

4606 Spruce Street
Philadelphia, Pennsylvania
19139
215.747.7700
Fax: 215.474.0279
E-mail: stcomm@steegethorn.com

December 5, 1996

Dr. George Gerbner
2234 Golf View Road
Ardmore, PA 19003

Dear George:

Lynn and I really enjoyed the chance to learn more about your work at CEM and are so pleased that you are considering us for assistance with your publications, publicity, and other communications needs.

As you requested, I am enclosing a brochure that describes our work. Here are a few specific projects that may interest you:

- Over the past two years, Steege/Thomson has worked with **The Funders Collaborative on Fathers and Families** (composed of the Annie E. Casey, Ford, Mott, Danforth, and Kansas City Community Foundations) to communicate the urgency of policies that promote responsible fatherhood and encourage positive male involvement in children's lives. Through campaigns that included events at the White House (with Vice President Gore as a spokesperson) and the National Press Club, the issues involved received unprecedented media coverage, including a front-page story in *The New York Times* on Father's Day, a 30-minute interview segment on CNN, placement of spokespeople on the *News Hour with Jim Lehrer*, and features in *USA Today* and major newspapers from Long Island to Los Angeles.
- We designed and implemented a campaign to help Public/Private Ventures disseminate news of an impact study focusing on Big Brothers/Big Sisters of America and trained P/PV spokespeople to work with the media. Our efforts yielded coverage that reached more than 10 million readers through such publications as the *Philadelphia Inquirer*, *Cleveland Plain Dealer*, *Detroit News*, *Miami Herald*, and *U.S. News and World Report* and resulted in interviews with radio and television stations in Houston, Philadelphia, and Los

Angeles. Nearly a year after the report's release, P/PV researchers continue to respond to media requests for interviews and information.

- Steege/Thomson, serving as communications consultants to Barnes & Roche, Inc., planned the publicity and worked with Spelman College to carry out a press conference announcing a \$37 million gift from De Witt Wallace Reader's Digest Fund. Despite a very difficult news environment created by the announcement of the Rodney King verdict, the story generated coverage in *The New York Times*, *Wall Street Journal*, *Atlanta Journal-Constitution*, and other national media.
- We also planned publicity for the announcement of a major gift to Glassboro State College that resulted in the institution changing its name to Rowan College in honor of the donor. This campaign received extensive coverage.

We would be delighted to give you more details on our work.

Sincerely,



Michele M. Steege