

CULTURAL ENVIRONMENT MOVEMENT

P.O. Box xxx, Philadelphia, PA 19104

March 1992

Dear Friend of the Cultural Environment:

We are writing to you and others who have expressed an interest in (CEM) to tell you about our efforts ~~so far~~ ^{to date} and ask you to join in planning our next steps.

The attached draft statement describes the historic challenge to which we respond. A Committee of Advisors (list attached) considered that challenge and held several meetings in Washington, D.C. and in Philadelphia. Organizations represented or expressing support included local media councils; parents and teachers organizations; women's groups; racial, ethnic, and gender-based minority groups; consumer and citizen advocacy groups; health-related and religious organizations; students, academics and other professionals; and interested ~~citizens~~ ^{individuals} et?

We agreed that there is a need for a new coalition and a broad constituency to support media education, to place the liberation of our common culture on the socio-political agenda, and to develop ways of public participation in local, national, and international media policy-making.

We have formed a non-profit corporation, applied for tax-exempt status (now pending before the Internal Revenue Service), and began to plan for a "founding conference." We need you to help develop and activity program and long-range goals to be considered at the conference. Please send us your comments on the attached draft prospectus and your response to the questions and invitation on the last page.

We hope that you will share our excitement about this far-reaching initiative and look forward to welcoming you more formally in the Cultural Environment Movement.

George Gerbner, Chair; Rita Adessa, Nolan Bowie, Paul Carton, Linda K. Fuller, Kathleen B. Lynch, and Louise Shoemaker, members of the CEM Board of Directors.

The Cultural Environment Movement

(CEM)

CULTURAL ENVIRONMENT MOVEMENT SURVEY

1. After reading the draft prospectus, what do you feel are the two major cultural/media issues facing us today?

2. Do you think the overall state of the cultural environment today is better or worse than it was ten years ago?
 better the same worse (not sure)

3. Does the Cultural Environment Movement sound like something you or your organization would be very interested in; somewhat interested in; not very interested in?

4. From what you've read, could you tell us something that you like about the idea of a Cultural Environment Movement?

5. Could you tell us something that you dislike?

6. Any other comments with regard to the enclosed draft (if you would like to edit, mark up, or otherwise comment directly on the Prospectus, please do so and return it with this questionnaire).

7. Would you be interested in: Recruiting members;
 Organizing local meetings and/or a Chapter of CEM
 Representing the following other organization(s)

Other activities: _____

8. Can you think of other persons whom we should contact regarding the Cultural Environment Movement? (Please duplicate and pass on these materials or send us a list of the names and addresses of people who might be interested.)

9. Which of the following types of issues concern you most? (Check up to three)

- Child and family advocacy issues Legal/political issues
- Consumer/public interest concerns Media issues
- Criminal Justice issues Physical environment
- Educational concerns Women's issues Religious issues
- Health and human services issues International media policy
- Labor concerns Violence Peace movement Technology
- Minority concerns (ethnic; gay/lesbian; others: _____)
- Creative alternatives to mainstream media Other issues: _____

might

10. Which of these (and what other) activities would you like to get involved in? local organization; representing my organization in CEM; helping with mailing list and mailings; media monitoring; legislative representation; alternative media; electronic networking; editing a newsletter; international organization; helping with fundraising; conference organization and management; publicity; other: _____

consider

11. Would you ^{consider} attend the "founding conference" as a delegate of an organization; as an individual

12. Suggestions for the conference program: _____

Agenda: _____

Speakers: _____

Fee:

Please complete to join CEM as a Founding Member:

Name (write or peel off label from envelope): _____

Address: _____

Telephone: _____ Fax: _____

Organizational affiliation(s): _____

Membership:

Member (\$25) Sustaining member (\$50) Patron (\$100)
 Benefactor (\$500) Angel (\$1000) ~~Student/low income (\$10)~~

make
(checks are payable to Cultural Environment Movement)

Return to:
Cultural Environment Movement
P.O.Box xxx, Philadelphia, PA 19104, USA

(might we state our fiscal year?)

Cultural Environmental Movement: A Survey

In an attempt to identify persons and/or organizations who might be interested in forming a coalition for media policy-making, we invite your participation and input. Feel free to add further comments and suggestions. Thanks!

1. Are you familiar with the goals and objectives of the Cultural Environmental Movement? (Check one)

Yes

No

2. In what areas might you be interested? (Check any that apply)

Child and family advocacy issues

Consumer/public interest concerns

Criminal justice issues

Educational concerns

Health and human services

International issues

Labor concerns

Legal and/or political issues

Media issues

Minority concerns

Peace movement

Physical environmental concerns

Religious issues

Women's issues

Other (please specify)

3. On what task forces might you be interested in serving? (Check any that apply)

Broadcasting/commercial policies

Content of media

Creative alternatives to mainstream media

Media awareness education

Political action

Other (please specify)

Some information about you. (Please fill in any applicable data that would be helpful to us, noting any parts to be kept confidential.)

Name:

Title:

Organizational affiliation:

Address (Indicate mail preference)

Home:

Work:

Telephone number (home):

(work):

FAX number:

BITNET number:

Areas of expertise:

Cultural Environmental Movement interest:

Mailing list

Membership

Monetary contributions

Organizing local meetings and/or chapters

Participating in conferences

Other (please specify)

Names and addresses of other people who might be interested in knowing more about the Cultural Environmental Movement:

Thank you for completing this survey. Please return it to:

George Gerbner

The Annenberg School for Communication

University of Pennsylvania

3620 Walnut Street

Philadelphia, Pennsylvania 19104-6220

To: Persons interested in the Cultural Environment Movement

From: George Gerbner and the Steering Committee

Knowing of your interest in launching a citizen-based coalition of persons concerned about the cumulative effects on our societies from media messages and images, it is with great pleasure that we announce the official incorporation of THE CULTURAL ENVIRONMENT MOVEMENT. Articles of Incorporation and by-laws are already in place, and an application for tax-exempt status from the IRS has been filed.

One of our first considerations is staging a major conference to announce and implement the Cultural Environment Movement; we will keep you posted on details.

At this point, we have decided to contact persons who have expressed an interest in joining our media reform coalition. We ask that you indicate your particular areas of interest and/or expertise, and we also welcome you to join us as a member.

Membership

Name:

Title/organization:

Address:

Telephone number:

Categories of membership (make check payable to CEM and send to: CEM, c/o George Gerbner, The Annenberg School for Communication, U. of Pennsylvania, 3620 Walnut St., Philadelphia, PA 19104-6220):

- Benefactor (\$1,000+)
- Patron (\$500+)
- Friend (\$250+)
- Sustaining member (\$100+)
- Member (\$25+)

Areas of interest:

- Broadcasting Policy
- Media Content
- Independent Creative Efforts
- Political/Information Gap
- Media Awareness/Education