

[99] From: rsherman@surdna.org at SMTP-po 7/8/96 12:03PM (2262 bytes: 44 ln)
To: fgg at POST1
Receipt Requested
Subject: Followup to our last conversation
----- Message Contents -----

Text item 1: Text Item

Received: by ccmall from cdp.igc.apc.org
From rsherman@surdna.org
X-Envelope-From: rsherman@surdna.org
Received: (from uucp) by cdp.igc.apc.org (8.6.13/Revision: 1.222) id JAA03539
for FGG@ASC.UPENN.EDU; Mon, 8 Jul 1996 09:42:03 -0700
From: rsherman@surdna.org
Received: from cc:Mail by surdna.surdna.org
id AA836852632 Mon, 08 Jul 96 12:03:52
Date: Mon, 08 Jul 96 12:03:52
Message-Id: <9606088368.AA836852632@surdna.surdna.org>
To: FGG@ASC.UPENN.EDU
Return-Receipt-To: rsherman@surdna.org
Subject: Followup to our last conversation

Hello George: I hope that the summer finds you well, enjoying the bounties of the season.

When last we met I expressed hope that I might make a meaningful introduction for you at the Rockefeller Foundation.

I have been carefully inserting mentions of your work into conversations with a close colleague who should be paying attention. Her name is Dayna Cunningham and she joined Rockefeller to work as right hand to Angela Glover Blackwell, a VP at the foundation. (Do you know Angela? She was founder of the Urban Strategies Council in Oakland CA, a civil rights lawyer, and a very visible board member of the Ntl. Civic League? She took over Hugh Price's position at Rockefeller when he left to head up the National Urban League.) Angela will be focusing on equity, race relations and poverty. She is particularly interested in crafting fundamental shifts in media framing, presentation and coverage of these issues.

I have told Dayna about both of your professional hats, and feel certain that the door will open for a meeting some time soon. Might you send me a packet on CEM, and also one on the archive/analysis effort you also head up, so that I can forward both to Dayna with a note? That would be terrific.

Slowly, slowly...I am sorry it is all so slow.

Again, hoping you are well,
Robert Sherman
Surdna

[9] From: fgg at post1 7/9/96 10:33PM (2269 bytes: 43 ln)
To: rsherman@surdna.org at SMTP-po
Subject: Followup to our last conversation

----- Message Contents -----

Thanks, Bob, for good messages. (I will also follow up the corp. teach-in. We might be able to colaborate with them, but to BEGIN to organize a national teach in in August for October of this year is a prescription for frustration and failure, so I will try to persuade them to provide a year's prep time, the minimum for a national effort - which, incidentally, should be international. US corps are global corps, and need world-wide movement. CEM has now contacts in 63 countries.)

Speaking of that posting, you should also post it (and receive messages from) CEMNET. Here is how:

The moderator of CEMNET is Cynthia Bock-Goodner at the University of Texas, Aust in. Her addresses are:

LPCL375@orange.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu.

Can also sign up by doing the following:

Send a message to: LISTPROC@mcfeeley.cc.utexas.edu

leave the subject line blank. In the body of the message type:

subscribe cemnet <your name>

and send it.

*Send 2 CEM posters
cl prep (make up)*

I am delighted to know about your contacts with Dayna Cunningham, for several reasons. Among other things, I am planning an expansion of our Board of Directors in order to make it more diverse and representative, as well as to provide greater access to potential founders. So -- would you be willing to be considered for our Board for a 3-year term? Let me also have other suggestions, possibly also DC if and when I get to see her. I am especially anxious to have more African-Americans and women on our Board.

I am sending you two CEM packets and CI (media analysis project) prospectuses. Just back from engagements in Athens (Greece), Santa Fe, Buffalo, Fairfield, Conn., and off soon to Los Angeles, Sidney, Seoul, Minneapolis, etc. so time for NY visit is scarce, but could do it end of July (except 25th), Aug. 5, or September. Please let me know what you think, about Board position, and what the other prospects are. There is a hungarian proverb for everything; apropos slowly: The slow current digs deep channels. George.

[103] From: rsherman@surdna.org at SMTP-po 9/4/96 10:44AM (4495 bytes: 98 ln)
To: fgg at POST1
Subject: Re: Invitation

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from cdp.igc.apc.org
From rsherman@surdna.org
X-Envelope-From: rsherman@surdna.org
Received: (from uucp) by cdp.igc.apc.org (8.6.13/Revision: 1.222) id IAA03437
for fgg@asc.upenn.edu; Wed, 4 Sep 1996 08:13:20 -0700
From: rsherman@surdna.org
Received: from cc:Mail by surdna.surdna.org
id AA841859050 Wed, 04 Sep 96 10:44:10
Date: Wed, 04 Sep 96 10:44:10
Message-Id: <9608048418.AA841859050@surdna.surdna.org>
To: fgg@asc.upenn.edu
Subject: Re: Invitation

*Will set up
meet with
CB*

Dear George:

I am extremely flattered by this invitation and am inclined to accept. I would like to speak on the phone before saying yes, however, to get a better sense of what is involved. (Unfortunately, the next step is to let the Surdna board know of my intentions. They won't say no -- at least there is no precedent for it -- but we do have a policy.) Let's speak. It shouldn't take long.

Again, I am very flattered, and hope I can live up to expectations for the organization.

Finally, have you ever met John Funabiki at the Ford Foundation? His portfolio includes journalism and minorities. If you have not yet, I would like to make the introduction. Also, any luck getting on Dayna Cunningham's calendar at Rockefeller? Please advise.

All the best. Hope your summer was good. Please phone me at (212) 557-0010. If I am not in, please ask for Karen Duncan, my assistant, who can set up a 15 minute or so phone call.

Thanks again. Robert Sherman

Reply Separator

Subject: Invitation
Author: fgg@asc.upenn.edu at UUCPGATE
Date: 8/18/96 9:28 PM

August 18, 1996

Dear Bob:

I am writing on behalf of the CEM Board of Directors to convey a
ember of the Board.

[93] From: rsherman@surdna.org at SMTP-po 10/15/96 2:54PM (3658 bytes: 82 ln)

To: fgg at POST1

Subject: Re: CEM Board retreat

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from cdp.igc.apc.org

From rsherman@surdna.org

X-Envelope-From: rsherman@surdna.org

Received: (from uucp) by cdp.igc.apc.org (8.6.13/Revision: 1.222) id LAA05184
for fgg@asc.upenn.edu; Tue, 15 Oct 1996 11:57:47 -0700

From: rsherman@surdna.org

Received: from cc:Mail by surdna.surdna.org

id AA845416493 Tue, 15 Oct 96 14:54:53

Date: Tue, 15 Oct 96 14:54:53

Message-Id: <9609158454.AA845416493@surdna.surdna.org>

To: fgg@asc.upenn.edu

Subject: Re: CEM Board retreat

George: How are you?

I plan to attend the full conference at Asilomar.

I will fund my own transportation.

I will also fund my housing costs at Asilomar (though I should ask what they might be before consenting). Because I am self-funding, might I request a single room accommodation? I assume that this is possible. If you wish, I will make my own arrangements with the conference facility. But I'll wait to hear from you on this.

I am looking forward to a tremendous meeting.

All the best, rs

Reply Separator

Subject: CEM Board retreat

Author: fgg@asc.upenn.edu at UUCPGATE

Date: 10/10/96 10:29 PM

October 10, 1996

To: CEM Board of Directors

From: George Gerbner

I am pleased to confirm that the Board retreat will take place Nov. 16 and 17 at the beautiful Asilomar Conference Center in California. The retreat will start in the afternoon of Friday, Nov. 15 and conclude in the morning of Sunday, Nov. 17.

Asilomar can be reached via the airports of San Francisco (2 1/2 hrs), San Jose (2 hrs), and Monterey (5 miles). Further information on travel arrangements will be provided later. Those who can fund their own travel are urged to make arrangements immediately.

As you know, the Board has been reconstituted in order to bring in leadership representative of the diversity of the CEM coalition. This will be the first meeting of the new Board, and the first-ever Retreat that can engage in intensive strategic planning.

From: fgg at post1 10/15/96 8:08PM (913 bytes: 13 ln)
To: rsherman@surdna.org at SMTP-po
Subject: Re: CEM Board retreat

----- Message Contents -----

Robert - am just back from Miami where I gave the keynote speech to the annual conference of the American Humane Association - an early supporter of CEM, and co-sponsor of our Founding Convention. The connection stems from the Ark Trust, inc., and animal rights group, contracting with me (Cultural Indicators) to do a study of the portrayal of animals in the media. It was very interesting, and it ALMOST made a vegetarian out of me.

Preps for retreat moving ahead and am delighted that you will come and help move things ahead. You will of course get a single room, but we'll take care of room and board. Suggest you get ticket through to Monterey; short drive from there. Will send more info later. George

Window: 1 - 24 Lines: 17 Edit: ↑ ↓ → Help: F1 End: ENTER

[101] From: robert_sherman@surdna.org at SMTP-po 3/14/97 3:16PM (1412 bytes: 33 ln)

To: fgg at POST1

Subject: Re[2]: Feb 12?

----- Message Contents -----

Text item 1: Text Item

Received: by ccmail from igc7.igc.org

From robert_sherman@surdna.org

X-Envelope-From: robert_sherman@surdna.org

Received: from cdp.igc.apc.org (root@cdp.igc.apc.org [192.82.108.1])

by igc7.igc.org (8.8.5/8.8.5) with ESMTP id MAA22088

for <fgg@asc.upenn.edu>; Fri, 14 Mar 1997 12:10:53 -0800 (PST)

Received: (from uucp)

by cdp.igc.apc.org (8.8.5/8.8.5) id MAA15375

for fgg@asc.upenn.edu; Fri, 14 Mar 1997 12:09:48 -0800 (PST)

From: robert_sherman@surdna.org

Received: from cc:Mail by surdna.surdna.org

id AA858380600 Fri, 14 Mar 97 15:03:20

Date: Fri, 14 Mar 97 15:03:20

Message-Id: <9702148583.AA858380600@surdna.surdna.org>

To: fgg@asc.upenn.edu

Subject: Re[2]: Feb 12?

Hello George: Good to hear from you. Yes, 3/27 at 10 or 10:30 works fine for me. My place or yours?+ (Actually, it only works at mine.)

Looking forward. rs

Reply Separator

Subject: Re: Feb 12?

Author: fgg@asc.upenn.edu at UUCPGATE

Date: 3/14/97 2:17 PM

Dear Robert: Back from trips to LA, Brussels, Paris and Budapest, trying to re-schedule appointments. Is Thursday 3/27 at 10 or 10:30 possible for you? George.

From: fgg at post1 3/14/97 4:10PM
To: robert_sherman@surdna.org at SMTP-po
Subject: Re[2]: Feb 12?

----- Message Contents -----

Good. Look forward to seeing you Thursday, 3/27 at 10:30 (given on-time arrival of Amtrak at Penn Station at 10:15). Will fax some materials of interest in advance. George.

PS I assume address is still 330 Mad Ave, 30th floor.

L: 9 C: 57 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

[93] From: robert_sherman@surdna.org at SMTP-po 3/17/97 10:04AM (1416 bytes: 33
ln)
To: fgg at POST1
Subject: Re: March 27

----- Message Contents -----

Text item 1: Text Item

Received: by ccmall from igc7.igc.org
From robert_sherman@surdna.org
X-Envelope-From: robert_sherman@surdna.org
Received: from cdp.igc.apc.org (root@cdp.igc.apc.org [192.82.108.1])
by igc7.igc.org (8.8.5/8.8.5) with ESMTP id GAA15793
for <fgg@asc.upenn.edu>; Mon, 17 Mar 1997 06:58:06 -0800 (PST)
Received: (from uucp)
by cdp.igc.apc.org (8.8.5/8.8.5) id GAA14008
for fgg@asc.upenn.edu; Mon, 17 Mar 1997 06:55:59 -0800 (PST)
From: robert_sherman@surdna.org
Received: from cc:Mail by surdna.surdna.org
id AA858621894 Mon, 17 Mar 97 10:04:54
Date: Mon, 17 Mar 97 10:04:54
Message-Id: <9702178586.AA858621894@surdna.surdna.org>
To: fgg@asc.upenn.edu
Subject: Re: March 27

yes, address still the same. hot coffee will be waiting. I am looking forward
to seeing you. rs

----- Reply Separator -----

Subject: March 27
Author: fgg@asc.upenn.edu at UUCPGATE
Date: 3/14/97 4:10 PM

Good. Look forward to seeing you Thursday, 3/27 at 10:30 (given
on-time arrival of Amtrak at Penn Station at 10:15). Will fax some
materials of interest in advance. George.

PS I assume address is still 330 Mad Ave, 30th floor.

330
Mad Ave

George Gerbner

University City
Science Center- One East

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

4/2/97

Dear Robert -

Thank you for the good
visit last Tuesday, and the
invitation to have our Board
meet at the Swadlow Foundation
May 29-30, plus dinner and
lunch!

Enclosed is the Hunt
proposal that Kate wrote and
sent out. Please advise me
on how to adapt that for
Swadlow.

With best regards -

George

Home Office
234 Golf View Road
Ardmore, PA 19003
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

[125] From: jgoldberg@surdna.surdna.org at SMTP-po 4/15/97 10:34PM (2100 bytes: 43 ln)

To: fgg at POST1

Subject: cc:Mail UUCPLINK 2.0 Undeliverable Message

----- Message Contents -----

Text item 1: Text Item

Received: by ccmail from igc7.igc.org

From jgoldberg@surdna.igc.apc.org

X-Envelope-From: jgoldberg@surdna.igc.apc.org

Received: from cdp.igc.apc.org (root@cdp.igc.apc.org [192.82.108.1])

by igc7.igc.org (8.8.5/8.8.5) with ESMTTP id UAA10574

for <fgg@asc.upenn.edu>; Tue, 15 Apr 1997 20:38:42 -0700 (PDT)

Received: (from uucp)

by cdp.igc.apc.org (8.8.5/8.8.5) id UAA21255

for fgg@asc.upenn.edu; Tue, 15 Apr 1997 20:37:56 -0700 (PDT)

Received: from cc:Mail UUCPLINK 2.0 by surdna.surdna.org

id 9703158611.AA861168861 Tue, 15 Apr 97 22:34:21

Date: Tue, 15 Apr 97 22:34:21

From: jgoldberg@surdna.surdna.org

Message-Id: <9703158611.AA861168861@surdna.surdna.org>

To: fgg@asc.upenn.edu

Subject: cc:Mail UUCPLINK 2.0 Undeliverable Message

User surdna!surdna!robert_sherman@surdna.surdna.org is not defined

Original text follows

Received: by ccmail

Received: from cdp by surdna.org (UUCP/extended 1.11) with UUCP;

Tue, 15 Apr 1997 22:31:14 EDT

Received: from noc4.dccs.upenn.edu (NOC4.DCCS.UPENN.EDU [128.91.254.39])

by cdp.igc.apc.org (8.8.5/8.8.5) with ESMTTP id TAA13668

for <robert_sherman@surdna.org>; Tue, 15 Apr 1997 19:40:45 -0700 (PDT)

From: fgg@asc.upenn.edu

X-ccAdmin: postmaster@cdp

Received: from asc.upenn.edu (ASC.UPENN.EDU [130.91.52.31])

by noc4.dccs.upenn.edu (8.8.5/8.8.5) with SMTP id WAA17773

for <robert_sherman@surdna.org>; Tue, 15 Apr 1997 22:38:45 -0400

Received: from cc:Mail by asc.upenn.edu

id AA861169156; Tue, 15 Apr 97 20:24:56 edt

Date: Tue, 15 Apr 97 20:24:56 edt

Encoding: 3 Text

Message-Id: <9703158611.AA861169156@asc.upenn.edu>

To: robert_sherman@surdna.org

Subject: Atlantic

Read the May 1997 issue of The Atlantic Monthly ("The Man Who Counts the Killings" by Scott Stossel) for interesting article about CEM and yours truly. George.



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

July 3, 1998

Robert Sherman
Program Officer
Surdna Foundation, Inc.
Via fax 212 557 0003

Dear Robert:

Sorry for the lengthy phone message I left for you. Attached to e-mail, and also by fax, is the prospectus of the conference (May 7-9, 1999, though the date is flexible) we hope we can host at the Surdna Foundation in New York, and have Surdna as co-sponsor with Bell Atlantic and Temple.

Please let me know what the prospects are.

I will be out of the contry from July 9 through August 1, and hope to hear from you before I leave. or soon thereafter.

With best regards

cc: Vicky Tredinnick
Conference Coordinator

From: rsherman@surdna.org
Date: Fri, 14 Aug 1998 12:24:32 -0500
To: ggerbner@nimbus.ocis.temple.edu
Subject: Re[2]: Digcon
MIME-version: 1.0
Status:

George: In and out of town, but perhaps we can align.

Your Italian Alps were cool. My Cote d'Azur shores were hot, but delightful. We're just back from our own 2 weeks.

all the best,
rs

ReplySeparator
Subject: Re: Digcon
Author: MIME {ggerbner@nimbus.ocis.temple.edu} at INTERNET Date:
8/14/98 12:14 PM

>DearRobert:

Thanks for your message. Yes, the Italian Alps were nice and cool! We will review the meeting situation and numbers, and will be back to you with more information. I am also planning to be in NY soon and would enjoy a brief visit. Do you plan to be in town the next two weeks?

George

>DearGeorge,

>I hope that you had an enjoyable trip, and that you were able to get away from the heat that has plagued us here. As to your request to hold your conference at the Surdna Foundation, I am sorry to inform you that our conference room has a maximum capacity of 30 people. I will assist you in finding an alternative space that is appropriate to your needs if needed.

>In addition, I will discuss internally at the Foundation whether we can co-sponsor the conference in some way, but we don't generally co-sponsor (or sponsor for that matter)! If when you return, you

could send me more information on the nature of the conference, the potential participants, and the expected outcomes I will be able to think through more of this with you.

>Hope your travels have been great.

George Gerbner
Bell Atlantic Professor of Telecommunication Temple University,
Philadelphia. Tel/fax 610 642 3061 E-
mail:ggerbner@nimbus.temple.edu

ROBERT F. SHERMAN/ SURDNA FOUNDATION

The Surdna Foundation, founded in 1917 by John Emory Andrus, is a family foundation with a current endowment of over \$450 million. The foundation operates grantmaking programs in four areas: Environment, Community Revitalization, Effective Citizenry and Arts. The foundation seeks to foster catalytic, entrepreneurial efforts which offer viable solutions to difficult systemic problems. The Surdna Foundation also supports two memorials in Westchester County, New York: the Julia Dyckman Andrus Memorial, a diagnostic center for children; and the John E. Andrus Memorial, a retirement home and skilled nursing facility.

Robert F. Sherman Ph.D. has directed the Effective Citizenry program area at Surdna since November 1994. Effective Citizenry supports programs which equip and motivate individuals and organizations to develop and exercise the skills, values and attitudes that are crucial to the advancement of a democratic and inclusive society. The program identifies and funds exemplary approaches found in both educational and community settings which promote respect, compassion, peaceful dispute resolution, service to the community and personal and institutional ethics. Advancing social and emotional learning in schools is a fundamental feature of the program.

Robert Sherman has worked in the community participation field for ten years. Prior to Surdna, he helped shape the National Funding Collaborative on Violence Prevention as a consultant. Dr. Sherman held two posts in the New York City government. He developed and directed a city-wide, community-based volunteer race relations improvement project for Mayor David Dinkins, the Increase the Peace Volunteer Corps, which involved over 1,500 community residents in direct and preventative responses to intergroup/race tensions in the neighborhoods of the city. Before that he directed the Community Relations Institute of the New York City Commission on Human Rights. His doctoral degree is in clinical psychology.

SURDNA FOUNDATION, INC.

330 Madison Avenue
30th Floor
New York, New York 10017-5001
TEL: (212) 557-0010
FAX: (212) 557-0003

FACSIMILE COVER SHEETTO: George GerbnerDate: 9/26/96

COMPANY: _____

FAX: 610-642-3061Total number of
pages including
this sheet: 2FROM: Karen Duncan/RS

Comments: Robert asked me to fax
this information to you. you
should be able to use this
to provide a brief bio on
Robert. Please call if its
not sufficient. Thanks

Note: If you do not receive all pages,
please call (212) 557-0010.