

413 586 2398

FOUNDATION FOR MEDIA EDUCATION, INC.

26 Center Street
Northampton, MA 01060
Tel: 413-586-4170
Fax: 413-586-8398

President, Sut Jhally

June 15, 1993

George Gerbner
234 Golf View Road
Ardmour
PA 19003

Call
send
W & dy

Dear George:

I hope things are well. You mentioned a few weeks ago that you were tied up until mid-June and could not think about our video project before then.

We had talked at one time of a two-part video, but when I read it through I was having a lot of trouble thinking about it that way -- it just didn't seem to fall apart into two. So I started to think about a three part video -- each of approx 20 minutes (although Part 2 may be closer to 30 mins). Enclosed are copies of the transcript (with the visual needs on the right side of the page) divided in this way. The three parts are:

1. THE DEVELOPMENT OF STORYTELLING: FROM ORALITY TO TELEVISION

- taking a risk
- three types of stories
- the evolution of the cultural environment
 - orality
 - print
 - commercialized electronic communication

2. THE SYMBOLIC WORLD OF TELEVISION

- the cast of characters
- what is a minority
- stories of power and violence
- the lessons of violence: a mean world
- the lesson of health
- stories of employment
- the new religion

3. THE CRISIS OF THE CULTURAL ENVIRONMENT

- new technologies: proliferation and concentration
- concentration of ownership
- the global situation
- education in an age of propaganda
- a new cultural environment movement

I think 20 minute segments make it much more likely that the video will be used in class (especially at the high school level). We could either sell them seperately or put the 20 minutes on one tape and sell that. We will also offer it to PBS as a 60 minute program.

Let me know what you think. I would like to get this finished by September. I have hired a full-time staff person here who (among other things) is working on collecting material off-air for the program and who can also do a lot of the rough editing. His name is Robert Dinozzi. It may be easier to call with your response.

On a related matter, I am trying to get a Board of Advisors organized for the Foundation. I would like to invite you to serve on that Board. As you know, much of the function of these Boards is symbolic and will not require much of your time, beyond that which you will volunteer anyway in regards to our project. Noam Chomsky, Naomi Wolf, Todd Gitlin, Susan Faludi, Jeff Cohen, bell hooks, Jean Kilbourne, John Edgar Wideman, Susan Douglas, Stuart Hall have already accepted.

Hope to hear from you soon.

Best

A handwritten signature in cursive script, appearing to read 'Sut'.

Sut

MEDIA ED.

The Media Education Foundation

Executive Director
Sut Jhally

Managing Director
Robert DiNozzi

Board of Advisors

Noam Chomsky

Jeff Cohen

Susan Douglas

Susan Faludi

George Gerbner

Todd Gitlin

Stuart Hall

bell hooks

Jean Kilbourne

Chris Svoboda

Cornel West

John Edgar Wideman

Naomi Wolf

August 20 1993

George Gerbner
234 Golf View Rd
Ardmour
PA 19003

Dear George:

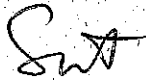
Thanks for agreeing to sit on the Board of Advisors of the Foundation for Media Education. As you will see we have a new name and letterhead. I think you will agree that the others who have joined you on the advisory board reflect a diverse and impressive collection of progressive intellectual voices.

I am writing to you to send you some information on *MEDIATED* and where we hope to be headed. Enclosed is a proposal for our expanded set of activities. If you have ideas on where we could go for support we would love to hear from you. Also any ideas you might have for new projects or new directions that we might want to explore would be most welcome.

It is possible that foundations to whom we have applied for funding may contact you for information. The proposal gives a fairly good idea of the range of our current activities, but if you have any questions at all please do not hesitate to call myself or my associate Robert DiNozzi.

Thanks again for your willingness to serve on the advisory board.

Sincerely



Sut Jhally

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Managing Director
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Stuart Hall

bell hooks

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Chris Syoboda

Cornel West

John Edgar Wideman

Naomi Wolf

March 2, 1994

George Gerbner
234 Golf View Rd
Ardmour
PA 19003

Dear George:

Enclosed (finally) is a copy of the video!! I am still not too happy about the duplication quality and am seeing about getting it improved. As soon as I do that I will get you more copies.

I think it turned out pretty well. It's tough to have any perspective when you've so close to a project. I would like to have your reaction, as it is really you that is being represented to the world through the tape.

I suddenly realized that we have not firmed up anything in terms of Royalties, so I would like to propose the following.

1. For gross sales of up to \$30,000 you would get 5% of gross receipts. (Our selling prices are \$195 Universities, \$125 Social Service Agencies, \$89 High Schools). The rationale for this is that we have invested a great deal of time, effort and resources into the tape that we need to partly recoup before we can pay you an equitable royalty. We plan on doing an initial mailing of 28,000 at a cost of \$10,000. (I also need to ensure the immediate survival of the Foundation. I have just cleared us of salary commitments for the next six months so that we can get out of a mountain of debt that we have incurred over the last 18 months.)
2. For gross sales after \$30,000 you would receive 25% of gross receipts. (Confidentially, just for your information, Jean Kilbourne is receiving a flat royalty of 5%.) This means that the split between the Foundation and "artists" (you and Jean) is 70/30 which is about as generous as it gets in educational video.

I hope the above terms are acceptable to you. I will draw up a formal contract when I hear from you.

Please call with your reaction to both the tape and the royalty terms

Best

Sut

Sut

P.S. I will also send brochures when I have them next week.

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

March 6, 1994

Dr. Sut Jhally
Executive Director
The Media Education Foundation
Fax 413 586 8398

Dear Sut:

Thank you for your letter of March 2 and the tape. I accept the financial conditions outlined in your letter but request two significant changes in the content of the video. (I think I mentioned one of these in one of our earlier telephone conversations; the other I just saw for the first time.)

In two or three places I make reference to violence being cheap to produce. That was my assumption based on common sense, but, as many "common sense" assumptions, it turned out to be wrong. We just completed a study of production costs and found that violent programs are more and not less expensive to produce than non-violent programs. That makes the main point (dependence on the global market) even stronger, but also makes it necessary to delete those earlier mentions in order to avoid embarrassment that would damage our prospects.

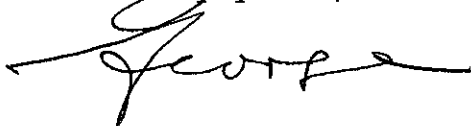
The second request is to cut out Steve Bochko (but not Steven Cannell) as one of the "violent" producers shown. It is true that Bochko has written and produced violent programs; but he is also one of the few who shows motivations and consequences in a more legitimate way. Therefore, I do not think he should be singled out.

Other more minor comments:

A few cuts of my monologue show a double image for a fraction of a second. Some of the particularly vicious scenes are still too long, inviting the charge of gratuitous exploitation. (Incidentally, are all shots from TV programs? It would be unfortunate to have a critical reviewer find scenes from movies and claim that we stacked the deck.) And I find the flickering of the blank white screen during Jean's shots distracting. Are those the only shots you have?

On the whole, the video is very good and, with the changes I requested, should have a strong sale and, we hope, some effect. And tell Michael that I love the music at the end!

Sincerely yours,



Transcripts -

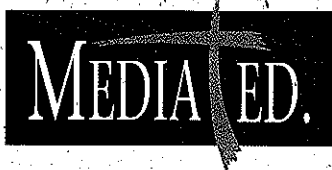
cheap to produce -

Steve Connell
Reelbox?

Viol news to much -

All shots from TV

~~Auto-dissolve~~



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George Gerbner

Todd Gitlin

Stuart Hall

bell.hooks

Jean Kilbourne

Chris Svoboda

Cornel West

John Edgar Wideman

Naomi Wolf

Sut Jhally
Foundation For Media Education
26 Center Street
Northampton, MA 01060

April 14, 1994

Dr. George Gerbner
234 Golf View Road
Ardmour, PA 19003

Dear George,

Enclosed are copies of *The Killing Screens: Media and the Culture of Violence*. Let me know if you need any more copies of the tape or of the brochure.

Sincerely,

Sut Jhally
SJ/jh

Enclosures

26 Center Street
Northampton, MA 01060
Phone: (413) 586-4170
Fax: (413) 586-8398

George Gerbner
CEM
3508 Market Street
Philadelphia, PA 19104

Executive Director
Sut Jhally

Director of Development
Thomas N. Gardner

Director of Marketing
Sophy Craze

Board of Advisors

Noam Chomsky

Jeff Cohen

Susan Douglas

Michael Eric Dyson

Susan Faludi

George Gerbner

Todd Gitlin

Stuart Hall

bell hooks

Jean Kilbourne

Cornel West

John Edgar Wideman

Naomi Wolf

Dear George,

The videos are coming along well. This letter, however, is to invite your participation on the advisory board for the Media Ownership Project which MEF is launching.

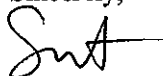
We understand this issue is an important one to CEM, and Tom Gardner has been participating in the working groups meetings on it that came out of the CEM conference and other gatherings. One area where we feel MEF can make a significant contribution to that work is to try to collate, with due credit of course, research that has already been done and make it available on the Web. We would then seek to add to it, extend its reach globally, and make it readily available to anyone who wants to learn more about who owns the media. We would hope to work out reciprocal linkage with CEM's Web Site.

Our ultimate purpose is to generate public concern about the growing concentration of media ownership. In addition to a Web Site with up-to-date information on media ownership, we would seek funding to produce materials both for the classroom and for mass distribution. Maps and charts illustrating the ownership of media properties could be sent to schools and libraries for instance, an idea Mark Miller has suggested as well. We are discussing a comic book and other educational materials that could be used from grades 7 and up. And we would likely produce a video on the topic, with support materials for the college classroom.

But you can read about the programmatic plans in the enclosed proposal. What we would appreciate now is your endorsement of the project as an advisory board member. Beyond that, we would like to call upon you from time to time for advice, and, if funding permits, we would likely invite you to at least one meeting with other advisory board members to map out strategy for research and public education on this issue. We would also use the Internet for discussion among researchers and advisory board members.

You could just drop me an e-mail note with your reply or questions to (sutj@comm.umass.edu), or you could give me a call at (413) 584-8500. If I don't hear from you soon, I hope you won't mind if I give you a call. We would like to complete our list of advisors as soon as possible. Thank you.

Sincerely,



Sut Jhally

7/16/97

26 Center Street
Northampton, MA 01060
VOICE: (413) 584-8500
FAX: (413) 586-8398
mediaed@mediaed.org
<http://www.igc.org/mef>

Date: Fri, 08 Aug 1997 13:00:08 -0400 (EDT)
From: SUT JHALLY <sutj@comm.umass.edu>
Subject: tapes
To: fg@asc.upenn.edu (george gerbner)
MIME-version: 1.0

George:

I will be sending you rough cuts of the two tapes today. One is entitled THE ELECTRONIC STORYTELLER and the other one THE CRISIS OF THE CULTURAL ENVIRONMENT. I will also include contracts in the package. You may remember we talked about a royalty rate of 15% for these tapes.

We are also hard at work on the publicity. We have finished a brochure for the series of three (including THE KILLING SCREENS) which look very good. We are selling it as GEORGE GERBNER ON MEDIA AND CULTURE. The three tapes will also have a two page spread in our new catalog that is also being printed at the moment. We will also be packaging them together in a box set.

We are doing a very widespread mailing on both of these things (brochure and catalog) and would like to use the CEM mailing list -- or at least look at your mailing list to see how many academics there are on it that will be useful to us. Can you arrange for us to get a copy of that -- doesn't have to be on mailing labels yet.

Also can we get a free ad in CEM Monitor for the tapes? We may be able to offer them as a special deal to CEM members.

I met with Michael on Wednesday to talk about his introductions so we will hopefully shoot that in the next couple of weeks. We are planning on having completed tapes by the end of September (hopefully when our mailings hit).

Hope things are well.

best

Sut

Executive Director
Sut Jhally

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Susan Douglas

Michael Eric Dyson

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Todd Gitlin

Stuart Hall

bell hooks

Jean Kilbourne

Cornel West

John Edgar Wideman

Naomi Wolf

August 9, 1997

George Gerbner
234 Golf View Rd
Ardmour PA 19003

Dear George:

Enclosed are rough cuts of the two videos. They are both on one tape. *The Electronic Storyteller* is first (22 minutes) and *The Crisis of the Cultural Environment* is second (25 mins). They are both in a very rough form as far as titles and graphics are concerned. Do not worry about those. They will look very fancy by the end. The timing of the graphics may be off as well in terms of lining up with what you are saying. Don't worry about that either. All will be fixed on the final edit. We are producing this on a non-linear system and we have digitized your footage at a very low level and that will fine at the end too. We also have to shoot and insert Michael at various places in the programs. These are indicated by text at the moment.

I need you to watch it for content at this time. Are you happy with how we have edited you. Are you happy with what we have inserted as visual examples. We will also show it to people here to get a fresh perspective on it.

You can send me a reply by email if you want. If you can set your VCR to 00.00 you can use the clock to reference whatever you want to call attention to. We have taken this project off the computer for now (saved in a digital form to a back-up device) and will get it back on in Mid September for the final edit.

I am also enclosing contracts. Please sign both and return one to me.

Best


Sut