

Communication Arts Speaker Series "Thinking Out Loud"

(Co-sponsors include: the Francis-Ignatian Center • The Jesuit Community • St. Michael's Institute • The School of Education • The College of Arts and Sciences • The Spokane Academy for Family Television • and private donations.)

media, technology and culture
-telling all the stories

A Dialogue and Workshop with

Dr. George Gerbner

Professor Gerbner is Dean Emeritus, Annenberg School of Communication, University of Pennsylvania, founder of the Cultural Environmental Movement, and he has been described by *Newsweek* as "perhaps the nation's leading authority on the social impact of television." He is the author of numerous books including *Marketing Global Mayhem*, co-editor of *Triumph of the Image: The Media's War in the Persian Gulf* and the film *The Killing Screens*. Our dialogue will explore issues that are impacting the fabric of our communities and will include creating strategies for responding to our market culture.

Saturday, April 12, 1997
GONZAGA UNIVERSITY
Jepson Auditorium
8:30 a.m. - 4:00 p.m.

The conference registration fee of \$20 includes lunch. Scholarships will be available to those unable to pay. Advanced registration required by April 7 for lunch. For details call: Dr. John Caputo, Chair, Communication Arts Dept. at G.U. (509) 328-4220, ext. 3262.



GONZAGA UNIVERSITY

COMMUNICATION ARTS DEPARTMENT

March 1997

Dear Invited Participant:

Scotch patriot Andrew Fletcher once said: "If one were permitted to make all the ballads, one need not care who should make the laws of a nation." That was at a time when "ballads"--the myths and stories of a culture--were still hand-crafted, home-made, and community-inspired. Today's "ballads" are shaped in the media. They are the products of a complex mass-production and marketing process. Our children are born into a cultural environment whose dominant story tellers are a small group of global conglomerates with little to tell but a great deal to sell. The cultural stories which ground and frame our lives are no longer our own.

Our media have coalesced into a homogenized and globalized cultural mainstream that has drifted out of our reach. We are now in the midst of what experts have called "a cultural crisis" or what we might also call "a crisis of the spirit."

What can we do? We have organized what we hope will be an extraordinary conference with Dr. George Gerbner to examine this cultural and spiritual crisis. Our conference theme is "Media, technology and culture--telling all the stories." We will explore the impact of media on our families, our children, and our community life. We will collectively formulate strategies for responding.

Hoping to create a community-wide forum, we would like to encourage you, your colleagues, your church councils, and all interested parties to attend. If possible, consider sponsoring their registration. The conference will be held Saturday, April 12, 1997 in Jepson Auditorium at Gonzaga University from 8:30 a.m. to 4:00 p.m. We will need to limit the size of the conference so all can participate, but we do want to encourage your attendance. Please register early. Bring a friend.

The registration fee is a minimal \$20 and includes a box lunch. Scholarships are available to those unable to pay. Advance registration by April 7 is required for lunch. Contact: Dr. John Caputo, Chair, Communication Arts Department at Gonzaga University, (509) 328-4220, ext. 3262.

Sincerely,

John S. Caputo, Ph.D.
Professor and Chair

Enclosure - Conference Announcement and Registration Form

GONZAGA UNIVERSITY NEWS RELEASE

March 12, 1997

Dale Goodwin, Director

Peter Tormey, Associate Director

EXPERT IN TELEVISION VIOLENCE TO SPEAK
AT GONZAGA UNIVERSITY CONFERENCE APRIL 12

Professor George Gerbner, described by Newsweek (Dec. 6, 1982) as "perhaps the nation's foremost authority on the social impact of television," will be the keynote speaker at a public town-hall style conference titled "Telling All the Stories: Television as New Religion," 8:30 a.m.-4 p.m., Saturday, April 12, in the Jepson Center Auditorium. The event is part of the Gonzaga University communication arts department speaker series titled "Thinking Out Loud."

Conference registration fee is \$20, which includes lunch. Preregistration is required by April 7. To register, call 328-4220, ext. 3262. Scholarships will be provided for those unable to afford the cost. Conference co-sponsors include Gonzaga University's Jesuit community, St. Michael's Institute, the GU School of Education, the GU School of Law, the Spokane Academy for Family Television, the Francis Ignatian Center and private donors. Donations are welcome; anyone wishing to contribute to the effort please call 328-4220, ext. 3262.

Event organizer Gonzaga communication arts Professor John Caputo said the conference will provide a forum for a public discussion of TV violence and its impact on society. The event will include the participation of Gonzaga faculty and members of the Spokane-area media. Gerbner's presentation will include a film titled "The Killing Screens."

Gerbner was professor and dean of The Annenberg School for Communication, University of Pennsylvania from 1964 through 1989. Since then, he has been an independent researcher and teacher, with appointments as visiting lecturer, University of Athens, Greece; distinguished visiting professor, American University, Washington, D.C.; visiting professor, University of Budapest, Hungary; visiting professor, Salesian University, Rome; and distinguished visiting professor, American University, Cairo.

Before joining the University of Pennsylvania, he taught at the Institute of Communications Research, University of Illinois; the University of Southern California; El Camino College, Torrance, Calif.; and John Muir College, Pasadena, Calif.

In 1991 he founded and continues as chair of the Cultural Environment Movement, a coalition of more than 150 organizations in every state of the United States and 57 other countries. In 1969, he initiated and continues to direct the Cultural Indicators research

project, the annual monitoring and analysis of television and other media. His U.S. and international research projects have been supported by the National Science Foundation, the U.S. Office of Education, the National Institute of Mental Health, the Administration on Aging, the International Research and Exchanges Board, the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the Center for Substance Abuse Prevention, the Hosono Bunka Foundation of Japan, the National Cable Television Association, the Screen Actors Guild, the American Federation of Television and Radio Artists, the U.S. Commission on Civil Rights, the Institute for Mental Health Initiatives, the American Association of Retired Persons, the Robert Wood Johnson Foundation, and other organizations.

Gerbner's membership on boards includes the Minorities Media and Telecommunications Council; the International Advisory Board for Hungarian Television; the Corporation for Public Broadcasting/Annenberg School of Communications Project Council; and the Surgeon General's Advisory Committee on Television and Social Behavior.

He was executive editor of the quarterly Journal of Communication and chair of the editorial board of the International Encyclopedia of Communication. He also has served on the staff of the San Francisco Chronicle and other newspapers. During World War II, he served in the 541st Parachute Infantry (101st Airborne) and the Office of Strategic Services (OSS). He received a field commission and the Bronze Star for service behind enemy lines.

Recent publications include "Invisible Crises: What Conglomerate Media Control Means for America and the World" (Westview, 1996); "Television Violence: The Power and the Peril in Gender, Race, and Class in Media: A Critical Text-Reader" (Sage, 1995); "Instant History: The Case of the Moscow Coup" in Political Communication, 1993; "Casting And Fate: Women and Minorities on Television Drama, Game Shows, and News" (The Netherlands: Bohn Stafleu van Loghum, 1995); "The Global Media Debate: Its Rise, Fall and Renewal" (Ablex, 1993); "Triumph of the Image: The Media's War in the Persian Gulf" (Westview, 1992).

Born in Hungary, Gerbner came to the United States in 1939, received a bachelor's degree from the University of California and a master degree and doctorate from the University of Southern California.

For more information, please call Professor Caputo at 468-2466.

Peter Tormey
Associate Director,
Public Relations
Gonzaga University, Spokane, WA 99258-0070



GONZAGA UNIVERSITY

COMMUNICATION ARTS DEPARTMENT

March 18, 1997

1 ~
2 ~
3 ~
4 ~

Dear Dr.

I wanted to bring your attention to a program we are hosting for Dr. George Gerbner on Saturday April 12, 1997. Newsweek Magazine has called Dr. Gerbner perhaps America's leading scholar on media and social values. We are very pleased to be bringing George to Spokane and wanted to be sure to invite you, colleagues and your students to attend. I'm enclosing material that describes Dr. Gerbner's work, the program we have planned and registration materials for interested parties. Some of the expenses of this conference are being picked up by co-sponsors and some by paid registrations. Scholarships also exist for those unable to pay. If you have a large group interested in coming, perhaps you could make a contribution and be a co-sponsor of the program and there wouldn't be a need to pay individual registrations. At Gonzaga, our President and Dean have paid lump sums for University faculty to attend.

Also, on Friday afternoon April 11, George will be available to meet with media representatives. If you would like any of your student publications present let me know. I am also enclosing a press release for that purpose. Lastly, our Department is hosting a dinner for Dr. Gerbner on the evening of the 11th. As chair of your department, I'd like to invite you to take part in that function. I know for some of you this event conflicts with NCA, but that couldn't be avoided.

I would appreciate your passing this along to interested parties and would be happy to answer any questions you or students and colleagues might have. Please call or e-mail me or my secretary, Marti Abrahamson:

John S. Caputo, Ph.D.
(509) 328-4220, ext. 3256
caputo@calvin.gonzaga.edu

Marti Abrahamson
(509) 328-4220, ext. 3262
abrahamson@calvin.gonzaga.edu

I look forward to seeing you.

Sincerely,

John S. Caputo, Ph.D.
Professor and Chair

Attachments



GONZAGA UNIVERSITY

COMMUNICATION ARTS DEPARTMENT

March 20, 1997

Dear Pastor,

As Chair of the Communication Arts Dept. at Gonzaga University, I extend to you and your parishioners a special invitation to attend and participate in a most important workshop and dialogue. The event entitled "Media, Technology and Culture--Telling All the Stories" will be held on Saturday, April 12, 1997 at the Jepson Auditorium on the Gonzaga campus from 8:30 a.m. to 4:00 p.m.

This workshop and dialogue will be led by Dr. George Gerbner, Dean Emeritus of the prestigious Annenberg School of Communication, University of Pennsylvania. Dr. Gerbner has been described by Newsweek as "perhaps the nation's leading authority on the social impact of television". Our dialogue with him will explore issues that are impacting the very fabric of our communities. Participants will help create strategies for responding to our present cultural crisis.

In the past, most of what we knew we learned from the stories we were told. That process used to be family and neighborhood oriented and community inspired. Now, for the first time in human history, children are born into homes where most of the stories do not come from their communities, schools, churches, or parents, but from a group of complete strangers hired by a handful of conglomerates, who have something to sell.

"Market forces" that create the symbols, images, myths, language, concepts, stories and values for a market culture are defining the cultural environments that then become the measure of all things - often at a deep sub-cognitive or pre-conscious level. Increasingly, the evolution of our cultural environment is moving beyond democratic reach as control is concentrated within a corporate "Media Monopoly". The content we are fed is orchestrated across media - newspapers, TV, movies, magazines, radio, video games, even school curricula. The lines begin to blur between advertising, editorials, news, and entertainment.

It is time for a change! We ask you and those in leadership positions in your parish to attend our workshop and help us engage in the cultural battle that is being waged for the hearts and minds of our most precious possession - our children. What's needed is a new cultural climate in America, a climate of hope and possibility. Your voice is needed.

Your presence will make a difference!

Sincerely,

John S. Caputo, Ph.D.

Professor and Chair

This conference is being presented by the Communication Arts Department and the Francis-Ignatian Center. The conference organizers would like to thank each of the following for their generous support of the conference. Without their help this conference would not have been possible.

COLLEGE OF ARTS AND SCIENCES

SCHOOL OF EDUCATION

ST. MICHAEL'S INSTITUTE

ST. FRANCIS FRATERNITY

THE JESUIT COMMUNITY

THE SPOKESMAN REVIEW

PRIVATE DONORS

Donations for the continuation of this series are greatly appreciated.



GONZAGA UNIVERSITY

media, technology and culture
- - telling all the stories

dialogue & workshop

KEYNOTE SPEAKER: DR. GEORGE GERBNER
DEAN EMERITUS,
ANNENBERG SCHOOL OF COMMUNICATION
UNIVERSITY OF PENNSYLVANIA

Reactors:

Barry Barth, President & General Manager
KREM TV 2

Dr. Marilyn Cohen, Director
Early Childhood/Teen Telecommunications Project
University of Washington

Ron Commings, News Director
KREM TV 2

Don Higgins, Director
West Central Community Center

Dr. Kent Hoffman
Infant/Parent & Adult Psychotherapy
Marycliff Institute

Peggy Kuhr, Editor
Spokesman Review

April 12, 1997

Theme:

media, technology and culture
- - telling all the stories

Program:

- 8:30-9:00 COFFEE & REGISTRATION
- 9:00 WELCOME by Dr. John S. Caputo
Professor and Chair, Communication Arts
Gonzaga University

Introduction of the conference theme, format and speakers--
Dr. John Caputo, Professor and Chair, Communication Arts
Department, Gonzaga University.

- 9:05-10:15 **Dr. George Gerbner**
- 1ST GENERAL SESSION PRESENTATION

Professor Gerbner is Dean Emeritus, Annenberg School of Communication, University of Pennsylvania, founder of the Cultural Environmental Movement, and he has been described by Newsweek as "perhaps the nation's leading authority on the social impact of television." He is the author of numerous books including *Marketing Global Mahem*, co-editor of *Triumph of the Image: The Media's War in the Persian Gulf*, and the film *The Killing Screens*.

- 10:15-10:30 REFRESHMENT BREAK
- 10:30-11:00 PANEL REACTIONS
(exploring conference themes)

Dr. Kent Hoffman
Don Higgins
Barry Barth

- 11:00-11:45 BREAKOUT GROUPS
(discussing morning themes)
 - 11:45-12:00 1ST GENERAL SESSION DISCUSSION
 - 12:00-1:00 INFORMAL LUNCH
- * Morning summary and afternoon introductions--
Dr. Michael Kirkhorn
Associate Professor
Communication Arts
Gonzaga University
- 1:00-2:15 **Dr. George Gerbner**
-2ND GENERAL SESSION PRESENTATION
 - 2:15-2:40 PANEL REACTIONS
(exploring conference themes)

Peggy Kuhr
Dr. Marilyn Cohen
 - 2:40-3:00 REFRESHMENT BREAK
 - 3:00-3:30 BREAKOUT GROUPS
(discussing afternoon themes)
 - 3:30-4:00 2ND GENERAL SESSION DISCUSSION
(Group Reports)
- PLANS FOR THE FUTURE

Teen Futures



Sponsored by the
Washington State Department of Health

Marilyn Cohen

Teen Futures Media Network Resources and Activities

In 1996 the Washington State Department of Health launched a new initiative, the Teen Futures Media Network, through the University of Washington's Early Childhood/Teen Telecommunications Project.

The primary goal of the Network is to support, foster and make use of youth driven media projects as a strategy for preventing teen pregnancy. Another of the Network's goals is to promote media literacy as a vehicle for addressing sexuality education issues. Among the activities of the Network are:

Teen Media Contest

The Teen Media Contest is open to all Washington youth ages 12 - 19. Contest participants are invited to enter in any or all of the 15 contest categories! Categories include a wide variety of media products from TV and radio spots, billboards, bus signs, brochures and flyers, specialty items (e.g. T-shirts, pens, buttons) to music from teen bands and vocal groups. Contestants are asked to create their own pregnancy prevention messages in the media category or categories of their choice. Messages focusing on both delaying sexual activity and protection are welcome. Winners in each of the contest categories will receive \$150 in cash plus other fun prizes. For example, in the video category, winners will receive special recognition at the regional Emmy awards sponsored by the National Academy of Television Arts and Sciences and held in June in Seattle.

Parent Alert: Talk with Your Teens about Sex

The Teen Futures Media Network has recently completed production of a new four part television series *Parent Alert: Talk with Your Teens about Sex* to help facilitate parent/teen communication on sexuality issues. Research has shown that only approximately 20% of the parents of teens initiate conversations about sexuality. In focus groups conducted by University of Washington researchers many parents of teens stressed the great difficulty they have in addressing this important topic. These parents expressed great interest in learning how they could communicate more effectively about sexuality and indicated that video would be a very important resource in providing much needed information.

The Network plans other productions. Watch our web page for more details about the production which will follow the release of *Parent Alert*.

World Wide Web Page <http://weber.u.washington.edu/~ecttp>

The web page is designed to serve as a resource for the Network. Among the offerings on the page is a *Hot News* link that contains information about media literacy topics in the popular media, workshops,

World Wide Web Page (continued)

institutes, etc. The page also acts as an electronic repository for information and resources concerning teen pregnancy, including the latest statistics and research available. The *Community Projects* link provides an online copy of the most recent Community Projects' Newsletter, reports from community meetings conducted by the Network and Media Literacy Institute information. Links to other important teen pregnancy prevention sites on the world wide web are also included. Check the page for regular updates on Network activities.

Media Literacy Training

The Teen Futures Media Network is committed to providing training about media literacy as a strategy for the prevention of teen pregnancy. In the media saturated world in which we live, the Network considers it critical to broaden our definition of literacy to extend beyond the 3 R's to include a new basic: media literacy. As we move toward the 21st century, it is imperative that our youth become media savvy consumers: analyzing, evaluating and reflecting upon the barrage of media messages with which they are surrounded. In Summer '96, the Network conducted its first Media Literacy Institute for a core group of 100 participants who were selected through an application process to attend a 3 day training at the University of Washington. This was the first institute of its kind on the University's campus. Evaluations of the Institute indicated such a great success that a second institute for 85 participants was held in Spokane at the Ridpath Hotel in Fall, 1996. This Institute also received excellent reviews. Planning is now underway for training sessions in Wenatchee and Walla Walla.

Speakers Bureau

The Network is in the process of developing a Speakers Bureau to address the subjects of media literacy and media advocacy. This focus has evolved as the result of meetings conducted over the past several months to look at the function and role of a Speakers Bureau within the Network. Currently efforts are being made to develop a *Sex in the Media* speakers package.

Research

The Network is in the process of conducting research concerning the impact of media literacy education on teens and those who work with them. This research is being conducted in part in collaboration with Washington's Teen Aware Project through the Office of the Superintendent.

Other Resources

The Network has printed 10,000 copies of each of 3 posters created by middle and high school teens through a program called the Teen Aware Project, Office of the Superintendent of Public Instruction. These posters are being distributed free of charge during conferences and community meetings as well as through agencies, organizations and schools across Washington.



PATRICIA A. CHANTRILL
Assistant Professor, Communication Arts
Director of Public Relations Program

GONZAGA UNIVERSITY

Spokane, Washington 99258-0022
(509) 328-4220, ext. 6113
FAX: (509) 324-5718
E-mail: chantrill@calvin.gonzaga.edu

About Dr. Gerbner's work:

GEORGE GERBNER is Dean Emeritus of the Annenberg School of Communication at University of Pennsylvania and founder of the Cultural Environment Movement (CEM). He is the author of numerous books including *Marketing Global Mayhem*, co-editor of *Triumph of the Image: The media's War in the Persian Gulf* and the film *The Killing Screens* which explores the pervasiveness of television and film violence and the impact on our social world. A scholar of international reputation and as a Founding Member of the **Cultural Environment Movement (CEM)** which established a "Viewers" Declaration of Independence and The People's Communication Charter: An International Covenant of Standards. The CEM is a non-profit coalition of independent organizations in every state of the US and 57 other countries. It represents a wide range of social and cultural concerns united in working for freedom, fairness, diversity, responsibility and democracy in media.

This conference is part of a continuing series exploring media and social values and is being presented by the Communication Arts Department and the Francis-Ignatian Center along with: • The Jesuit Community • St. Michael's Institute • The School of Education • the College of Arts and Sciences • the Spokane Academy for Family Television • and private donations.

Donations for the continuation of this series are greatly appreciated.

SPokane, WA 99258-0001
Communication Arts



GONZAGA UNIVERSITY

Communication Arts Speaker Series "Thinking Out Loud"

with

Dr. George Gerbner

**media, technology and
culture**
- telling all the stories

A Presentation and Community Dialogue

This program will explore issues that seem to tear at the fabric of our communities and help to formulate strategies for responding to a culture of chaos. This presentation would have value for all interested in the impact and effects of media on our culture, values and beliefs.

Saturday, April 12, 1997
Gonzaga University
Jepson Auditorium
8:30 am - 4:00 pm

BULK RATE
U.S. POSTAGE
PAID
SPokane, WA 99202
PERMIT NO. 14



GONZAGA
UNIVERSITY

REGISTRATION

Conference Fee with box-lunch \$20. Deadline for preregistration with box-lunch, Monday, April 7. Walk-up registration available on the day of the conference (no lunch provided). Your pre-registration would be helpful for conference organization. Scholarships will be available for those unable to pay.

Return to: Conference Registration
Communication Arts Department
Gonzaga University
Spokane, WA 99258-0001.

For further information call: Dr. John Caputo,
(509) 328-4220, ext. 3262.

REGISTRATION FORM

(photocopy as needed)

NAME _____
ADDRESS _____
DAYTIME TELEPHONE NUMBER: _____
CITY _____ STATE _____ ZIP _____

Total Enclosed Fee: _____
(Please make check payable to:
Gonzaga University/Communication Arts)

Theme:

media, technology and culture
- - telling all the stories

Program:

•8:30 - 9:00 COFFEE & REGISTRATION

•9:00 WELCOME

- Welcome and Introduction of the conference theme, format and speakers--Dr. John Caputo, Professor and Chair, Communication Arts Department, Gonzaga University.

•9:05 - 10:15 DR. GEORGE GERBNER

- 1st General Session Presentation

•10:15 - 10:30 REFRESHMENT BREAK

•10:30 - 11:00 PANEL REACTIONS

(exploring conference themes)

•11:00 - 11:45 BREAKOUT GROUPS

(discussing morning themes)

•11:45 - 12:00 1st GENERAL SESSION DISCUSSION

(group reports)

•12:00 - 1:00 INFORMAL LUNCH

•1:00 - 2:15 DR. GEORGE GERBNER

- 2nd General Session Presentation

•2:15 - 2:40 PANEL REACTIONS

(exploring conference themes)

•2:40 - 3:00 REFRESHMENT BREAK

•3:00 - 3:30 BREAKOUT GROUPS

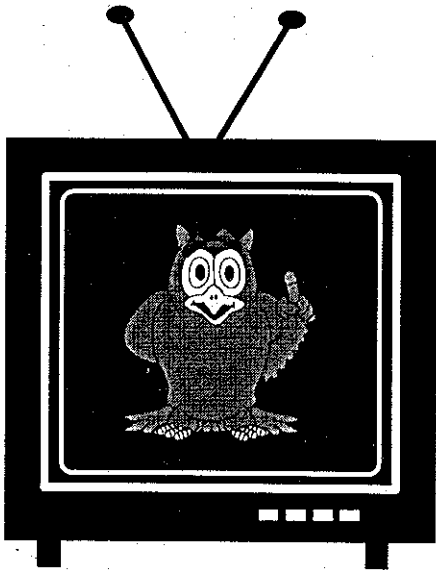
(discussing afternoon themes)

•3:30 - 4:00 2nd GENERAL SESSION DISCUSSION

(group reports)

Plans for the future

GIVE A HOOT!



Be wise about
what you watch
on television.

Spokane Academy for
Family Television
(509) 328-4220
extension 3256



Find shows that:

- are right for your child's age
- solve problems without violence
- respect all people
- spark learning and curiosity

WATCH HEALTHY

- Talk together about the shows you watch
- Plan your family's tv schedule for the week
- Remember: Violence in real life causes pain, is never funny and only makes problems bigger

WATCH TOGETHER!

Look for shows that:

- settle differences without violence
- spark curiosity
- teach real-life lessons
- show all people respect
- are appropriate for your child's age

Discuss:

- the image of reality TV depicts
- how your child feels after watching a show
- how they might change the story
- what can be learned from the situation presented

For the sake of
children, please
"watch smart."

Your opinion COUNTS!

But only if you make it known.

Every station keeps a "Public Inspection File" of viewer comments. The FCC reviews them when stations renew their broadcast license. So, by making your opinions known, you have the power to change what's on television! Make it a habit to call your local stations. Ask them to record your comments. Remember, the public owns the airways. Let's act like owners!

List your local station numbers here and keep it by the phone.

*sponsored by Spokane Academy
for Family Television 328-4220,
ext. 3256*