

CENTER FOR MEDIA LITERACY

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A page. doc*

August 14, 1996

George Gerbner
Annenberg School, University of Pennsylvania
Univ. City/Science Center-One East
3624 Market Street
Philadelphia PA 19104
610-642-7479

Dear George,

Thank you for your commitment to participate in the 1996 National Media Literacy Conference at UCLA, October 3-6. While the timing and program of the conference have generated a considerable level of interest and excitement, it is the diverse, wise, creative and reputable speakers who will give the four days their significance.

The moderator of your panel will be contacting you in the upcoming weeks to discuss the format and questions for your panel. If you do not want me to give them the phone number listed above (below your address), please contact me as soon as possible.

We are going to put out a special conference edition of our quarterly newsletter, "Connect." In addition to being sent to our 2,000 members, it will also serve as the conference book of readings. If you would be interested in submitting a short article or essay — on the topic your panel addresses, citizenship in a media age, or the relevance of media literacy — please contact me, or Jay Dover, at the Center. We'd appreciate your contribution, and it's a nice way to alert a receptive audience to other materials you have produced. *-Something on CEM?*

On a related note, we are aware that many of our speakers are authors. Quite a few of the books are available through the Center for Media Literacy's Resource Catalogue. But if you have a book on a related subject, of which we may not be aware, please let us know so that we can make it available at the conference bookstore. My experience with these events has been that attendees are terrific consumers...

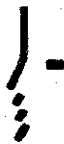
Also, we need biographies. (For those of you who participated in the Media & Democracy Congress, I am still in possession of those versions.) If we do not have your biography, or you would like to reword what we have, please sum up your career in 50 to 75 words and send, fax or email them to me ASAP. Email is best: vgreene@igc.org

Enclosed are copies of the brochure. Please distribute them as you see fit, and let us know if we can replenish your supply. Finally, please send word if there are any problems in terms of scheduling or how we have you listed.

I look forward to seeing you.

Very best wishes,

Viveca S. Greene



CENTER FOR MEDIA LITERACY

September 1996

Dear National Media Literacy Conference Participant:

I write to confirm your registration at the 1996 National Media Literacy Conference. Below I have outlined some logistical information that should help get you to conference events.

As a reminder, we will begin on the evening of Thursday, October 3 at the DoubleTree Hotel for a reception (7pm) and opening remarks by Dr. Renee Hobbs (8pm). On Friday and Saturday, we will be at the UCLA Sunset Village Conference Center all day (8am to 5:30pm). And on Sunday, we will close the event with a brunch and panel of media critics at the DoubleTree hotel (9-11am).

On the gold sheet enclosed, you will find information on the DoubleTree — our host hotel. We have reserved a block of rooms at the hotel but they will only be held until September 12th. If there is any chance you will need a room, and have not yet reserved one, please call the DoubleTree @ 310-475-8711 and mention the conference code "CFM." There is a \$89 single or double occupancy rate. Please note that prior to August 1996, the DoubleTree was the Holiday Inn Westwood Plaza (not the Holiday Inn Bel-Air/Brentwood).

Valet parking at the hotel is available: \$4 for visitors and \$12 for guests (per day). A shuttle will be provided to/from the DoubleTree hotel and the UCLA Sunset Village Conference Center on Friday and Saturday mornings and evenings. It will not be available during the day to return to the hotel. Limited parking is also available at UCLA for \$5 a day, and car pooling is strongly recommended. Please see the enclosed map for directions.

LAX does not permit hotel shuttle buses. We recommend Super Shuttle — the fare to the DoubleTree is \$13 per person. When your flight arrives, claim your bags and then use the courtesy phone to call Super Shuttle at 56735, or on a standard phone 310-782-6600. There are additional shuttle services available on the lower level. Taxi fares depend, of course, on traffic but should be roughly \$25.

When you arrive at the conference, you will receive a full packet with workshop descriptions, a list of participants, and additional program information. The only significant change to our schedule is the addition of the premiere screening of a brilliant film entitled "The Ad and The Ego" which we will show on Saturday night in the UCLA theater following our reception on the terrace. Jean Kilbourne and Sut Jhally, both featured in the piece, will introduce the film and be on hand for questions following the screening.

Kindly let us know if you have any special needs (diet, physical considerations, etc.). And call if you have any additional questions that need answering before the conference. It's a busy time for us, but we want you to enjoy your participation to the fullest possible extent.

Very best wishes,

Viveca S. Greene

Project Director, National Media Literacy Conference

1996 NATIONAL MEDIA LITERACY CONFERENCE

Schedule-at-a-Glance

Thursday, October 3

- 4pm Registration and Check-In
- 7pm Opening Reception
- 8pm Keynote: Renee Hobbs

Friday, October 4

- 7:30am Registration and Check In (shuttle service to UCLA 7:30-9am)
- 8:30am Opening Keynote and Welcome Plenary
- 10am Break
- 10:30 Writers Guild Keynote Conversation
- Noon Box Lunch
- 2pm Workshop Session A
- 3pm Break
- 3:30pm Workshop Session B
- 5pm Dinner on your own (shuttle service to DoubleTree 5-6pm)

Saturday, October 5

- 8am Weekend Registration Check In (shuttle service to UCLA 7:30-9am)
- 9am Workshop Session C
- 10am Break
- 10:30 Workshop Session D
- Noon Box Lunch
- 1:30pm Mini-Plenary I: The Worlds of Media Literacy
- 3pm Break
- 3:30pm Mini-Plenary II: Touchstones of Media Literacy
- 5:15pm Closing Plenary
- 6pm Evening Reception on Terrace (shuttle service to DoubleTree 6-9:30pm)
- 7:30pm Premiere Screening: "The Ad and the Ego."

Sunday, October 6

- 9am Brunch/Media Critics Panel
- 11am Conference Adjourns

CENTER FOR MEDIA LITERACY

October 11, 1996

George Gerbner
Cultural Environment Movement
Univ. City/Science Center-One East
3624 Market Street
Philadelphia Pennsylvania 19104

Dear George,

Call 10/19/96
vancouver about
you int in
frustration
being out
went
> have been
expressing other
interests &
no need

SEE YOU ON THE 8TH?
YOU CAN LEAVE A MESSAGE
FOR ME @ 415-284-1429.
THANKS FOR
EVERYTHING..
JWEA

The word is in and the 1996 National Media Literacy Conference is now engraved in history — and in our hearts — as a great success!


Every event, from the Thursday night opening to the Sunday closing panel, was well received. I can't summarize the responses any more eloquently than the participants themselves. Here are some of their comments:

- ... the energy and intelligence of the presenters was wonderful.
- ... people I've been reading for years I finally had the chance to meet and they are as great as their writing.
- ... great, eloquent insightful presenters.
- ... excellent ideas articulately spoken.
- ... a great mix of minds; very stimulating conversations.

On behalf of the conference planning committee, the Board and staff of the Center for Media Literacy, and all of the media literacy community that came from 31 states and six countries, thank you so very much for your contribution of time and energy, insight and expertise. As George Gerbner said on Sunday, "media literacy in the U.S. will never be the same again." Your presence and participation took the movement a giant step forward and helped us incorporate a wide variety of issues that are crucial for ensuring a just and fair media culture for the coming generations.

I will look forward to continuing our collaboration in person and in writing, on the phone and over the internet. Thanks again for all the memories!

Sincerely,


Elizabeth Thoman
Executive Director

So great to have you -
come anytime!

for the executive committee:

Kim Rose, Apple Computer • Renee Hobbs, PhD, Clark University • Deborah Leveranz, Media Analysis and Practice • Joe Zesbaugh, Pacific Mountain Network • Jay Dover, Center for Media Literacy • Viveca S. Greene, Conference Director

4727 Wilshire Blvd, #403, Los Angeles, CA 90010 • 213-931-4177 • FAX: 213-931-4474 • ORDERS: 800-226-9494

E-MAIL: cml@earthlink.net • WWW: <http://www.earthlink.net/~cml>



CENTER FOR MEDIA LITERACY

March 7, 1997

George Gerbner
Annenberg Sch for Comm / U of Penn
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear George,

We're still receiving raves about the 1996 National Media Literacy Conference, thanks to the many people like you who participated. Thank you again for giving so generously of your time and talents.

Many people have asked if tapes or transcripts of the conference workshops are available. As you know we did tape the Saturday mini-plenaries, hoping we could get them reproduced. One of our former work study students, David Ruth, now a professional sound engineer, has stepped forward to volunteer editing the tapes and adding an introduction to each one. We expect to have them ready for duplication in a few weeks.

In the meantime, we realize we need to secure releases from you for this purpose. So, I'm writing to request a release from you so that we can make these tapes available to people who could not attend the conference, or perhaps attended another session and missed yours.

We are making a limited number of sets for sale at a reasonable cost via our catalog. I will be happy to send you a complimentary set of all six sessions if you wish, or just your session if you prefer.

Please take a moment now to sign and return the enclosed release form. For questions please call me or Stephen Lytle, our Administrative Director at (213) 931-4177.

Thanks again for your tremendous contribution, your continued support and your prompt reply.

Best regards,


Elizabeth Thoman
Executive Director



CENTER FOR MEDIA LITERACY

February 24, 1998

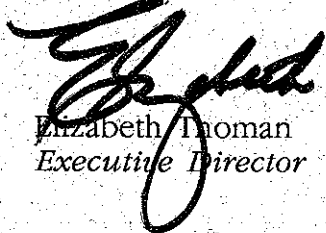
Dear George:

Just a quick note to thank you for your time on Saturday with the scholars. They loved talking with you! You are truly amazing to have so much on the tip of your tongue!

I promised to send a copy of our *Global Questions: Exploring World Media Issues* curriculum kit with Lesson Plan #2 on the impact of US media overseas. I invite you to read thru the lesson plan and particularly note the handout master which provides "talking points" for organizing a classroom debate about the pros and cons of buying/selling U.S. media. If used as intended, it's a powerful exercise to help kids understand the complex issues involved. The *Media&Values* issue offers good background for the teacher, esp. pp. 6 - 9. Remember this is for high school kids! We had to convey some profound concepts in a simple, easy to conduct exercise. I've always been pretty proud of it. The kit is only \$22.50 now -- all of our materials are half price this spring as we work to reduce inventory. If you like what we've done here send me a quote or a "testimonial" and I'll put it on the web site -- THANKS.

Melinda's still in pain. I think she was pretty shook up. Hope YOU are well. Stay warm.

Sincerely,



Elizabeth Thoman
Executive Director

To: Elizabeth Thoman <cml@medialit.org>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Blurb
Cc:
Bcc:
X-Attachments:

Cultural Imperialism or Globaloney? Get the straight answer to what global media do and to whom. Read... etc. Liz - you fill in the rest with ordering info.,etc
(Welcome to edit)
Best regards-

George

PME
Partnership
for Media
Education

1998 National Media
Education Conference
"A Paradigm for
Public Health"
June 28-July 1, 1998
Colorado Springs, CO

Executive Committee

Lisa Reisberg
American Academy
of Pediatrics
Elk Grove Village, IL

Elizabeth Thoman
Center for Media Literacy
Los Angeles, CA

Renee Hobbs
Media Literacy Project
at Clark University
Worcester, MA

Nancy Chase
U.S. Center for Substance
Abuse Prevention
Rockville, MD

Conference Director
Sylvia J. Kornelsen
Sylvia-K Inc.
Denver, Colorado

Conference Office
2121 South Oneida Street
Suite 325
Denver, CO 80224-2552
303 756-8380
Fax 303 759-8861
NMEC98@aol.com
Visit our Internet Site:
www.ConferenceOffice.com/NMEC

July 20, 1998

George Gerbner
234 Golf View Rd
Ardmore, PA 19003

Dear 1998 Conference Speaker:


On behalf of the Partnership for Media Education, thank you for your important contribution to the 1998 National Media Education Conference.

We have received a tremendous amount of positive feedback about the program on returned evaluation forms. Just a few examples of comments include -- "gained new ideas and perspectives", "excellent ideas, practical and well presented" and "dynamic speakers!"

The results of the evaluation forms are important to planning the 1999 National Media Education Conference to be held in Minneapolis, Minnesota, and we at the Partnership as well as the 1999 program planning committee will benefit from the input received. We will send you a Call for Presentations application as it becomes available.

Once again, thank you for your part in what we feel was an outstanding conference. Your time and effort contributed greatly to the conference's success. Hope to see you in Minneapolis in 1999!

Sincerely,


Elizabeth Thoman
Program Co-chair


Renée Hobbs
Program Co-chair

*George -
Muchas gracias
- as always -*

*George -
Thanks for participating!
You are always so inspiring
that its a real treat for
me to hear you!*