

Advocacy Groups and The Entertainment Industry

CONFERENCE



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November 1, 1996

Dr. George Gerbner
Annenberg School for Communication
3624 Market Street
Philadelphia, PA 19104

Dear Dr. Gerbner,

We are delighted to invite you to a very special event on Wednesday, February 19, 1997, when the UCLA Center for Communication Policy and the American Cinema Foundation convene a one-day conference on The Role of Advocacy Groups in the Entertainment Industry. The conference will take place at the Loews Hotel in Santa Monica, California, and the Center for the Study of Popular Culture will be a co-sponsor.

In the era of V-chips and television ratings, many people are working hard to influence how entertainment product is shaped. It is the ACF's and UCLA's intent this year to hold a discussion on and produce a meaningful examination of the relationship between advocacy groups and the entertainment industry. This conference will address a wide range of important issues including: how special interest and advocacy groups attempt to influence the subject matter, story lines and portrayals of specific groups; how these groups go about exerting pressure on the industry; how the industry responds and who is effective and who is not. Many different points of view will be presented. The panelists and the attendees will include leading representatives from the entertainment industry and America's most influential advocacy/special interest groups as well as important academics and policy makers.

Given the increasing role of advocacy groups in all aspects of American life and the attention that this has generated, it is not surprising that the conference is attracting substantial interest. Participants already confirmed for the program include: Kevin Abbott, Producer, Brillstein-Grey; Arthur Berger, Communication Director, American Jewish Committee; Barbara Brogliatti, Senior Vice President, Worldwide Publicity, Promotion and Public Relations, Warner Bros.; Gilbert Cates, Producer, and Artistic

Director, Geffen Playhouse; Peggy Charren, Founder, Action for Children's Television; Lionel Chetwynd, Writer/Producer/Director; John Cooke, Executive Vice President, The Walt Disney Company; Geoffrey Cowan, Director, Voice of America; William Donohue, President, Catholic League for Religious and Civil Rights; Martin D. Franks, Senior Vice President, CBS; Rabbi Gary Greenebaum, Western Regional Director, American Jewish Committee; Sandy Grushow, President, Tele-TV; Ted Harbert, Chairman, ABC Entertainment; Joe Hicks, Executive Director, Multi-Cultural Collaborative; Chris Hikawa, Vice President, Broadcast Standards and Practices, ABC; Larry Jarvik, Cultural Fellow, Capitol Research Center; Richard Jennings, Executive Director, Hollywood Supports; Tony Jonas, President, Warner Bros. Television; Andrew Kaplan, Senior Executive Vice President, Columbia TriStar Television; Christopher McCauley, Executive Director, Los Angeles City Human Relations Commission; Roland McFarland, Vice President Broadcast Standards, Fox; Harry Medved, Parents Television Council; Kathryn Montgomery, author, *Target: Prime Time*, and President, Center for Media Education; Jim Moret, Entertainment Editor, CNN; David Neuman, The Walt Disney Company; Alan Nierob, Executive Vice President, Rogers & Cowan; Tom Plate, *Los Angeles Times*; Tom Sherak, Senior Executive Vice President, 20th Century Fox; James Steyer, Founder, Children Now; George Vradenburg III, Entertainment and Media Practice, Latham & Watkins; and Stephen Weiswasser, President, Americast.

In style and substance this conference will follow the model of our extremely successful conference last year on Religion and Prime Time Television. That conference brought together, for the first time, leaders of the religious community (including many long-time advocates) with the leading executives, writers and producers in the television industry. It was a remarkable event--held without rancor or noise--and produced a constructive discussion of all sides of the issue. A program listing the panelists and speakers from that conference is enclosed. As with last year's conference, to ensure an atmosphere of candor and a high level of comfort to participants, the event is open only to invited guests, and closed to the working press.

We eagerly await your response to this invitation. Your participation ensures a vigorous, substantive and enlightened discussion and is an essential part of the conference.

You can confirm your participation by contacting either Jeffrey Cole at the UCLA Center for Communication Policy or Cathy M. Siegel at the American Cinema Foundation by January 10, 1997. If you have any questions or want to discuss any aspect of the conference or your participation, please do not hesitate to call.



Jeffrey Cole, Director
UCLA Center for Communication Policy
(310) 825-3711
(310) 825-1749 Fax
E-Mail: pschramm@ucla.edu



Cathy M. Siegel, Executive Director
American Cinema Foundation
(310) 286-9420
(310) 286-7914 Fax

[105] From: "Cole@UCLA.EDU" <cole@ucla.edu> at SMTP-po 1/22/97 12:49AM (1642 bytes: 34 ln)
To: fgg at POST1
Subject:

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

Text item 1: Text Item

Received: by ccm ail from rho.ben2.ucla.edu
From cole@ucla.edu
X-Envelope-From: cole@ucla.edu
Received: from Cole (ts28-5.wla.ts.ucla.edu [164.67.21.130])
by rho.ben2.ucla.edu (8.8.4/8.8.4) with SMTP
id VAA18038 for <fgg@asc.upenn.edu>; Tue, 21 Jan 1997 21:47:05 -0800
Message-Id: <2.2.32.19970122054700.0070f684@pop.ben2.ucla.edu>
X-Sender: cole@pop.ben2.ucla.edu
X-Mailer: Windows Eudora Pro Version 2.2 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Tue, 21 Jan 1997 21:47:00 -0800
To: fgg@asc.upenn.edu
From: "Cole@UCLA.EDU" <cole@ucla.edu>
George: Good to hear from you. I am sorry that it has taken so long to organize the February 19 conference (which is very much alive). The problem has been that everyone wants to be a participant and there is not room for everyone on stage. The RSVPs from advocates, producers and network executives has been overwhelming and we are trying to keep everything on an even keel.

My plan is to run two large panels and then have a series of conversations with an interviewer and two or three participants whose ideas can be featured. My thought is to have the major players such as yourself, Peggy Charren or some of the media executives in this format. I am still work on the right chemistry for these "conversations."

I will have someone in my office check with you about hotel dates and anything else you need.

I look forward to seeing you in L.A.

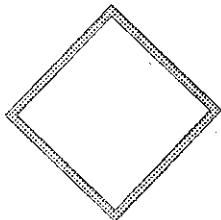
--Jeff

From: fgg at post1 1/22/97 9:59AM
To: "Cole@UCLA.EDU" <cole@ucla.edu> at SMTP-po
Subject:

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

Jeff - Thanks for message, good luck with complicated arrangements.
I have an engagement in Washington DC on Feb 18, might be able to
get to LA that night if there is a good flight. Saving the 19th for
you meeting in LA, pending further info and confirmation. George.

L: 8 C: 68 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10



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February 26, 1997

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

Dear George,

With your participation, the conference on Advocacy Groups and the Entertainment Industry was an extraordinary event.

Members of both the entertainment and advocacy communities are still talking about the candid, open exchanges which took place at the conference as well as the impact of bringing high profile individuals with wide ranging experience and points of view together to speak directly with each other.


The feedback we are receiving credits the conference with focusing the attention of the entertainment industry and advocacy groups on each other's practical concerns and on developing mechanisms for pursuing mutually desirable objectives rather than responding to each other as perennial adversaries. Your involvement in the conference made this outcome possible.

Thank you for playing a key role in a most unusual day.

Sincerely,

Jeffrey Cole
Director
UCLA Center for Communication Policy

AMERICAN
CINEMA FOUNDATION
310-286-9420


Cathy Mendelson Siegel
Executive Director
American Cinema Foundation

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