



NATIONAL AND CAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

**Professor George Gerbner,  
Dean,  
Annenberg Scholl of Communications,  
University of Pennsylvania,  
3620 Walnut Street,  
Philadelphia, P.A. 19104, USA**

Athens, May 16, 1995

**Dear Professor Gerbner,**

The Department of Communication and Mass Media, National and Capodistrian University of Athens will host a major international symposium called **«The “Construction” of Reality and the Mass Media»**, on 25-27 April 1996. The symposium will provide a forum for researchers, policy makers and individuals to consolidate a new agenda or re-examine the old one as concerns the role of the media in the 21st century.

I, personally, and the members of my Department will be very pleased to hear you and your views as a Guest Speaker in one of the days of our international symposium, since we consider you are one of the authorities on the themes that our symposium is addressed on international level.

What, in effect, we can offer you is your travel expenses and accommodation. We also plan to organise a visit to Delphi for our honour guests.

Please let us know of your availability during the proposed days of the symposium. We would be very happy to answer any question you might have.

Please find enclosed an announcement of our symposium as well as our Undergraduate programme syllabus (in English) in Communication and Media Studies.

I am looking forward to hearing from you.

Yours sincerely,

**Professor Klimis Navridis,  
Head of the Department**

CULTURAL INDICATORS PROJECT

7 pages

June 5, 1995

Professor Klimis Navridis  
Head, Department of Communications & Mass Media  
National and Capodistrian  
University of Athens  
5 Stadiou St. GR 10562  
Athens, GREECE  
Via fax: 30 1 322 0820

Dear Professor Navridis:

Thank you for your letter of May 16 and kind invitation, received upon my return from a trip.

I am interested in your symposium and the challenging theme you have chosen. Permit me to ask a few questions; I will give you my final response as soon as I receive your answers.

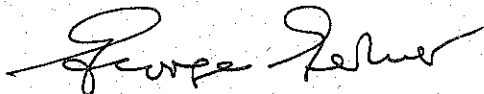
1. Is a written paper in advance required? (I hope not; I prefer not to have to read on a live occasion).

2. Is the talk to be given at a plenary session?

3. I would like to persuade my wife to accompany me. I understand from your letter that there is no honorarium (a condition I rarely accept). Can my wife's expenses be covered as well?

Please fax (and/or write) me your response to these questions, and I will respond promptly. (Please note my change of address.)

Sincerely yours,



George Gerbner, Professor and Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project  
Founder and Chair, the Cultural Environment Movement  
University City Science Center - One East  
3624 Market Street  
Philadelphia, PA 19104-6220 Home: 234 Golf View Rd.  
Tel/fax 215 387 5202 Ardmore, PA 19003-1002  
Internet FGG@ASC.UPENN.EDU Tel/fax 610 642 3061

P.S.: I am attaching some materials for your information.

6/22/95

Dear Prof. Navidis:  
I am leaving for Europe  
in one hour for two weeks,  
so forgive this form of  
response.

Assuming that you can  
cover travel and  
accommodations for the  
two of us, I am pleased  
to accept your kind  
invitation. Please  
confirm and send more  
details as available

Sincerely - J. Johnson

**George Gerbner**

University City  
Science Center- One East

3624 Market Street  
Philadelphia, PA 19104  
Telephone/fax 215-387-5202

December 26, 1995

Professor Klimis Navridis  
Head, Department of Communications & Mass Media  
National and Capodistrian  
University of Athens, GREECE  
Via fax: 30 1 322 0820

December 26, 1995

Dear Professor Navridis:

Thank you for your letter of November 22, 1995. My understanding is that I will speak on the morning of April 25, and participate in a panel discussion on April 27. Although our travel plans are not yet finalized, I am assuming that we can arrive on April 24 and leave on April 28. Please let me know if that is correct, and whether the panel discussion could be held earlier in order to reduce the investment of time involved.

I appreciate your efforts to cover travel and lodging for my wife as well as for myself. As it turns out, she is willing to come only if we can combine the visit to Athens with a longer vacation. (She does not like short trips for long distances.) Taking a vacation would involve a longer and different itinerary than just Philadelphia-Athens round trip. This in turn is possible only if you can pay our travel expense in the form of reimbursement toward that longer trip. Therefore, I would appreciate your advising me (with return fax, if possible) whether such reimbursement is possible, and what its exact amount would be in U.S. dollars. Only after I receive this information can I determine if combining our plan for a vacation with the symposium is feasible.

Attached is a short description of my proposed speech. You are most welcome to edit, comment, etc.

I look forward to hearing from you soon regarding the feasibility of reimbursement for the travel, and wish you a Happy New Year.

Sincerely yours,



George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project  
Founder and Chair, the Cultural Environment Movement

Home Office  
234 Golf View Road  
Ardmore, PA 19003  
Telephone/fax 610-642-3061  
Internet fgg@asc.upenn.edu



NATIONAL AND KAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

TO: Professor George Gerbner,  
FROM: Professor Klimis Navridis  
FAX: 610-642 3061

Athens, January 8th, 1996

Dear Professor Gerbner,

I would like to thank you for your fax of December 27, 1995 and I wish to you and your family a Happy New Year.

First of all, I would like to make clear as concerns our invitation -with respect to the International Symposium on the 'Construction of Reality' and the Mass Media- that your Opening Speech is planned to be given in the opening day of the Symposium (April 23rd, 1996 at 9:00 p.m.) (The round table panel in which you also planned to participate (with other colleagues) is scheduled for closing the Symposium (April 27th, 1996 at 1:30 p.m.). In other words, we have invited you to be our Honor Guest, speaker, who will be in Athens on the opening day the Councelor of the National University of Athens, the Minister of the Press and the Mass Media, the Mayor of Athens are among others who will attend.

It would be for us, dear Professor, a great honor if you could correspond to our invitation, specially because most of the members of my faculty are familiar with your excellent work and frequently refer to it in their papers and students.

Although we have limited sources (a state university trying to cope on hard austerity times), we are able to cover no more than:

1. Your and your wife's air travel expenses (Philadelphia-Athens-Philadelphia)

and

2. Your accommodation on a luxurious Athenian Hotel from April 23rd 1996 (day of your Arrival) until April 28th 1996 (day of your Departure). Apart from these days (April 23 until 28), we might also cover one more day, for example just the day before April 23rd or after April 28th.

As concerns your air tickets (Philadelphia-Athens-Philadelphia), we can buy them in Athens and forward them to you in Philadelphia. Or you can buy them and we will reimburse you with the equivalent amount in Greek drachmas in Athens.

I hope, dear Professor, that you will find our offer reasonable and eventually correspond to our invitation. Believe me, if I had any option to do something more, I would have done it already.

I would be very grateful, if you could inform me as soon as possible.

I am looking forward to hearing from you.

Best Wishes.

Yours sincerely

Professor Klimis Navridis  
Head of the Department

Re not  
12:30

#4428-2:05-K 3:00  
#132 5:40  
→ 10:10

**George Gerbner**  
University City  
Science Center- One East  
3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

Professor Klimis Navridis  
Head, Department of Communications & Mass Media  
National and Capodistrian  
University of Athens, GREECE  
Via fax: 30 1 322 0820

January 22, 1996

Dear Professor Navridis:

Thank you for your letters of January 9 and 22, and the program. It promises to be a stimulating and valuable experience for all. I look forward to my opening discussion and participation in the closing panel.

My wife and I decided to use the opportunity and extend our stay to include a 4-day cruise, starting April 29. Therefore, I am taking the liberty of asking for your help in making the appropriate airline and hotel reservations, and conveying any advice that may be useful.

We would appreciate a hotel reservation starting Wednesday, April 24 morning and ending Monday, April 29 afternoon.

My information is that Olympic Air No. 412 departs New York Tuesday, April 23 at 6:30. We would need a connecting flight from Philadelphia. The flight arrives in Athens Wednesday at 10:30 a.m. We will then proceed to the hotel (which is why we need a room in the morning), and after a brief rest I will be ready to join you any time before 7 p.m.

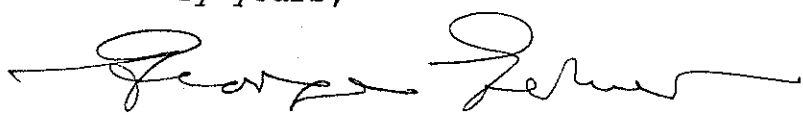
The liner Stella Solaris on which we have booked passage arrives in Athens (Pireus) on a longer trip from Nice on Monday, April 29 morning, and leaves that afternoon for the last four days of its cruise, boarding about 3 p.m. (which is why we need the room until early afternoon - unless it takes longer to get to the pier).

The cruise terminates in Pireus on Friday, May 3 at 7 a.m. There is an Olympic Air flight (No. 411) leaving Athens at 12:40 p.m. We would like to be on that flight, if possible, booked through to Philadelphia.

Other flight possibilities are Delta, TWA and British Air (which flies directly to Philadelphia through Heathrow). I am told that flights may be sold out soon, so it is important that you purchase our tickets immediately, while seats are still available. You are welcome to buy and send us tickets for the flights you consider most convenient all around. In any case, please advise us as soon as possible.

We look forward to hearing from you.

Sincerely yours,



Home Office  
234 Golf View Road  
Ardmore, PA 19003  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

# itco

INTERNATIONAL TRAVEL AND CONGRESS ORGANISERS Ltd.

Professor George Gerbner  
University City  
Science Centre-One East  
3624 Market Street  
Philadelphia, PA 19104  
USA

*Kelta Phibe*  
*Call Me*

Athens, 2nd February 1996

Dear Professor Gerbner,

Re International Symposium- The "construction" of reality and the Mass Media  
Athens, 24-27 April 1996

Your letter to Professor Navridis, dated 22nd January, has been passed on to us for reply, in our capacity of Congress Secretariat for the above mentioned event.

We are therefore very glad to provide to you, following information:

Hotel accommodation

According to your request a double room has been reserved for you and your wife from April 24 (in the morning) to April 29 (early afternoon) at the Hotel Divani Caravel (Deluxe) 2, Vas.Alexandrou Ave., Athens, tel. 7253725 or 7290721, fax 7236683.

Flight details

Following flights have been reserved for you and your wife through Delta Airlines:

DL 4428 23 APRIL PHLJFK 13.50-14.30  
DL 132 23 APRIL JFKATH 17.40-10.10 (24 APRIL)

DL 133 03 MAY ATHJFK 12.10-15.50  
DL4427 03 MAY JFKPHL 17.15-17.55

Due to a special rate, the prepaid tickets will have to be issued latest 1st March 1996. You are, therefore, kindly requested to confirm at your earliest convenience your agreement to the above flight details, to enable us make the necessary arrangements.

Remaning at your disposal for any further clarification or assistance,

Yours sincerely,

  
Katja Pitsounis  
Congress Secretariat

301 331 0038

**George Gerbner**  
University City  
Science Center- One East

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

February 10, 1996

Katja Pitsotinis  
Congress Secretariat  
ITCO  
Fax 301 322 7608

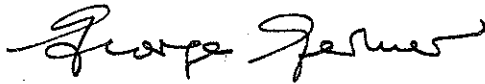
Dear Ms. Pitsotinis:

Thank you for your fax letter of 2 February.

The accommodations and flight reservations are satisfactory.

Please let us know when we can expect to receive the tickets. You are welcome to use my home fax or e-mail.

Sincerely yours,



George Gerbner

Home Office  
234 Golf View Road  
Ardmore, PA 19003  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

**George Gerbner**

University City  
Science Center- One East

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

April 21, 1996

Professor Klimis Navridis  
Head, Department of Communications & Mass Media  
National and Capodistrian  
University of Athens, GREECE  
Via fax: 30 1 322 0820

Dear Professor Navridis:

As I have not heard from you since your letter of January 29, I am writing to confirm the information I have and to ask you to supply the rest.

My wife and I expect to arrive in Athens on Wednesday, April 24 on Delta # 4428 at 10:10 a.m. We shall then proceed to the Hotel Divani Caravel. Is there a bus or limo service or should we take a taxi?


The symposium starts at 7 pm, with my speech at 7:40. Could you give me the address, and information about transportation from the hotel?

My next commitment is the closing panel on Saturday, April 27. Do you have any other expectations for us, or any other program in Athens or elsewhere?

We can receive a fax message on my home fax machine (610 642 3061) until Tuesday April 23 morning and/or a message at the Hotel Divani Caravel.

We look forward to hearing from you about transportation to and from the hotel, the place of the symposium, and any other program details that may be available, and to seeing you soon.

Sincerely yours,



Home Office  
234 Golf View Road  
Ardmore, PA 19003  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU



NATIONAL AND CAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

**TO: Professor George Gerbner,  
FROM: Professor Klimis Navridis  
FAX: 610-642 3061**

Athens, April 22, 1996

**Dear Professor Gerbner,**

Thank you for fax (April 21, 1996). I would like to answer to your questions:

1. At the airport, you and your wife will be received by Professor Michael Meimaris, Deputy Head of the Department. Professor Meimaris will escort you at Divani Caravel Hotel.

2. The Symposium starts at 19:00. But you must be at the lobby of the Divani Caravel Hotel at 18:20. Someone of us, probably Professor Meimaris, will take you at the Symposium. The Opening Day is at the Main Hall of the University of Athens, the other days are at Zappion Megaron. Before your opening speech, there will be addresses by the Chancellor of Athens University, the Chairman of the Greek Parliament, the Minister of Education and the Mayor of Athens and my self.

3. Your next commitment is at the closing day of the Symposium (April, 27, 1996, 18:00) where you and two of our guest speakers, Professor John Fiske and professor Noelle-Newmann as well as with a Greek colleague will participate in a round table panel with the theme «Constructing Realities».

4. Apart from these two days, we do not have any other expectations from you or any other program in Athens. So, you can either enjoy your stay in Athens and/or hear the rest of the program of our Symposium.

I am looking forward to seeing you on Wednesday in Athens.

**Yours sincerely**

**Professor Klimis Navridis  
Head of the Department**

Athens, April the 25th, 1996

Dear Prof. Gerbner,

I was really impressed by the key points raised during your speech yesterday ; and I am sure, by now , that these key issues you raised reverberate throughout a wide number of countries.

Till now, I thought that it was rather a concern shared between the European countries.

It happens that I am actively involved in researching media concentration ; to this effect I had attended the " Media concentration, transparency, access and pluralism " seminar at Copenhagen ( 12-13 June, 1995 ), and I have completed a first draft of a somewhat extended essay on " Measures of media concentration, pluralism and transparency revisited ".

Some months ago, I had proposed a pilot course of " Media Literacy " to the very influential Athens Daily Newspaper Publishers Association.

The idea was that I would start with a high school in the Athens area, and after that write down my observations and the optimal structure of the lectures, and help introduce a number of people with Media studies, so that they would " spread the word " in an orderly fashion, to a number of other high schools in the greater Athens area ( and possibly in Cyprus, where I have excellent contacts ).

The high schools would pay nothing ; these lectures would be optional ; the only pre-requisite would be the financial support of the Athens Daily Newspaper Publishers Association ( ADNPA ) .

ADNPA's view on the above was positive ; but, at the end, the project remained at the proposal stage. Of course, I had discussed the whole project with Prof. K.Navridis, who was, and remains, very positive to this idea.

Perhaps, you could help - if you deemed so - towards the realization of this idea. And maybe a joint venture of Annenberg+ University of Athens+ ADNPA ( with the financial support of ADNPA ) would work a little better than before.

Hence, if you feel positive about the idea, I take the initiative to suggest that you come in contact with the influential organizations and people ( cited at a separate page ) telling them about the usefulness of such a project and suggesting a possible start, under the tripartite as described above.

I had been in the media and advertising business for eighteen years  
( kindly see attached CV of mine for your information ) and think  
I have a direct feeling of how things work.

Also, kindly please feel free to contact me, should you need any data  
about the Greek media scene.

Yours faithfully

*Emm. Heretakis*  
Dr Emmanuel Heretakis

19, Dafnomili Str  
Athens 114 71  
Greece

tel (01) 36 15 403, Fax (01) 36 36 586

Addresses of influential organizations & media that might be involved in the " Media Literacy " project.

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1. Prof. Kl .Navridis - University of Athens  
Department of Communication and Mass Media  
5, Stadiou Str-Athens 105 62 , Greece
2. Mr George Aidinis - Legal Advisor  
Athens Daily Newspaper Publishers Association  
14, Mourouzi Str - Athens 106 74 , Greece  
Tel : (01) 36 24 102, Fax (01) 724 64 56
3. Mr Christos Lambrakis ( publisher of the very influential newspapers " Ta Nea " ( afternoon ) , " To Vima " ( Sunday ), and co-owner of Mega Channel, the most significant Greek national private TV channel)  
President of Athens Daily Newspaper Publishers Association  
3, Chr. Lada Str - Athens 102 37 , Greece  
Tel : (01) 33 33 555 (60 lines ) , Fax : (01) 32 41 332
4. Mr George Bobelas ( publisher of the influential newspaper "Ethnos"-daily and Sunday editions , and co-owner of Mega Channel )  
Vice-President of Athens Daily Newspaper Publishers Association  
Benaki Str - Chalandri 152 35 - Athens Greece  
Tel : (01) 63 80 640 , Fax : (01) 63 91 337

## Curriculum Vitae

Dr Emmanuel Heretakis

Born in Athens ( 1949 ). Studied Mathematics at the University of Athens.

Worked as Media and Research Director in multinational advertising agencies such as Adel-Saatchi, Gnomi/Publicis FCB, Olympic DDB/Needham, BBDO/Athens, DMB&B/Athens, handling a very wide range of mostly multinational and, also, Greek accounts , in practically all fields of products and services.

Received a Ph. D in Mass Media and Political Science from the University of Athens, where he teaches mass media sociology and advertising.

Taught mass media sociology and advertising media planning at the Greek Productivity Center, the Center for Advertising and Marketing, the Athens News Agency and the School of Advertising of the Greek Institute of Marketing.

Published over 250 articles and studies on mass media, mostly about their communicational aspects and their advertising functions, in Greek financial and advertising magazines, in newspapers, as well as in the ESOMAR Seminars on media.

Member of the Greek Mathematical Society, the Greek Society for Political Science, the Greek Institute of Marketing, the International Institute of Communications (IIC), the International Communication Association (ICA), the European Society for Opinion and Marketing Research, and correspondent of the European Institute for the Media (EIM).

a . Proposed structure of the Media Literacy lessons

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	%
1. General .....	5
2. Historical course of development .....	5
3. The print and electronic media .....	5
4. Ways of using, ways of reading, ways of participating in the	
- Print media - <u>newspapers</u> in particular .....	20
- Electronic media - <u>TV</u> in particular .....	15
5. The evolutionary drive in the mass media sphere .....	5
6. Practical participation and practice of students/pupils related to 4 .....	45

b. Overall structure of the Media Literacy lessons

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Over a period of ( maximum ) four months, totalling ( approximately ) 40 hours. Theory receives 55% of total time, while practice 45% of total time.

Athens, May the 8th, 1996

Dear Prof. Gerbuer,

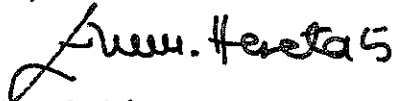
Thank you very much for your suggestions regarding the Media Literacy project.

We will proceed just after the end of the student's examinations. At the meanwhile, I am forwarding you the speech of Mr Herve Bourges, Director of the French CSA.

It happens that I am a member of a working group of the European Institute for the Media on Audiovisual Regulation and Policy, and we had a meeting at Paris on Friday, May the 3rd.

Mr Bourges' speech took place during that meeting.

Yours sincerely



Dr Emmanuel Heretakis

19, Dafnomili Str  
Athens 114 71  
Greece



NATIONAL AND KAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

**TO: Professor George Gerbner,  
FROM: Professor Klimis Navridis  
FAX: 610-642 3061**

Athens, May 18, 1996

Dear Professor Gerbner,

We would like to express our thanks for your participation in our conference "The 'Construction' of reality and the mass media". Your speeches were indeed of great interest to the participants of our conference and were widely discussed.

I hope to see you again.

Best wishes for the summer.

Yours sincerely

Professor Klimis Navridis  
Head of the Department



NATIONAL AND CAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

Dr. Roy Panagiotopoulos  
Assistant Professor

Professor  
George Gerbner  
University City  
Science Center One East  
3624 Market Street  
Philadelphia PA 19014  
Fax: 001-610-642 3061

Athens, 4 June 1996

Dear Professor Gerbner:

Thank you very much for participating in the International Symposium organized by our Department this past April.

We have the pleasure to inform you that we are in the process of editing the volume for the proceedings of the Symposium. As agreed before, we have now a printed copy of your speech and we can send it to you both by electronic and regular mail. Please specify if you have any preferences, and also send us your e-mail address.

In case that we decide to publish the volume in Greek, do you have any objection with your paper appearing in our language?

There have been thoughts about translating and publishing your discussion with Professor Fiske. Would you object to that? If not, would you like to look at it before it is published?

We thank you once again for participating in our Symposium, and wish you all the best for the future.

Sincerely yours,

On behalf the Organizing Committee

*R. Panagiotopoulos*  
(Roy Panagiotopoulos)

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

June 5, 1996

Professor Roy Panagiotopoulou  
Department of Communications & Mass Media  
National and Capodistrian  
University of Athens, GREECE  
Via fax: 30 1 322 0820

Dear Professor Panagiotopoulou

Thank you for your fax of today. I would appreciate your sending the transcript of my speech by e-mail to the Internet address below, perhaps in two or three shorter parts for ease of transmission. I will acknowledge receipt and return the edited text the same way.

You are welcome to publish the edited version in English and/or Greek.

I think that the discussion with Professor Fiske would be useful and interesting, and you have my permission to publish that as well, after I have had an opportunity to review and edit it the same way as the speech.

I enjoyed my participation in the Seminar and want to thank you, again, for the hospitality.

Sincerely yours,



George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project  
Founder and Chair, the Cultural Environment Movement

Home Office  
234 Golf View Road  
Ardmore, PA 19003  
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NATIONAL AND CAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

*Handwritten notes:*  
Ch...  
...  
to Roy

Dr. Roy Panagiotopoulou  
Assistant Professor

Professor  
George Gerbner  
University City  
Science Center One East  
3624 Market Street  
Philadelphia PA 19014  
e-mail: FGG@ASC.UPENN.EDU  
Fax: 001-610-642 3061

Athens, 13 June 1996

Dear Professor Gerbner,

I'd like to thank you for responding so quickly to our request. I'm sending you the text of your speech which is written in WORD 6.0 for WINDOWS 3.1. The words underlined stand for the ones we are not sure of.

I'm also sending you some pictures of us, so as to remember the nice time we shared. Hoping to hear from you soon.

Sincerely yours

*Handwritten signature:* Roy Panagiotopoulou  
Roy Panagiotopoulou



NATIONAL AND CAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

Dr. Roy Panagiotopoulou  
Assistant Professor

Professor  
George Gerbner  
University City  
Science Center One East  
3624 Market Street  
Philadelphia PA 19014  
Fax: 001-610-642 3061

Athens, 1 July 1996

Dear Professor Gerbner,

I am are sending you a written version of your speech of the discussion with Professor John Fiske. If you like to make any changes before it is published, it would be best for us to receive the final version no later than end of July.

Since I have received no corrections of your key-speech, should I assume that I am free to proceed to it's publication?

Hoping to hear from you soon.

Sincerely yours

  
Roy Panagiotopoulou

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

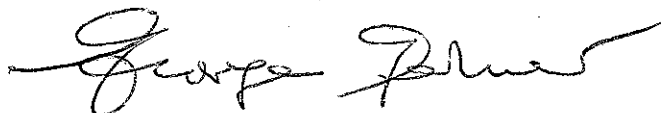
July 2, 1996

Dr. Roy Panagiotopoulou  
Via fax 301 322 0820

Dear Professor Panagiotopoulou:

I have received both the keynote transcript and the subsequent copy of final speech and discussion, and am trying to find time to review and edit them. I hope to be able to send you the edited manuscripts by the end of July.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "George Gerbner". The signature is written in dark ink and is positioned below the typed name "George Gerbner".

Home Office  
**234 Golf View Road  
Ardmore, PA 19003**  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

**George Gerbner**

**University City  
Science Center- One East**

3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

July 31, 1996

Professor Roy Panagiotopoulou  
Department of Communications & Mass Media  
National and Capodistrian  
University of Athens, GREECE  
Via fax: 30 1 322 0820

Dear Professor Panagiotopoulou:

Let me thank you for the good pictures you have sent.  
My wife and I enjoyed them as they reminded us of our visit  
to Athens.

I have edited the speech and discussion and am sending  
them to you by airmail. Please let me know when you receive  
them, what publication is planned, and any questions you may  
have.

Sincerely yours,



Home Office  
**234 Golf View Road  
Ardmore, PA 19003**  
Telephone/Fax 610-642-3061  
Internet FGG@ASC.UPENN.EDU

WORKING GROUPS, etc. —

The Working Groups develop recommendations for action. Recommendations will address root causes as well as symptoms, systems of production, selection and distribution as well as other cultural manifestations.

**(1) Who Is Telling All the Stories? Telecommunications Concentration, Media Monopoly**

"Merger mania" has been the rule of the decade and is escalating virtually unchecked. While channels proliferate, ownership is becoming concentrated in a few mega-conglomerates. This Working Group will address anti-trust and freedom of press issues.

Organizations in this Working Group include the Alliance for Cultural Democracy, the Center for Media Education, the Center for the Study of Commercialism, Fairness and Accuracy in Reporting (FAIR), the Minority Media and Telecommunications Council, National Citizens Communication Lobby, Institute for Alternative Journalism, Project Censored, the Center on Speech, Equality and Harm, the Center for Media Education, the Institute of Alternative Journalism, the Media Access Project, and others.

**(2) Voices Against the Stream: Independents, Public Media and Other Alternatives**

As media consolidate, fewer creative sources fill more outlets with less diverse but more conventionally marketable product. Independents, minority and alternative voices are squeezed out of the mainstream. This Working Group will represent independent producers, artists, journalists, advocates of public broadcasting, media executives, scholars, political economists, and other leaders working for greater diversity of perspectives and voices in the everyday cultural environment.

Organizations in this Working Group include the Institute of Alternative Journalism, Continental Cablevision, Deakin University School of Visual, Performing & Media Arts (Australia), Diversity University, Globalvision, International Television Society, National Film Board of Canada Media Awareness Network, the New World Foundation, the Public Media Center, PR Watch, Real World Communications, Wilder Foundation, Working Together, Future Wave, and others.

**(3) Educational Imperatives: School Support, Media Literacy, Critical Awareness**



NATIONAL AND CAPODISTRIAN  
UNIVERSITY OF ATHENS  
DEPT. OF COMMUNICATIONS  
& MASS MEDIA

**TO: Professor George Gerbner,**  
**FROM: Professor Klimis Navridis**  
**FAX: 610-642 3061**

Athens, January 22, 1996

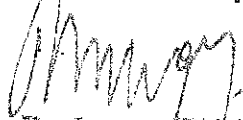
Dear Professor Gerbner,

I am faxing you the programme of our International Symposium. Your speech as you will see is planned for the opening day (April, 24, 1996, 7:40-8:30 p.m.).

It is also planned, as I have already mentioned in my previous fax, that you and two of our guest speakers, Professor John Fiske and professor Noelle-Nettmann as well as with Greek colleagues to participate in a round table panel on the closing day of the symposium with the theme «Constructing Realities» (April, 27, 1996, 6:00-7:30 p.m.).

I am looking forward to hearing from you.  
Best Wishes.

Yours sincerely



Professor Klimis Navridis  
Head of the Department