

To: "Don Hill" <Don\_Hill@cbc.ca>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: interview request  
Cc:  
Bcc:  
X-Attachments:

Thank you for message and good words. Can you call me tomorrow, Friday, 3/2/01 at 1 p.m. in my home office 610 542 3061? If I don't answer that phone, leave a message and try the general home number which is 610 642 7479. Until then -

Best regards,  
gg

\*\* High Priority \*\*  
>  
>01 March 2001  
>  
>Dear Dr. Gerbner:  
>

*3/2/01  
Will call  
book re  
Uber car for  
sent \$60-  
expenses  
3/24/01*

>I'm the host of Tapestry, a national programme transmitted over Radio One of the Canadian Broadcasting Corporation. A colleague, Jill Eisen, recently interviewed you for her documentary series 'Drowning in Stuff,' and I was impressed with your idea that personal & community narratives are not only being informed by television but perhaps formed as well.

>I'm working on a difficult story - a story about the Innu 'first nations' people of Davis Inlet in northern Canada - a story where children are sniffing gasoline, suicide is the leading killer, with alcoholism a close second and drug abuse, the third. Violence is everywhere.

>A deeply disturbing interview I made with women from the Innu community strongly suggests these once-proud and self-sufficient people have lost sight of who they are - their stories - their culture once deeply rooted in the spirit of the land. There is a sense that Innu children have been lost to 'stories' coming in from outside the community - satellite television a symptom of the trouble.

>I intend to speak with you about the influence of television on community 'story.'

>What prompts this request, in particular, is your observation that while advertising - and its emissary teevee - has a lot to sell, it has no 'story' to tell. And that advertising - particular to the North American aesthetic of broadcasting - shapes the content of the television medium. I'm interested to learn what affect this may have, in your opinion, on communities like Davis Inlet.

>I have a thesis. Context: The loss of 'story' and the subsequent cultural vacuum filled by advertiser-supported television; the implications for impressionable youth, like the Innu, whom, because of isolation and culture can never, ever meaningfully participate in what television proposes. If the 'ideal' lifestyle is completely unattainable - outside the youth's grasp - then what's the point in living? A bit of a ramble, but I trust you'll glean the intent of the documentary.

>Can I call you? And, if your response is in the affirmative, then where?

>Cordially,  
>  
>

Date: Sat, 03 Mar 2001 12:29:29 -0500  
From: "Don Hill" <Don\_Hill@cbc.ca>  
To: <ggerbner@nimbus.ocis.temple.edu>  
Subject: Tuesday interview  
Mime-Version: 1.0  
Status:

466 205 7490

\*\* High Priority \*\*

03 March 2001

Dear Dr. Gerbner:

Further to our phone conversation, I am arranging to either (a) have you come to an NPR station for our interview on Tuesday 06 March at 4 PM or (b) I'll call you at your home office at the same time.

I was unable to confirm the NPR studio booking on Friday. However, I ought to know by this Monday afternoon.

Meantime: here's the context for our conversation (my original query and request):

I'm the host of Tapestry, a national programme transmitted over Radio One of the Canadian Broadcasting Corporation. A colleague, Jill Eisen, recently interviewed you for her documentary series 'Drowning in Stuff,' and I was impressed with your idea that personal & community narratives are not only being informed by television but perhaps formed as well.

I'm working on a difficult story - a story about the Innu 'first nations' people of Davis Inlet in northern Canada - a story where children are sniffing gasoline, suicide is the leading killer, with alcoholism a close second and drug abuse, the third. Violence is everywhere.

A deeply disturbing interview I made with women from the Innu community strongly suggests these once-proud and self-sufficient people have lost sight of who they are - their stories - their culture once deeply rooted in the spirit of the land. There is a sense that Innu children have been lost to 'stories' coming in from outside the community - satellite television a symptom of the trouble.

I intend to speak with you about the influence of television on community 'story.'

What prompts this request, in particular, is your observation that while advertising - and its emissary teevee - has a lot to sell, it has no 'story' to tell. And that advertising - particular to the North American aesthetic of broadcasting - shapes the content of the television medium. I'm interested to learn what affect this may have, in your opinion, on communities like Davis Inlet.

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Cordially,

Don Hill

visit: <http://www.radio.cbc.ca/programs/Tapestry>

**Don Hill, 3/5/01 11:14 AM -0500, DETAILS: Tuesday interview**

Date: Mon, 05 Mar 2001 11:14:21 -0500  
From: "Don Hill" <Don\_Hill@cbc.ca>  
To: <ggerbner@nimbus.ocis.temple.edu>  
Subject: DETAILS: Tuesday interview  
Mime-Version: 1.0  
Status:

CBC  
setup - contact  
412 NABY  
416 205 6029  
215 351  
0505

Account to

\*\* High Priority \*\* 30k →

05 March 2001

19 w/18  
left to market  
10 h market  
to Rose R &  
6th St

Dear Dr. Gerbner:

Please present yourself tomorrow afternoon, Tuesday, shortly before four o'clock to:

Radio station WHYY in Philadelphia.

2nd right  
4:30  
Jackie Thompson

The contact person is Jackie Thompson, or Chris Freley (engineer). The main studio number is (215) 351-9200. Please call for directions.

Our conversation will take about a half-hour at the most.

Rose  
6th St account  
press parking

Meantime: I can be reached at either (416) 205-7490 or my cellular telephone (705) 690-4837.

Cordially,

Call Jackie if not going down or postponed

Don Hill

visit: <http://www.radio.cbc.ca/programs/Tapestry>