

CAMBRIA COUNTY COMMUNITY COALITION AGAINST DRUGS AND VIOLENCE (Pennsylvania)

FAX

Date JUNE / 20 / 1994

Number of Pages (including cover sheet) = TWO

TO:

Prof. George Gerbner

Office Fax 215-898-2024

FROM:

Jon Darling, Ph.D. Project Director

Sociology / University of Pittsburgh @ Johnstown

Johnstown, PA 15904 FAX: (814) 269-7255

Voice: (814) 269-2963 (report transmission errors)

MESSAGE:

Dear George,

Hello from western Pennsylvania. I hope all is well with you. I tried calling your office several times this morning and reached your voice mail. The first time, I left a message; however, I then realized that we could play phone tag all day since I too am frequently away from my desk during any given day. I figured my best way through might be via FAX MAIL.

I am writing in connection with the Community Coalition project here and your excellent work in researching violence in the media. I purchased a copy of the outstanding, powerful video -- "The Killing Screens" -- and intend to use it in our community programming in the near future. I am still thinking about the possibility of working with you to establish a date when you could come here to be part of a community program; however, such planning still must wait until we complete the more crucial team construction stage of development. I'll get back to you with some sort of proposal by mid-August.

We are working with a non-profit social change organization called *ALL OF US, INC.* based in Somerset, PA. Elaine Stevens, a former marketing executive, created the organization and serves as its executive director. She has developed what I believe to be a true social invention by blending traditional marketing strategies with some central aspects of traditional community organizing work. The result is quite innovative. Given all your good work in studying violence and in developing the cultural education movement, I am hoping that you would be willing to set aside 30-45 minutes some day within the next two weeks when Elaine and I could visit with you in your office. We want to explain the social change model she has developed and to learn what you think of it as a viable model. I think it may possibly be a social change model that could complement the CEM model. In any case, I think you will find the model to be interesting.

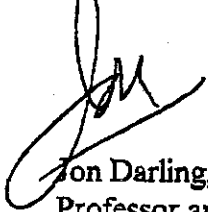
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If you are willing to set up an appointment, could you reply (via phone, snail mail, E-mail, or fax) to suggest specific days and time when you would be able to meet with us? We would then try to locate a day/time when we would both be able to come to Philadelphia. We are committed to meetings here on June 29th, June 30th, July 6th, and July 15th. Otherwise, we have some flexibility.

Thanks, George, for considering the possibility of getting together. I look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to be 'Jon Darling', written over a horizontal line.

Jon Darling, Ph.D.
Professor and Chair
Department of Sociology (PITT-Johnstown)