

The Freedom Forum Media Studies Center

Columbia University
2950 Broadway
New York, New York 10027-7004

212/678-6600

Everette E. Dennis
Executive Director

May 6, 1993

Professor George Gerbner
Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Dear George:

My sincerest thanks for the advance look at "Instant History:
The Case of the Moscow Coup."

Like your earlier synthesis and review of work on the subject,
it's a deftly crafted portrayal. I especially enjoyed the
sections on public opinion, glasnost and the backlash against
the Moscow media.

Having seen first-hand a great deal of what you've chronicled
in the paper, I appreciated its insights and directness.

Best regards.

Sincerely,



Everette E. Dennis

EED:das

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Everette E. Dennis
Executive Director

July 8, 1993

Professor George Gerbner
Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

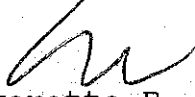
Dear George:

You were on my radar screen at least three times last week: first, when Ambassador Annenberg announced his generous gift to the University of Pennsylvania (something that happens as a result of continuity of leadership and trust over years); second, when you appeared on MacNeil/Lehrer on the television violence issue; and third, when I read your excellent piece on "Instant History: The Case of the Moscow Coup" in Political Communication.

The Moscow coup piece was of special interest to me since I was in Moscow on August 19 when the coup occurred and had a chance both to see the action in the street and to have many conversations with confused and perplexed editors and broadcasters. The CNN reports that informed much of the world (as well as those of us in Moscow who could get it) were largely done by one person with relatively little access to information. The assumptions about the coup and subsequent counter-coup made by many people in the media were patently wrong in the end. Your article is an important and dispassionate "correction" for the record.

Hope to see you sometime soon.

Sincerely,



Everette E. Dennis

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Everette E. Dennis
Executive Director

March 7, 1995

Professor 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

Dear George:

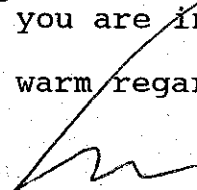
It was good talking with you, and I appreciate your sending me the material on the cultural environment movement. What you and your colleagues are doing is exciting and important work but rather beyond the scope of what we do here.

As you perhaps know, we have tried to focus specifically on media studies. While we occasionally take up topics like education or the environment in a direct media-communication context, by design we haven't veered into broader areas.

While I suspect we'd be interested in sending someone to your St. Louis meeting in 1996, being a co-sponsor seems to be outside our scope of activity. And, while respecting the good work of advocacy organizations (including many on your roster), we have steered clear of direct advocacy in policy areas where we want to do independent research that connects effectively with different and often conflicting interests.

I hope we can talk more about this and your work sometime when you are in New York or I am in Philadelphia.

With warm regards,



Everette E. Dennis

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THE ANNENBERG SCHOOL FOR COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 16, 1995

Everette E. Dennis, Executive Director
The Freedom Forum Media Studies Center
Columbia University
2950 Broadway
New York, NY 10027

Dear Ev:

I am glad I could reach you by phone a few days ago and brief you on some developments. Enclosed is background information on the Cultural Environment Movement. There is a brief mention of the "founding convention" on the last page.

The conference is designed to provide the first opportunity for representatives of affiliated organizations and other community and media leaders to meet, discuss, and reach agreement on priorities of action, strategies of dissemination, and future cooperation and coordination. The conference will focus attention on the need for greater and more diverse non-governmental public participation in decision that shape the cultural environment into which children are born -- and that means mostly (but not only) broadcasting. The purpose of public participation (much of which will be motivated by concerns about violence and other health issues) will be to oppose censorship but, on the contrary, explore avenues of "liberation" from the (mostly global) formulas imposed on journalists and other creative workers in the media.

The conference will take place 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. I am in the process of putting together a broad group of co-sponsors whose names and objectives will indicate the diversity and thrust of the conference and of CEM itself.

I would be grateful for your further advice and suggestions. Please note my new address. ^{needed} (where we have more space for research and organizational activity.)

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 Tel/fax 215 387 5202

The Freedom Forum Media Studies Center

Columbia University
2950 Broadway
New York, New York 10027-7004

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Everette E. Dennis
Executive Director

September 28, 1994

Dr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear George:

It was good talking with you a few days ago. Naturally, I'm enthusiastic about your spring conference on information highway issues and am enclosing some items we have developed on that topic.

Depending on what you are looking for in speakers, I think you might want to consider Brian Kahin, the new director of the Harvard Information Infrastructure Project in the Kennedy School of Government; one of the members of the Information Infrastructure Commission, possibly Delano Lewis, the chairman; or if you want a scholar, Toni Bearman, dean, School of Library and Information Science, University of Pittsburgh. The FCC chairman Reed Hundt gives a reasonably good speech as well. Not incidentally, Jorge Schement of Rutgers has been a consultant to the commission and recently finished an important report for Hundt, which he previewed here. He'd also be a good voice.

As for industry people, Vivian Horner of Bell-Atlantic, who has a doctorate in psycholinguistics and was involved in the failed QUEB experiment in Columbus some years back, is excellent and a lively and provocative speaker. From an industry-education perspective, Professor Jeffrey Sonnenfeld at Emory University Business School, who convenes an annual conference of community industry leaders, is also excellent.

Naturally, you already know of Eli Noam, always a learned voice on the topic.

National Advisory Committee

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Dr. George Gerbner
September 28, 1994
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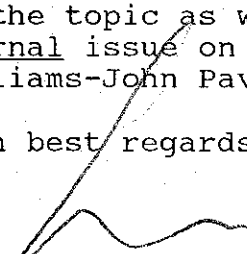
Three of our fellows this year (besides Eli) are doing information highway projects: Ken Auletta, to my mind the best media reporter-critic in the land from his billet at The New Yorker; Andrew Leckey, columnist for the Chicago Tribune and an observer of industry winners and losers; and Steven Levy, author of books on Steven Jobs and cyberpunks who is now at work on a book about encryption.

In industry circles, in addition to the moguls--all profiled superficially in a recent issue of Vanity Fair--I think that Walter Isaacson of Time, Inc., author of a completely unrelated book on Kissinger, is one of the best. For a rather blunt market-oriented approach, there is always Michael Dertouzos, head of the MIT computing laboratory, whom I heard speak in Spain a few months back.

I will no doubt think of other folks and will try to send along some other names.

In the meantime, I am enclosing several speeches I've done on the topic as well as our briefing paper, a copy of the Journal issue on "The Race for Content" and the Fred Williams-John Pavlik book.

With best regards,



Everette E. Dennis

EED:cd

Enclosures

THE ANNENBERG SCHOOL FOR COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

INVITATION TO A STRATEGIC PLANNING SESSION ON MEDIA IMAGE AND REPRESENTATION

**October 13, 1994, 2-4 p.m., Communications Consortium Conference Room,
1333 H Street NW, Room 750, Washington, DC**

The purpose of this meeting is to discuss an unusual opportunity, made possible by an "outreach" commission awarded to the Cultural Indicators project at the University of Pennsylvania by the Center for Substance Abuse Prevention, an agency of the U.S. Public Health Service. The CSAP commission is for service to minorities and "high risk" populations. We are interested in service to all groups not well served by the media.

We can provide each participating organization an exclusive report tailor-made to its own needs. Each report will be focused on the interests of a specific organization, but otherwise it will be similar to the one we prepared for the Screen Actors Guild and the American Federation of Television and Radio Artists on "Women and Minorities on Television: Casting and Fate" (attached).

The reports will be based on our unique database of over 20 years of annual monitoring major network prime time and Saturday morning children's programs. Some Fox, daytime serial, and news samples are also available, but the bulk of the data come from major network dramatic programs.

The need for such service is created by the cultural changes of our age.

A child today is born into a home where television is on an average of 7 hours and 41 minutes a day. Most of the stories told to most of the children most of the time are told not by parents, schools or churches. They are not crafted in the neighborhoods and communities by people who have something to tell, but by distant conglomerates that have something to sell.

This is a radical change in the way we grow up, learn who we are, how we relate to each other, and how we conduct the affairs of our country. Our research has found that too many discredited stereotypic formulas inherited from the past are perpetuated, streamlined, put on the production assembly-line for national and global distribution and beamed into every home. We have found that a heavy burden of under- and misrepresentation, of negative casting and dismal fate falls upon many minority, nationality, ethnic and other groups.

Harmful, demeaning stereotyping is not new. What is new is its compelling, pervasive and inescapable threat to equal dignity and opportunity for all, and to the right of

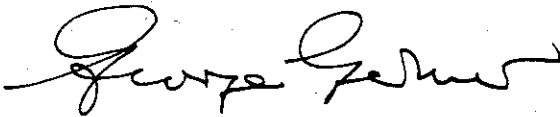
children to grow up in a reasonably fair, free, diverse, and non-damaging cultural environment.

We don't believe in censorship by government or by private corporate powers. We consider the imposition of homogenized and damaging dramatic formulas the worst form of censorship and intend to use our data as ammunition for liberation.

We have a unique database developed by the Cultural Indicators project. It contains detailed, computerized observations of over 35,000 characters and 3,000 programs. We can provide trend studies, image studies, indicators of "casting and fate" relevant to the interests of women, older persons, racial, ethnic, nationality groups, disabled persons, gays and lesbians, persons suffering from mental or other illness, and many other social service and public mission-oriented organizations and agencies.

Representatives of such agencies are invited to attend and present their needs. We hope to assess these needs and make plans for following them up with concrete arrangements by the end of this meeting.

Please let us know by return mail, fax, phone, or e-mail (1) name, address, phone, fax and e-mail of the person and organization coming to the meeting; (2) brief indication of needs and interests; and (3) any questions, comments, requests at this time. We shall send a list of participants to all those planning to attend.



George Gerbner
Professor of Communication and Dean Emeritus
Office tel. 215 898 6776 Fax: 215 898 2024
Internet: FGG@ASC.UPENN.EDU



Sheila Witherington
Research Coordinator
Office tel. 215 573 7099 Fax: 215 898 2024
Internet: BWITHE@ASC.UPENN.EDU

February 1, 1985

Ms. Sheila Witherington
Cultural Environment Movement
3624 Market Street, 1 East
Philadelphia, PA 19104

Dear Ms. Witherington:

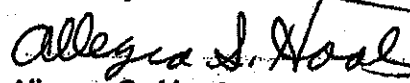
As I mentioned to you during our telephone conversation this morning, I would like to become involved in the Cultural Environment Movement (CEM) but on my current salary I cannot afford the membership fee. I am a Congress of National Black Churches (CNBC) Fellow earning just enough to support myself, my mother, and a terminally ill nephew.

For this year, I propose donating my services in lieu of paying the membership fee. Please let me know whether my suggestion is acceptable.

I look forward to hearing from you in the near future. By telephone you may reach me at my temporary residence in New Jersey (908) 273-4160 or at my office (201) 562-2295.

908

Sincerely,


Allegra S. Hoots

Allegra S. Hoots
3900 16th Street, NW, #240
Washington, D.C. 20011
(201) 562-2295

EDUCATION:

M. Div., Harvard University, 1992
B.A., Western New England College, 1989

CURRENT POSITION:

Fellow

Congress of National Black Churches, Washington, D.C.
(Placement at Hoffmann-La Roche Inc., Nutley, N.J.)

Administer all aspects of program coordination, evaluation and capacity building for churches funded through the Roche Paterson Black Churches Initiative to implement church-based projects to strengthen families in their community. Facilitate liaison between corporations and churches; community and churches and among churches in the community.

PROFESSIONAL EXPERIENCE:

1992 to 1994

Religious Coordinator

The Children's Defense Fund, Washington, D.C.

Organized child advocacy networks among religious congregations. Developed publications and other written background material. Provided technical assistance to community-based organizations and congregations.

1990 to 1991

Director

Christian Institute For Living, St. Paul African Methodist Episcopal Church, Cambridge, MA

Developed and coordinated church-based programs in problem-solving, decision-making and basic skills for socially and economically disadvantaged youth and adults.

1989 to 1990

Director/Youth Fellowship Leader

Eliot Congregational Church, Roxbury, MA

Directed and coordinated activities of a summer camp program for economically disadvantaged children, ages 4-12. Led fellowship program for youth, ages 12-17.

1974 to 1990

Administrative Supervisor
United States Army

Supervised Department of the Army civilian and military personnel; taught professional development classes; researched and produced papers for senior staff that was used to develop organizational administrative policies; served as Army Recruiter. Held numerous other leadership positions. Left to attend graduate school and become more directly involved in helping people.

GENERAL EXPERIENCE:

1974-1989

Senior Editor

Developed newsletters for several congregations.

1989 to 1990

Volunteer Tutor

Action for Boston Community Development, Boston, MA

Tutored adults in basic math.

1994-

Advisory Board Member to the Black Church and Domestic Violence Project, Center for the Prevention of Sexual and Domestic Violence, Seattle, WA

Advises the Center on all aspects of their work with Black Churches.

1994-95

Domestic Violence Advisory Board Member, New York Theological Seminary, New York, NY

Advises the domestic violence committee on all aspects of planning a national clergy awareness conference.

1993-94

Black Alumni Steering Committee Member, Harvard Divinity School, Cambridge, MA

PROFESSIONAL PUBLICATIONS:

Prayers for Our Children, The Children's Defense Fund, Washington, D.C., 1992

Prophetic Voices: Black Preachers Speak on Behalf of Children, The Children's Defense Fund, Washington, D.C., 1993

"Facts and Statistics about Generation X," Laity in Ministry, The General Board of Discipleship, the United Methodist Church, 1993.

SPEAKING ENGAGEMENTS:

1994 Finch Lecturer, High Point University

Plenary Speaker, AMEZ Church Philadelphia/Baltimore Conference, Christian Education Department 14th Annual Leadership Institute, 1994

Presenter, National Council of Churches Commission on Families and Human Sexuality, 1993

Keynote Speaker, Massachusetts Council of Negro Women, 1993

Keynote Speaker, Positive Images of Southwest Mississippi, 1993

Keynote Speaker, Progressive National Baptist Convention Southwest Region, Young Women's Department, 1993

Panelist, Harvard divinity School's Open House discussion on professional paths, 1993

Participant, round table discussion on "Religious Institutions and Poverty," National Council of Churches of Christ, 1993

Workshop Presenter, National Black Catholic congress, 1993

Workshop Presenter, Women of the Evangelical Lutheran Church, 1993

Workshop Presenter, United Methodist General Board of Discipleship, Thirteenth Generation Consultation for Ministry, 1993

Howard University School of divinity, Information and Service Clearinghouse Conference, 1993

Presenter, The congressional Black Caucus Foundation's 22nd Annual Legislative Weekend forum, 1992

Presenter, Progressive National Baptist Annual convention, Young Women's Department, 1992

REFERENCES: Available upon request.

EVERETTE E. DENNIS
SENIOR VICE PRESIDENT

EXECUTIVE DIRECTOR
INTERNATIONAL CONSORTIUM OF UNIVERSITIES

August 1, 1997

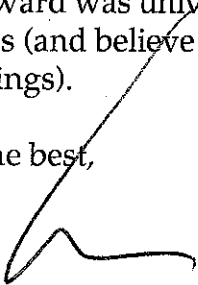
Professor George Gerbner
Dean Emeritus
Annenberg School for Communication
University of Pennsylvania
Philadelphia, PA 19104-6220

Dear George:

Thanks for your graceful, eloquent and necessarily succinct participation in the AEJMC opening session panel on communication research and public policy. You and your panel colleagues were also good sports about our rather bizarre session, given its many and multiple functions. Still, I think the audience enthusiasm and support all the way through made it all worthwhile.

In any case, I am grateful to you for your preparation and involvement in what was a useful and instructive session. Comment from audience members afterward was universally positive and amazingly flattering to you and the others (and believe me, this has not always been my experience at AEJMC meetings).

All the best,



Everette E. Dennis

EED:sw

Enclosure

P.S. After September 1, I can be reached at Fordham University's Graduate School of Business Administration, 113 West 60th Street, New York, N.Y. 10036, phone 212-636-6144; fax 212-765-5573; email edennis@bschool.bnet.fordham.edu.

P.P.S. I am enclosing a little book of essays gleaned from the Media Studies Journal under my editorship.