

THE  
HEINZ  
AWARDS

December 4, 1995

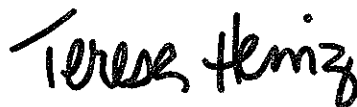
Mr. George Gerbner  
Professor Emeritus  
The Annenberg School for Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104

Dear Mr. Gerbner:

Thanks to your participation, the Heinz Awards have had another exciting year in 1995, honoring five outstanding recipients: Beverly Sills, C. Everett Koop, Marian Wright Edelman, William Rutter and Herbert Needleman. I thank you for your part in making that happen.

I enclose the commemorative brochure detailing this year's Heinz Awards winners so that you can see the full scope of their accomplishments.

Sincerely,



Teresa Heinz  
Chairman

**George Gerbner**

**University City  
Science Center- One East**

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

February 13, 1996

Teresa Heinz  
Chairman, Heinz Family Philanthropies  
Fax 202 737 7724

Dear Ms Heinz:

Before I share with you some interesting new developments, let me take this opportunity to thank you for the generous contribution of \$25,000 to help with providing scholarships to the Founding Convention of the Cultural Environment Movement March 15-17 in St. Louis, and for agreeing to be listed as invited to deliver a keynote address.

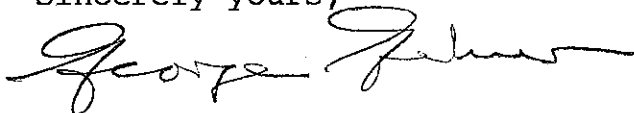
The new development is a pre-Convention feature, the International Broadcast Standards Summit on March 15. The Summit will assemble heads of broadcast standards councils, communications commissions, and other experts in the U.S., Canada, the United Kingdom, and other countries. Attending the Summit will be Keith Spicer, Chairman of the Canadian Radio-television and Telecommunications Commission, Colin Shaw, Director of the Broadcasting Standards Council, United Kingdom, and others still being confirmed. Summit participants will discuss national policy priorities and standards for diversity (and its limits) and the protection of children, and convey their recommendations for an international charter of standards to the final plenary session.

Reed Hundt, chairman of the U.S. Federal Communications Commission has been invited. An idea that emerged in the course of discussions with his staff is that an award to Chairman Hundt for his effort on behalf of children's television would be well deserved. As you probably know, this is an area in which Chairman Hundt has taken a positive stand and for which he is under intense attack from large segments of the broadcasting industry. The award would be given at lunch on March 15.

My response to the suggestion was that we would support the award if you would do the honor of giving it to Chairman Hundt. Your own consistent support of and association with children's television and the Act that bears its name make you the natural and best person to do so.

Your participation at least in the Friday noon luncheon is the key to the Summit and the successful launching of the Convention. Please let me have your response or any questions you might have.

Sincerely yours,



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September 24, 1996

Teresa Heinz  
Chairman, Heinz Family Philanthropies  
Via fax 202 737 7724

**cem**  
cultural  
environment  
movement

P.O. BOX 31847  
PHILADELPHIA PA 19104

Dear Ms. Heinz:

I am writing on behalf of the CEM Board of Directors to convey a cordial invitation to join us as a member of the Board.

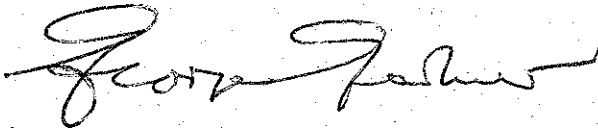
We anticipate two to three regular meeting a year, requiring a quorum of the majority of members, achieved by a combination of face-to-face and telephone call-ins. In addition, I will be consulting Board members about new initiatives and developments from time to time. The time commitment is minimal; however, the interests and perspective you can bring to the Board are essential.

You would be joining about 30 leaders in public health; religion; labor; ecology, women's organizations; consumer and children's advocates; the African-American, Hispanic-American, Asian-American and other communities; anti-violence groups; the human rights movement; media-watch associations; disabled or otherwise labeled and stigmatized folks; philanthropic and other foundation officials; and leading story-tellers, authors and educators. I will of course send you a list of names and affiliations as soon as I receive all the responses to our invitations.

We are also planning a two-day retreat for our enlarged and reconstituted Board, probably November 15-16 at the Asilomar Conference Center in California. That will be an opportunity for exchanging ideas and experiences, reviewing the policy and action statements developed by the Founding Convention, and advancing new initiatives.

Please let me know if you have any questions. Our great hope is that you will join us, and I look forward to hearing from you.

With best personal regards,



George Gerbner  
George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Founder and Chair, the Cultural Environment Movement  
Phone/Fax 610 642 7479