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Tel
Fax 540 568 3330

Tel 540 568 7073
January 28, 1997

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

Dear Dr. Gerbner:

James Madison University has an Arts and Sciences Symposium each fall. The 1997 symposium will focus on the theme of violence, examining effects and responsibilities. Faculty and students are invited to submit ideas for panelists, speakers and other participants for inclusion in the week-long event.

I teach in the School of Media Arts and Design. Our students have concentrations in media writing, media studies, multimedia, and telecommunications. Several of our courses have sections on media effects in which we look at research that you and your colleagues have conducted on media violence and the cultivation process.

When I heard about the focus of the upcoming symposium I immediately thought of you. I have proposed that you be invited to participate as an evening speaker on either Tuesday, September 23rd or Wednesday, September 24th. Typically, an evening event is scheduled from 7-8 p.m. in a theatre on campus that seats 500-600 people. Such an event is open to both the campus and surrounding community. In addition, I would invite you to be a guest in several classes or small group discussions designed for students in Media Arts & Design. These could be scheduled based on when it would be most convenient for you to arrive.

We would expect to pay your expenses plus provide you with an honorarium. If you would consider participating in this event, please contact me so that we can discuss this further.

Sincerely,

Marilou M. Johnson

Marilou M. Johnson, Ph.D.
Assistant Provost

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James Madison University
Office of the Provost
College of Arts and Letters
Harrisonburg, Virginia 22807
(540) 568-6472 Fax: (540) 568-3330

April 22, 1997

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

Dear Dr. Gerbner:

The James Madison University Arts and Sciences Symposium Committee and the School of Media Arts and Design would like to formally invite you to campus to give an evening address during the Fall 1997 Symposium on Violence. Your presentation is scheduled for Tuesday, September 23rd at 7:00 p.m.

When we spoke in late January we discussed the possibility of you meeting with some classes on Tuesday afternoon and on Wednesday morning. We expect to provide you with a \$2,500 honorarium and \$500 to cover expenses. The Shenandoah Valley Regional Airport is 15-minutes from Harrisonburg; Dulles, in Washington, is two hours away; and the Amtrak station in Charlottesville is one hour away. I am available to pick you up at any of these locations.

I hope that your schedule still permits you to come to J.M.U. to participate in the Symposium. Please call me at 540-568-7073 so that we can discuss your visit in more detail and confirm your plans.

Sincerely,

Marilou M. Johnson
Marilou M. Johnson, Ph.D.
Assistant Provost



James Madison University
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Harrisonburg, Virginia 22807
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May 7, 1997

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

Dear Dr. Gerbner:

The Arts and Sciences Symposium Committee and the School of Media Arts and Design are delighted that you will be able to participate in our Fall Symposium on Violence. I wanted to let you know that I have reserved a room at The Days Inn for Tuesday night, September 23rd. The confirmation number is 113156EB and the rate is \$41.00 + tax. The reservations assistant was to FAX a confirmation to you yesterday.

Over the next few weeks I will be contacting faculty members to begin to schedule your Tuesday afternoon and Wednesday morning visits with classes and groups of students. Please send me your flight itinerary as soon as you finalize your plans.

Again, we are looking forward to your visit to James Madison University.

Sincerely,

Marilou M. Johnson

Marilou M. Johnson, Ph.D.
Assistant Provost



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Harrisonburg, Virginia 22807
(540) 568-6472 Fax: (540) 568-3330

May 14, 1997

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

Dear Dr. Gerbner:

Please find enclosed a Key Data Form for you to complete and return in the envelope provided. I have highlighted the information and questions which require a response from you. Please note the question regarding an inclusive check under the amount of honorarium. Because you are pre-paying your airline and room fees, you should indicate "yes." This will mean that you will receive a single check for the total amount of \$3,000.

Thank you for faxing your airline schedule to me. The times of arrival and departure will allow us much opportunity to schedule meeting times for you with our students.

Please call if you have any further questions.

Sincerely,

Marilou M. Johnson

Marilou M. Johnson, Ph.D.
Assistant Provost



James Madison University
Office of the Dean
College of Arts and Letters
MSC 2105
Harrisonburg, VA 22807
(540) 568-6472 Fax: (540) 568-3330

September 15, 1997

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

Dear Dr. Gerbner:

We are looking forward to your visit next Tuesday and Wednesday. I plan to pick you up at the Shenandoah Valley Airport at 12:45 on September 23rd. I will take you by the Days Inn so that you can check in before coming to campus. We will also go to lunch if you have not had the opportunity to eat during your flight.

Please find enclosed the itinerary we have put together. I have included as much information as possible about the classes that you will visit. Feel free to call me if you have any questions or need more information. My phone number is 540-568-7073.

Thank you again for agreeing to participate in our Arts and Sciences Symposium.

Sincerely,

Marilou M. Johnson

Marilou M. Johnson, Ph.D.
Assistant Dean

James Madison University
1997 Arts and Sciences Symposium
Itinerary for George Gerbner

Tuesday, September 23rd

- 12:45 Arrive at Shenandoah Valley Airport
Marilou Johnson will pick up
Lunch and check-in to Days Inn
- 2:30 Meet with George Wead in Harrison A-108
- 3:05 Visit class: SMAD 460 - Movies as Mass Communication
Anthony-Seeger 10
Host: George Wead
Students will be asking questions about who is responsible for
establishing cultural policy.
- 4:20 Marilou Johnson will meet following class to take to Days Inn and
then to dinner with SMAD faculty.
- 5:00 Dinner at L'Italia
- 6:30 Arrive at Grafton-Stovall to prepare for lecture
- 7:00 Lecture
- 8:15 Reception in Taylor Hall, 4th floor
- 9:00 Return to Days Inn

Wednesday, September 24th

- 7:45 am Breakfast with faculty at Shoney's
- 9:00 Visit class: SMAD 300 - Contemporary Issues in Media
Anthony-Seeger Auditorium
Hosts: Brad Rawlins and Roger Soenksen
Students will be considering issue of regulating violence in the media.
- 10:00 Visit class: SMAD 498 - Senior Seminar
Anthony-Seeger 10
Host: Alan Tschudi
Seniors will be discussing cultivation analysis and the Cultural
Indicators Project.
- 11:00 SMAD 256: Advertising: Buying and Selling
Roop Hall
Host: Brad Rawlins
Students will discuss how advertising can add more voices to the
marketplace. Does advertising continue to reinforce stereotypes?
- noon Lunch at University Club with faculty
- 1:45 To airport for departure at 2:55, Tom O'Connor will drive