

To Mr Gerber

Date 5-14 Time 2:50

WHILE YOU WERE OUT

M Tom Pyle

of _____

Phone 703-425-8517

Area Code

Number

Extension

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT	<input type="checkbox"/>

RETURNED YOUR CALL

Message has basis to

contact those people
whose names are checked
on list (in green) but
will not contact anyone
until he hears from you
to avoid conflict

Operator



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The National Science Center for
Communications and Electronics Foundation, Inc.

P.O. Box 7671
Ft. Gordon, Georgia 30905
(404) 798-2903

May 10, 1984

George Gerbner, Ph.D.
Professor of Communications
and Dean
The Annenberg School of Communications
University of Pennsylvania
3440 Market Street
Philadelphia, PA 19104

Dear George:

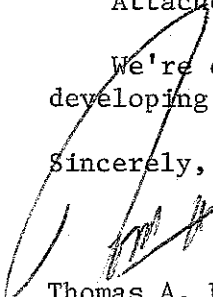
In our meeting of May 3rd, concerning your proposed Fall '84 Seminar and our participation, we understood you to request our input in four areas:

1. A statement of the purpose of the Seminar, from the Foundation's perception.
2. How the Foundation perceives presenting the National need.
3. Suggestions for four session modules with annotated lists of possible panelists and speakers.
4. Estimated costs (for our potential areas of assignment).

Attached is our response.

We're delighted with the consortium you've assembled and look forward to developing an even closer relationship with you and this group.

Sincerely,



Thomas A. Pyle
President

Attachment

1. STATEMENT OF PURPOSE

SCIENCE EDUCATION AS A NATIONAL PRIORITY: THE MEDIA'S ROLE

a. To provide an environment in which knowledgeable and articulate national leaders from academia, science, business, industry, and the mass media can explore the issues surrounding the decline in the quality (and quantity) of science education in our nation.

b. To conduct this effort primarily for the purpose of providing the media an opportunity to examine their role in helping to correct this downward trend by dealing with the issues of public awareness and the image of the scientist and the products of science in our society.

c. To stimulate the national media to arrive at a statement of consensus regarding their responsibility in this critical area of national need.

d. Secondly, to provide the impetus for leaders from science, business, industry and academia to arrive at their own individual statement of responsibility and to contribute to constructive change.

2. PERCEIVING THE NATIONAL NEED

Present the national need by a prominent speaker, at the Sunday evening dinner, who would address the following points:

a. Proof of the decline in US Science/Mathematics Education;

b. Effect on US in the national and international market places and resulting effects on US economy;

c. Economic position of the US in the year 1995 if the current decline is not corrected; and

d. Present challenge to media.

3. SUGGESTED MODULES

a. Perspectives of science education in the US - Awareness.

b. The public's image of scientists and their products.

c. Media successes and failures in creating or changing images.

d. The media's responsibility to address the resulting issues and contribute to constructive change.

In presenting the preceding four modules, on day one, we have examined two possible structures for participant involvement. One structure would fall into the panel presentation mode with each of the four modules being presented by one of our four participant groups, Media Executives, Professionals, Researchers, and Educators. In this mode, three groups would always be listening while one would be presenting.

The second mode would be group interaction. In this format, participants would be divided into small discussion groups (6 to 8 people) with each group discussing and interacting independently on each of the modules. This approach would give us the opportunity of establishing both homogeneous and heterogenous groupings for cross comparisons. Even if such hard data is not considered necessary, the increased individual participation throughout the seminar may make it worth consideration.

Obviously there are numerous variations to be "played" off these two options. But whatever the presentation mode of day one, the entire group would need to interact as a cohesive unit on day two to sort and sift data and arrive at statements of responsibility.

Green V = Tam Pye contacts.

ANNOTATED LIST OF PANELISTS AND SPEAKERS

a. Categories of Participants:

- (1) Media Executives: News and entertainment.
- (2) Professional: Media, Business, Industry, Science and Government.
- (3) Researchers: Prominent researchers in science and technology.
- (4) Educators: Science educators from K-Graduate.

b. Meal Speakers:

- ✓ (1) Dinner (Sunday) - Harry Gray (UTC) -- Express and define the need. *TPou*
- (2) Luncheon (Monday) - Daniel Boorsten -- Creation of Image. *21st*
- ✓ (3) Luncheon (Tuesday) - *Feed?* Jack Klugman or Eugene Roddenberry -- Ability of media to succeed or fail in the process of changing an image.

c. Candidate Panelists:

Jerry Landy -- Producer of Cronkite "Why in the World". *Don King*

Adrian Malone -- Producer of NOVA. *Salty*

Joan Cooney -- Producer of Sesame Street and President of CTW.

FI Isaac Asimov -- Science writer/lecturer/futurist.

+ Phillip Morrison -- MIT physicist, science authority, and lecturer.

✓ Paul Gray -- President of MIT. *Speaker?*

+ Marvin L. Goldberger -- President of Cal Tech. *LG? Find out*

✓ Paul McCready -- Aeronautical engineer, head of own company, highly successful, innovative scientist with good image. Produced Gossamer Condor.

66 Cecily Cannon Shelby -- Co-chairman NSF, Commission on Pre-College Education in Science, Math and Technology.

FS Don Herbert -- "Mr. Wizard".

FS Robert Bazell -- Science editor of NBC TV.

66 Daniel Boorsten -- Author of The Image, Librarian of Congress.

Kathryn Morawitz - Head of math research NYU, member of Courant Institute.

Mildred Dresselhaus -- MIT, math department; prominent engineer.

66 Jerome Wiesner -- Former science advisor to President Kennedy and former President of MIT.

TRP Dr. J. Keyworth -- White House Office of Science and Technology Policy.

FS David Baltimore -- Nobel Prize winner and author on science education. MIT
Rise, teacher

66 Walter Sullivan -- Science editor of NY Times.

Freeman Dyson -- Institute for Advanced Studies at Princeton University.

Victor McElheny -- Science educator for journalists at MIT.

? ✓ Louis Heyword Gorfain -- TV science writer, Emmy - "The Body Human" series.

? ✓ Hank O'Karma -- TV science writer. Emmy - "The Body Human" series.

TR Eugene Roddenberry - Originator and producer of "Star Trek"

TRP ✓ Dr. Richard DeLauer - U.S.D.R.E. (Under Secretary of Defense Research and Engineering).

Arthur Sulzberger -- Publisher of NY Times.

Kathryn Graham -- Chairman, Washington Post.

? Frank Press -- Chairman, National Academy of Sciences.

Derrich Bok -- President of Harvard. FS Donald Kennedy

Terrel Bell -- Secretary of Education. 66 Sally Ride - NASA - woman
PI

Ernest Boyer -- President of Carnegie Foundation for Advancement of Teaching.

? ✓ H. Ross Perot -- Chairman of the Board, EDS; Chairman, Texas Select Committee on Education. Don't study SE field

+ David Packard -- Chairman of Hewlett - Packard. Corp support his
of science

66+ S. E. Luria -- Winner of '69 Nobel Prize, Director of MIT Center for Cancer Research.

Glenn Seaborg -- University Professor of Chemistry and Nobel Laureate
University of California.

Stephen Willoughby -- President, National Council of Teachers of Mathematics.

William Cosby, Jr. -- Entertainer/Educator.

Bill Aldridge -- President, National Science Teachers Association.

4. ESTIMATED COSTS

We are in the process of confirming general availability of Mr. Harry Gray, Dr. George Keyworth and Dr. Richard DeLauer. We are certain that, assuming availability, there would be no charge for Mr. Gray's services. As civil servants, it is entirely possible that the other two gentlemen can not accept honoraria. Ergo, at this point in time, we have no estimated costs to report.

FJ John Memphis Nova (Rachup)
devised Amrosino Jon Miller

FJ David Suzuki
FJ George Strait
FJ Goukife

The National Science Center for
Communications and Electronics Foundation, Inc.

5641 Burke Center Parkway
Burke, Virginia 22015
(703) 425-8517

June 6, 1984

Mr. Larry Gross
The Annenberg School of Communications
University of Pennsylvania
3440 Market Street
Philadelphia, PA 19104

Dear Larry:

As per our conversation of this morning the purpose of this letter is to see that you have the appropriate names and addresses of those individuals we have contacted concerning their availability to participate in the October 21st, 22nd, and 23rd seminar.

For your information in following up, Dr. Keyworth and Dr. DeLauer have both been contacted via letter by Lt. Gen. (Ret.) William J. Hilsman, Vice-Chairman of Operations of our foundation.

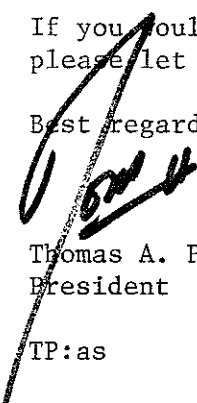
Dr. George A. Keyworth
Director, Office of Science and Technological Policy
Executive Office of the President
Room 360
Washington, D.C. 20500

Dr. Richard DeLauer
Undersecretary of Defense for Research and Engineering
The Pentagon
Room 3E 1006
Washington, D.C. 20310

Dr. Boorstin was contacted as per the attached letter which I mailed to him today. Unless you so choose it is probably not necessary to write Dr. Boorstin until after our meeting on June 26th.

If you would like us to contact Paul Gray or anyone else for that matter, please let me know.

Best regards,



Thomas A. Pyle
President

TP:as

Enclosure

The National Science Center for
Communications and Electronics Foundation, Inc.

5641 Burke Center Parkway
Burke, Virginia 22015
(703) 425-8517

June 6, 1984

Dr. Daniel Boorstin
The Librarian of the Library of Congress
Library of Congress
Washington, D.C. 20504

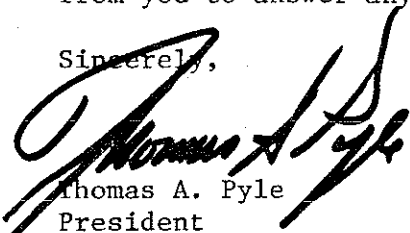
Dear Dr. Boorstin:

A former Associate of yours, Mr. Melvin Zisfein, Director of the NSCCE, contacted your office today on our behalf. In your absence he was able to determine through Ms. Argenbright that, at that moment, there is still a possibility that the dates of October 21, 22, and 23 of this year may be open on your calendar, allowing you to consider participating in a National Seminar at our request.

This will be a Seminar on "Science Education as a National Priority-- The role of the Media." We are joined in this endeavor by The National Science Foundation and the Scientists' Institute for Public Information supporting the sponsorship of the Annenberg School of Communications in Philadelphia. We are all interested in your participation but will not be meeting on this subject until June 26th. Knowing how busy your schedule is I hope you will accept Mel's call and this letter as a "reservation" for that period. By the end of this month either I or Dr. George Gerbner, Dean of the Annenberg School of Communications will be in touch with you personally to officially discuss your interest, honorarium, arrangement and so forth.

In the interium, should you choose, I would welcome a phone call from you to answer any questions you might have.

Sincerely,



Thomas A. Pyle
President

TP:as

cc: Mr. Melvin Zisfein, Director, NSCCE
Dr. George Gerbner, Dean, Annenberg School of Communications

bcc: Mr. Larry Gross, Annenberg School of Communications ✓

The National Science Center for
Communications and Electronics Foundation, Inc.

5641 Burke Center Parkway
Burke, Virginia 22015
(703) 425-8517

gray/ASC

June 12, 1984

Mr. Larry Gross
The Annenberg School of Communications
University of Pennsylvania
3440 Market Street
Philadelphia, PA 19104

Dear Larry:

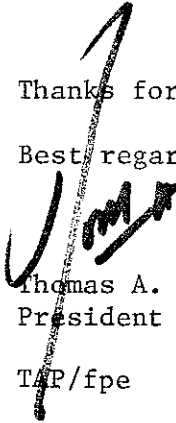
As you will be getting brief letters of acknowledgment off to each of the possible participants for the October seminar, it occurs to me that a note to Harry Gray is probably also in order. When I wrote you last week, I failed to include the appropriate information on this. We sometimes tend to overlook follow-ups on those we are the closest to, only to find out later we have lost their commitment. It is best that I not make this error.

I personally spoke with Mr. Gray concerning his potential availability as the evening dinner speaker on Sunday night, October 21. He understands that, if selected, it would be his job to set the tone for our seminar as a business and industry leader gravely concerned about the image of the scientists in America, and the impact both positive and negative the media can exercise on this image. If you could drop a note to Mr. Gray, it will help us assure his availability. Please write to him at:

Mr. Harry J. Gray
Chairman and Chief Executive Officer
United Technologies Corporation
One Financial Plaza
Hartford, CT 06101

Thanks for taking care of my oversight.

Best regards,


Thomas A. Pyle
President

TAP/fpe

The National Science Center for
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5641 Burke Center Parkway
Burke, Virginia 22015
(703) 425-8517

June 14, 1984


Mr. Larry Gross
The Annenberg School of Communications
University of Pennsylvania
3440 Market Street
Philadelphia, PA 19104

Dear Larry,

This note is to provide you with some additional information prior to our meeting on George's return on the 26th of this month.

We have received word that Dr. Boorstin will not be available on October 23. This suggests we should consider him as a dinner or luncheon speaker but probably not as a panelist. Additionally, Dr. DeLauer's office has indicated he will not be available at all. However, he is in complete support of our effort and has offered, in his stead, Dr. Jim Wade, a nuclear physicist of considerable reputation and Dr. DeLauer's #1 associate. We have advised DeLauer's office that we will get back to them on Dr. Wade following our meeting with you on the 26th.

Best regards,



Thomas A. Pyle
President

TAP/fpe

cc: Jodi Simmons

P.S. I have received an information packet from NASA on all the astronauts and will bring this with me to our meeting.