

KANG

서울대학교 신문연구소

서울·관악구 신림동 산 56의 1 〒151-742  
TEL: (02)880-5480, 5481 FAX: (02)873-1451



INSTITUTE OF COMMUNICATION RESEARCH  
SEOUL NATIONAL UNIVERSITY  
SAN 56-1, SILLIM-DONG, KWANAK-KU,  
SEOUL 151-742, KOREA  
TEL: (02) 880-5480, 5481 FAX: (02) 873-1451

June 22, 1993

To : Prof. George Gerbner  
The Annenberg School of Communication  
The University of Pennsylvania  
3620 Walnut Street, Philadelphia  
Pennsylvania 19104-6220  
Tel. 215-898-7041

*Insert in  
answer  
to Gerbner*

Dear Prof. Gerbner

Thank you for the letters and an article on TV violence. I agree to your suggestion, the organization of an Asian regional conference during the IAMCR Conference in Seoul, Korea. Before several weeks, I have introduced CEM to the Korean Sociological Association.

I'm glad to know that my former student, Myeong-Mee Kim has been studying and helping you with CEM there. If you have any information and plan about organizing CEM membership in Asia, please let me know in detail when she returns.

Sincerely yours,

Hyeon-Dew Kang  
Director & Professor  
Institute of Communication Research  
Seoul National University

*Add as  
convenor  
to Global  
Working Group*

cultural environment movement  
survey

Would you be interested in (check as many as apply)

- recruiting members
- writing information
- organizing local **cem** meetings
- representing the following organizations in **cem**:
- editing
- disseminating information
- organizing a chapter of **cem**

(for additional space, please use the back of this form)

<u>name of organization</u>	<u>address</u>	<u>phone number</u>
<del>INSTITUTE</del> INSTITUTE OF COMMUNICATION RESEARCH (ICR)	56-1, SILLIM-DONG, KWANAK-KU, SEOUL 151-742, KOREA	(02) 880-5480
SEOUL NATIONAL UNIVERSITY		FAX (02) 873-1451

Can you think of other persons/organizations who may be interested in **cem**?  
(Please duplicate and pass on these materials to them, and send us a list of their names and addresses)

Which of the following types of issues concern/interest you most?  
(Check all that apply)

- child and family advocacy issues
- political issues
- local and national media policy
- physical environment
- women's issues
- health issues
- violence
- technology problems
- gay/lesbian
- excessive commercialism
- creating alternatives
- legal issues
- consumer/public interest issues
- international media policy
- educational and school issues
- religious issues
- labor concerns
- peace movement
- minority concerns (racial/ethnic)
- national cultures
- censorship
- Other issues (please note on back)

entered  
6/29/93

**cultural environment movement**  
**survey**

Please take a few minutes to answer the questions below. Attach additional sheets if necessary. Your responses will help reflect the interests of a broad range of individuals and organizations.

After reading the draft prospectus, what do you feel are the two major cultural/media issues facing us today?

How would you rate the overall state of the U.S. cultural environment today, compared to ten years ago?

- better
- the same
- worse

Does the **cultural environment movement** seem like something you or your organization would be

- very interested in
- somewhat interested in
- not very interested in

Could you tell us something that you like about the idea of a **cultural environment movement**?

I LIKE THE IDEA OF INTERNATIONAL COOPERATION OF THE MOVEMENT. I WOULD LIKE ORGANIZE A KOREAN NETWORK FOR CEM.

Could you tell us something that you *dislike* about the idea of a **cultural environment movement**?

Do you have any other comments with regard to the enclosed draft prospectus? (If you would like to edit, mark up, or otherwise comment directly on the Prospectus, please do so and return it with this questionnaire)

Acknowledged  
6/3/93

Join the  
**cultural environment movement**  
as a founding member

? K  
ilu

Name KANG, HYEON-DEW, Prof.  
(  individual     organization )

Address ~~INSTITUTE OF COMM~~  
~~601, 3-DONG, HANSIN-SORAE APARTMENTS~~  
~~RANPO-DONG, SOCHO-KU, SEOUL, KOREA~~

Telephone (02) ~~593-1990~~ <sup>880-5480</sup>    Fax (02) 873-1451

Internet \_\_\_\_\_    Bitnet \_\_\_\_\_

DIRECTOR,  
INSTITUTE OF COMMUNICATION RESEARCH,  
SEOUL NATIONAL UNIVERSITY,  
56-1, SILLIM-DONG, KWANAK-KU, SEOUL, KOREA

**Contribution**

- Member (\$25)
- Sustaining member (\$50)
- Patron (\$100)
- Benefactor (\$500)
- Angel (\$1000)
- Or more? \_\_\_\_\_

Please enclose your contribution and make checks payable to  
**cultural environment movement.**

(Contributions are tax deductible)  
mail to:

**cultural environment movement**  
P.O. Box 31847  
Philadelphia, PA 19104  
USA

cultural environment movement  
survey

Which of these (and what other) activities would you like to be involved in?

- local organizing
- media monitoring
- electronic networking
- fundraising
- publicity
- graphic design
- representing your organization in **cem**
- alternative media production
- editing a newsletter
- conference organization and management
- desktop publishing
- other \_\_\_\_\_

Would you be interested in subscribing to a service that would provide the best of all alternative media publications, digests, and videos?

- yes
- no

Would you like to attend our "founding conference"

- as an individual
- as a delegate of the following organization(s):  
INSTITUTE OF COMMUNICATION RESEARCH  
SEOUL NATIONAL UNIVERSITY

Suggestions for a founding conference program:

<u>agenda</u>	<u>speaker(s)</u>	<u>place</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Suggestions for potential sources of funding to help with the "founding conference:"

Have we forgotten anything important? Please note, and make any other comments and observations here (and on the back):

서울대학교 언론정보연구소

서울·경악구 신림동 산 56의 1 ☎151-742  
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*June 28, 1996  
sent attached  
Fax  
-BM*

Prof. George Gerbner  
Annenberg School of Communication  
University of Pennsylvania  
3620, Walnut Street, Philadelphia, PA 19104 - 6220  
USA

June 21, 1996

Dear Prof. Gerbner

Congratulation ! At last, your Cultural Environment Movement(CEM) has finally launched in the U.S.

I remember that you've asked me to initiate Pacific Region CEM years ago. Actually, I started to organise Korean CEM in Seoul. I'd like to expand the Korean CEM to that of Asia. I'll appreciate it if you can send me the list of CEM members in Pacific Region. If we can hold a CEM's regional conference, I'd like to ask you for a key note speech.

Thank you.

Hyun Dew, Kang  
Professor  
ICR, Seoul National University

*Will be Seoul  
McBride Roundtable  
Meetings  
of  
Sat & Sun  
Evening Aug 24 & 25*

the *liberating* alternative

**cem**  
cultural  
environment  
movement

P.O. BOX 31847  
PHILADELPHIA PA 19104

Today's Date 6-28-96

# of Pages (Including Cover Page) 7

TO:

Name Hyeon Dew, Kang

Organization Seoul National University

Fax 02-873-1451 Phone 880-5480

822

FROM:

Name Bridget Mosley, Assistant to the Director

Fax: (215) 387-1560

Phone: (215) 387-5202 387-5303 387-8034 387-3032 387-0940

Comments:

Dr. George Gerbner has asked me to respond to your June 21, 1996 fax by sending you CEM's contacts in the Pacific Region. Dr. Gerbner is out of town until July 1, 1996, but he said he would respond personally to you when he returns. He will be in Seoul August 24 and ~~24~~ 25, 1996 for the Meeting of the McBride Roundtable. Please contact him if you are or want to attend this meeting. - BM

The Founding Convention of the Cultural Environment Movement will be held at Webster University in St. Louis, Missouri, on March 15-17, 1996. For more information call 215.387.5303.



MADE FROM 100% RECYCLED PAPER

**George Gerbner**

University City  
Science Center- One East

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

June 30, 1996

Hyeon-Dew Kang  
Director & Professor  
Institute of Communication Research  
Seoul National University  
San 56-1, Sillim-Dong, Kwanak-Ku  
Seoul 151-742  
Korea  
Fax: 82 2 873 1451

Dear Prof. Kang:

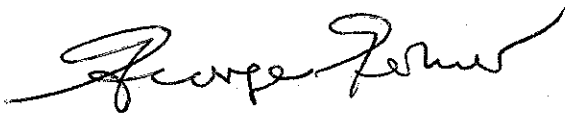
Thank you for your fax and letter of June 21. Bridget Mosley has already sent you our list of CEM contacts in the Asia-Pacific region.

I will be speaking at the IAMCR conference in Sidney, arriving in the morning of Wednesday, August 21. Friday I will speak at Macquarrie University. I am leaving in the morning of Saturday, August 24, for Seoul, arriving in the same evening. There I will give as keynote speech at the 8th Annual McBride Roundtable on Sunday, August 25, and leave on Monday morning. The organizer of the Seoul meeting is Kyung-Ja Lee, President of the Korean Broadcasting Academic Society, tel. 822 965 1859. He can probably tell you about my schedule in Seoul, and I am sure will be pleased to see you there.

I would of course be delighted to speak at the CEM Asian Conference, under your leadership, provided my travel expenses can be covered. If it is possible to organize something for Sidney or Seoul in August, that would be no problem. But time is very short, and my schedule fairly full. In any case, please let me know what you suggest and if at least the two of us can meet in August. I am no longer at the The Annenberg School and the best way to reach my is by fax or phone at my home or city office.

I look forward to hearing from you.

Sincerely yours,



George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project  
Founder and Chair, the Cultural Environment Movement

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

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July 16, 1996  
George Gerbner  
234 Golf View Road  
Ardmore, PA 19003  
Tel/Fax 610-642-3061

Dear Prof. Gerbner:

Thank you for your letter and CEM list. I see your schedule in Seoul is going to be pretty tight. I hope there will be some time to hear more about the CEM.

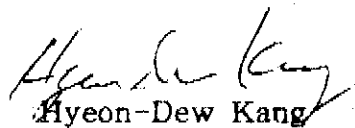
I'm still working on the Asian CEM now. I believe CEM Asian Conference is going to start around the end of this year. I'll keep you informed as the Asian CEM proceeds.

By the way, can you send me any material relating to CEM international. Those material will be a big help in promoting and organizing Korean CEM.

I have a brief trip to Beijing this summer, but I'll be back before your arrival in Seoul. Meanwhile, you can contact me through Joohan Kim.

I'll be very much looking forward to seeing you soon.

Sincerely,

  
Hyeon-Dew Kang

Professor  
Seoul National University  
TEL: 82-2-880-6470  
FAX: 82-2-888-7327