

George Gerbner

University City
Science Center- One East

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

2/5/96

Renee -

Shen O'Neill &

Ted Swenson -

total of 10 pages

(including Pis)

See you next Wed

(12:00) at 11 am.

George

PS - I'll wait until tomorrow
before I call Ellen.
Let me know if you
have any thoughts
on Part 1.

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

October 21, 1996

Dr. George Gerbner, Chairman
Cultural Environment Movement
3508 Market Street
Philadelphia, Pennsylvania 19104

Dear Dr. Gerbner:

It was a pleasure to meet with you on Friday to discuss the future development and vision of the Cultural Environment Movement. I appreciate your candor and your graciousness and especially your willingness to include me in the critical discussions of the Board at Asilomar. I am looking forward to attending that meeting on November 15 and 16th and building on the dialogue there.

Enclosed is my resume which I hope will give you a better sense of my background. I'm sorry that I took it with me by mistake. As you can see, I have a long term involvement in media and education and the intersection of the two has pretty much been my life's work.

Thank you again for the opportunity to participate with you in this exciting venture. I hope to see you at Mary Megee's meeting on October 29th and will be in touch with you before then to see how you are planning on getting out to Rutgers. Please feel free to call me if you have any questions.

Best wishes,



Renee Cherow-O'Leary, Ph.D.

Note

Pass to
Ellen

January 27, 1997

Dear George:

Enclosed is the proposal you requested outlining work which will be congruent with the work of the fundraiser for CEM, Ted Swenson, to identify three projects for which funding could be sought for CEM. I estimate that it will take three days of work to select and detail three separate projects based on the objectives outlined at the CEM conference last March and the Board meeting.

I have had a good talk with Ted and think we can work well together toward our common goals. The projects I would identify would, of course, need to be approved by the Board Executive Committee or whomever you designate.

Please let me know if there is any other information you need.

Best wishes,

Renee
Renee Cherow-O'Leary, Ph.D.

|| Feb 12? lunch?
Ellen O'Neill too?

PROPOSAL FOR CEM

Submitted by Renee Cherow-O'Leary
January 27, 1997

I propose to develop three separate programs in detail based on the mission and priorities of CEM in documents and at meetings . The programs would be developed with the input of the fundraiser for CEM with the goal that these programs be fundable and doable in 1997 and 1998 to coordinate with other projects planned such as the second annual conference, the international meeting and other CEM projects.

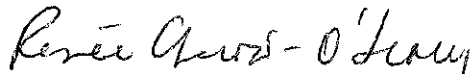
The programs identified as candidates for funding would be submitted to Dr. George Gerbner and any members of the CEM Board for review and approval.

Because of prior commitments, I cannot begin work until the week of February 10th, 1997. The work could be completed by March 1, 1997.

Fees for the work will be \$750 per day for the consultation. Any long distance phone calls or travel expenses for this project would be reimbursed separately.

Total fee for the consultation will not exceed \$2500.

Thank you for your consideration.


Renee Cherow-O'Leary, Ph.D.
Education for the 21st Century
500 Fifth Avenue, Suite 3600
New York, New York 10110
212-391-6488 (Phone)

(Since I will be away, please do not fax me information until I return. I will be calling in for phone messages regularly.)

January 30, 1997

Dr. Lawrence T. McGill
Director of Research and Administration
Media Studies Center
580 Madison Avenue
42nd Floor
New York, New York 10022

Dear Dr. McGill:

Enclosed is my application for a residential fellowship at the Media Studies Center. My topic is *The Coverage of Education in American Mass Media and Its Impact on Public Understanding of and Engagement in Educational Debate and Decision-Making*.

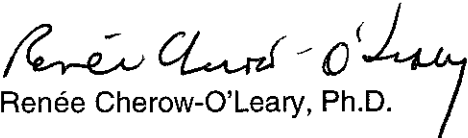
Much of the current literature about education laments the fact that there is very little public "buy-in" to the school reforms that have proliferated since the 1983 report, A Nation At Risk. Robert Puttnam at Harvard has said that television is one of the key reasons that the American public is detached from "civic engagement." And Columbia University has just begun an Institute at Teachers College to help reporters understand how to discuss educational issues in a way that renders them more intelligible and relevant to their audiences. Therefore, I think it is particularly timely to discover how media have been covering education, to identify areas of conflict, confusion, and possible consensus and to give voice and depth to a journalistic "beat" that has, until now, had a haphazard approach and low status.

As you can see from the enclosed resume and article, I have served roles as an educator, a teacher trainer, a media professional and a director of research. The scope of my work includes pre-K through university education and extensive study of the needs of contemporary parents and teachers as they struggle to make sense of the current educational scene and how they can either benefit from it or change it. Currently, I am president of my own consulting company, Education for the 21st Century, where I coordinate national programs (such as the National Academy of Television Arts and Sciences CREATING CRITICAL VIEWERS program), help develop educational materials (for Children's Television Workshop, Scholastic, and *Newsweek* Education program among others) and conduct qualitative research with parents, children, teachers, media and public policy groups like the Columbia School of Public Health/Centers for Disease Control youth anti-smoking campaign and the National Parenting Association "Parents to the Polls" initiative.

What I hope will emerge from this research is (1) a book about how mass media can lead the way to greater public connection to education, particularly as we move toward new types of "media literacies" as part of the 21st century educational agenda and (2) the prototype for a new television program that I am already in the process of developing on educational news that is aimed at a wide popular audience.

Thank you for consideration of my application. My references will be forthcoming within the next week or so. Please contact me if you need any further information.

Sincerely yours,


Renée Cherow-O'Leary, Ph.D.

November 12, 1996

Dr. Renee Cherow-O'Leary
680 W. End Ave. #4D
New York, NY 10025

Dear Dr. Cherow-O'Leary:

I am writing in response to your inquiry about fellowships at the Media Studies Center.

Each year the Center awards a number of residential fellowships to media professionals, journalism and mass communication educators and scholars from other fields interested in systematic research or professional projects on important media topics. The fellowship program is among the most competitive anywhere and attracts people of the highest caliber from the academy and industry.

Fellowships are awarded to individuals with diverse backgrounds and levels of experience from veteran media professionals and distinguished senior scholars with substantial national or international reputations to midcareer journalists and educators.

The Center gives priority to projects that promote media professionalism, foster greater public understanding of how the media work, strengthen journalism practice and education or examine the effects of mass communication and communication technology on society. Broad-based, great-issue projects are preferred to narrow, single-topic studies.

When the fellows selection committee meets, they stick rigorously to three criteria: (1) the importance and originality of the idea being proposed, (2) the background and experience of the applicant and (3) the appropriateness

Dr. Renee Cherow-O'Leary
November 12, 1996
Page 2

of the topic to the Center and the New York metropolitan area. This is, after all, a residential fellowship, and fellows are expected to mine the great resources of the world's media capital, which is also a treasure trove of academic and intellectual resources.

Center fellows are in residence full time for three months to a year, and their work typically results in major books, monographs, computer software, training programs or other contributions to research or professionalism. They participate in weekly seminars given by industry and scholarly leaders, as well as fellows themselves.

The deadline for application is February 1. While the Center welcomes all substantial and imaginative proposals, please bear in mind that the nature and limited size of our program necessarily preclude a good number of distinguished, highly qualified applicants from receiving fellowships. Decisions on whether or not to grant one to a given individual are less a judgment about his or her abilities than a reflection of the particular mix of candidates that year.

Enclosed are materials describing the Center and its work. I hope that you find the information helpful, and I thank you for expressing interest in our fellows program.

Please note that the Center has moved to Madison Avenue and East 57th Street in midtown Manhattan. Though we are no longer located on the campus of Columbia University, we still retain our Columbia affiliation.

Sincerely,



Lawrence T. McGill
Director of Research and Administration

LTM:mv

Enclosures



2/5/97

Dear George:

Enclosed is the information about the fellowship, my proposal and the letter from you which needs to be put on CEM stationery and signed by you.

Then, please FAX IT to:

DR. LAWRENCE MCGILL, MEDIA STUDIES CENTER, ATTENTION: CINDY LIU. The FAX # is: 212 - 317 - 6572.

That's all you have to do.

Thank you very much!!

Best,

Renee

February 5, 1997

Dr. Lawrence T. McGill
Director of Research and Administration
Media Studies Center
580 Madison Avenue
42nd Floor
New York, New York 10022

sent 2/7/97
Letter to be
FAXed to
212-317-
6572
on CEM
stationery &
signed. Thanks!

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA, PA 19104

Executive Committee:

- George Gerbner, President
- Aileen F. O'Reilly, Vice President
- Gene Boggs, Jr., Vice President
- Joseph C. Kresse, Secretary
- Linda K. Fuller, Treasurer
- Rose Anne Dyson
- Riane Eisler
- William F. Fore
- Sumi Sevilla Haru
- Robert W. McChesney
- Elaine Wynne

Dear Dr. McGill:

This letter comes to recommend Dr. Renee Cherow-O'Leary for a Media Studies Center Fellowship on the topic of the coverage of education in American mass media and its relationship to public engagement in educational debate and decision-making.


Dr. Cherow-O'Leary is a colleague with whom I have worked professionally in several contexts: as a strategic planning consultant to the organization which I head, CEM, the Cultural Environment Movement; as an educator in her role as National Coordinator of the National Academy of Television Arts and Sciences media literacy program, CREATING CRITICAL VIEWERS; and as a college professor, most recently last fall at Rutgers University, Newark, where she taught a course on Television and Society and where she and I participated in a national teleconference on media literacy and education.

Dr. Cherow-O'Leary is a respected educator whose work at the Children's Television Workshop and in K-12 schools, universities, publishing and television gives her a unique breadth of scholarship. She is a lively, original communicator whose vision for education for the 21st century (also the name of her consulting company) is complex, integrative, and far-reaching.

I am certain that she will be a superior addition to the Fellowship program and that she will add immeasurably to the rich resources of talent and imagination of the Fellowship community.

If I can be of further assistance, please feel free to call upon me.

Sincerely yours,



George Gerbner, Ph.D.

Subj: Scholars, Artists, Writer group
Date: 98-03-22 21:18:20 EST
From: annatares@cdiusa.com (Ann Tares)
To: joleary586@aol.com

Hi John & Renee,

Here's a newly forming group that may share the vision.
Tita

DEMOCRACY AND THE RIGHT TO ORGANIZE: A
NATIONAL LABOR TEACH-IN
April 24-26, 1998
George Washington University
Washington, D.C.

Scholars, Artists, and Writers for Social Justice (SAWSJ) is sponsoring a major public event this spring, entitled "Democracy and the Right to Organize: A National Labor Teach-in." This convocation, to be held April 24-26 on the George Washington University campus in Washington, D. C., will bring together hundreds of academics, students, labor educators, filmmakers, trade unionists, and social activists to explain, advocate, debate, and celebrate the right of all workers to organize, both on the job and off. The weekend will also inaugurate SAWSJ, (whose members have sponsored scores of teach-ins across the country), as an organization dedicated to reshaping U.S. political culture by helping to foster a vibrant, militant, multicultural labor movement.

The opening plenary begins at 7pm on the evening of Friday, April 24. Speakers include: Julian Bond, civil rights activist and chairman of

4/1/98

George:

I thought you'd be interested in this.
A friend sent it to me.

Best,
Renee

P.S. The Philadelphia chapter of NATAS is looking for a CREATING CRITICAL VIEWERS coordinator (a part-time job - pays about \$3,000 - \$5,000). I thought you might know a grad student.

& if OK for someone
Thanks call you?

Let me know by
Phone 212-586-
8424 or E-mail
NATASCCU@AOL.
COM.

Thanks!

and to building networks among various constituencies within SAWSJ. Workshops include: sessions on organizing cultural workers; the academic labor movement; building student/labor action coalitions; organizing on welfare/workfare issues; anti-sweatshop activism; and writing, training, and teaching for labor activism. Workshop speakers and coordinators include: Pricilla Murolo, Ligaya Domingo, Geoff Miller, Ellen Starbird, Kate Shaughnessy, Steve Kest, Joyce Dorsey, Peter Rider, Michael Denning, Kitty Krupat, Andrew Ross, Allen Hunter, Christina Vasquez, Mike Alewitz, Nikhil Singh, Ernie Benjamin, Andrew Schroeder, Erin Clune and Johnathan White.

Saturday afternoon at 2:30pm the teach-in reconvenes for reports from the workshops, and a group discussion in which SAWSJ will begin to set its priorities for the coming year. The discussion is followed by a screening of the documentary *_Out at Work_* with commentary by filmmaker Tami Gold and others. Saturday evening there is a party (time and location to be announced), including readings and performances by D.C. poets Belle Waring and Sydney March, and the band the Bones of Contention.

SAWSJ will hold its first annual meeting on Sunday, April 26, chaired by Dan Clawson. The meeting will adopt a structure and elect the group's first set of officers. All dues paying members

the NAACP board of directors; John Sweeney, president of the AFL-CIO; Kimberle Crenshaw, Columbia University professor of law; Steve Fraser, editor and writer; Juliet Schor, Harvard University economist; Robin D. G. Kelley, New York University professor of history and Africana Studies; and worker representatives from a number of on-going, labor campaigns, including, Louisiana's Avondale Shipyards workers, Washington D.C. parking attendants (HERE Local 27), and the asbestos workers from New York City.

The teach-in reconvenes Saturday at 9:30am with a series of panels addressing the legal, political, managerial and bureaucratic obstacles that block the genuinely unfettered right to worker self-organization. Panels will address labor and political action, the future of the Teamsters union, organizing the South, labor and the law, and the relation of the labor movement to social movements for gender, racial, and sexual equality. Speakers include: Karl Klare, Ken Paff, Gary Gerstle, David Brody, Andor Skotnes, Nelson Lichtenstein, Alison Porter, Stanley Aronowitz, Lynn Chancer, Cathy Cohen, Elaine Bernard, Kate Bronfenbrenner, Tom Juravich, Bruce Raynor, Lane Windham and Joe Uehlein.

The panels are followed at 11:30am, by a series of activist workshops devoted to practical discussion of on-going political struggles,

conference,
please fax your request to Michael Kazin at 301-656-8145. We will do our best to accommodate you.

(PLEASE PRINT OUT AND MAIL IN THIS FORM.
THANKS.)

1. CONFERENCE REGISTRATION
"Democracy and the Right to Organize," April 24-26,
Washington, D.C.

Name:

Street address:

City, state and zip:

Organizational affiliation:

Home phone: Work phone:

E-mail: FAX:

CONFERENCE REGISTRATION FEE: \$5 student/low
income
(circle one) \$10 Friday night session only
 \$20 all others

2. SAWSJ MEMBERSHIP

Yes, I want to become a SAWSJ member.

MEMBERSHIP DUES: \$10 student/low income
(circle one) \$25 others with incomes below \$40,000
 \$40 for those with incomes of \$40,000 or
above

3. SAWSJ E-MAIL MAILING LIST: You will receive
timely information
about

are entitled
to participate and vote at the meeting. SAWSJ believes
that the labor
movement needs a viable cultural and intellectual
movement that can
shape
the terms of public debate, and contest corporate
dominance of U.S.
politics and culture. In turn, as professors, students,
artists, and
writers, we need a progressive labor movement to fight for
social
justice
in our own workplaces, including universities, where labor
is exploited
and undervalued and where the right to organize is often
proscribed. We
believe that a just and democratic society depends upon
our ability to
establish and sustain a mutually empowering, dynamic
relationship
between
our labor, academic, creative and cultural communities.

To register, to join SAWSJ, and/or to be added to our e-
mail mailing
list,
please print out a copy of the form below and mail it in
with your check
(made payable to SAWSJ), to:

SAWSJ
2565 Broadway, #176
New York, NY 10025

For more information, or if you would like to volunteer to
work on the
conference, please contact Tami J. Friedman:
tjf3@columbia.edu

You can also check our website:
<http://www.sage.edu/html/SAWSJ>

If your organization would like to have a display table at
the

See this page -

*Could be a
natural ally for
CEM.*

SAWSJ activities.

___ I am currently on the list.

___ I am not on the list. Please add my e-mail address.

___ Please do not add my e-mail address to the list.

Make checks payable to SAWSJ. Mail them to:
SAWSJ, 2565 Broadway, #176, New York, NY
10025.

From: Tami J Friedman <tjf3@columbia.edu>
To: anntares@cdiusa.com
Date: Mon, 16 Mar 1998 13:53:21 -0500 (EST)

----- Headers -----

Return-Path: <anntares@cdiusa.com>
Received: from relay08.mx.aol.com
(relay08.mail.aol.com [172.31.109.8]) by
air12.mail.aol.com (v40.16) with SMTP; Sun, 22 Mar
1998 21:18:20 -0500
Received: from jerichoproject.org ([207.113.92.4])
by relay08.mx.aol.com (8.8.5/8.8.5/AOL-4.0.0)
with SMTP id VAA29157 for
<joleary586@aol.com>;
Sun, 22 Mar 1998 21:17:57 -0500 (EST)
Received: from hormiga [207.113.92.2] by
jerichoproject.org [207.113.92.4] with SMTP
(MDaemon.v2.7.SP0.R) for <joleary586@aol.com>; Sun,
22 Mar 98 21:50:11 -0500
From: anntares@cdiusa.com (Ann Tares)
To: joleary586@aol.com
Date: Sun, 22 Mar 1998 21:23:43 -0000
Subject: Scholars, Artists, Writer group
Message-ID: <msg104268.thr-
a58a99.f4e9a@cdiusa.com>
Organization: CDI NETWORK (New York City)

MIME-Version: 1.0

Content-Type: text/plain; charset=iso-8859-1

Content-Transfer-Encoding: 8bit

Content-ID: <msg104268.thr-
a58a99.f4e9a.part0@cdiusa.com>

X-Gateway: NASTA Gate 2.0 beta 3 for FirstClass(R)

X-MDaemon-Deliver-To: joleary586@aol.com

November 23, 1998

Dear George: Organize
panel!

Just a note to say how much I enjoyed the conference on Friday and spending some time with you and Mona and the participants.

After the meeting, I felt that "the digital age" needs much more clarification for the May conference. Different strands of digital technologies might be grouped together with TV and the Internet being separated. I thought you might want to get a copy of a book that I am using in one of my classes. It is called CULTURE OF THE INTERNET edited by

Suea Kessler (Lawrence Erlbaum, 1997). There are several interesting social movements discussed that might lead to some interesting products at the May conference.

In any case, all the best for a happy, healthy holiday season.

Renee