



December 6, 1994

Dr. George Gerbner  
Cultural Environment Movement  
Post Office Box 31847  
Philadelphia, PA 19104

Dear Dr. Gerbner: *George*

The project on Children and TV Violence that we have been working on for the Pew Charitable Trusts since the beginning of 1994 is in its final stages. I want to thank you for the time, thought and energy you and your organization took during the project to help us understand and examine the issue.

Our contact with you was most valuable in assessing the problem in an informed and balanced way, and your assistance has been deeply appreciated. By providing me the information needed to help understand the subject, you and your organization have contributed to a better understanding of a complex and serious problem.

I know that the Trusts are also grateful for your help. I am sure that if their board decides to pursue these issues, the Trusts' staff will inform you of the direction of their grant making.

In the meantime, thank you again for your help; it has been a pleasure working with you and your organization.

Sincerely,

Laurence I. Hewes, III  
Director & Counsel  
Children & TV Violence Project

cc: Eddie N. Williams  
Rebecca W. Rimel

*Entered/mailed  
2/10/94*



*New material?*

**PRESIDENT**

February 3, 1994

Dr. George Gerbner  
Cultural Environment Movement  
Post Office Box 31847  
Philadelphia, PA 19104

Dear Dr. Gerbner:

As you may know, the Joint Center has undertaken a project to study television violence and children for the Pew Charitable Trusts. Using the project's report, the Trusts will consider whether to adopt a new program focus to reduce or eliminate the adverse impact of television violence on children. A one page summary description of the project is enclosed.

? Because of your interest in this important and timely problem, I want to let you know that Larry Hewes has just joined us as the project's director and counsel. Trained at the Yale Law School, Larry has substantial experience in government, private practice and the nonprofit and business sectors, with specific focus on business, social and constitutional issues, including those affecting youth, substance abuse, and free speech. Please contact him at (202) 789-3509 here at the Joint Center with any questions, information or thoughts you may have about the project.

We appreciate your interest and the important work you are doing in this field and hope you will continue to send us your materials, keep us on your mailing list and stay in touch with us.

Larry has told me that he looks forward to talking with you on this critical issue.

Sincerely,

  
Eddie N. Williams



February 8, 1994

Dr. George Gerbner  
Cultural Environment Movement  
Post Office Box 31847  
Philadelphia, PA 19104

Dear Dr. Gerbner:

This is to follow up on Eddie Williams' letter to you concerning the Joint Center's project on children and TV violence for the Pew Charitable Trusts.

Mr. Williams suggested you contact me about the project if you would like to discuss it and asked if you would provide us with material and information about your organization and the subject of the project itself.

I want to second that and let you know that I am available to talk with you at any time. Please call or write me at your convenience. In addition, enclosed is the one page project description which was to have accompanied Eddie Williams' letter to you but was omitted through administrative error.

I look forward to talking with you and receiving information you think may be useful to us.

Sincerely,

Laurence Hewes, III  
Project Director and Counsel,  
Children & TV Violence Project

Enclosure

cc: Eddie Williams



Project: TELEVISION VIOLENCE AND CHILDREN

Duration: Nine months ending September 30, 1994

Purpose: To report to the Pew Charitable Trusts on the feasibility of adopting a new program focus on the adverse impact of television violence on our children.

Background: Although infringement of our First Amendment right of free speech is illegal, there is strong and growing societal belief that violence in the media must be curtailed. The American Psychological Association recently reported that:

**"The accumulated research clearly demonstrates a correlation between viewing violence and aggressive behavior... Children... who watch a large number of aggressive programs also tend to hold attitudes and values that favor use of aggression to resolve conflicts."**

The Joint Center's study for the Pew Charitable Trusts seeks to answer these questions:

- \* What initiatives are needed to focus attention on reduce the imperative need to the negative effects of television violence on children?
- \* How might the Pew Charitable Trusts support such initiatives and what should be its focus?

The Project: The project is under the direction of Larry Hewes, a lawyer who formerly was president of the Corporation Against Drug Abuse and has experience in private law practice, business and with government. With the active involvement of a high level advisory council, the project will utilize literature review, interviews, focus sessions, data analysis, and discussion to find effective remedies. The final report for the Pew Charitable Trust will, among other things:

- \* Summarize policy proposals, private initiatives, activist approaches and other efforts that seek to limit the effect of television violence on children, highlighting those that might be replicated; and
- \* Recommend the broad outlines for a new focus by the Pew Charitable Trust that would support initiatives to reduce or eliminate the adverse impact of television violence on children.

THE ANNENBERG SCHOOL FOR  
COMMUNICATION

UNIVERSITY OF PENNSYLVANIA  
COMMUNICATIONS  
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 16, 1995

Keith McKeown, Director  
One Commerce Square  
2005 Market Street, Suite 1700  
Philadelphia, PA 19103-7077  
~~215 575 4810~~

Dear Mr. McKeown:

As you know, we conduct the longest-running continuous research project demonstrating the role of violence in our cultural environment and the long-range consequences of exposure to images of violence pervading that environment. We have also completed research showing that, in fact, violence per se depresses ratings but is driven by global marketing.

As you will see from the enclosed background materials, we have also developed an organization and approach designed to prevent the wholesale manufacturing of violent representations. The basic concept is that what is needed is not more censorship but, on the contrary, "liberation" from the formulas imposed on creative people and foisted on the children of the world.

Our research has been widely reported. Our organization, the Cultural Environment Movement is preparing for its "founding convention" March 15-17, 1996, on the Webster University campus in St. Louis, Missouri. Webster University is the host and a co-sponsor. Another co-sponsor is the Children's Division of the American Humane Association.

So we have a two-pronged, research-activist and essentially preventive rather than just symptomatic intervention approach to what we see as a major cultural-structural problem. I look forward to the opportunity of discussing this with you and colleagues on Thursday, May 2 at 10 a.m.

Please note my new address. We needed more space for our research and organizational activities.

Sincerely yours,

George Gerbner  
Dean Emeritus, The Annenberg School for Communication  
University of Pennsylvania  
University City Science Center - One East  
3624 Market Street  
Philadelphia, PA 19104-6220

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Chuck