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LOOK LISTEN THINK RESPOND

January 18, 1991

Dr. George Gerbner  
Professor of Communication and Dean Emeritus  
The Annenberg School for Communication  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104-6220

Dear Professor Gerbner:

I received with great interest your invitation to join the steering committee of your proposed Cultural Environment Movement. I am delighted to accept, and to participate in the challenging initiative which you have undertaken.

There is a great need for the concerted effort you are proposing. While there are presently a number of individuals with differing agendas, a greater cultural scope is not really a part of these. As you know, the National Telemedia Council, the organization with which I have been involved as Executive Director for over a decade, has a long history of awareness of this broad perspective. I will be representing an educational philosophy that includes critical thought and media education as a crucial need within the future of our global society and (as you so aptly describe...) its "mass-produced symbolic environment."

I am especially impressed with your vision for broadening the media education concept to these far greater dimensions which truly cannot be ignored. Although this broadening will certainly not make the task easier and could well give way to excessive generalities, making a visible, workable goal more elusive, I agree completely that it is important enough to make the attempt.

I look forward to participating with you in this admittedly ambitious initiative and look forward to hearing from you with regard to more specific activity. I also appreciate your awareness of the time and financial restrictions within which each of us must function. Both are definitely limited for me and for my organization.

May I express my sincere appreciation to you for your invitation to join your steering committee, as well as my deep respect and admiration for you personally in your decision to undertake this major initiative.

working  
toward  
media literacy  
since  
1953

With Best Wishes,  
*Marieli Rowe*  
Marieli Rowe  
Executive Director



February 1994

Dear Members and Friends of NTC  
With media literacy activities on the front burner for 1994, it is our pleasure to share with you the exciting news of two important upcoming conferences: One is the Second Harvard Summer Institute in August. The other is our own NTC Spring Symposium, March 18.

We enclose the two brochures, hot off the press and invite you to come to both conferences if you can. They are very different and very complementary! Please feel free to ask further questions about each of these events.

We look forward to hearing from you!  
Sincerely,  
Marieli Rose



April 1994

Dear Members and Friends of NTC:

We are pleased to send you information about yet another upcoming media literacy conference available to educators this summer.

The New York University's "Institute on Media Literacy and Education," coordinated by co-directors, Professor Neil Postman and Dr. Kate Moody, will be held July 10-15 on the NYU campus.

What a wonderful opportunity for educators to spend a week discussing media literacy education issues in the heart of the "big apple" itself!

Please call NYU at (212) 998-5090 for more information.

Sincerely,

*Marieli Rowe*