

To: <andreak@ortt.hu>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: Conference in Budapest
Cc:
Bcc:
X-Attachments:

Dear Dr. Feher:

Thank you for your message and kind invitation, which is hereby confirmed. Let me reiterate my previous request that "(3) travel funding is provided in advance (or travel arranged and pre-paid from your office)."
I look forward to specific information about the above request, and to receiving the detailed program.

With best regards

George Gerbner

Dear Professor:

>
>Referring to your e-mail sent on 26 March 1998 I have the pleasure in
>inviting You on behalf of myself and of Dr. Mihály T. Révész, President of
>the National Radio and Television Commission to our conference on public
>service broadcasting will be held between 15-16 October 1998. (Your lecture
>would be on the first day, so you could arrive on 14 to Budapest and return
>on 16 October.) The expenses of your travel are being borne by the
>Commission. The detailed programme we will let you know later.
>Hoping to hear from you,

>
>Yours sincerely,

>
>Dr. Zsuzsa Fehér

>
>-----Eredeti üzenet-----

>Feladó: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
>Címzett: fzsuzsa@ortt.hu <fzsuzsa@ortt.hu>
>Dátum: 1998. március 26. 20.16
>Tárgy: Re:

>
>
>>Dear Dr. Feher:

>>
>>Thank you for your fax message.

>>
>>I can be available for the conference in Budapest on public service
>>broadcasting
>>on any day between October 14-18 and 21-25, provided (1) my contribution is
>>essential to the conference, (2) my participation can be limited to one day
>>(arrival the day before, leaving next morning, (3) travel funding is
>>provided in advance (or travel arranged and pre-paid from your office).
>>Please let me know as soon as possible because there is much pressure for
>>various commitments during the time periods indicated.

>>
>>With best regards --

>>
>>George Gerbner .

>>

From: "Kerékgyártó Andrea" <andreak@ortt.hu>
To: "George Gerbner" <ggerbner@nimbus.ocis.temple.edu>
Subject: Re: Conference in Budapest
Date: Wed, 15 Apr 1998 14:14:47 +0200
MIME-Version: 1.0
X-Priority: 3
Status:

Dear Professor:

Referring to your e-mail sent on 26 March 1998 I have the pleasure in inviting You on behalf of myself and of Dr. Mihály T. Révész, President of the National Radio and Television Commission to our conference on public service broadcasting will be held between 15-16 October 1998. (Your lecture would be on the first day, so you could arrive on 14 to Budapest and return on 16 October.) The expenses of your travel are being borne by the Commission. The detailed programme we will let you know later. Hoping to hear from you,

Yours sincerely,

Dr. Zsuzsa Fehér

-----Eredeti üzenet-----

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Címzett: fzsuzsa@ortt.hu <fzsuzsa@ortt.hu>
Dátum: 1998. március 26. 20.16
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>

>George Gerbner .

>

>

>George Gerbner

>Bell Atlantic Professor of Telecommunication

>Temple University, Philadelphia. Tel/fax 610 642 3061

>E-mail:ggerbner@nimbus.temple.edu

>

>

>

>



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A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

8/15/98

Dear Mr. Edvi:

Have you received
any or all of the following
three pages? (By fax and/or
e-mail.) Please confirm.

Thanks —

George Gerbner

From: "TERESTYENI Tamas" <TERESTYENI@IZABELL.elte.hu>
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
Date: Mon, 24 Aug 1998 16:14:44 GMT+100
Subject: Re: October conference
Priority: normal
Status: 0

Dear George, a few minutes ago I talked to Mr. Mark Lengyel, the secretary of Mrs. Judit Kormendy-Ekes. Mrs. Kormendy-Ekes is a member of the National Radio and Television Commission. She has been the initiator of the new October conference. Mr. Lengyel promised to send you a detailed message soon. With the best wishes Tamas

From: "Dr. Lengyel Mark" <mark@ortt.hu>
To: <ggerbner@nimbus.ocis.temple.edu>
Subject: media conference in Hungary
Date: Wed, 26 Aug 1998 14:50:28 +0200
X-Priority: 3
Status:

Dear Professor Gerbner,

I am the secretary of Mrs. Judit Kormendy-Ekes, who is a member of the Hungarian National Radio and Television Commission (NRTC).

As I know, Mr. Janos Timar informed You, that the NRTC (along with the Hungarian Association of the International Childrens' Safety Service and Peter Polt, the deputy Parliamentary commissioner on human rights) organizes a conference, wich will be held on 16 -17-th of October in Hungary. This conference will be dedicated to the effects, wich media (especially violence in media) has on children.

Judit Kormendy-Ekes is the person, who represents the NRTC among the organizers. On behalf of Her I would like to invite You to this conference as a lecturer.

We would be very pleased if You could come, and attend this event.

I would like to ask You to e-mail me Your postal adress where we, the organizers can send You a formal invitation with more information to.

If You have any question, please e-mail to me.

Yours sincerely:

Mark Lengyel

Mr. George Gerbner
234 Golf View Rd.
Ardmore, PA 19003
USA
T/F: 610-642-3061

Dear Mr. Gerbner

In the name of the International Children Safety Service, The National Radio and Television Committee and Dr Peter Pólt ombudsman I would like to invite you to our conference between the 16th and 17th of October 1998.

The title of the conference is: The effects of the media on the children and young people.

The conference starts at 10am on Friday the 16th of October and will finish on the afternoon of the 17th of October.

In the name of the organisers I would like to ask you to give a 15 minutes talk on the above subject.

The primary objective of the conference is to see the effect of the media on the children and the young people, how dose it effect their habits and their free time programmes, does it open or narrow their views, is there any links and if yes what kind of link is between the more and more often occurring aggression in children and young people and the media.

Please indicate whether you accept our invitation and hold a lecture on the conference.

If you do the lecture please indicate whether you need slide projector, overhead projector, tape recorder ...etc.

Please also send me a one page summary of your lecture in writing by the 20th of September 1998.

Yours sincerely:

Budapest, 03., Sept, 1998

Peter Edvi

irattar/rendezv/mediakon/meghelo1



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A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

September 3, 1998

Dr. Peter Edvi
By fax 36 1 302 4136

Thank you for the invitation to give a 15-minute talk on October 16.
It did not mention arrangements for travel expenses.

Please let me know by return fax, if possible, what those
arrangements are, and whether your office or I should make the
reservations for the flights.

I look forward to hearing from you as soon as possible.

Sincerely yours,

George Gerbner
Home address:
234 Golf View Rd.
Ardmore



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Philadelphia, Pennsylvania 19122
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E-mail: ggerbner@nimbus.temple.edu

George Gerbner
Bell Atlantic Professor of Telecommunications

To: Monika <Monika@gyermekmento.hu>
From: George Gerbner <ggerbner@nimbus.temple.edu> Subject:
Arrangements
Cc:
Bcc:
X-Attachments: :Hard Disk:21566:Bpest Child Viol conf 10/16/:

Dear Dr. Edvi:

Thank you for your invitation by e-mail, dated Sept. 3, 1998. I have previously received a faxed invitation from Ms. Kate Horvath, which I accepted with pleasure in a letter to you, with copy to Ms. Horvath on September 9, also by fax. In that response I also included a one-page summary of my talk, my proposed itinerary, and my home address for receiving air tickets preferable by express mail. A copy of that letter is attached. I do not need any audio-visual aids.

Please let me know if you have received either or both of these messages, and your response to my questions in the attached latter.

Sincerely,
George Gerbner



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Bell Atlantic Professor of Telecommunications

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Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

September 9, 1998

Dr. Peter Edvi
c/o Ms. Kate Horvath
International Children's Safety Service
Via fax 361 302 4136

Thank you for your fax messages of 9/9/98.

My understanding of the itinerary is as follows:

Leave Philadelphia Thursday, Oct. 15 at 3:03 p.m.
Arrive Budapest Ferihegy Friday, Oct. 16 at 8:50 a.m.
Meet transportation to Dobogoko (please let me know where
and whom.)
Arrive in Dobogoko about 10:00 a.m.

Lecture (15 minutes plus discussion) on: "Children and Violence
on Television: What It Is, What It Means, and What Be Done
About It?" (Day and time not indicated. Please let me know and
send program when available.)

Leave Budapest Sunday, Oct. 18, at 11:30 a.m.
Arrive Philadelphia at 6:35 p.m.

Please confirm by fax or e-mail: ggerbner@nimbus.temple.edu

Express mail air tickets to my home address::

234 Golf View Road
Ardmore, PA 19003

With best regards,

George Gerbner

P.S. Attached are a brief bio and summary of lecture.



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George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

September 9, 1998

Dr. Peter Edgerly
c/o Ms. Kate Horvath
International Children's Safety Service
Via fax 361 302 4136

*Sent
9/11/98*

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Express mail air tickets to my home address:

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Ardmore, PA 19003

With best regards,

George Gerbner

P.S. Attached are a brief bio and summary of lecture.

"Children and Violence on Television: What It Is, What It Means, and What Be Done About It?"

A child today is born into a home in which television is on an average of over seven hours a day. By the time children learn to read, and to distinguish news from other stories, they are fully integrated into a television view of the world.

Violence is a stable and integral part of that world. Violent scenes in U.S. programs occur about 5 times per hour in prime time, and between 20 and 25 per hour in Saturday morning children's program. They are sugar-coated with humor, to be sure; that makes the pill easier to swallow.

What are the consequences? Our surveys show that heavy viewers express a greater sense of apprehension and vulnerability than do light viewers in the same groups. Heavy viewers are more likely than comparable groups of light viewers to overestimate their chances of involvement in violence; to believe that their neighborhoods are unsafe; to state that fear of crime is a very serious personal problem; and to assume that crime is rising, regardless of the facts of the case.

What drives television violence? We compared the ratings of over 100 violent and the same number of non-violent shows aired at the same time on network television. The average Nielsen rating of the violent sample was 11.1; the rating for the non-violent sample was 13.8. What drives violence, then, is not popularity. It is global marketing. Most U.S. television and movie producers cannot break even on the domestic market. They are forced into foreign sales to make a profit. Therefore, they need a dramatic ingredient that requires no translation, "speaks action" in any language, and fits any culture. That ingredient is violence. The media violence overkill is an ingredient in a global marketing formula imposed on media professionals and foisted on the children of the world.

There is a liberating alternative. It is an independent citizen voice in cultural policy-making. More freedom from inequitable and intimidating marketing formulas, and a greater diversity of sources of support, are the effective and acceptable ways to increase diversity of content. That is also the democratic way to reduce media violence to its valid role and reasonable proportions.

To: Monika <Monika@gyermekmento.hu>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Arrangements
Cc:
Bcc:

X-Attachments:  Bpest Child Viol conf 10/16/

Dear Dr. Edvi:

Thank you for your invitation by e-mail, dated Sept. 3, 1998. I have previously received a faxed invitation from Ms. Kate Horvath, which I accepted with pleasure in a letter to you, with copy to Ms. Horvath on September 9, also by fax. In that response I also included a one-page summary of my talk, my proposed itinerary, and my home address for receiving air tickets preferable by express mail. A copy of that letter is attached. I do not need any audio-visual aids.

Please let me know if you have received either or both of these messages, and your response to my questions in the attached latter.

Sincerely,
George Gerbner

Mr. George Gerbner
Fax. 00-1-610-642-3061
e-mail:ggerbner(nimbus.temple.edu)

Subject: Your travel proposal is changed for "The effects of the media on children and youth" conference

Dear Mr. George Gerbner,

We must change the time of your travel, because the travel agency couldn't receive the last offer, that we sent for you.

New date and time of your travel:

Philadelphia - New York - Budapest - London - Philadelphia

Leaving Philadelphia Thursday, 15 October 1998:

Philadelphia (Phl) 12.20.p.m. (Delta) > arrive New York (Kennedy) 13.10. p.m. > New York (Kennedy) 17.45. p.m. (Delta) > arrive Budapest (Ferihegy 2) 8.50. a.m. 16. Oct.

Leaving Budapest, Sunday, 18 October 1998:

Budapest (Ferihegy 1) 9.20. a.m. (British Air) > arrive London (Heathrow) 11.00. a.m. > London (Heathrow) 12.50. p.m. (British Air) > arrive Philadelphia (Phl) 15.45. p.m. 18 Oct.

Today we post your actual air ticket by DHL (post company). We hope you don't mind this change.

We will wait for you, when you will arrive in Budapest, at the airport and we will take you by car to Dobogókő.

Sorry we haven't got detail program, yet. Time and date of your lecture (planned schedule): 15.15. p.m. on 17th. Oct. (Saturday).

Budapest, 1 Oct., 1998.

Dr. Peter Edvi
c/o Ms. Kate Horvath
International Children's Safety Service
Via fax 361 302 4136

GG ITINERARY

Oct. 15, Thurs., Leave Philadelphia at 12:20p.m. Delta 6970L. ar NY Kennedy 1:10 pm Lv. NY Kennedy at 5:45 (Malev)

Oct. 16 -17 conference: Nemzetkozi Gyermekmento Szolgalat Sept 17 (tel 331 0906 or 269 5359, fax 302 4136)

Fri. Oct. 16 Arrive Budapest Ferihegy at 8:50 a.m. Meet transportation to Dobogoko. Arrive in Dobogoko about 10:00 a.m. Speaking on "Children and Violence on Television: What It Is, What It Means, and What Can Be Done About It?"

Oct. 18, Sunday. Leave Budapest Ferihegy BA 865Q 9:20 Ar. London Heathrow 11:00 am. Lv. London BA 12:50 pm. . Arrive Philadelphia at 3:45 pm.

From: "Kosa Eva" <KOSA@IZABELL.elte.hu>
To: ggerbner@nimbus.ocis.temple.edu
Date: Thu, 29 Oct 1998 12:26:26 GMT+100
Subject: uedvoezlet
Priority: normal
Status: 0

Kedves Professzor Ur!

Remelem, hogy a faraszto ut utan visszaerkezett, es mar vissza is zoekkent az ottani kerekvagasba. En mindenesetre csak csodalni tudom a frissesseget!

Nem tudom, mi volt a benyomasa a dobogokii konferenciara, nekem nagyon vegyes, es nem egyertelmuen pozitiv impresszioim voltak.

Ami viszont maradktalanul nagy oeroemet okozott, az az OEnnel valo talalkozas volt. En alapvetien a fejlideslelektan szocializacos temakoereit oktatom itt az ELTE-n, es ezen beluel mar evek ota tartok kurzusokat a media szocializacioban betoeltoett szerepevel kapcsolatban (ebbil irtam a kandidatusi, azaz PhD dolgozatomat is annak idejen). A mediaval kapcsolatos kutatasok szakirodalmat olvasva azonban toebbnnyire hanyerzetem tamadt: a kerdesfeltevesek sokszor parcialisnak, az ertelmezések (ha vannak egyaltalan) rendkivuel szsqrtkkoersqrtnek tuennek. Ezert ereztem es erzem revelativnak az OEn gondolatait, mert azok eppen a media szuekebb es tagabb kulturat szinte teljesen penetralo hatasara mutatnak ra, ami viszont egy ujfajta szocializacios utat vetit elenk. Ennelfogva a kurzusaiban jelentis szerepet jatszanak, es sokszor ertelmezési keretet is adnak az OEn által irott muevek es gondolatok.

Ha esetleg volt egy keves ideje Professzor Urnak, es bele tudott nezni a frissen megjelent koenyvbe, bizonyara latta is ezt. Mint emlitettem, a koenyv a szelesebb "koezoenseg" szamara irodott, epp a nagyobb nezii tudatossag erdekeben (igy muefajat tekintve nem igazan szakkoenyv), de nagyon oeruelnek, ha reflexioit tudatna velem.

Ami pedig vegkepp felvillanyozott, az az OEn által említett koezoes, oesszehasonlito kutatas lehetisege. Nagyon varok minden erre vonatkozó további elkepzelest es javaslatot! (Es mint a beszelgetesuenk soran mondtam is, szamunkra itt nem okoz nehezseget a "pre-school age" elerese, elsisorban az ovodai halozat kiterjedtsege miatt.)

Nagyon varom valaszat, es megegyszer hadd hangsulyozzam, mennyire oerueltem, hogy talalkoztam OEnnel.

Szeretettel uedvoezli:

Kosa Eva

P.S.Kerem, Professzor Ur, irja meg, mi a kellemesebb, ha magyarul vagy ha angolul irok. Most ugy gondoltam, talan kellemes is lehet egy kis "hazai" uezenet.



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George Gerbner
Bell Atlantic Professor of Telecommunication

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Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-Mail: ggerbner@pobox.upenn.edu
E-Mail: ggerbner@nimbus.temple.edu

December 28, 1998

Kate Horvath
Organizer
International Children's Safety Service Foundation
Via fax 011 361 302 4136

Dear Ms. Horvath:

I received your fax of 12/22. You may remember that I spoke extemporaneously, without text or notes. A speech is designed for oral delivery, not for reading; it's a different medium. But if you have recorded it, please make a transcript and send it to me for correction.

If I have to write it, it would take time; and would be easier for me if I could send it by e-mail, preferably as an attachment. Please let me know if that is possible, and what the e-mail address should be.

If that is not feasible, I will try to write, fax and send a disk, when I can find time (I am much backed-up now). Please let me know.

Boldog Uj Evet Kivanok!

George

A handwritten signature in cursive script, appearing to read 'George Gerbner', written over a horizontal line.