ruling came in the case of Irene C. Parodi, a nonsmoker, who developed breathing difficulties while working with smokers in the Defense Logistics Agency. The court ruled that Ms. Parodi and other nonsmokers had the right to smoke-free areas. I thought that that was it. However, I found another reference to the case in the 1983 New York Times Index. Apparently, Ms. Parodi's court case was still unresolved. I have no idea how long the court case dragged on. Although Ms. Parodi probably gained something from the eventual court ruling, I doubt that the anti-smoking movement as a whole did. Consider. In October of 1982, the U.S. Court of Appeals was going to expand the rights of nonsmoking government employees. Surely, this pleased members of the anti-smoking movement. Yet, the anti-smoking movement had already achieved similar measures without court rulings. For example in March of 1979, the General Services Administration announced that government workers could declare their buildings smoke-free environments. That announcement affected 10,000 government buildings. The anti-smoking movement did not need court rulings to implement new policies on smoking. It was more efficient to pursue these policies directly through the agencies that would be affected.

Of course, court rulings do have some usefulness. For example, in 1981, Phillip Morris Inc., Lorillard Inc., and Brown & Williamson, each paid \$100,000 in civil damages because they didn't clearly and conspicuously display the surgeon general's warning on their cigarette cartons. A \$100,000 fine didn't exactly bankrupt any of the companies. So what did the anti-smoking movement gain from the court ruling? The anti-smoking movement gained publicity. Publicity is probably the only thing you should expect from a court ruling. Never try to pursue your campaign's goals through the judicial system alone. In court cases, there is

always the danger that you will lose. Pursue your objectives directly. The anti-smoking movement made much more progress by lobbying state and national governments than by winning court rulings. The successful court rulings always came later, after the anti-smoking movement had achieved its primary goals. The court rulings were useful only in that they helped to publicize the anti-smoking cause.

3. True. The anti-violence in the media campaign must have vocal crusaders in state and local government. The anti-smoking movement had numerous supporters in state and local governments. Among these were Alexander B. Grannis, a New York city assemblyman who fought for laws banning smoking in public places; William A. O'Neill, the governor of Connecticut who signed legislation that increased the penalty for smoking in non-smoking areas; and Senator Frank J. Dodd, who introduced the New Jersey bill that required teachers to teach elementary school students the dangers of smoking. Hundreds of people won victories for the anti-smoking campaign in local and state government. One by one, these victories advanced the anti-smoking movement. I hate cliches, but I guess that the anti-smoking campaign's success is largely due to one: "Think globally, act locally."

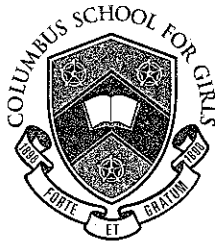
4. False. If the anti-smoking campaign is any indication, the anti-violence in the media campaign should not have a vocal crusader in the President's cabinet. Consider what happened in 1979. In 1979, the Health, Education, and Welfare secretary was Joseph A. Califano Jr. Mr. Califano took a strong stand against tobacco. At the time, members of the anti-smoking movement were probably delighted. Finally, a strong voice for anti-smoking in the national government! Unfortunately, citizens of North Carolina (a tobacco growing state) were less delighted. On April 15, 1979, North Carolinans attacked Mr. Califano's anti-smoking stance in the New York Times. The HEW secretary immediately rebutted the attacks. (Who knows? Perhaps he was less than diplomatic.) Anyway, on June 20, President Carter announced that he was dismissing HEW department secretary Califano because he had been stirring up too much trouble in the southern (tobacco growing) states. Of course, it is necessary for a movement to have vocal supporters. But vocal supporters may be more effective in state and local government. Take New York assemblyman Alexander B. Grannis. He could say that he thought tobacco should be banned in public areas, didn't need to worry about alienating the southern states. But Joseph A. Califano did need to worry about it. Unfortunately, I guess he never realized that being a figure in the national government severely limited what he could say. Arguably, the secretary of Health, Education, and Welfare has more power at his disposal than a state assemblyman does. Yet by 1983, Grannis had advanced the anti-smoking cause much farther than Califano had. Work within the limitations of your position.

A person in a high position almost always finds it difficult to implement real change.

5. True. Of course the anti-violence in the media campaign should be composed of numerous organizations nationwide! The anti-smoking movement is supported by hundreds of these organizations. There's the American Lung Association, the American Cancer Society, GASP, NICE, ASH, DOC, etc. The anti-smoking movement's success depends upon these organizations. If you answered false, the anti-violence in the media campaign may have a large problem.

6. True. Another research question. I don't want to be redundant. But, if there isn't solid, scientific research which proves the dangers of exposure to media violence, it will be very difficult to generate support for the anti-violence in the media campaign.

7. True. It would be very helpful for the anti-violence in the media campaign to receive substantial funding from the federal government. The anti-smoking movement has been using federal funds for years. For example, in 1979, the HEW department anti-smoking campaign received \$22 million dollars from the health budget. Federal money helped to publicize the dangers of smoking and to fund scientific research. I doubt that it would have been possible to research the effects of smoking in such depth without federal support.



PATRICIA T. HAYOT, PH.D.  
HEAD OF SCHOOL

August 20, 1996

Dr. George Gerbner  
University City  
Science Center--One East  
3624 Market St.  
Philadelphia, PA 19104

Dear George:


I writing on behalf of the Columbus Center for Media Education to request permission to use excerpts from *The Killing Screens*. Currently, we are producing a video broadcast for the Columbus Education Satellite Network (CESN). This video will be aired this fall to teachers in the Columbus Public School System. This video is strictly a non-profit production on the subject of media literacy/education.

Enclosed, for your signature, is a release form provided by CESN. I would appreciate it if you could please return the completed form by Sept. 1 to:

Angie Helwig, Director of Communications  
Columbus School for Girls  
56 S. Columbia Ave.  
Columbus, OH 43209-1698  
(614) 252-8659--fax

Thanks you, George, for your constant support. We are thrilled that Columbus Public Schools will use our video as a professional development experience for all faculty. Let me know if you have any hesitations.

Sincerely,

  
Patricia T. Hayot, Ph.D.  
Head of School

**PRESENTER CONSENT FORM**

Every presenter that appears on a live CESN seminar must fill out this form. Please make sure that it is signed and dated. Use one form for each presenter or guest who will be televised. You may duplicate this form for that purpose. This form should be returned along with the other forms requested by CESN in your presenters packet.

Columbus Educational Satellite Network  
Fort Hayes Metropolitan Education Ctr.  
548 Jack Gibbs Boulevard  
Columbus, Ohio 43215  
614.365.6774



**PRODUCTION AGREEMENT FOR  
COLUMBUS EDUCATIONAL SATELLITE NETWORK**

I hereby authorize the use of the name of \_\_\_\_\_ the likeness, voice, and any materials which have been submitted and/or used in the filmed, audio taped, or videotaped sequences for educational broadcasting. Such authorization bestows upon CESN and its designees the right to rerecord on videotape, audiotape and/or film the material, the name, the likeness, and the voice, and to use such recorded program(s) for educational radio and television broadcasting, or audio visual instruction purposes, in any location within and without the State of Ohio.

I hereby certify that: (1) I am free to enter into this agreement; (2) I possess all rights necessary to furnish the materials submitted hereunder free and clear of any liability or limitation on ownership; and (3) I agree to indemnify and hold harmless CESN and its representatives against any action for copyright or patent infringement, invasion of the rights of others, or any other related claim or action which may arise out of CESN's use of the materials I have provided.

CESN is hereby authorized to use in perpetuity and at its discretion the material(s) described above in the manner stated and it is understood that other agencies and organizations will be granted permission to use this material under the policies of CESN.

It is explicitly understood that this recorded material will be used for educational purposes. It may, however, be released as a public service over commercial broadcast outlets, with the consent to CESN, the Columbus Public School District and the parties listed below.

Date \_\_\_\_\_

Signature of Talent \_\_\_\_\_

Address of Talent \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Project Number \_\_\_\_\_ Date(s) of recording \_\_\_\_\_

Place of recording \_\_\_\_\_

Type of recording \_\_\_\_\_

Guardian, if under legal age \_\_\_\_\_

Witness (CESN representative) \_\_\_\_\_

HAYOT

[75] From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com> at SMTP-po 4/25/96 1:05PM (2786 bytes: 48 ln)  
To: fgg at POST1  
Subject: Sante Fe June 19th

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from ns.connectinc.com  
From OHCSGHEAD@connectinc.com  
X-Envelope-From: OHCSGHEAD@connectinc.com  
Received: from poi.connectinc.com by ns.connectinc.com (8.7.1/ConnectInc-RELAY.1)  
id RAA22319; Thu, 25 Apr 1996 17:01:08 GMT  
Received: from sword.connectinc.com by poi.connectinc.com (8.7.1/ConnectInc-iRELAY.1)  
id RAA07229; Thu, 25 Apr 1996 17:07:07 GMT  
Received: by sword.connectinc.com (SMI-8.6/SMI-SVR4)  
id KAA03353; Thu, 25 Apr 1996 10:04:01 -0700  
Date: Thu, 25 Apr 1996 10:04:01 -0700  
Message-Id: <199604251704.KAA03353@sword.connectinc.com>  
From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com>  
To: fgg@asc.upenn.edu  
Subject: Sante Fe June 19th

George: You were wonderful, as always, in Chicago. The ISACS Board met afterwards and decided to take this issue on at the Strategic Planning Retreat Aug 15-16 in Chicago. I know they all want to invite you and I hope you can come. This will be a tremendous breakthrough to the independent school community. Let me know when you get the invitation from Pat Bassesst  
The Country Day Headmasters group, meeting in sante Fe in June is also a MOST important group and I hope we have the same success. You are slated to speak June 19th at 11:15 a.m for 90 minutes.

Peter Stevens at oregon Episcopal School needs to have information from you just as soon as you return from Greece. Could you kindly fax him information to the following:

1. Will you want to stay at the campus like we all are doing or do you want a hotel room.
2. Do you want the organization to provide transportation from Albuquerque to sante FE (which they can do...we can arrange to have you met)
3. Will you need any a-v. equipment?

Peter is in charge of all these details and I would much appreciate it if you or Sheila would deal directly with him. His tel in 503-246-7771 and Fax is 503-293-1105. I called Sheila and asked her to be on top of this, too. They would like an immediate confirmation of your intention to come and a title of your talk. The theme of the conference is: "Reclaiming our Culture: Stories that Bind" We will have Native American storytellers, too, so this will all be a cohesive unit.

I hope you had a marvelous trip.  
Patricia.

PS. The Country Day Heads do not know anything about my work with the Columbus Center for Media Education. it would be wonderful if you could weave that into your talk so that I will have a future forum to speak to these issues with this group, too..

[83] From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com> at SMTP-po 4/25/96 1:05PM (2786 bytes: 48 ln)  
To: fgg at POST1  
Subject: Sante Fe June 19th

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Text item 1: Text Item

Received: by cmail from ns.connectinc.com  
From OHCSGHEAD@connectinc.com  
X-Envelope-From: OHCSGHEAD@connectinc.com  
Received: from poi.connectinc.com by ns.connectinc.com  
(8.7.1/ConnectInc-RELAY.1)  
id RAA22319; Thu, 25 Apr 1996 17:01:08 GMT  
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Connect Mail Sent: April 25, 1996

9:51 am PDT

Item: R00QEDT

# The Country Day School Headmasters' Association of The United States

## EXECUTIVE COMMITTEE 1995-1996

**Roger B. Boocock, President**  
Riverdale Country School  
5250 Fieldston Road  
Bronx, New York 10471

**Emerson A. Johnson III, Vice-President**  
The Montgomery Academy  
3240 Vaughn Road  
Montgomery, Alabama 36106

**Peter W. Stevens, Secretary**  
Oregon Episcopal School  
6100 S.W. Nival Road  
Portland, Oregon 97221

**Brian R. Walsh, Treasurer**  
The Buckley School  
113 East 73rd Street  
New York, New York 10021

**Patricia T. Hayot, Class of 1960**  
Columbia School for Girls  
24 South Columbia Avenue  
Columbus, Ohio 43219

**Paul D. Chapman, Class of 1997**  
Herald-Royer School  
4213 Lincoln Avenue  
Oakland, California 94602

**Agnes C. Underwood, Class of 1998**  
National Cathedral School  
Mount Saint Alban  
Washington, D.C. 20016

To: Pat Hayot  
From: Peter Stevens  
Re: Santa Fe  
Date: April 24, 1996

Pat, can you help on the following with George Gerbner?

1. Since I have nothing in writing from him confirming his being with us, could you get something like that from him?
2. Could you get me a title for his talk, so we can put it in the program? I probably need that within the next couple of weeks. Also, will he need any audio/visual equipment? You do recall that he is booked to speak to us in St. Francis Auditorium, downtown, on Wednesday, June 19th at 11.15 a.m. The time slot is for one hour and 15 minutes. \*
3. Will you find out what his travel arrangements are, and if he wants accommodations other than at St. John's College. If so, then we should work on a hotel, which Recursos can surely do for us. Will he require transportation from and to Albuquerque?

Many thanks, Pat. Can't wait to see you in June!

5

## 1996 ANNUAL MEETING

St. John's College  
Santa Fe, New Mexico  
June 18-21, 1996

Dear Peter: I have sent George, who is in Greece for the next 10 days an extensive e-mail and I have called his assistant to make your plea known. George is great about getting back and will respond, I am certain. I think if you title his talk: "Media and Culture: The Art of Asking the Right Questions" it will be fine. I have heard him and this is the theme of his work. If you prefer to check you can propose that to him when he contacts you. I gave him your phone and fax number. He did confirm to me that he is coming, but I know nothing about the details you asked.

You are doing a great job. Peter. It will be a wonderful event.

Hugs,

Pat

[96] From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com> at SMTP-po 9/11/96 9:56AM (1222 bytes: 22 ln)

To: fgg

Subject: board membership

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from ns.connectinc.com

From OHCSGHEAD@connectinc.com

X-Envelope-From: OHCSGHEAD@connectinc.com

Received: from franklin.connectinc.com by ns.connectinc.com

(8.7.1/ConnectInc-RELAY.1)

id NAA04034; Wed, 11 Sep 1996 13:52:43 GMT

Received: from sword.connectinc.com by franklin.connectinc.com

(8.7.1/ConnectInc-iRELAY.1)

id NAA05538; Wed, 11 Sep 1996 13:59:28 GMT

Received: by sword.connectinc.com (SMI-8.6/SMI-SVR4)

id GAA10518; Wed, 11 Sep 1996 06:54:34 -0700

Date: Wed, 11 Sep 1996 06:54:34 -0700

Message-Id: <199609111354.GAA10518@sword.connectinc.com>

From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com>

Subject: board membership

Dear George: Thanks for your note. Terrie will fax a resume to you this week. She is truly a star. I will be happy to serve on the advisory committee and Terrie can keep me appraised of what is happening at the full board level. As always, my best. Patricia

Connect Mail Sent: September 11, 1996 6:50 am PDT Item: R00XhDI

[2] From: fgg at post1 10/20/96 9:47AM (867 bytes: 12 ln)  
To: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com> at SMTP-po  
Subject: New business

----- Message Contents -----

Dear Patricia: Received vita from Terry, but I hesitate to nominate for Board anyone who has not yet been active in CEM. If she is interested, she should sign up (see Monitor) and attach a note about what initiatives she can take. New Board will meet in Asilomar conference center in Calif. for a 2-day retreat Nov. 15-16 - sorry to miss you, unless you wish to join us anyway. Also, I found an Aug. 20 request for permission to use Killing Screens. I hope I had responded to that at the time, but, in any case, of course you have my permission. Best regards - George.

P.S. I trust you have received Monitor. Can you use extra copies? If so, how many?

[70] From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com> at SMTP-po 10/21/96 9:51AM (1436 bytes: 24 ln)

To: fgg

Subject: R> New business INTERNET 1K Oct-20-96

----- Message Contents -----

Text item 1: Text Item

From OHCSGHEAD@connectinc.com

X-Envelope-From: OHCSGHEAD@connectinc.com

Received: from franklin.connectinc.com by ns.connectinc.com

(8.7.1/ConnectInc-RELAY.1)

id NAA18259; Mon, 21 Oct 1996 13:08:45 GMT

Received: from sword.connectinc.com by franklin.connectinc.com

(8.7.1/ConnectInc-iRELAY.1)

id NAA15109; Mon, 21 Oct 1996 13:15:39 GMT

Received: by sword.connectinc.com (SMI-8.6/SMI-SVR4)

id GAA29562; Mon, 21 Oct 1996 06:10:18 -0700

Date: Mon, 21 Oct 1996 06:10:18 -0700

Message-Id: <199610211310.GAA29562@sword.connectinc.com>

From: Patricia T Hayot SCG Head <OHCSGHEAD@connectinc.com>

Subject: R> New business INTERNET 1K Oct-20-96

Dear George: Thanks for your note about Terrie. I will have her respond about what she can do; I know you trust me and I would like to say that if I want something done, there is no one to whom I turn faster than Terrie. She has taken strong leadership around this issue and makes weekly presentations to community and educational groups.

I would love to have about 20 copies of Monitor---let me know the charge. It is always good to hear from you. Warm wishes. Patricia

Connect Mail Sent: October 21, 1996

6:06 am PDT

Item: R00aDpU

*Mailed -  
No show*