

[126] From: sjokim at post1 3/19/96 8:20PM (1546 bytes: 1 ln)
To: fgg at post1
Subject: MacBride Round Table

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

Dear Professor Gerbner,

How are you? You may not remember me by name, but I am Joohoan Kim, a doctoral candidate at the Annenberg School. I am currently working on my dissertation about political discourse and public opinion under supervision of Dr. Katz.

Recently, I had correspondence with a Korean Professor who is organizing 8th MacBride Round Table to be held in Seoul in August. Today, the MacBride RT organizers asked me via fax to ask you of this question:

Is there any possibility that you could come to the MacBride RT in Seoul, South Korea, as the Keynote Speaker? They say if there is at least the slightest chance for you to consider visiting Korea in August, the Korean Broadcasting Association will send an official letter of invitation. The invitation will cover all possible travel costs--air ticket, transportation, hotel, etc.-- as well as \$2,000 of honorarium.

If you do not have a firmly determined schedule for August yet, why don't you just let them send an invitation letter?
Please let me know what you think.

Sincerely, Joohoan Kim

Joohoan Kim
doctoral candidate
The Annenberg School for Communication
U of Pennsylvania
sjokim@asc.upenn.edu
<http://www.cis.upenn.edu/~sjokim/home.html>

From: fgg at post1 3/19/96 9:48PM
To: sjokim
Subject: MacBride Round Table

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

Hi - thank you for the message and the prospect of kind invitation. I have participated in past McBride Roundtables and would be pleased to do so in Seoul if the date is right. You did not mention the date. The only days left open for me in August are the during the first week, a few days during the latter part of the week of Aug. 19, and the last threedays of August. So please let me know as soon as possible what dates would be feasible. gg

L: 11 C: 65 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

M

1996
1996

TO:

Professor George Gerbner, Dean Emeritus
Annenberg School for Communication
University of Pennsylvania
234 Golf View Rd.
Ardmore, PA 19003 USA

Fax: (215) 387-5202
Email: fgg@asc.upenn.edu

FROM:

Inhee Lee, Ph.D.
Assistant Professor
Department of Mass Communication
Kyung Hee University
Dongdaemun, Seoul 130-701 Korea

Fax: +82 2 965 8004
Email: inheelee@chollian.dacom.co.kr

DATE: March 21, 1996

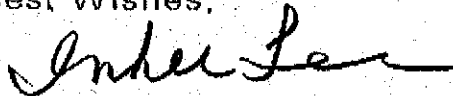
SUBJ: 8th MacBride Round Table in Seoul

Dear Dr. Gerbner:

Please find the attached fax regarding our genuine invitation of you to the keynote speech for the 8th MacBride Round Table in Seoul, August 24-27, 1996. We will send you the invitation by air mail as well as e-mail promptly.

On behalf of the Korean Broadcasting Academic Society, the honor is all mine to write this invitation. I am looking forward to hearing from you soon.

Best Wishes,



Inhee Lee
Organizing Committee for the
Seoul MacBride Round Table

6 pages including this coversheet.

The 8th MacBride Round Table on Communication

Korean Broadcasting Academic Society
1 Holgi-Dong Dongdaemun-Gu
Seoul 130-701 South Korea
Phone: +82 2 965 1859; Fax: +82 2 965 8004
E-Mail: inheelee@chollan.dacom.co.kr

March 1, 1996

Dr. George Gerbner, Dean Emeritus
Annenberg School of Communication
University of Pennsylvania
234 Golf View Rd.
Ardmore, PA 19003 USA

Dear Dr. Gerbner:

The Korean Broadcasting Academic Society in cooperation with the Steering Committee of the MacBride Round Table would like to invite you as keynote speaker for the 8th annual MacBride Round Table on Communication scheduled for August 24-27, 1996 in Seoul, South Korea.

We offer you an honorarium for your speech and will fully cover your lodging and transportation during the meeting. Currently we are offering an approximate amount of US\$2,000 for the honorarium. If additional funding is available, we might increase that amount up to US\$3,000.

Dr. Ahmed Laouyane, Director of the ITU's Bureau of Telecommunications Development, will participate in the meeting as special guest speaker and deliver a lecture on the role of the International Telecommunications Union in the WTO era. Dr. Deedee Halleck (University of California at San Diego, USA) will also participate in the workshop and give a lecture on the current issues (or trends) in the democratic use of new communication technologies from an international perspective. Other participants include Drs. Kaarle Nordenstreng, Cees Hamelink, Michael Traber, and Marc Raboy, to name a few.

In cooperation with the Korean Broadcasting Academic Society, the Steering Committee members of the Round Table, Drs. Mustapha Masmoudi (Tunisian Communication Association, Tunisia), Seán Ó Siochrú (Nexus Europe, Ireland) and Richard C. Vincent (University of Hawaii, USA), are working for the organization of the meeting.

The main theme of this year's meeting is: Communication and Culture: Identity, Plurality and Equality with fourteen topics provided as follows:

Topics to be covered:

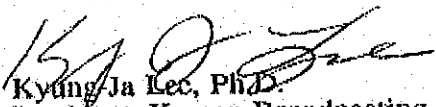
- (1) The right to communication in an increasingly commercial world
- (2) Communication and the globalization of cultural identity
- (3) The clash of communities and markets: The role of communication
- (4) Ethnicity and indigenous populations
- (5) Communication in the post-colonial and information society

- (6) NGOs and grassroots in the struggle for the right to communicate
- (7) Gender and communication
- (8) Communication in rural development
- (9) Can the media and markets be responsible?
- (10) Aspects of media professionalism
- (11) Developments in freedom of expression
- (12) WTO and balanced international communication flows
- (13) Inter-Asian media exchanges and flows
- (14) The Asia-Pacific Information Infrastructure and inter-regional information gaps

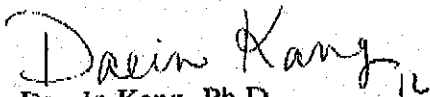
The meeting will focus on the issues of communication and culture in terms of identity, plurality and equality from the international perspective. As new communication technologies allow for the international flow of information and culture, the concern of the Third World is to ensure that the potential offered by innovations in communication technology should be utilized to promote cultural progress, social development, and international understanding through the appropriate means of communications. However, technological advancement often results in a number of problems between nations and cultures.

We hope you will accept our invitation. When responding to this invitation, kindly address your correspondence to us here in Seoul at your convenience. If you wish to obtain additional information concerning the history and activities of the Round Table, please contact directly any of the three members of the Steering Committee named in the attachment. We will keep you informed as further information becomes available. On behalf of the Round Table, Drs. Masmoudi, Vincent and Ó Siochrú will also contact you to discuss this matter. We genuinely look forward to having you join us for the Seoul MacBride Round Table this summer.

Sincerely,



Kyung-Ja Lee, Ph.D.
President, Korean Broadcasting Academic Society
Professor, Kyung Hee University
Co-Chairperson, Organizing Committee for the Seoul MacBride Round Table
Seoul, South Korea



Dae-In Kang, Ph.D.
Ex-President, Korean Broadcasting Academic Society
Professor, Keimyung University
Co-Chairperson, Organizing Committee for the Seoul MacBride Round Table
Seoul, South Korea

Incls.: Response Persons and Addresses
Call for Papers and Participation

Response Persons and Addresses:

Dr. Inhee Lee
Assistant Professor
Department of Mass Communication
Kyung Hee University
1 Hoigi-dong Dongdaemun-Gu
Seoul, 130-701 SOUTH KOREA

phone: +82 2 965 1859; +82 2 961 0773
fax: +82 2 965 8004
email: inheelee@chollian.dacom.co.kr

MacBride Round Table Steering Committee:

Dr. Mustapha Masmoudi, Chair
President, Association Tunisienne de la Communication
Residence les Olympiades
1003, Tunis TUNISIA
phone: +216 1 79 39 39; +216 1 79 49 48
fax: +216 1 79 49 49

Dr. Richard C. Vincent, Vice-Chair
Associate Professor
Department of Communication
University of Hawaii at Manoa
2560 Campus Road, George Hall 336
Honolulu, HI 96822 USA
phone: +1 808 956 3352
fax: +1 808 956 5591
e-mail: rvincent@uhunix.uhcc.hawaii.edu

Dr. Seán Ó Siochrú, Vice-Chair & Treasurer
Nexus Europe
Fumbally Court
Fumbally Lane
Dublin 8 IRELAND
phone: +353 1 473 0599(work); +353 1 282 1003(home office)
fax: +353 1 473 0597(work); +353 1 272 0034(home office)
email: siochru@toppsi.gn.apc.org

Call for Papers and Participation

8th MacBride Round Table
August 24-27, 1996, in Seoul, South Korea

COMMUNICATION AND CULTURE: IDENTITY, PLURALITY AND EQUALITY

Communication and Culture are two key words encompassing the broad span of work conducted in various fields of contemporary communications research. Although inherently open and unbinding, these two notions, at the same time, engender very specific issues for academic discourse such as questions of identity, equality, and sovereignty. Technological innovations and continuing restructuring of international order present new set of challenges for those in active on the ground in communication issues as well as those who conduct research and analyze and recommend policy actions in ever enlarging areas of communication studies.

The Korean Broadcasting Academic Society in cooperation with the Steering Committee of the MacBride Round Table will organize the 8th annual meeting of the Round Table in Seoul, on August 24-27, 1996. The theme of the meeting is: COMMUNICATION AND CULTURE: Identity, Plurality and Equality.

Topics to be covered will include, but not be restricted to:

- The right to communication in an increasingly commercial world
- Communication and the globalization of cultural identity
- The clash of communities and markets: The role of communication
- Ethnicity and indigenous populations
- Communication in the post-colonial and information society
- NGOs and grassroots in the struggle for the right to communicate
- Gender and communication
- Communication in rural development
- Can the media and markets be responsible?
- Aspects of media professionalism
- Developments in freedom of expression
- WTO and balanced international communication flows
- Inter-Asian media exchanges and flows
- The Asia-Pacific Information Infrastructure and inter-regional information gaps

The conference welcomes workshop proposals and extends a special welcome to non-governmental organizations (NGOs) active in communications. Papers on global communications issues outside the Communication and Culture are also encouraged. Papers dealing with issues of national communication policy, critical examination of international culture industries, changing conditions of network resulting from technological innovations as well as studies of images and representation are particularly welcome.

The Round Table, a communications rights advocacy group, was created in 1989 to stimulate discussion of issues embodied in the 1980 UNESCO MacBride Report. The MacBride Round Table is an international group of scholars, journalists, activists and other communication experts devoted to the monitoring of world communication rights and balances, and reporting findings to community groups, UN agencies, NGOs and the news media.

SUBMISSIONS:

One page abstracts (in English) for the 8th MacBride Round Table must be received on or before March 31, 1996. Two copies of abstracts and any additional correspondence should be submitted "simultaneously" to both individuals listed below:

1) Dr. Richard C. Vincent
Department of Communication
University of Hawaii at Manoa
George Hall 336
2560 Campus Road
Honolulu, Hawaii 96822 U. S. A.
Phone: 1-808-956-3352
Fax: 1-808-956-5589 or 5591
E-Mail: rvincent@hawaii.edu

-and-

2) Dr. Inhee Lee
Department of Mass Communication
Kyung Hee University
1 Hoigi-Dong, Dongdaemun-Gu
Seoul, 130-701 South Korea
Phone: 82-2-961-0773
Fax: 82-2-965-8004
E-Mail: inheelee@chollian.dacom.co.kr

Abstracts will be reviewed by the Round Table. The completed paper should be submitted to the Seoul Organizing Committee on or before June 30, 1996 along with a diskette (3 and a half inches) containing text-only (or ASCII) file of the paper for timely preparation of the Round Table proceedings.

A range of accommodations will be available, including some on-campus housing. Low airfares to Seoul are available through the MacBride Round Table official carrier, Korean Airline (KAL). Contact the Korean sponsors for information on lodging and transportation.

The 8th MacBride Round Table on Communication

Korean Broadcasting Academic Society
1 Hoigi-Dong Dongdaemun-Gu
Seoul 130-701 South Korea
Phone: +82 2 965 1859; Fax: +82 2 965 8004
E-Mail: inheelee@chollian.dacom.co.kr

March 21, 1996

Dr. George Gerbner, Dean Emeritus
Annenberg School for Communication
University of Pennsylvania
234 Golf View Rd.
Ardmore, PA 19003 USA

Dear Dr. Gerbner:

The Korean Broadcasting Academic Society in cooperation with the Steering Committee of the MacBride Round Table would like to invite you as keynote speaker for the 8th annual MacBride Round Table on Communication scheduled for August 24-27, 1996 in Seoul, South Korea.

We offer you an honorarium for your speech and will fully cover your lodging and transportation during the meeting. Currently we are offering an approximate amount of US\$2,000 for the honorarium. If additional funding is available, we might increase that amount up to US\$3,000.

Dr. Patrick Gallaud, Secretary General of the UNESCO, will participate in the Round Table as second keynote speaker. His speech will be about the NGOs and grassroots in the struggle for the right to communicate. Dr. Ahmed Laouyane, Director of the ITU's Bureau of Telecommunications Development, will also participate in the meeting as special guest speaker and deliver a lecture on the role of the International Telecommunications Union in the WTO era. For the workshop, Dr. Deedee Halleck from University of California at San Diego, USA, will give a lecture on the current issues (or trends) in the democratic use of new communication technologies from an international perspective. Other participants include Drs. Kaarle Nordenstreng, Cees Hamelink, Michael Traber, and Marc Raboy, to name a few.

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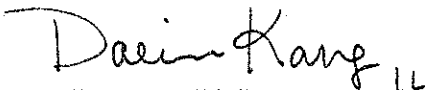
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Sincerely,



Kyung-Ja Lee, Ph.D.
President, Korean Broadcasting Academic Society
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Assistant Professor
Department of Mass Communication
Kyung Hee University
1 Hoigi-dong Dongdaemun-Gu
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phone: +82 2 965 1859; +82 2 961 0773
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fax: +216 1 79 49 49

Dr. Richard C. Vincent, Vice-Chair
Associate Professor
Department of Communication
University of Hawaii at Manoa
2560 Campus Road, George Hall 336
Honolulu, HI 96822 USA
phone: +1 808 956 3352
fax: +1 808 956 5591
e-mail: rvincent@uhunix.uhcc.hawaii.edu

Dr. Seán Ó Siochrú, Vice-Chair & Treasurer
Nexus Europe
Fumbally Court
Fumbally Lane
Dublin 8 IRELAND
phone: +353 1 473 0599(work); +353 1 282 1003(home office)
fax: +353 1 473 0597(work); +353 1 272 0034(home office)
email: siochru@toppsi.gn.apc.org

Call for Papers and Participation

8th MacBride Round Table
August 24-27, 1996, in Seoul, South Korea

COMMUNICATION AND CULTURE: IDENTITY, PLURALITY AND EQUALITY

Communication and Culture are two key words encompassing the broad span of work conducted in various fields of contemporary communications research. Although inherently open and unbinding, these two notions, at the same time, engender very specific issues for academic discourse such as questions of identity, equality, and sovereignty. Technological innovations and continuing restructuring of international order present new set of challenges for those in active on the ground in communication issues as well as those who conduct research and analyze and recommend policy actions in ever enlarging areas of communication studies.

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- Gender and communication
- Communication in rural development
- Can the media and markets be responsible?
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George Hall 336
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Honolulu, Hawaii 96822 U. S. A.
Phone: 1-808-956-3352
Fax: 1-808-956-5589 or 5591
E-Mail: rvincent@hawaii.edu

-and-

2) Dr. Inhee Lee
Department of Mass Communication
Kyung Hee University
1 Hoigi-Dong, Dongdaemun-Gu
Seoul, 130-701 South Korea
Phone: 82-2-961-0773
Fax: 82-2-965-8004
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Abstracts will be reviewed by the Round Table. The completed paper should be submitted to the Seoul Organizing Committee on or before June 30, 1996 along with a diskette (3 and a half inches) containing text-only (or ASCII) file of the paper for timely preparation of the Round Table proceedings.

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George Gerbner

**University City
Science Center- One East**

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

March 22, 1996

Dr. Inhee Lee
Department of Mass Communication
Kyung Hee University
Fax 82 2 965 8004

Dear Dr. Lee:

Thank you for the kind invitation. I am familiar with the McBride Roundtable and have been involved with it from the beginning. I am, therefore, pleased to accept your invitation to be the keynote speaker, provided my schedule is acceptable to you.

Because of other engagements at both ends, I would arrive in Seoul on Saturday, August 24 at 9:00 pm, be there all day Sunday and most of Monday, and would leave Monday evening at 7:35 p.m. I have an engagement in Minneapolis the next day.

A have made the airline reservations to assure availability. Attached is a copy of the reservation. The KAL booking reference is AU5311. If this schedule is acceptable, please confirm the reservation directly with KAL and specify the class of service.

I hope that you can schedule my participation in the program for Sunday and/or Monday within the times indicated, and confirm these arrangements to my home fax and e-mail as soon as possible.

I look forward to hearing from you.

Sincerely yours,



George Gerbner

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

The 8th MacBride Round Table on Communication

Korean Broadcasting Academic Society
1 Hoigi-Dong Dongdaemun-Gu
Seoul 130-701 South Korea
Phone: +82 2 965 1859; Fax: +82 2 965 8004
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March 25, 1996

Dr. George Gerbner, Dean Emeritus
Annenberg School for Communication
University of Pennsylvania
234 Golf View Rd.
Ardmore, PA 19003 USA

Dear Dr. Gerbner:

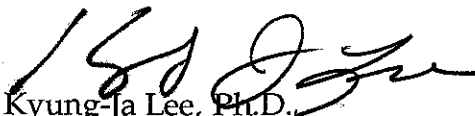
I am glad to hear from you about the keynote speech for the 8th Annual MacBride Round Table on Communication. I express my heartfelt thanks for your kindly accepting our invitation to the Seoul Round Table. Every member of the steering and organizing committees was pleased to hear a great news from you.

The Round Table will start on Saturday, August 24, 1996, with registrations and receptions in the afternoon. The conference site is Seoul National University. Keynote speeches will be arranged in the following morning sessions (Sunday, August 25, 1996). The second keynote speaker is Mr. Patrick Gallaud, Secretary General of UNESCO. He will give a speech on NGOs and grassroots in the struggle for the right to communicate, which is the sixth topic of the list.

Once again, thank you very much for kindly accepting our invitation. I do believe your speech will deliver an important message about communication and culture to a great number of communication scholars, activists and professionals from all over the world.

If you wish to discuss any matter regarding your participation, please feel free to contact me at the fax number +82 2 965 8004.

Yours Sincerely,


Kyung-Ja Lee, Ph.D.
President, KBAS

[79] From: sjokim 3/31/96 9:39AM (812 bytes: 1 ln)

To: fgg at post1

Subject: Re[3]: MacBride

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

Dear Professor Gerbner,

This morning, I have just talked over the phone to Dr. Lee, the Korean organizer of the MacBride RT. He told me that they had already sent a letter to you via express mail (which sometimes takes more time than regular mails in my experience): Your keynote speech has been scheduled on Sunday, 25th morning, since you arrive Saturday, 24th evening. I am also planning to go to Seoul, my hometown, for the conference, though I will stay there a few weeks, not a few days. If you have any other questions, or if there is anything that I may help you, please feel free to ask me.

Sincerely, Joohan Kim

George Gerbner

University City
Science Center- One East

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

April 1, 1996

Kyung-Ja Lee, Ph.D.
President, KBAS
Seoul, South Korea
Via fax 62 2 965 8004

Dear Dr. Lee:

Thank you for your letter of March 25 and your very kind words. I am writing now to request further information.

In my letter of March 22 to Dr. Inhee Lee I enclosed a tentative airline reservation indicating arrival in Seoul on Saturday, August 24 at 9:00 pm, and leaving Monday evening at 7:35 p.m. Inasmuch as I am scheduled to speak Sunday morning, would it be acceptable to leave Monday morning instead of Monday evening? Please let me know so that I can make my final reservations accordingly.

I would also like to know, as I have indicated in my letter of March 22 to Dr. Inhee Lee, whether I should confirm the airline reservation or KBAS will do it, and what class of service it should be.

I would appreciate receiving your earliest reply so that I can finalize my travel plans.

Sincerely yours,



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

✓ cc: Dr. Inhee Lee

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

Text item 1: Text Item

Received: by ccmil from chollian.dacom.co.kr
 From INHEELEE@chollian.dacom.co.kr
 X-Envelope-From: INHEELEE@chollian.dacom.co.kr
 Received: (from root@localhost) by chollian.dacom.co.kr (8.6.9H1/8.6.9) id BAA07739 for fgg@asc.upenn.edu; Wed, 3 Apr 1996 01:35:04 +0900
 Date: Wed, 3 Apr 1996 01:35:04 +0900
 From: Inhee Lee <INHEELEE@chollian.dacom.co.kr>
 Subject: From KBAS [MacBride RT, Seoul]
 Message-Id: <199604021635.BAA07739@chollian.dacom.co.kr>
 Apparently-To: fgg@asc.upenn.edu

Dear Dr. Gerbner:

I received your fax of April 1. I am writing now to answer your questions.

1. Flight Schedule: Since we will put the keynote speeches in the Sunday morning session, I do not see any problem in adjusting your flight schedule. It is absolutely all right for you to leave Seoul Monday morning instead of Monday evening.

2. Reservation: Yes, I saw your flight reservation. It looked fine to me. However, flight reservations sometimes get messy because of the telecommunication tag. To make things surer, I would appreciate if you confirm the reservation and purchase your ticket at your convenience. All costs will be fully reimbursed when you arrive in Seoul.

3. Class of Service: I must confess that the Seoul MacBride Organizing Committee is suffering from financial difficulties. At this moment, we are allowed to hold the MacBride RT with a very tight budget, although we are working hard to raise another fund for it. We will have to wait until May to secure our final budget. I am terribly sorry now to tell you that we are able to support your travel at an economy class. However, I promise that, if we could get hold of some funding later, I will have your flight reimbursement doubled (to the level of business class). Please pardon me for such inconvenience.

4. Once again, thank you very much for your participation in the Round Table. We will do our very best to make yourself at home and make your visit productive.

Best Wishes,

Kyung-Ja Lee
 President, KBAS

George Gerbner

University City
Science Center- One East

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

June 30, 1996

Kyung-Ja Lee, Ph.D.
President, KBAS
Seoul, South Korea
Via fax 62 2 965 8004

Dear Dr. Lee:

My travel plans have changed slightly: I will be arriving from Sidney, Australia, where I am attending the IAMCR Conference. My arrival time in Seoul is Saturday, Aug. 24, 6:50 p.m. Please let me know about accommodations for Saturday and Sunday nights, and where I should go upon arrival.

My departure is still Monday at 10:05 a.m. The travel agency informs me that the Philadelphia-Seoul round-trip ticket is \$1,585.00. I would appreciate receiving that amount at my home address (below) as soon as possible so that I might purchase the ticket.

I look forward to hearing from you.

Sincerely yours,



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

cc: Dr. Inhee Lee

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

[97] From: sjokim at post1 7/7/96 2:01AM (1995 bytes: 1 ln)

To: fgg at post1

Subject: Prof. Kang and CEM in Korea

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

Dear Professor Gerbner,

How are you?

I am Joohan Kim, a doctoral student who exchanged e-mails with you about your Keynote Speech at the MacBride Round Table. (I also came across you at the 30th Street Station sometime in May).

I have just had a somewhat long phone-conversation with Professor Hyun-Doo Kang at Seoul National University, who is actively involving in the CEM (Cultural Environmental Movement) in Korea. (I am also interested in the CEM, and will be actively participate in the Movement when I go back to Korea after graduation--hopefully next May).

Professor Kang told me that he is trying to organize a Pacific-Countries wide conference on CEM to be held sometime next year in Korea. Professor Kang, who described himself as a "local" CEM leader, expressed his hope to invite you, a "global" CEM leader according to him, to a dinner or a luncheon, while you are staying in Seoul in August, if your schedule permits. It would be a great help and encouragement for Korean CEM leaders, if you can share your ideas about CEM with them. Please let me know whether you might be able to carve out some of your time--a few hours--for the function, which, I think, will be a private and unofficial occasion. (My understanding is that the dinner or luncheon would have nothing to do with the MacBride RT.)

Professor Kang also wanted to know that whether it would be O.K. for you to be interviewed by Korean mass media (TV and/or newspapers) about the CEM.

I would like to get some info about CEM here (phamplet, booklets, or any other info). I want to bring the info to Professor Kang when I go to Seoul via Anaheim, a week before you fly to Seoul. Please advise me where and how I can get such info.

Thank you very much.

Sincerely,
Joohan Kim

[1] From: fgg at post1 7/7/96 9:31AM (1302 bytes: 25 ln)

To: sjokim

Subject: Prof. Kang and CEM in Korea

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

Dear Joohan Kim:

I am arriving in Seoul from Sidney, Australia, on Saturday, Aug. 24, at 6:50 p.m. on Quantas #177, and leaving Monday morning. My keynote speech is Sunday morning. However, I do not know what other obligation I have to the McBride RT (other than seeing some good friends there), or where I am staying.

I would be delighted to meet with Prof. Kang and the group he plans to assemble either Saturday or Sunday night. I suspect that Saturday might be preferable to the planners of McBride. However, I would appreciate it if Prof Kang would discuss that with the McBride organizer, whose name and address and telephone number I sent him by fax on June 30.

As to CEM information, I will also be at the Anaheim AEJMC meeting and will bring you a few packets of information. I am arriving there Monday morning, Aug. 12, and leaving right after lunch. I am supposed to get some award at the business meeting; please look for me there, and/or leave a message at the hotel about where I can contact you.

I look forward to hearing from you about all of the above.

George Gerbner

[95] From: sjokim 7/16/96 8:06PM (708 bytes: 1 ln)

To: fgg at post1

Subject: Re[3]: Prof. Kang and CEM in Korea

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

Hi - I received a letter from Prof. Kang. Give me a fax number and I'll forward it to you. gg

Dear Professor Gerbner,

My fax number is: 610-519-1506 (Same as the phone number; just fax it and the machine will automatically detect faxes.)

I have just talked to Professor Kang (a minute ago) about our meeting; today I mailed him the CEM info.

I really enjoyed the lunch + talking with you.
Now I am beginning to be fascinated by the CEM;
probably I will be an activist of it, I guess.
Thank you very much.

Joochan

8th MacBride Round Table on Communication

Korean Broadcasting Academic Society

Kyung Hee University

1 Hoigi Dong Dongdaemun Gu

Seoul 130 701 Korea

Phone: +82 2 965 1859; Fax: +82 2 965 8001

E Mail: inheelce@chollian.dacom.co.kr

July 31, 1996

Dear Dean Gerbner:

First we would like to thank you for accepting the invitation to come to Seoul as a guest speaker to speak at the 8th MacBride Round Table. We are busy trying to get everything organized for the conference. We would appreciate it if you could take some time out from your busy schedule and send us the content of your lecture which you will be presenting at the conference. Please send it to us by e-mail to the address listed above as soon as possible. Once again thank you for all your efforts.

Sincerely,

Inhee Lee

Secretary of the Organizing Committee

8th MacBride Round Table on Communication

Korean Broadcasting Academic Society
Kyung Hee University
1 Hoigi-dong Dongdaemun-gu
Seoul 130-701 Korea
Phone: +82 2 965 1859; 961 0773
Fax: +82 2 957 5061; 965 8004
E-Mail: broadca@chollian.dacom.co.kr

August 2, 1996

Dear Colleague:

This year's MacBride Round Table on Communication is just around the corner!

We are happy to have an opportunity to hold the annual conference in Seoul, Korea, dealing with the theme "communication and culture." We do believe that the 8th MacBride Round Table will play a provocative role for communication scholars, journalists and other media experts devoted to the monitoring of world communication rights and balances in the age of new information and communication technologies.

Enclosed is a copy of the program brochure for your information. Great scholars and communication experts from all over the world will gather in Seoul to address the world communication issues. In an effort to reach this goal, the Organizing Committee for MacBride Round Table have arranged commentators based upon their areas of interest and specialty.

Please be advised that you are selected to comment on presentations or participate in a round table session. We regret being late to give you this information, but humbly ask for your kind understanding and valuable contribution to the Round Table.

We are looking forward to meeting you in Seoul soon.

Most Sincerely,

Kyung-Ja Lee, Ph.D.
President, Korean Broadcasting Academic Society
Co-Chair, Organizing Committee for 8th MacBride Round Table

Daein Kang, Ph.D.
Professor, Keimyung University, Taegu, Korea
Co-Chair, Organizing Committee for 8th MacBride Round Table

[97] From: "broadca@dacom.cholli" <BROADCA@chollian.dacom.co.kr> at SMTP-po 8/2/96 12:21AM (18039 bytes: 392 ln)
To: fgg at POST1
Subject: MacBride RT Programam

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

Text item 1: Text Item

Received: by ccm ail from chollian.dacom.co.kr
From BROADCA@chollian.dacom.co.kr
X-Envelope-From: BROADCA@chollian.dacom.co.kr
Received: from INTpyramidz (INTpyramidz [150.1.6.36]) by chollian.dacom.co.kr (8.6.9H1/8.6.9) id NAA13806 for fgg@asc.upenn.edu; Fri, 2 Aug 1996 13:07:12 +0900
Date: Fri, 2 Aug 1996 13:07:12 +0900
From: "broadca@dacom.cholli" <BROADCA@chollian.dacom.co.kr>
Subject: MacBride RT Programam
Message-Id: <199608020407.NAA13806@chollian.dacom.co.kr>
Apparently-To: fgg@asc.upenn.edu

Saturday, August 24, 1996

Time	Conference Room #1
13:00-18:00	Registration
14:00-15:30	<Pre-Round Table> NWICO : Past and Future Moderator : Mustapha Masmoudi (Chair, MacBride Round Table, Tunisia) Se n Siochr (Vice-Chair, MacBride Round Table, Ireland) Panel : Daein Kang (Co-Chair, Organizing Committee for 8th MacBride Round Table, Korea) Kyung-Ja Lee (President, Korean Broadcasting Academic Society; Co-Chair, Organizing Committee for 8th MacBride Round Table, Korea) Myungkoo Kang (Professor, Seoul National U, Korea) Daeho Kim (Senior Research Fellow, KISDI) Inhee Lee (Professor, Kyung Hee U, Korea) Jae-Kyung Lee (Professor, Ewha Women's U, Korea) Kaarle Nordenstreng (Professor, U of Tampere, Finland) Awatef Abdel Rahman (Professor, Cairo U, Egypt) Richard C. Vincent (Vice-Chair, MacBride Round Table, USA)
16:00-18:00	<Round Table> Press Freedom and Ethical Issues in Asian Countries Moderator : Jong-Ki Kim (President, Korean Society for Journalism and Communication Studies) Panel : 25 Journalists from Asian Countries
18:00-20:00	Welcoming Reception

Sunday, August 25, 1996

Time	Convention Hall
9:30-11:50	<Opening Ceremony> Master of Ceremonies : Jae-Kyung Lee (Professor,

Ewha Women's U, Korea)

Opening Remarks : Kyung-Ja Lee
(President, Korean Broadcasting Academic Society

Co-Chair, Organizing Committee for
8th MacBride Round Table, Korea)

Welcoming Address : Daein Kang (Co-Chair, Organizing Committee for
8th MacBride Round Table, Korea)

Keynote Address : George Gerbner (Professor Emeritus,
U of Pennsylvania, USA)

Mustapha Masmoudi
(Chair, MacBride Round Table, Tunisia)

Kyung-Ja Lee
(President, Korean Broadcasting Academic Society

Co-Chair, Organizing Committee for
8th MacBride Round Table, Korea)

Sunday, August 25, 1996

Time Conference Room #1

13:30-15:50 <Session 1> Imbalance of Global Communication :
Diagnosis and Prescription

Moderator : Kaarle Nordenstreng (Professor, U of Tampere, Finland)

Presenters : Stuart Cunningham
(Professor, Queensland U of Technology, Australia)
"New Patterns in Global Television"

Joseph Man Chan
(Professor, Chinese U of Hong Kong, Hong Kong)
"Asian Television : Global Trends and Local Processes"

Jae Choll Shim
(Professor, Korea U, Korea)
"Korean Newspapers' Coverage of International Events :
A News Value Study"

Kwasi Ansu-Kyeremeh
(Professor, U of Ghana, Ghana)
"The Truth Can Only Come from Outside:
Is Foreign Radio More Credible?"

Se n Siochr
(Vice-Chair, MacBride Round Table, Ireland)
"Strategies for Organising Democratic Media Globally"

Discussants : Hyeon Cheol Choi (Professor, Korea U, Korea)
Kwang Young Choo (Professor, Seoul National U, Korea)
George Gerbner (Professor Emeritus, U of Pennsylvania,
USA)

Awatef Abdel Rahman (Professor, Cairo U, Egypt)

16:00-19:00 <Session 2> Globalization and Cultural Identity

Moderator : Stuart Cunningham
(Professor, Queensland U of Technology, Australia)

Presenters : Pedro Brieger
(Professor, Belgrano U, Argentine)
"Toward a New Clash of Civilizations"

Peter Waterman
(Researcher, Institute of Social Studies, The

Netherlands)

"Is There a Feminist Agenda for
the New Global Solidarity Culture?"

Kuan-Hsing Chen

(Professor, National Tsing Hua U, Taiwan)

"Decolonizing Colonial Identifications: For a Critical

Syncretism"

Dong-Hoon Ma

(Professor, Chunbuk National U, Korea)

"The Games of Cultural Identity: Television and Video

Films,

and Global Experience of Korean Youths"

Dong Geun Lee

(Professor, Cho Sun U, Korea)

"Debate on Cultural Identity Among Advanced Nations"

Sooyeon Lee

(Lecturer, Korean Television and Film Institute, Korea)

"The Media Discourse of Traditional Korean Diet as a

Catalyst

of National Identity in the Age of Globalization"

Sang Hoon Kim

(Professor, Kyung Hee U, Korea)

"Advertising as Cross-Cultural Communication"

Discussants : Joseph Man Chan

(Professor, Chinese U of Hong Kong, Hong Kong)

Hye Jeong Cho

(Professor, Yonsei U, Korea)

Gee Hyun Chung

(Professor, Hanshin U, Korea)

Joompol Rodcumdee

(Professor, Chulalongkorn U, Thailand)

Dong-Kyoo Sung

(Research Fellow, Korea Press Institute, Korea)

In-Sung Whang

(Professor, Taejin U, Korea)

19:00 - 20:30 Dinner

Keynote Address : George Gebner

(Professor, U of Pennsylvania, USA)

Mustapha Masmoudi

(Chair, MacBride Round Table, Tunisia)

Kyung-Ja Lee

(President, Korean Broadcasting Academic Society

Co-Chair, Organizing Committee for

8th MacBride Round Table, Korea)

Sunday, August 25, 1996

Time

Conference Room #2

13:30-15:30

<Workshop 1> Round Table

: Alternative Media, MacBride Spirit and Social Movement

Moderator : Patrick Gallaud

(Secretary-General, WFUCA, Paris)

Participants : NGO Members

16:00-19:00 <Workshop 2> Round Table : Censorship in the Age of New Media

Moderator : Se n Siochr
(Vice-Chair, MacBride Round Table, Ireland)
Presenters : Young Shik Kim
(Science & Technology for Human & Nature in Korea)
"Content Regulation on the Cyberspace"
Dong-Won Kim
(PURN Production, Korea)
"Censorship Issues over Video Production and
Distribution"
Peng Hwa Ang
(Professor, Nanyang Technological U, Singapore)
"Free Expression on the Internet : Limits and
Possibilities"

Possibilities"

Time	Conference Room #3
13:30-18:00	Video Screening
19:00-20:30	Dinner

Monday, August 26, 1996

Time	Conference Room #1
9:00-9:30	<Plenary Session> Speaker : Ahmed Laouyane (Director, Telecommunication Development Bureau, ITU, Switzerland)
9:40-12:30	<Session 3> Asia-Pacific Information Structure and Inter-Regional Information Gaps Moderator : Taek-Sup Auh (Professor, Korea U, Korea) Presenters : Chung-Chuan Yang (Professor, Yuan Ze Institute of Technology, Taiwan) "Universal Service Policy for the Age of Information Superhighway : The Case of Taiwan" Sung Woon Cho (Senior Research Fellow, KISDI, Korea) "The Application of the APII to Reducing the Information Gap : The Driving Forces and Barriers of the Success of the APII" Joompol Rodcumdee (Professor, Chulalongkorn U, Thailand) "Inter-Asian Media Exchanges and Flows" Discussants : Ahmed Laouyane (Director, Telecommunication Development Bureau, ITU, Switzerland) Joseph Man Chan (Professor, Chinese U of Hong Kong, Hong Kong) Sang Jae Hwang (Professor, Hanyang U, Korea) Jae-Joon Kim

(Senior Research Fellow, KISDI, Korea)
Jong-Gu Lee
(Professor, Sung Kong Hoe U, Korea)

12:30-14:00 Lunch

14:00-14:30 <Plenary Session>
Speaker : Patrick Gallaud (Secretary-General, WFUCA, Paris)

14:40-18:00 <Session 4>
Round Table : Asian Perspectives on NWICO Debate
Moderator : Myungkoo Kang (Professor, Seoul National U, Korea)
Presenter : Kaarle Nordenstreng (Professor, U of Tampere, Finland)
"The NWICO Debate and Its Lessons"
Panel : Peng Hwa Ang (Professor, Nanyang Technological U,
Singapore)

Joseph Man Chan
(Professor, Chinese U of Hong Kong, Hong Kong)
Hosoon Chang (Visiting Researcher, Korea Press Institute,
Korea)

Kuan-Hsing Chen (Professor, National Tsing Hua U, Taiwan)
Stuart Cunningham
(Professor, Queensland U of Technology, Australia)
Sakae Ishikawa (Professor, Sophia U, Japan)
Daeho Kim (Senior Research Fellow, KISDI, Korea)
Jae-Kyung Lee (Professor, Ewha Women's U, Korea)
Joompol Rodcumdee (Professor, Chulalongkorn U, Thailand)

18:00-19:30 Dinner

Monday, August 26, 1996

Time Conference Room #2

9:40-12:30 <Session 5> Community and Market
Moderator : In-Hwan Oh (Professor, Yonsei U, Korea)
Presenters : Se n Siochr (Vice-Chair, MacBride Round Table,
Ireland)
"Strategies for Universal Service Around the World, in
the

Context of Liberalisation"

Bob Hope-Hume (Professor, Murdoch U, Australia)

"The Public Sphere of Australian Broadcasting"
Juan Carlos Martinez Coll

(Professor, Universidad de Malaga, Spain)

"Efficiency vs. Equity in the Global Information Society"
Yong-Ho Kim (Professor, Dongguk U, Korea)

"Program Quality and Market Size : An Economic Approach to
Network Television Regulation"

Kook-Jin Kim (Research Fellow, KISDI, Korea)

"Responsibility of Media and Market in the Information

Society"

Minho Ahn (Senior Research Fellow,
Korean Broadcasting Commission, Korea)

Young Choi (Professor, Hankook U of Foreign Studies, Korea)

"Spatial Differentiation of International Events
: A News Value Study"

Discussants : Peng Hwa Ang (Professor, Nanyang Technological U,
Singapore)

Yong Ho Chang (Professor, Sogang U, Korea)

Yang-Soo Choi (Professor, Yonsei U, Korea)

Patrick Gallaud (Secretary-General, WFUCA, Paris)

Dongsook Park (Professor, Ewha Women's U, Korea)

Jae Choll Shim (Professor, Korea U, Korea)

Jim Sinclair (The Open Polytechnic of New Zealand,
New Zealand)

14:40-18:00 <Session 6> Society on/through the Internet

Moderator : Richard C. Vincent (Vice-Chair, MacBride Round Table,
USA)

Presenters : Jim Sinclair (The Open Polytechnic of New Zealand,
New Zealand)

"The Telephone : Nostrum or Nemesis"

Stanford Mukasa (Professor, Indiana U of Pennsylvania, USA)

"Creating a 'Public Lane' on the Information

Superhighway"

Joohoan Kim (Doctoral Candidate, U of Pennsylvania, USA)

"Computer-Mediated Community Networking
as a New Road to Democracy"

Michael Leslie (Professor, U of Florida, USA)

"Computer Networks and Social Change in Africa"

Young-Eum Lee (Visiting Researcher, Korea Press Institute,

Korea)

Discussants : Bob Hope-Hume (Professor, Murdoch U, Australia)

Rajive Jain (Director, CENDIT, India)

Yoo Jung Kim (Senior Researcher, KCCC, Korea)

Euisun Yoo (Professor, Ewha Women's U, Korea)

Sunny Yoon (Senior Researcher,

Korean Broadcasting Institute, Korea)

Monday, August 26, 1996

Time

Conference Room #3

9:40-12:30

<Workshop 3> Round Table

: How to Build an Asian Network for Alternative Video

Moderator : Rajive Jain (Director, CENDIT, India)

Panel : Nonaka Akihiro (Asia Press, Japan)

Dong-Won Kim (PURN Production, Korea)

Feng Yan (Independent Producer, China)

12:30-14:00

Lunch

14:00-14:30

<Plenary Session>

Speaker : Patrick Gallaud (Secretary-General, WFUCA, Paris)

14:40-18:00

Video Screening

18:00-19:30

Dinner

Tuesday, August 27, 1996

Time Conference Room #1

9:00-11:20 <Session 7> Round Table : New Challenges for the MacBride Round Table

Moderators : Kyung-Ja Lee (President, Korean Broadcasting Academic Society;

Co-Chair, Organizing Committee for
8th MacBride Round Table, Korea)
Se n Siochr (Vice-Chair, MacBride Round Table, Ireland)
Richard C. Vincent (Vice-Chair, MacBride Round Table, USA)

Presenter : Awatef Abdel Rahman (Professor, Cairo U, Egypt)

Panel : Daein Kang (Co-Chair, Organizing Committee for
8th MacBride Round Table, Korea)

Daeho Kim (Senior Research Fellow, KISDI, Korea)

Inhee Lee (Professor, Kyung Hee U, Korea)

Jae-Kyung Lee (Professor, Ewha Women's U, Korea)

Mustapha Masmoudi (Chair, MacBride Round Table, Tunisia)

Kaarle Nordenstreng (Professor, U of Tampere, Finland)

11:30-12:30 Closing Ceremony (Declararion of "Seoul Statement")

12:30-14:00 Lunch

Time Conference Room #2

9:00-11:20 <Workshop 4> Round Table : Social Movement on the Cyberspace

Moderator : Myungkoo Kang (Professor, Seoul National U, Korea)

Presenters : Hyung Jun Kim (True Informations, Korea)

"States of Art in Korean NGO Networks"

Kyung Soo Kang (Online Council for Citizens' Movement)

"Citizens' Social Actions on the Network in Korea"



Dear *Gerbner*.

The recent annual conference of the MacBride Round Table on Communication, held in Seoul between August 24-27, turned out to be a very productive meeting, with over 200 participants attending from 24 different countries. This successful completion of the conference could not have been possible without your participation and contribution.

I would like to sincerely thank you for taking time out from your busy schedule to attend the eighth MacBride Round Table on Communication. I hope that all the accommodations were up to your standards and that you enjoyed your stay at the Hoam Conference Center. I apologize if we have overlooked any details in making your stay comfortable and enjoyable.

MacBride Round Table's Steering Committee will maintain an Internet website which includes the papers presented at the conference. To gain access to the website, please try the following address; <http://people.kfem.or.kr/macbride>.

For your information, next year's new steering committee is as follows:

President: Kyung-Ja Lee (Korea),
Past President: Mustapha Masmoudi (Tunisia),
Vice President: Richard Vincent (USA),
Treasurer: Sean O Siochru (Ireland).

Once again, thank you very much for your participation and I hope to stay in touch. I look forward to seeing you at next year's MacBride Round Table.

Best wishes,

Kyung-Ja Lee, Ph.D.
President
MacBride Round Table on Communication