

CABTV

Citizens Action for Better Television

Celebrates



at

Lunch with the Broadcasters

Thursday, April 2, 1998

Featured Speaker

PHYLLIS KANISS, Ph.D.

Author, Educator, Media Critic

The Adam's Mark Hotel
City Line Avenue & Monument Road
Bala Cynwyd, Pennsylvania



The Board of Directors of

CABTV

Welcomes you to the 20th Annual Lunch with the Broadcasters '98

Thursday, April 2, 1998

Honorary Anniversary Committee of Presidents

AAUW, Philadelphia Branch, *Merry Lou Shaw*
 Catholic Philopatrian Literary Society, *Mrs. John F. Flannery*
 Cultural Environment Movement, *George Gerbner, Ph.D.*
 DAR, Jephtha Abbott Chapter, *Michaele Rackel*
 Emergency Aid Foundation of Penna., *Linda Himmelberger, DMD*
 Bryn Mawr Newcomers Club, *Gabriele May*
 The Sharon Group, *Mary Agnes Early*
 Wyncote Women's Club, *Mrs. Morris S. Hanson*
CABTV is grateful for the support of these organizations and their members.

CABTV Board of Directors

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1998 Lunch Committee

Chair: Anne Breidenstein
Co-Chairs: Pat Moran, Joan Skiffington

Crystal Aderson	Gerry Manturuk
Mrs. J. Gordon Cooney	Mimi Mather
Joan Evans	Julia Paparella
Beth Gadsden	Mrs. John Rice
Dr. Mary Ellen Gallick	Mrs. Paul A. Ryan

11:15 Hospitality

12:00 Luncheon

• Introduction of Broadcasters by Station Public Affairs Directors

KYW TV 3, Geaneen Rutledge	WHYY TV 12, Nessa Forman
WPVI TV 6, Linda Munich	WPHL TV 17, Dorie Lenz
WCAU TV 10, JoAnne Wilder	WTXF TV 29, Jennifer Best
	WPSG TV 57, Gay Ball

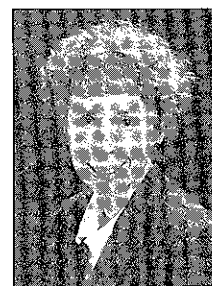
1:00 • Leadership Awards

Lorna Forbes, Founding President and continuing inspiration of Citizens Action for Better Television

George Gerbner, PhD, Pioneer researcher on the effects of TV violence on viewers

• Keynote: Phyllis Kaniss

TV News: Are We Learning What We Need to Know?



Phyllis Kaniss

Phyllis Kaniss is an author, media critic, and educator. Her book *The Media and the Mayor's Race*, an examination of how newspapers and local television newscasts covered the 1991 mayoral campaign, won the 1995 Bart Richards Award for Media Criticism. Her previous book, *Making Local News*, is used as a text in journalism courses across the country. She teaches and directs the internship program at the Annenberg School for Communication of the University of Pennsylvania and is a frequent contributor to the op-ed page of *The Philadelphia Inquirer*.

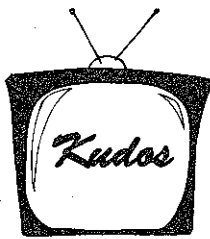
Dr. Kaniss, a Philadelphia native, received her bachelor's degree from the University of Pennsylvania in 1972 and her doctorate in Regional Science from Cornell University in 1978. She resides in University City with her husband, Paul Wheeling, and her two sons, Joshua and Max.

• Question and Answer Session

*The Audience is encouraged to submit written questions
for the speaker and attending broadcasters.*

On the occasion of our 20th Anniversary, CABTV is pleased to honor:

The many Philadelphia-area broadcasters who accept our invitation each year to sit at lunch among our members and guests to discuss the art and business of local television. Current Chief Executives of Philadelphia area television stations are:



KYW TV 3, **Al Bova**

WHYY TV 12, **Bill Morazzo**

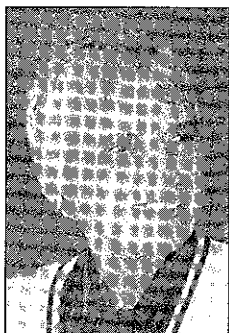
WPVI TV 6, **Dave Davis**

WPHL TV 17, **Randall Smith**

WCAU TV 10, **Pat Wallace**

WTXF TV 29, **Roger LeMay**

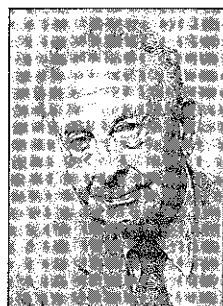
WPSG TV 57, **Walter deHaven**



Lorna Forbes

In 1978, **Lorna Forbes** took up the challenge of Philadelphia merchant/philanthropist, Arthur Kaufmann, to form a television monitoring group. The Emergency Aid of Pennsylvania provided office space and Center City and Main Line service clubs provided support and members while Lorna built relationships with TV stations as well as support from schools, churches and colleges. We celebrate her continuing leadership and inspiration that energize CABTV leadership today.

It is hard to present **George Gerbner's** mountainous contributions to the understanding of television. But from his many years of teaching, his time as Dean of the Annenberg School of Communications at Penn, his efforts in creating the Cultural Environment Movement, we focus particularly on his longtime, persistent research on the effect of TV violence on society. According to recent reports, which show some reduced violence in TV programs, someone is finally listening.



Dr. George Gerbner

Citizens Action for Better Television

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