

International Forum on Globalization

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May 7, 1996

FAX TO: George Gerbner

From: Stephanie Welch

Here is the information you requested. Sorry for the delay.

Workshop Section #1, Saturday, May 11, 11am to 1 pm

The Globalization of Information, Media and the Cultural Environment
George Gerbner, Jerry Mander, Marianne Manilov, Andy Kimbrell

Mergers between giant news and entertainment corporations, combined with a new generation of information technologies and the new global trade rules requiring open access to all countries for western media giants, have created a globalization and centralization of information and viewpoint that is unprecedented. The net effect is to implant identical corporate imagery in the minds of billions of people on the globe whose cultures and living patterns were formerly diverse. Global corporate advertising and the lifestyles depicted in the programming become instruments of cultural cloning, as people incorporate western ideas, fashions, aspirations, and living patterns appropriate to global consumer culture. These and similar perspectives will be discussed by three well-known media critics together with workshop participants. Subjects will include global television, the global commercialization of education, and the possible downsides of the Internet.

Jerry is still trying to work out the location for this workshop, so he suggests you come to **Lisner Auditorium (730 21st St, NW)** and we will direct you to the location. Also, Jerry asked me to mention that if you would like Mark Miller to join the panel, that would be fine with him.

Let me know if you need any other information.

Regards,



Stephanie Welch

International Forum on Globalization

P.O. Box 12218, San Francisco, CA USA 94112 Tel: 415.771.3394 Fax: 415.771.1121

Date: 6/10/96

Fax To: George Gerbner

From: Debi Barker

Re: Expense Reimbursements for Washington D.C. Teach-In 2

Total Number of Pages: 1

This is a quick reminder about reimbursable Washington D.C. Teach-In expenses. The expense form and the appropriate receipts must be turned in to the IFG office by this Friday, June 14.

Thanks much for your attention to this matter. Please call or fax me if you have any questions.

Ciao,

Debi

Expense/Reimbursement Policy

Please complete the enclosed expense form with receipts and send to:
IFG

P.O. Box 12218

San Francisco, CA 94112-0218

Reimbursement requests must be received by the IFG by June 15.
We cannot reimburse expenses turned in after this date.

The IFG can reimburse for the following:

Transportation to and from airport

Appropriate taxi transportation

Airline tickets (economy fare)

Lunch on Friday, May 10

For international travelers--meals not covered by airline

The IFG cannot reimburse for the following:

Hotel incidentals such as laundry or room service

Meals scheduled and already paid for by the IFG (please review your Schedule)

Personal long distance phone calls

Incidentals not directly associated with the Teach-In

If you have any questions regarding the expense/reimbursement policy, please ask Debi (IFG hotel office room 2012 or call the IFG San Francisco office after the Teach-In).

Global Teach-In 2 Participant Information

Welcome to Global Teach-In 2. This packet contains:

Expense/Reimbursement Information/Policy
Teach-In Schedule
Teach-In Workshop Descriptions, Times, and Locations
Teach-In Bios
Map of George Washington University (includes Lisner Auditorium and workshop locations)

Please read all materials, especially the Expense/Reimbursement Information because we have some new policies in this area.

If you have any questions or need assistance with anything, please contact one of the following IFG staff:

IFG Office--room 2012
Debi Barker--event coordinator--room 1202
Victor Menotti--workshop coordinator--room 1512
Elissa Anderman--press contact--room 1907
Stephanie Welch--event administrator--room 1403

Some Immediate Things You Need To Know:

- 1) Breakfast will be served in the Cafe Lombardy located next to the hotel lobby. You can bill breakfast to your room number (please tip at 15%) and the IFG will reimburse up to \$10 per breakfast.
- 2) Dialing long distance direct from a phone in the hotel costs an additional 40% over the normal cost of a long distance call, so it's best to use a calling card to make long distance calls. NOTE: We cannot reimburse you for personal phone calls.
- 3) Sunday Evening Dinner, May 12, 7-9 p.m.--we have invited potential funders to this dinner in order for them to become more familiar with IFG issues and its members.
- 4) Hotel Lombardy Address/Phone/Fax:

Hotel Lombardy
2019 I St., NW
Washington D.C. 20006
Phone: 202-828-2600
Fax: 202-872-0503