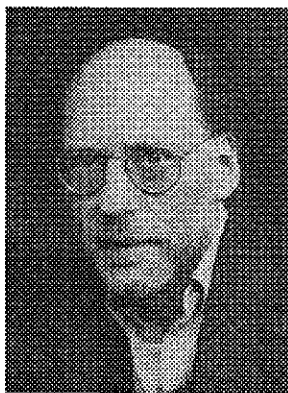


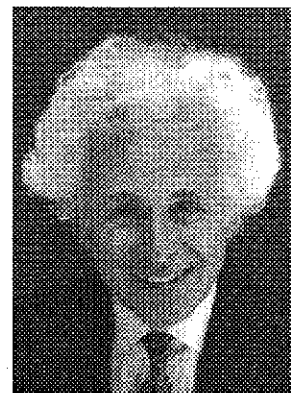
THOMAS P. JOHNSON
DISTINGUISHED VISITING SCHOLARS



GEORGE GERBNER



TODD GITLIN



JERRY MANDER

Who Controls The Media?

**“The Media and the Message: Control of Media, Culture and Entertainment”
Forum of the 1998 Central Florida Film & Video Festival.**

GEORGE GERBNER: America's leading researcher on the social effects of television and Founder and Chairman of the Cultural Environment Movement which seeks to “dissolve the cultural bands which have tied human development to marketing strategies.” Mr. Gerbner is Dean Emeritus of the Annenberg School for Communication at the University of Pennsylvania and holds degrees from UCLA and the University of Southern California.

TODD GITLIN: Professor in the departments of culture and communication, journalism and sociology at New York University as well as a columnist for the *New York Observer*. He is author of seven books, including *The Twilight of Common Dreams; Why America is Wracked by Culture Wars; The Sixties, Years of Hope, Days of Rage; and Inside Prime Time*. Mr. Gitlin holds degrees from Harvard, the University of Michigan as well as the University of California.

JERRY MANDER: Senior fellow at Public Media Center, which has campaigned for Sierra Club, Friends of the Earth, Greenpeace, Planned Parenthood, Public Citizen, and hundreds of other organizations. He is also Program Director of the Foundation for Deep Ecology, Co-founder of the country's first nonprofit advertising agency, Public Interest Communications, and Co-founder of the International Forum on Globalization. His books include *Four Arguments for the Elimination of Television* and *In the Absence of the Sacred*.

Saturday, September 26

Bush Auditorium, Rollins College, at 2 P.M.

This is followed by an **Alternative Media Fair** at 4pm in the Galloway Room.

Gerbner, Gitlin, and Mander will also be available for a **reception and book signing** at the Barnes and Noble at 2418 East Colonial Drive from 5:30-7P.M. on Friday, September 25th, 1998.

Call 407.898.7111 for more details; <http://www.orlandoweekly.com>

Central Florida Film & Video Festival

	A	B	C	D
1			George Gerbner	
2				
3				
4	Time	Building	Room	Phone #
5				
6			Friday, September 25th	
7	10 AM	Cornell Social Sciences Building (CSS)		221 646.2000.
8		Rollins College		
9	11:30 PM	Environmental Studies Building; formerly the BEAL Maltbie Museum	Barry Allen's Office	646.2059
10				
11				
12	1:30 PM-app. 3:30pm	Hauck Hall	Auditorium	
13		Rollins College		
14				
15	5:30 PM-7PM	Barnes and Noble on the corner of E. Colonial and Bumby Avenue		
16				
17				
18				
19		<i>Note: The Following is Optional, but you are cordially invited.</i>		
20				
21	7:30 PM	AMC Fashion Village 8 Theatre 735 Herndon Ave		
22				
23				
24	10:30-3am	Langford Hotel		
25				
26			Saturday, September 26	
27				
28				
29	1:30pm	Bush Building, Rollins College	Auditorium	
30				
31	2pm	Bush Building, Rollins College	Auditorium	
32				
33				
34		<i>optional</i>		
35	4pm	Mills Building, Rollins College	Galloway Room	
36				
37				
38				
39	Contact Info			
40	Central Florida Film & Video Festival Office			898.7111
41	Cell Phone #1			721.0788
42	Cell Phone #2			721.0714
43	Jason Neff Pager			623.9324
44				
45	Other Numbers			
46	AMC Theatre			896.7886
47	Langford Hotel			644.3400.
48				
49				
50	Melodie Malfa Home			645.2006

	E	F	G
1			
2			
3			
4	What	Contact	Escort
5			
6			
7	Open Class	Barry Allen	Al Mann
8			Al Mann
9	Meeting Barry Allen and others for Lunch		Al Mann
10	<i>Eric Shtuz has reservation info</i>		Al Mann
11			Al Mann
12	"Critical Thinking in the Third Millenium":		Al Mann
13	A Talk with George, Todd, and Jerry		Al Mann
14			Al Mann
15	Book Signing and Reception		Al Mann
16	<i>Nelson Betancourt will be there to host</i>		Al Mann
17	<i>Small Buffet and Free Cafe Access is available</i>		Al Mann
18			Al Mann
19			Al Mann
20			Al Mann
21	I am Cuba Screening; Q&A after w/ Yevtushenko and Calzatti (see pr		Al Mann
22			Al Mann
23			Al Mann
24	CFFVF Gala		Al Mann
25			
26	5th		
27			Al Mann
28			Al Mann
29	Press Conference		
30			
31	The Media and the Message: Control of Media, Entertainment, and Culture		
32			
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35	Alternative Media Fair		
36			
37			Al Mann
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