

AMERICAN
HUMANE
ASSOCIATION

Board of Directors

Charles M. Granoski, Jr., Esq.
President
Tacoma, Washington

Loretta W. Kowal
Vice President
Newton, Massachusetts

Timothy M. O'Brien
Treasurer
Denver, Colorado

Kevin W. Concannon
Portland, Oregon

Harold F. Dates
Cincinnati, Ohio

Olivia C. Garza
Houston, Texas

Richard H. Glantz
Barrington, Illinois

Mireille B. Kanda, M.D.
Bethesda, Maryland

Judy Lang
Perrysburg, Ohio

Fred J. Lee
San Diego, California

Ruth W. Massinga
Seattle, Washington

Marygold S. Melli, Esq.
Madison, Wisconsin

Patricia N. Olson, D.V.M.
Maplewood, Minnesota

Tia N. Roddy
New Orleans, Louisiana

Nan M. Stuart
Broomfield, Colorado

Meredith B. Webster
Montreal, Quebec

Robert F.X. Hart
Executive Director

63 Inverness Drive East
Englewood, Colorado 80112-5117

303/792-9900 Fax 303/792-5333

January 30, 1995

George Gerbner, Ph.D.
University City Science Center
One East
3624 Market Street
Philadelphia, PA 19104-6220

FAX# (215) 387-5202

Dear Dr. Gerbner:

Thank you for your recent trip to the Children's Division of the American Humane Association. Dr. Farestad, Director of the Children's Division, Suzanne Barnard and I thought that the meeting regarding the upcoming conference at Webster University was both informative and productive.

Please regard this letter as a statement of our intent to participate as co-sponsors of the conference in March 1996. We are prepared to raise funds to support this conference, to provide mailing lists of possible attendees, to promote the conference in our publications, and to assist in conference planning. If there are other expectations, please let us know. We assume that once we are clear on all the details, it would be appropriate to have a signed contractual agreement, as we discussed.

Please fax to Suzanne Barnard the name of your contact at Webster University so that she can begin a conversation with her as well.

We were very pleased to have the chance to meet you and look forward to working with you in the future.

Sincerely,


Robert F. X. Hart
Executive Director

RFXH:sb:tld

cc: Karen Farestad
Suzanne Barnard

February 7, 1995

Robert F.X. Hart, Executive Director
American Humane Association
63 Inverness Drive East
Englewood, Colorado 80112-5117
Via Fax 303 792 5333

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA PA 19104
PHONE: 215.573.7099
FAX: 215.898.2024

Dear Mr. Hart:

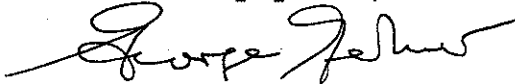
Thank you for your letter and kind words of January 30. We are delighted that the Children's Division of the American Humane Society intends to participate as co-sponsors of the March 1996 CEM conference at Webster University.

As we discussed during our visit, we are now working on broadening and diversifying (but not diluting or proliferating beyond the minimum necessary number) the co-sponsorship. The contributions and roles noted in the letter are those we discussed at our meeting, including participation, with other co-sponsors, in planning, and a contractual agreement in due time.

By copy of this letter I am also faxing Suzanne Barnard the name and addresses of our contact and local conference organizer at Webster (see below).

Please convey my best regards also to Dr. Farestad. I am looking forward to working with you, Dr. Farestad, and Suzanne Barnard on this event.

Sincerely yours,



George Gerbner
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220
Office tel/fax 215 387 5202
Home tel/fax 610 642 3061
Internet FGG@ASC.UPENN.EDU

cc: Suzanne Barnard
Webster contact:
Linda Holzman
Home: 7232 Chamberlain Ave.
St. Louis, MO 63130
Tel: 314 721 3249

Media Communications Dept.
Webster University
470 East Lockwood Ave.
St. Louis, MO 63119
Tel 314 968 6900, Ext. 7565
Fax 314 968 7077

Board of Directors

George Gerbner
Chair

Nolan Bowie
Treasurer

Kathleen Bader Lynch
Secretary

Linda K. Fuller
Development

Rita Adessa

Cynthia Bock-Goodner

Paul Carton

Richard H. Crawford

Mary Lou Huchet

Louise Shoemaker

BARNARD

TO: Dr. George Gerbner, Bob Hart, Karen Farestad, Duane Larson, Teresa Devine

FROM: Suzanne Barnard

RE: AGENDA FOR 1-24-95 MEETING ON MEDIA VIOLENCE CONFERENCE

10:43 -

AHA pick up Dr. Gerbner from airport

Lunch will be brought into the meeting at 11:30

11:30 - 2:00

General discussion regarding partnership possibilities for conference

Discussion will cover following issues:

- What is the intended focus of an international conference?
- What role would each agency play? (Children's World & AHA)
- What is the anticipated budget?
- What is the intended location for the conference?
- Who will do the fundraising?
- Is there anyone in Washington interested in attending?
- What are the expected outcomes of the conference?
- Are there other possibilities for conference co-sponsorship? (i.e. the Webster University conference scheduled for April, 1996)

May 18, 1995

Suzanne Barnard
AHA, Children's Division
Via fax 303 792 5333

From: George Gerbner
Tel/fax 215 387 5203

On March 15-17, 1996, CEM will hold its "Founding Convention" in St. Louis. The Convention is hosted by Webster University and co-sponsored by Webster and other organizations including the Children's Division of the American Humane Association, the Minority Media and Telecommunications Council, the Center for Media Education, the Center for the Study of Commercialism, Physicians for Social Responsibility, and other national and regional organizations.

The Convention will assemble 250 invited representatives of a broad range of independent organizations and leading media activists and scholars to ratify a People's Communication Charter, draft an action program, and set up a Coordinating Council of organizations to guide the program. Most of the work of the Convention will be done in regional, national, and international work session and in task groups representing a wide diversity of interests including media education, religion, creative workers in media, independent producers, labor, women's and minority groups, youth and senior citizens, and groups concerned with children, violence, and physical and mental health.

The events leading up to this Convention began in 1991 with the founding of CEM by George Gerbner, an active Board of Directors, and a large advisory group, as an educational non-profit corporation. After many years of study, research and observation, it became clear to many that media coalesce into a seamless, pervasive, and increasingly centralized, homogenized and globalized cultural environment that has drifted out of democratic reach. CEM was launched in response to this drift. It is committed to building a coalition of independent organizations working for freedom, fairness, diversity and democracy on the cultural front. CEM believes that these goals can be achieved through greater public participation in cultural decision-making in a variety of specific areas, and that independent citizen action can build appropriate mechanisms for such participation.

ADBUSTERS magazine published the CEM prospectus under the title "The Second American Revolution." PSYCHOLOGY TODAY published a summary under the heading "Take Back the Culture." Regional meetings, broadcast interviews,

newspaper stories, and lecture tours across the U.S., in Latin America, and overseas keep generating enthusiastic response. Over 3,000 persons responded by joining, requesting information, and offering to help build the movement. Over 100 organizations in all regions of the U.S., Canada and several other countries wrote to express interest in affiliation.

CEM confronts the challenge of our time. Scotch patriot Andrew Fletcher once said that whoever tells the stories of a nation need not care who makes its laws. That was at a time when stories were still hand-crafted, home-made, community-inspired. Today, they are the products of a complex mass-production and marketing process.

Who tells most of the stories today? No longer home and community. No longer parents, schools, or church. In many parts of the world not even the native country. Our children are born into homes in which the dominant story tellers are a small group of global conglomerates that have something to sell."

It is impossible to exaggerate the consequences of that historic shift for human socialization and governance. Channels multiply but communication technologies converge and media merge. With every merger, staffs shrink and creative opportunities diminish. Cross-media conglomeration reduces competition and denies entry to newcomers. Fewer sources fill more outlets more of the time with ever more standardized fare. Alternative perspectives vanish from the mainstream.

Other distortions of the democratic process include the promotion of practices that drug, hurt, poison, and kill thousands every day; portrayals that dehumanize and stigmatize; cults of media violence that desensitize, terrorize, and brutalize; the growing siege mentality of our cities; the drift toward ecological suicide; the silent crumbling of our infrastructure; the widening resource gaps in the richest country that already has the most glaring inequalities in the industrial world; the costly neglect of vital institutions such as public education and the arts; and image politics corrupting the electoral process.

The Cultural Environment Movement was born to build new mechanisms of independent citizen initiative and participation in cultural decision-making. That means:

- * Building a broad new coalition of organizations and individuals committed to broadening the freedom and diversity of communication.

- * Opposing domination and working to abolish existing concentration of ownership and censorship, public or

private. That includes extending the freedom of speech and access to media beyond those who own them.

* Seeking out and cooperating with cultural liberation forces of other countries, working for the integrity and independence of their own decision-making and against cultural domination and invasion.

* Working with journalists, artists, writers, actors, directors, independent producers and other creative workers struggling for more freedom from marketing formulas imposed on them.

* Promoting critical media awareness and literacy as a fresh approach to a liberal education on every level.

* Placing cultural policy-making on the socio-political agenda.

The new frontier for resisting repression and advancing toward a just society is the cultural frontier. CEM works for the chance of every child to be born into a cultural environment that is reasonable free, fair, diverse, and non-damaging.

**AMERICAN
HUMANE
ASSOCIATION**

63 Inverness Drive East
Englewood, Colorado 80112-5117

303/792-9900 Fax 303/792-5333

303 792 5333

By Aug 15

Called res.
7/29/96
TOYCAR/COCS

Board of Directors

Charles M. Granoski, Jr., Esq.
President
Tacoma, Washington

Loretta W. Kowal
Vice President
Newton, Massachusetts

Timothy M. O'Brien
Treasurer
Denver, Colorado

Kevin W. Concannon
Augusta, Maine

Harold F. Dates
Cincinnati, Ohio

Olivia C. Garza
Houston, Texas

Richard H. Glantz
Barrington, Illinois

Marti Huizenga
Fort Lauderdale, Florida

Mireille B. Kanda, M.D.
Bethesda, Maryland

Andrew Kimbrell
Washington, D.C.

Judy Lang
Perrysburg, Ohio

Ruth W. Massinga
Seattle, Washington

Tia N. Roddy
New Orleans, Louisiana

Kenneth L. Spalding
Houston, Texas

Nan M. Stuart
Longmont, Colorado

Meredith B. Webster
Montreal, Quebec

Robert F.X. Hart
Executive Director

March 6, 1996

George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Mr. Gerbner:

As a follow-up to your conversation with Carol Moulton, I would like to thank you for your interest in participating at *The Conference 1996*. We are delighted to have the opportunity to work with you.

The Conference will be held this year in Miami, Florida at the Crown Plaza Hotel on October 14-16, 1996 with Special Sessions on October 13. You are scheduled to give the keynote Monday morning between 8:00 and 9:30 a.m., October 14. ←

The American Humane Association (AHA) will provide you with the following:

- Surface travel round-trip from your residence to the airport at \$.29/mile.
- Round-trip coach airfare or (whichever is less), mileage at the rate of \$.29/mile, if you travel by car to and from *The Conference*.
- Taxi or shuttle service roundtrip from airport to *The Conference* hotel (does not include rental vehicles).
- One nights lodging at the Crown Plaza.
- Meals (\$10 breakfast, \$10 lunch, \$20 dinner) for the day you are speaking. If sponsored meal functions take place the day you speak, you will be expected to take advantage of them rather than charging additional expenses.

Receipts MUST be submitted with expense statement for proper reimbursement or AHA will not cover the expense. Only the conditions stated in this letter will be honored for reimbursement.

We also will provide you with an honorarium of \$1,000. Please inform us which benefit you would like to receive on the enclosed *FACULTY HONORARIUM* form.

In preparing for *The Conference* please note the following:

- **HOTEL REGISTRATION:** Please complete the enclosed *HOTEL REGISTRATION* form and return it to AHA, we will make your reservations eliminating the need for a first night room deposit.
- **AUDIO VISUAL:** Fill out the enclosed *MEETING PROSPECTUS* request sheet, and return it to AHA.

The Conference

Page 2

- **AUDIO TAPING:** We plan to offer audio taping of the 1996 sessions. Your cooperation in allowing us to tape your presentation will be deeply appreciated. Since we want to disseminate the valuable information from this conference to as wide an audience as possible, we will make the tapes available for sale at *The Conference* and through our publications. Please sign the enclosed *AUTHORIZATION TO TAPE* form and return it with the above information.
- **TRAVEL ARRANGEMENTS:** For budgetary reasons, you must use our travel agent "Polk Travel" to make your airline reservations. Please call 1-800-875-7655 and identify yourself as an Animal Protection conference speaker. Polk will bill AHA directly and send you the ticket. Reservations should be made by August 15, 1996 to secure the best fare.

Thank you for your cooperation. Please contact me or my administrative assistant, Debby, at 1-800-227-4645 if you have any questions. We look forward to seeing you in Miami.

Best regards

AMERICAN HUMANE ASSOCIATION



Ed Sayres

Director

Animal Protection Division

FACULTY HONORARIUM FORM

**AMERICAN HUMANE ASSOCIATION
THE CONFERENCE 1996**

October 13-16, 1996

Please complete and return this form to Debby Altendorf, American Humane Association, 63 Inverness Drive East, Englewood, CO 80112 by JULY 15, 1996. Thank you.

PLEASE TYPE OR PRINT IN BLOCK LETTERS

NAME: GEORGE GEARNER DATE: 4/22/96

Many members of the faculty have indicated that they would like their honorarium handled in special ways. This form was designed to help us sort out the various requests and to facilitate preparation of checks.

Please check one ✓:

- Please apply my honorarium to training conference registration
- The honorarium check should be made payable to me

Your name as it should appear on the check:

GEORGE GEARNER

Your Social Security number: 560 26 1969

- The honorarium check should be made payable to my organization
- Name of organization as it should appear on the check:

- No check required. This is my tax deductible contribution to the continuing work of the American Humane Association's Animal Protection Division.

All information in this and other forms submitted is confidential

AMERICAN
HUMANE
ASSOCIATION

63 Inverness Drive East
Englewood, Colorado 80112-5117
303/792-9900 Fax 303/792-5333

Board of Directors

Charles M. Granoski, Jr., Esq.
President
Tacoma, Washington

Loretta W. Kowal
Vice President
Newton, Massachusetts

Timothy M. O'Brien
Treasurer
Denver, Colorado

Kevin W. Concannon
Augusta, Maine

Harold F. Dates
Cincinnati, Ohio

Olivia C. Garza
Houston, Texas

Richard H. Glantz
Barrington, Illinois

Marti Huizenga
Fort Lauderdale, Florida

Mireille B. Kanda, M.D.
Bethesda, Maryland

Andrew Kimbrell
Washington, D.C.

Judy Lang
Perrysburg, Ohio

Ruth W. Massinga
Seattle, Washington

Tia N. Roddy
New Orleans, Louisiana

Kenneth L. Spalding
Houston, Texas

Nan M. Stuart
Longmont, Colorado

Meredith B. Webster
Montreal, Quebec

Robert F.X. Hart
Executive Director

April 24, 1996

Dr. George Gerbner
Cultural Environmental Movement
P. O. Box 31847
Philadelphia, PA 19104

Dear Dr. Gerbner:

George

Thank you for allowing American Human Association the privilege of being a part of the Founding Convention of CEM. It was an honor to be a part of this exciting and diverse Movement at its inception.

We look forward to a long lasting and mutually satisfactory relationship and pledge our support whenever possible.

Cordially,

Suzanne

Suzanne Barnard
Manager of Public Relations and
New Projects Development
Children's Division

*It was great
to meet Alona!
S*

SB:kd

[93] From: "Lori S. Mohr" <75017.545@CompuServe.COM> at SMTP-po 5/14/96 9:48PM (18512 bytes: 344 ln)
To: fgg at POST1
Subject: Best Friends Sanctuary conference transcript
----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from dub-img-1.compuserve.com
From 75017.545@CompuServe.COM
X-Envelope-From: 75017.545@CompuServe.COM
Received: by dub-img-1.compuserve.com (8.6.10/5.950515)
id VAA17685; Tue, 14 May 1996 21:51:24 -0400
Date: 14 May 96 21:48:11 EDT
From: "Lori S. Mohr" <75017.545@CompuServe.COM>
To: George Gerbner <fgg@asc.upenn.edu>
Subject: Best Friends Sanctuary conference transcript
Message-ID: <960515014810_75017.545_GHJ113-1@CompuServe.COM>

Hello Prof. Gerbner,

Here is a copy of the on-line conference you had with Best Friends Animal Sanctuary on March 19th. Thanks once again for your time!

Lori Mohr
Best Friends

***** 3/19/96 6:33 PM Forum CO

Michael Mountain BF | We're talking with Prof. George Gerbner of the
| Univ. Of Pennsylvania about his
| groundbreaking
| report about how animals are portrayed on

| TV.

Questions are welcome. Please put up a question mark ("?") if you have a question and then we can call on you to put up your question.
First question from me.....
What was your own conclusion at the end of preparing your report on portrayal of

| animals

on TV?
Well, I was surprised to find how much we.. project the animal world in our own image... We use the rest of the world for our own purpose... and very often overlook the fact that it may not suit our purposes... but we need to know... We often don't look at them as beings... on their own terms... It's as important to sustain our life as it is for us just to use them.. ga (go ahead)
You had some particular results from

Prof. Gerbner

Michael Mountain BF
| studying

Prof. Gerbner

animal portrayals on children's TV?
Yes, indeed,...
children's television is mostly cartoons..
and is full of conflict and violence..
mostly among animals, but it presents..
a message in how power works..
It's really a power play animated by
animals...
It was striking to find that animal roles..
overplay, as we put it, the role of

villain..

there are many more animal villains in
cartoons than
there are human villains in prime time..
The peculiar characteristics of portraying

an

animal
as a villain is that..
it justifies their victimization...
It's easier to hurt and kill villains than
other
characters..
So, animals, particularly in their own
habitat --
which means not domestic animals,...
ironically called wild animals --..
have to be presented as threats to us..
or as mean-spirited..
in order to justify our hunting and killing
them..
This is one way in which we present the
animal
world as an instrument of our purposes..
In all the programs -- and there are 1,000's
that we
studied..
and 1,000's of new items --
there was not one that questioned the
practice..
of hunting, killing and eating animals..
There was not one that raised the issue of
what
raising animals to be killed, hunted and
eaten for
meat..
does to our physical environment...
There was not one that pointed out that
animals
raised for meat...
eat the grain that could feed probably all
the hungry
people in the world..
So, in fact, with all the animal portrayals
that we get...
we hide the fact that the way in which we

use

animals...
further impoverishes poor people..
and enriches the rich...
A meat-rich diet is an ecological disaster..

and a form of systematic injustice!
And yet, the most favorably portrayed

| animals

are
domestic animals..
and the most unfavorably portrayed animals
are
those living in nature..
in their own habitat...
called "wild" animals...
which is peculiar, which we use as a
projective term..
to make it seem reasonable that we, humans,
act
toward them in an absolutely wild way!
If you reflect on it, I think you will

| find..

that no other animal but the human is

| capable

of
exterminating...
millions of its own species..
for no reason other than they are called
enemies..
or some other label..
that makes them appear subhuman...
ga

Michael Mountain BF

| people

Do we also just substitute animals for

in violent TV shows since they're not human
-- a

Prof. Gerbner

bit like one does with the enemy in a war?
Yes, we use animals as substitutions..
although it's transparent because they talk,
walk
and act human.
but somehow they symbolize some other
species..
?

chase

Prof. Gerbner

All this is driven basically by marketing
formulas..
These are standard marketing devices..
One reason for using animals in cartoons...
is to extend the market worldwide...
because using animals, you don't have to be
specific about what group you are talking
to...
People of color can as easily identify as
whites,...

Michael Mountain BF

chase

Prof. Gerbner

| exposure..

And that extends the market worldwide..
ga

ga, Chase.
Has society just become more desensitized?
One of the consequences of lifelong

| animals

to a significant degree of cruelty to

on television..
is a form of desensitization, which means

chase
Prof. Gerbner

assuming...
that that is normal,...
that everyone does it...
?
and, therefore, it's nothing to be excited

| or

Michael Mountain BF
chase

upset
about..
ga
ga follow-up Chase.
I think society is more accepting of cruel
behavior towards
each other, and since they don't place the
same importance
on animal life, then they are move further
down the line,
allowing for even more cruelty.
Once we become accustomed to the normality..
of mean and cruel behavior...

Prof. Gerbner

this has 2 consequences:...
Those who are shown to be mostly on the
winning
side --..
That is mostly young white males --...
they're more likely to be aggressive and
violent..
Those who grow up seeing themselves with a
relatively high ratio of victimization...
compared to their ability to inflict
violence, grow up
feeling more vulnerable.
more insecure and more dependent...
That's mostly for girls and women, children
and old
people..
and, of course, to people of other
minorities..

chase
Prof. Gerbner

?
In fact, that is how we train people to act
like
minorities,...
even when they are in a majority, like

| women...

by making them feel more vulnerable and
dependent..
The exercise uses animals and their genders,
as
well..
There is a great deal of what we call gender
role
stereotyping in cartoons..

| here

Michael Mountain BF

ga
The Prof. is only going to be able to be

Prof. Gerbner

till 9.30 ET. . Just following up on
what
Chase asked, your study covered 20 years of
TV. Would you say things have improved in
recent years, or otherwise?
I would like to give credit to some

magnificent
programs and motion pictures..
but must say they are the exception to the
rule..

What characterizes the last 10 years..
is a very fast process of mergers...
consolidation and globalization...
As companies merge, they lay off the

| creative

people, ...
so you have fewer sources and more rigid
imposition of fewer marketing formulas..
Take the great cartoon and movie success of
the last
10 years..
One was Ninja Turtles and the other is Power
Rangers...
They are mixed animal/human characters..
but Power Rangers today plays in 80
countries..
300 million children see it every night...
driving out diversity, balance and local
production in
many countries..
So, this is homogenizing, standardizing the
images
that viewers see..
and to that extent, the situation is getting
worse..

ga
Follow-up, Chase? and then we'll be rounding

Michael Mountain |
| off.
chase
Prof. Gerbner

What can we do to improve this situation?
Good question, Chase!
People who are parents should discuss..
the programs their children see and express
their
opinion..
They should also insist that the schools
teach media
literacy..
A significant component of a media
literacy
curriculum should be the way in which media
treats..
the animal world...
Finally, in our role as citizens, ...
we should work for greater freedom, greater
diversity..
more balance and greater understanding and
respect...
for the animal world on its own terms..
because that is not only fair and humane...
but it is also essential for our own
survival...

Much of our own ecology, physical

| environment,

food
supply
and ecological balance depends on our

world..

Michael Mountain BF

Prof. Gerbner

dogs

own

Michael Mountain BF

your

see

Prof. Gerbner

Evie Fieseler
Prof. Gerbner
chase

understanding and care for the animal

ga

Thanks, Chase, for the question. Lastly, different subject, Do you have any companion animals at home?

Not now...

when our children were younger, we had..

Much of the animal stories and imagery that we see..

is harmless, especially when it comes to

and

horses...

It

is curious that cats..

get much less attention on television than dogs and

horses do,..

despite the fact that cats are just as frequent in

American households..

as are dogs..

The main problem is the way in which we depict..

those animals that are not raised or trained, to serve

us --

the wild animals..

and yet, they, too, are essential for our

ecological balance and survival...

ga

I know you have to leave us now, and your comments have been really thoughtful and helpful.

We'll also post some of the key point of

report in the library here, so people can

your

work for themselves.

So we'll round out now, folks, and many thanks

to Dr. Gerbner for taking the time with us tonight.

You are welcome and thank you for a good discussion!

Yes, thank you very much!

Good night!

Good night

63 Inverness Drive East
Englewood, Colorado 80112-5117

303/792-9900 Fax 303/792-5333

Cher ^{memo'd}
12/16/96

Dear George & CEM Staff —

Thank you for the 1997
Pocket Calendar — what a
thoughtful gesture.

I really enjoyed the retreat
(especially in such beautiful
surroundings). I feel very
privileged to be a part of
the "birth" of the CEM movement.
Thank you for including me.

I have enclosed an airfare
receipt and would hope that
I can be reimbursed for

this travel expense. Please
let me know

Suzanne
Barnard

O.S.

Dorothy, Joni & I ended up
sharing a car on the way
back to the S.F. airport and
it was a delightful trip - one
that I will remember for
a long time.

Suzanne Barnard
American Humane Association
63 Inverness Drive East
Englewood CO 80112-5117

10/31/98
the liberating alternative

cem
cultural
environment
movement
P.O. BOX 31847
PHILADELPHIA PA 19104

Dear Suzanne:

FKL Will you be chair
of group on children?

yes -
Suzanne
Suzanne

This letter is reaching a priority list of friends and supporters of CEM. After two years of networking and preparation we are getting ready for the Founding Convention, March 15-17, 1996, at Webster University in St. Louis. You have helped build and guide CEM in the past. I am writing to ask for your help again at this critical juncture.

The Founding Convention is an invitational working assembly of 200 representatives of independent organizations and individuals from across the U.S. and other countries. Its task is to consider and ratify basic principles and recommendations for action. The driving forces behind developing recommendation for action are the Conveners of the Working Groups. That is the role we are asking you to consider.

The Working Group document is in the packet of information enclosed with this letter. You may find your name listed under one of the Working Groups. We hope that you will agree to serve in that role. If you are not listed, we hope that you will indicate the Working Group and role (Chair, Convener, participant) of special interest to you. The tasks are explained on the first page of the Working Groups document

A word about serving as Conveners and Chairs of the Working Groups. Most of those listed are "stars" in their own right. They are in demand for performing in leadership roles in meetings and conferences. Yet we make this audacious demand, offering only the opportunity to invest time, money, and hard work. And we ask you to consider it very seriously.

This is the first time that representatives and individual supporters come together to define policy and action. We intend to reverse the degradation of the cultural environment that harms our children and hurts all of us. The "culture wars" are leading us in an increasingly repressive direction. The Cultural Environment Movement offers the liberating alternative.

I hope that you will accept the role of guiding that process as Convener. The Chair of each Working Group will be in touch with Conveners to solicit advice



Response to CEM Founding Convention Support Appeal

Name Suzanne Barnard
Title Comm. Coord. for Children's Division
Organization American Humane Association
Location Englewood, CO

(Please check your title, organization, and location. Make corrections, if necessary)

- co-chair*
- 1) I will be a Convener for the Working Group on Children, Youth, Aging, and the Family *media from Oadde to share*
- 2) I cannot be a Convener but would like to be placed on the invitation list for the Convention.
- 3) I cannot attend the Convention but enclose my contribution as noted below.
- 4) I am listing on the reverse side (or attaching a list of) persons who should be sent information about the Founding Convention. (Please note exact address, phone and fax numbers, e-mail, etc. if available.)
- 5) My comments, corrections, suggestions for any part(s) of the materials I have received are on the other side (or attached).
- 6) I cannot make a commitment now, but please keep me informed.

(please see my suggested changes to this section)

Enclosed in the amount indicated below:

- More than \$1,000 (please note amount: \$ _____)
- \$1,000 Founder
- \$500 Organizational affiliate — *I will send check under separate cover* **SB**
- \$250 Supporting member
- \$100 Member
- \$ _____ Other

I wish to be billed later

Please note: Contributions go toward Convention scholarships and expenses. The Convention registration fee will depend on the total amount raised. Contributors of \$350 and above will automatically be placed on the invitation list for the Convention, unless requested otherwise. Contributors of \$500 or more will be noted in the program, unless requested otherwise. Make checks payable to the Cultural Environment Movement and enclose with this form. All contributions are tax-deductible and will be acknowledged.

*I would re-write this if I had some statistical info
could you send some (maybe what you used here)
and I will re-write parts*

(9) Children, Youth, Aging, and the Family: Media from Cradle to Grave

this is confusing??

Young people are represented in mainstream media (as less than one-third of their proportion) of the population and as troublesome but hardly ever as poor, in need, or in pain. Adolescent boys are portrayed as the most violent of all age groups, but rarely as the victims of violence which, in fact, they disproportionately are. Older characters are represented as one-fifth of their true proportion of the population. Villains are usually older and darker than heroes. The family is typically a middle-class consumer-oriented setting for stereotypic comic situations, and absent when the focus is on serious action. Saturday morning children's programs are generally the most stereotyped, hostile to parents and other adults (especially women), and exploitive.

add info re: parenting & productive aging

This Working Group will address the problems of growing up, parenting, and productive aging in a cultural environment that is indifferent to the 14 million children born into poverty and that sets up (its most vulnerable groups for more deprivation and punishment.) — *too vague — what does it mean?*

Organizations to be represented in this Working Group include the Alliance for Children and Television (Canada), the American Humane Association (Children's Division), Americans for Responsible Television, Children's Defense Fund, the Coalition for America's Children, the Center for Children's Media, the Center for Media Education, the Centre for Youth and Media Studies (Canada), Children's Creative Response to Conflict, and others (to be completed).

Co-Chairs: Suzanne Barnard, Director of Communications and Public Relations, American Humane Association, Children's Division, Englewood, CO

Cheryl Hirshman, Executive Director, Center for Children's Media, Boston, MA

Conveners:

J. Lawrence Aber, Director, National Center for Children in Poverty, Columbia University School of Public Health, New York, NY

Enola G. Aird, Director, Safe Start Campaign: the Black Community Crusade for Children, Children's Defense Fund, Washington, DC

Susan Nall Bales, Director of Children's Programs at the Benton Foundation; Founder of the Coalition for America's Children, Washington, DC

Caroline Bird, Author of *Lives of our Own; Secrets of Salty Old women*