

Dear George, here is information about the Monday night opening events of the ICA Conference. Best wishes,  
Ken

-----

Party and Events Earlier: We have all been invited to a large party and events on the previous evening, 20 July. Nora and I will try to attend, if our flight and subsequent transportation gets us into the hotel in time. Here are the details:

"There will be a spectacular opening reception, Monday night, July 20. This will NOT be a finger food event with a no-host bar--this will be something quite special indeed. After an easy 15-minute stroll from the Renaissance Hotel, we shall have 7 p.m. cocktails near the sculpture gardens of one of the world's foremost museums, the Israel Museum. Guided tours, also will be available to the numerous musician-enhanced exhibits (including that of the Dead Sea Scrolls), exhibits specially arranged for the State of Israel's 50th anniversary. The entire Museum will be open only for us. Next, we shall have a buffet dinner, sponsored by the Mayor's office, on a patio overlooking a section of the city. So, don't miss out on this unique chance to meet new and old friends at an outstanding venue free of charge. Arrange your travel plans to be in the hotel ready to party no later than 6:30 pm, on Monday, July 20, 1998. " (From Bob Cox, ICA.)

Date: Thu, 30 Oct 1997 11:21:13 -0800  
X-Sender: khirsch@napanet.net (Unverified)  
Mime-Version: 1.0  
To: Ggerbner@POBox.asc.UPenn.Edu  
From: ken <KHirsch@Napanet.Net>

IS98 Gerbner Invite-2 30oc97

Dr. George Gerbner, Director,  
Cultural Environment Movement

Ggerbner@POBox.asc.UPenn.Edu  
and  
ggerbner@nimbus.temple.edu

Dear George:

Here is the general invitation I have been sending out to others.  
Cheers,  
Ken

-----  
Dear xx:

In 1990, leaders of the Broadcast services of Great Britain, Ireland, Poland, and Hungary shared information about the changes then occurring as a consequence of Glasnost and Perestroika, in a symposium at the Conference of the International Communication Association (ICA) at Trinity University in Dublin, Ireland.

Professor Yassen Zassoursky, Dean of the Moscow University School of Journalism, and I again will bring together news media leaders and scholars to share information on more recent developments.

We invite you to join us in Jerusalem, Israel, next summer to share information about the changes that have occurred in, Central, Eastern, and Western European nation news media since the transformation of the former Soviet Bloc nations by Glasnost and Perestroika.

Those who accept our invitation to be Participants will write a position paper for distribution to attenders and interact with the audience member-attenders and fellow Symposium Participants. Thus, Participants will have their serious paper summarized and distributed, share information and develop ideas with interested others, and establish scholarly contacts. This combination of distribution of a serious paper for interested attenders to read but with the bulk of our symposium time spent in interaction with the audience-attenders and with our fellow symposium Participants was very well liked in Dublin; we expect it to be well liked, as well, in Jerusalem.

What you will need to do if you would like to join us is reply via email with the topic and title for your paper, and start working on funding your trip to Jerusalem.

We will appreciate a first reply as soon as possible. (You need not have the money secured in order to reply that you accept our invitation; we will understand you will seriously work on getting the money and intend to come if the money becomes available.)

The symposium will occur on one of the days Monday through Friday, 20-24

July, 1998. (We will know exactly which day as we approach the date of the Conference.) We will include your name with those of the others who accept our invitation as part of our proposal for inclusion of the symposium on the Program.

We'll communicate with you and our fellow Participants via email, so please keep us informed of any change in your email address.

=====

Some Central questions we think our symposium will touch upon include:

How have the media news gathering and distribution practices of former Soviet Bloc nations and Western nations converged and diverged since completion of the separation of the Soviet Bloc nations?

How have market place economics changed the accuracy, reportage speed, access to newsmakers, symbiosis of newsmakers and reporters, variety of viewpoints presented, and other important characteristics of news gathering in formerly government funded media enterprises?

How have the opening of borders and competition among journalists east and west changed western media contents?

What might we do to improve the quality of reciprocal news flows among former adversary nations, as well among less-developed and more developed nations?

If you accept our invitation, would you please send me:

- 1) topic and title of your paper;
- 2) The postal mail address to which you would like us to have information about the Conference.
- 3) full country code /area code / local phone and fax numbers you prefer us to use if we need to contact you via voice or fast fax.
- 4) Current exact institutional affiliation and title.

Very truly yours,

Kenneth William Hirsch  
Professor of Communication Studies  
California State University - Sacramento  
U.S.A.

khirsch@napanet.net

Dear Ken:

I have received the invitation letter below, and have a problem. My long-standing policy is that if I write a paper I can send it and do not have to go. If I go for an oral discourse, I do not write (and read) a paper, although the organizers are welcome to record and transcribe.

With several engagements a week and 2-3 keynotes a month in various parts of the world, there is too much demand on time to write papers. However, I am well prepared to address any subject that I am committed to. If that changes your interest in my participation please let me know - no hard feelings, only release from one commitment.

>>Here is the general invitation I have been sending out to others.

>>Cheers,

>>Ken

>>-----

>>

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>>a consequence of Glasnost and Perestroika, in a symposium at the Conference  
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>>understand you will seriously work on getting the money and intend to come  
>>if the money becomes available.)

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>>keep us informed of any change in your email address.

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>>access to newsmakers, symbiosis of newsmakers and reporters, variety of  
>>viewpoints presented, and other important characteristics of news gathering

>>in formerly government funded media enterprises?  
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>>If you accept our invitation, would you please send me:  
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>>1) topic and title of your paper;  
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>>2) The postal mail address to which you would like us to have information  
>>about the Conference.  
>>  
>>3) full country code /area code / local phone and fax numbers you prefer us  
>>to use if we need to contact you via voice or fast fax.  
>>  
>>4) Current exact institutional affiliation and title.  
>>  
>>  
>>Very truly yours,  
>>  
>>Kenneth William Hirsch  
>>Professor of Communication Studies  
>>California State University - Sacramento  
>>U.S.A.  
>>  
>>khirsch@napanet.net  
>>  
>>  
>George Gerbner  
>Bell Atlantic Professor of Telecommunication  
>Temple University, Philadelphia. Tel/fax 610 642 3061  
>E-mail:ggerbner@nimbus.temple.edu or ggerbner@pobox.asc.upenn.edu

To: ken <KHirsch@Napanet.Net>  
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>  
Subject: Re: Invitation Letter  
Cc:  
Bcc:  
X-Attachments:

Dear Ken:

Your invitation arrived in FOUR copies. There was nothing wrong on this end. Your e-mail is also in order, as is mine, as seen on top of this message (after "From") and also in my signature. You'll see that my signature contains both addresses - Temple and Penn - they both work. However, you copied them wrong; this is the correct address: ggerbner@pobox.asc.upenn.edu or ggerbner@nimbus.temple.edu (everything lower case)

I am pleased to accept your invitation to the panel. Do you need any other confirmation? Please let me know.

Best regards --

George

>Dear George, I had difficulty faxing the following letter (on University  
>letterhead) to your fax number, this evening. My fax modem kept indicating  
>that the first page, cover sheet, was "confirmed received", but the second  
>page, the letter, kept being reported as "confirmed - error - negative  
>-retrain" , whatever that means. Therefore, I shall print it and stick it  
>in the mail. However, as I indicated in the cover sheet, you might like to  
>look at its text and, if you prefer me to change its wording, email me back  
>whatever changes you want and I shall make them.

>  
>(also, I'm having trouble getting email to you. So far, I've tried  
>GGerbner@POBOXASC.upenn.edu, GGerbner@POBOX.ASC.upen.edu,  
>and now, ggerbner@nimbus.temple.edu. Hmmm.)

>  
>It was so good to chat with you; you always are so encouraging!

>cheers,

>Ken

>(here is the letter text)

>GGerbner@POBox.asc.UPenn.Edu

>California State University=B7Sacramento  
>Department of Communication Studies Email: KHirsch@Napanet.Net

> Please Reply To:

>3332 Sterling Court

>Napa

>California 94558

>U.S.A.

>Use Napa Phones

>(707) 257-1818 =3D Voice

>(707) 257-1539 =3D Fax

>Reference: IS98 Gerbner Invite 29oc98 29 October, 1997

>Dr. George Gerbner, Bell-Atlantic Distinguished Professor of Communication  
>Temple University  
>1601 Broad Street Phone:(215) 204-7000  
>Philadelphia Fax: (610) 642-3061  
>Pennsylvania 19122 Email: GGerbner@POBoxasc.UPenn.Edu

>Dear Professor Gerbner:

>We invite you to be a Panel Participant in an international symposium on  
>Glasnost and Our Changing World of Communication in Jerusalem, Israel, next  
>summer.

>We expect the symposium to be the Plenary Session of the Conference of the  
>International Communication Association that will take place from 10-24  
>July, 1998. As soon as we know a more specific day/date, we will inform you.

>The Participants in the Symposium will include distinguished scholars and  
>media communication experts from Russia and other nations. Co-chairing the  
>Symposium with me will be Professor Dr. Yassen Zassoursky, Dean of the  
>Moscow State University School of Journalism.

>Your authorship, with Professor Zassoursky and Professor Everett Dennis, of  
>a book dealing with international communication in transition after  
>Glasnost makes your participation of particular importance to the  
>communications practitioners and scholars who will be assembled.  
>Especially helpful will be your guidance as we delve into trans-national  
>information flows and emerging changes brought about by Glasnost's opening  
>of communications to increasingly competitive market forces.

>Sincerely yours,

>Kenneth W. Hirsch, Ph.D., Professor -- Symposium Co-Chair

To: ken <KHirsch@Napanet.Net>  
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>  
Subject: Re:my title  
Cc:  
Bcc:  
X-Attachments:

---

Ken:

How is this --

"The Moscow Coup of 1991; What If It had Succeeded?"

George Gerbner  
Bell Atlantic Professor of Telecommunication  
Temple University, Philadelphia. Tel/fax 610 642 3061  
E-mail:ggerbner@nimbus.temple.edu or ggerbner@pobox.asc.upenn.edu

234 Golf View Rd.  
Ardmore, PA 19003

Date: Sun, 15 Feb 1998 16:24:07 -0800  
X-Sender: khirsch@pop.napanet.net (Unverified)  
Mime-Version: 1.0  
To: "Yassen N. Zassoursky"<dean@dean.journ.msu.su>,  
"Elena Vartanova"<dean@dean.journ.msu.su>,  
"Maria Loukina"<dean@dean.journ.msu.su>,  
"Walery Pisarek"<uwpisare@cyf-kr.edu.pl>,  
"George Gerbner"<ggerbner@pobox.asc.upenn.edu>,  
"Johann Fritz"<ipi.vienna@mail.xpoint.at>

From: ken <KHirsch@Napanet.Net>  
Subject: Day, Date, and time of our symposium

SymposiumParticipants

15 February, 1998

Dear Friends:

Our symposium has been renamed as the  
"Glasnost and Subsequent Communication Strategies"  
Theme Session. Most likely, it was shortened to fit in the printed  
program, which has been completed and is being mailed out.

The day will be TUESDAY

The date will be 21 JULY, 1998

The time of our symposium will be  
FROM 1:45 TO 3:00 PM.

The Room we will be in is named  
AMON.

It is in the Conference Venue hotel, the  
RENAISSANCE JERUSALEM.

I ask that you all meet with me at the AMON Room at 1:30 PM, and help me  
distribute the copies of your papers and set up our table, microphones,  
overhead projector, etc.

ALSO -- YOU ARE INVITED TO BE MY GUESTS FOR EARLY BRUNCH AT 10:00 AM,  
EARLIER THAT MORNING.

Nora and I very much want to meet you. My hope is that we can become  
comfortable with each other, share some good information, and perhaps share  
a few jokes, as well as whatever else might strike our fancy!!

Best wishes, Ken Hirsch

*Jerusalem  
Reserve  
Room  
Renaissance  
Hotel*

*do Tel meet  
8:30 Wed 22nd*

Date: Sun, 14 Jun 1998 17:08:53 -0700  
X-Sender: khirsch@pop.napanet.net  
Mime-Version: 1.0  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
From: Ken Hirsch <KHirsch@Napanet.Net>  
Subject: Re: Conference Opening Reception Party and Events  
Status:

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Date: Wed, 1 Jul 1998 16:25:57 -0700  
X-Sender: khirsch@pop.napanet.net  
Mime-Version: 1.0  
To: ggerbner@nimbus.ocis.temple.edu  
From: Ken Hirsch <KHirsch@Napanet.Net>  
Subject: Re: Re Jerusalem  
Status:

Dear George,

Yassen and his colleagues got their funding and will be in Jerusalem on 18 July. Nora and I will be there on 20 July.

I'm forwarding information from Bob Cox, and also repeating information and an invitation I hope I sent you earlier.

Looking forward to seeing you,  
Ken

=====  
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Here is more information:

=====  
We are very pleased that you will participate in ICA's 48th Annual Conference to be held in Jerusalem, Israel, July 20-24, 1998. The following information is designed to facilitate your arrival in Israel and your stay at the conference hotel.

About the hotel...The conference is being held at the Renaissance Jerusalem Hotel, a four-star Marriott property. It is located at

6 Wolfson Street, Jerusalem.

The hotel's phone number (from the USA) is: 011-972-2-659-9999,

The hotel's fax number is 011-972-2-651-1824.

You may wish to provide this information to your family and friends should they need to contact you.

About registering...The ICA Registration and information desk will be located in the Queen of Sheba Hall at the Renaissance Jerusalem Hotel. The Paper Distribution Center, exhibits and the Virtual Technology Suite will be housed in the same room. It is located on the lobby level, just inside the front entrance of the hotel. To get your name tag and other conference materials, please register as soon as possible in the Queen of Sheba Hall. Your name tag is your admission to conference events.

The printed program...Your copy of the conference program is to be mailed to you in late June. Bring it with you to the conference.

The opening reception...The opening night reception is for conference participants and accompanying persons. Each person MUST have a conference tag to be

admitted to the reception courtesy of the Mayor's office of Jerusalem. The reception is set for 7 pm, Monday, July 20, 1998 and is at the Israel Museum, a 15-minute walk from the hotel. Be sure to arrange for a name tag at the conference registration desk PRIOR to leaving for the reception as the museum is open ONLY for ICA participants this evening. Food and beverage will be provided.

If you need accommodations for the conference, you may contact Kenes Tours for assistance.  
The address is:

Kenes Tours,  
PO Box 50006,  
Tel Aviv 61500,  
ISRAEL;  
tel: 972-3-514-0004,  
fax: 972-3-517-5674 or 972-3-514-0044.

For reservations via email, use:

lrevollar@kenes.com.

New, lower hotel rates...Please note that the rates at the Jerusalem Renaissance Hotel have been lowered and all participants staying at the hotel will be charged accordingly.

The new rates are as follows:

Renaissance Wing; double room \$140 USD, single room \$120 USD/ Royal Wing, double room, \$110 USD, and single room, \$96 USD. These rates are per room, per night and include a full Israeli buffet breakfast and service charge.

Kenes Tours will operate a Hospitality Desk during the conference hours. Kenes Tours will assist you in finding additional hotel accommodations and sightseeing tours upon request. Payment for any Kenes Tours service can be made in Travelers Checks, Eurocheques, major credit cards or foreign currency. If you pay in Israeli Shekels, your payment is subject to a 17% Value Added tax.

Weather...The weather in Jerusalem during July is warm during the day and cooler at night. Temperatures range from 19-29 degrees centigrade, 66-84 degrees Fahrenheit. Clothing is informal for all occasions. Modest dress is expected for religious site visits. Should you plan a trip to the Dead Sea, Red Sea, Mediterranean Sea or Sea of Galilee, bring a swimsuit, sun screen, sunglasses, a hat and VERY comfortable shoes.

Most participants will NOT need to apply for a visa to Israel, but please check with your travel

agent for assistance.

Electrical equipment in Israel is 220 volts, AC, single phase, 50 cycles. Some appliances require an adapter for the plug that can be purchased locally.

>From Tel Aviv to Jerusalem...Transportation from Ben Gurion International >Airport in Tel Aviv to the Hotel in Jerusalem is easily arranged. Kenes Tours will assist you in advance, or, you can take a variety of services from the airport.

-Public transportation: Egged busses leave the airport regularly for Jerusalem's Central Bus Station from 7 am till 9:30 pm daily. The approximate cost is \$6 USD but must be paid in Israeli shekels. Be sure to convert a bit of money into the local currency.

-Nesher taxis leave the airport regularly for Jerusalem hotels, 24 hours daily. Taxis can be shared with other passengers (sherut) to lower the cost, which is about \$12 USD but must be paid in local currency.

-Private taxis are available 24 hours daily at about \$35 USD. This price is posted in the airport and in the taxi. Just in case, check with your driver, too. You may pay this fee in foreign or local currency.

Have a great trip and conference.

The conference secretariat.

Robert (Bob) L. Cox  
Executive Director  
INTERNATIONAL COMMUNICATION ASSOCIATION  
8140 Burnet Road, PO Box 9589  
Austin, Texas 78766 USA  
Pho 512-454-8299  
FAX 512-451-6270  
E-Mail: ICAHDQ@UTS.CC.UTEXAS.EDU  
Home Page URL: <http://www.icahdq.org>