September 22, 1993

Rec mailed 9/24/93

Dr. George Gerbner
234 Golfview Road
Ardmore, PA 19003

Dear George,

Your warm reception to the idea of writing on behalf of my tenure and promotion application at Temple University cheered me. I don't know what it is, but I consider this kind of campaign - asking busy, important people to argue a case somewhat remote from their lives- to be one of the most difficult tasks of a lifetime. (To give you the full picture, I rate this tenure letter thing as only slightly better than a five week course at the dentist for root canal, but definitely worse than any NEH or CPB proposal I've ever had to write.) You sound good, busy, provocative. Its as it should be. We need you out there, writing, organizing, speaking out.

The letter should be addressed to:

The Personnel Committee Chair
C/O Dr. Howard Myrick
Radio/TV/Film Temple University
Annenberg Hall, Philadelphia, PA 19122

If it could be done by October 3 or 4th that would be great.

Below is a draft description of my accomplishments that I will supply the personnel committee with in the next few weeks. My vita and some press clips are attached. Any feedback you have on this stuff would be more than appreciated.

Here goes:

A Guggenheim Fellowship recipient, I have been an active video artist and producer of long form documentaries for twenty years. I have produced or collaborated on more than ten major works for PBS, THE LEARNING CHANNEL, NBC, and other broadcast or cable outlets.

My work has been shown at such prestigious venues as THE MUSEUM OF MODERN ART, THE CORCORAN ART GALLERY, THE BERLIN FILM FESTIVAL, THE TORONTO INTERNATIONAL FESTIVAL OF FESTIVALS, and the PRIX ITALIA. I am known as a pioneering figure in the development of modified cinema verite techniques. I have a strong interest in critical thinking and the documentary.

I have received fellowships and grants from such foundations as the National Endowment for the Arts, the Corporation for Public Broadcasting and the Rockefeller Foundation. I have collaborated

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with or written scripts for numerous acclaimed filmakers, ranging from two-time Academy Award winning documentary producer Barbara Kopple and the feature film director, Menachem Golan.

I have been a university teacher, generally ranked as part-time, visiting lecturer for twenty years - more than 15 of which were at the Media Studies Department of the NEW SCHOOL FOR SOCIAL RESEARCH. More recently I taught at ADELPHI UNIVERSITY as well at THE ANNENBERG SCHOOL OF COMMUNICATIONS at the University of Pennsylvania. I am regarded as a demanding, enthusiastic and skilled hands-on teacher of video and film production- as well as a dedicated instructor in documentary history and theory. I am well-known for engaging myself deeply in student work and concerns. I have had the privilege of working with such extraordinary teaching colleagues as Dr. Peter Haratonik, Annie Goldson, Dr's George Gerbner and Larry Gross, Dr. Elizabeth Weatherford, Fred. B. Taylor, and Dr. Jay Ruby. Teaching is not an off again on again thing for me. It has been part of my vocation, political philosophy and professional identity for my entire career.

I was co-Director for eighteen years of GLOBAL VILLAGE, one of the first Media Arts Center's in America, where I directed an artist in residency program, curated documentary series and special events, as well as published critical writing about the documentary, and practical information for video and film professionals. My most notable accomplishment from that period, was the highly praised Global Village Annual Documentary Festival which I co-directed with John Reilly for 10 years and then led on my own for 6 additional years. I was responsible for bringing The Documentary Festival to JOSEPH PAPP'S PUBLIC THEATER, THE AMERICAN FILM INSTITUTE and THE MUSEUM OF MODERN ART. During my years at Global Village, I was also a professional administrator, frequently working with a paid and volunteer staff of up to ten people. I was involved with raising more than $320,000 a year for the center; during my years there, I brought in upwards of $4 million dollars worth of grant income, and an equivalent level of earned income, apart from support from my own creative work.

In addition to my teaching at Temple University, I have a strong interest in serving on a number of key committees, including those which directly enhance student's production capabilities. I have already begun exploring a possible partnership with Philadelphia's Neighborhood Film Project and Temple University to continue the documentary exhibition and service work that I have been engaged in for so many years. I believe that there are many opportunities for important joint exhibition and public programming ventures that can benefit the Philadelphia Community and the University community.

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That's about it, for now. Again, Thank-you for doing this for me.

Talk to you soon. My number in New York is 212-925-2112
Wed. and Thurs at Temple 215-204-8472

Warmly,

Julie Gustafson

P.S. Scuttlebutt: I was offered this job twice by Temple. The first time in 1991 at Associate Professor, $45,000. (I was their second choice to Jill Godmillow. I guess she wanted more $ or something. But, I couldn't take it full-time because I was finishing CASTING THE FIRST STONE. They lost both Jill and I, and the line. The next year they invited me to apply for a newly constituted position - much less money and a rank of Assistant Professor. I got the salary up a bit - and told them a condition was to be allowed to go for early promotion and tenure. (Chair and Dean agreed.) I have heard everyone considers me highly qualified for tenure and promotion to Assoc Prof. but is concerned about the precedent of early tenure going to someone who has only been around a year. My reason for pursuing the issue early is I can't move my family and career to PA without job security. For me, this is a test of how serious they are about my making a long term commitment. I plan to emphasize the argument that I am a mid-career professional, not a beginner in any sense. I was never eligible for tenure before because I always taught part-time in order to have time for my other activities.

Another concern is that I have fewer tangible commentaries on my teaching than I do on other aspects of my career. I am hoping you can emphasize that in your letter.