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Box 108, Folder 1, American Values Institute (Cancelled)
[Hopewell, N.J.]. January 1979.



Jan 12-14 '79

AMERICAN VALUES INSTITUTE, INC.

RICHARD GILBERT
CHARLES BRACKBILL

DEAR MARE

This letter will spell out the details of our conference in Ft. Lauderdale, January 12-14, 1979 about which I have spoken to you on the telephone and in the mailgram.

The American Values Institute, Inc. has been commissioned by the National Broadcasting Company to undertake an exploratory study into American values as they relate to television. The Conference will have three purposes:

1. To describe the study NBC has underway on American values as they relate to TV viewing
2. To listen to the value positions of representatives of America's leading voluntary organizations
3. To learn something about each other's views and concerns about television.

For a number of years The American Values Institute has conducted hundreds of small groups sessions across the country for a variety of clients. In these sessions participants talked about their own values--economic, social, religious, racial, political, sexual, cultural--in relationship to their television viewing.

In this process a group looks at TV excerpts and gives its personal judgments about taste and propriety. Attention is given to the ways in which various age groups, vocations, races and individuals are depicted. Group members probe for their own values with the help of tests (Rokeach and American Values Institute), and write "valuing bios."

One aspect of our Florida Conference will be a discussion of the values and ideas we have gleaned from these groups. Since many of the people we have worked with are members of local voluntary organizations we feel the information will be interesting to you. In this respect we hope to compare our own values with those of the groups with whom we have been working.

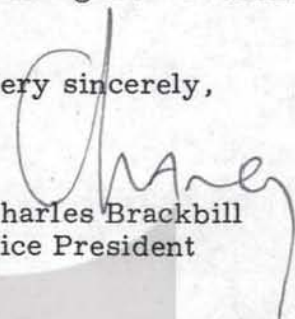
Our aim is to exchange our ideas about television freely. These may include stereotyping, commercials, racism, violence, sex, issues of special concern in regard to children's viewing, as well as others. We want to explore the degree of consensus and of conflict in these issues as they relate to values in American life.

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We have invited you and other national leaders because we believe that you have a breadth of view and depth of insight which will give some perspective to our continuing endeavor. In addition, of course, we are sure you will find this exchange stimulating and helpful in your work.

We thank you for your interest and your willingness to attend. Please refer to the enclosed registration form for particulars. The agenda is attached.

Very sincerely,


Charles Brackbill
Vice President

October 27, 1978

AMERICAN JEWISH
ARCHIVES

ABOUT 30 LEADERS INVOLVED
FROM "מגוון ארגונים" "ORGANIZATIONS"

זכר אלה יעקב וישראל

NBC CONFERENCE WITH VOLUNTARY ORGANIZATIONS

BAHIA MAR HOTEL, FT. LAUDERDALE

JANUARY 12-14, 1979

AGENDA

FRIDAY, JAN. 12

- 5:30-7:00 Reception at The Gardens, Patricia Murphy's Restaurant, on the Inland Waterway.
- 7:00-8:30 Dinner, Patricia Murphy's
- 8:30-9:30 Introductions and orientation
- Small group meetings to focus on significant issues. All groups at the Bahia Mar.
- | | |
|---------|----------------|
| Group 1 | Captains Chart |
| Group 2 | Captains Cabin |
| Group 3 | Clipper Room |
| Group 4 | Mariner Room |
| Group 5 | Suite # _____ |

SATURDAY, JAN 13

- 8:00-9:00 Continental breakfast available in Seafarer room
- 9:00-9:30 Values testing. Seafarer room
- Dr. Richard R. Gilbert, President
American Values Institute
- 9:30-10:30 Plenary discussion of valuing
- 10:30-10:50 Break
- 10:50-12:00 Reports from small groups. Conveners will summarize findings and ask several members of the group to speak to major issues.
- Charles Brackbill, Moderator
Vice President, American Values Institute
- 12:00-12:30 Free

- 12:30-2:00 Lunch at Patricia Murphy's. Table conversations with NBC representatives.
- 2:00-3:15 Report and discussion of valuing tests and comparison to local findings. Dr. Gilbert
- 3:15-3:30 Break
- 3:30-5:00 Small group meetings. Several questions growing out of the day's experience will be posed for group discussion.
- 5:00-6:00 Free
- 6:00 ---- Reception and dinner cruise on board the yacht Isis

SUNDAY, JAN. 14

- 9:00-10:00 Continental breakfast available in Seafarer room
- 10:00-11:00 "Values: Yours, Mine and Theirs"
Dr. Theodore Gill, Dean and Provost
John Jay College of Criminal Justice
City University, New York.
Dr. William Emerson, Jr., Professor of
Journalism, University of South Carolina.
- 11:00-11:30 Discussion
- 11:30-12:00 Summary of our principal findings and recommendations. Dr. Gilbert
- 12:00-1:00 Brunch on the Pool Deck

Please note: Hotel check out time is noon.

A check room is provided for your baggage.