George Gerbner

University City
Science Center- One East

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

February 7, 1996

Glenn Hirsch
Public Media Center
Fax 415 986 6799

Dear Glenn:

Thank you for the information. Plase convey our best wishes for happy parenthood to Elisabeth and Herb, and a long and good life to Gretel Hou-i - via her parents.

In the next two pages I am forwarding a basic information sheet about CEM and a release of a new development for Herb's information and use.

I will be speaking at the Democracy in Media Congress, arriving in San Francisco late Thursday night, February 29. Please ask Herb if he could see me for a few minutes any time Friday morning or afternoon, and let me know.

Thanks.

George

ps: I will be in Los Angeles, speaking to an AFL-CIO meeting on Wednesday, February 28, and available between noon and 2 pm, in case Herb has any suggestions for seeing anyone there.

Home Office
234 Golf View Road
Ardmore, PA 19003
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

Public Media Center

466 Green Street
San Francisco, CA 94133-4067
Tel: 415-434-1403
Fax: 415-986-6779

Herbert Chao Gunther
President

Memo

3/20/96

Herb —

A preliminary report,
Will call you
soon.

George

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466 Green Street
San Francisco, CA 94133-4067
Tel: 415-434-1403
Fax: 415-986-6779

BY ELECTRONIC FACSIMILE

TO: Professor George Gerbner
610/642-7479; 642-3061 fax

FROM: Glenn Hirsch
Public Media Center
415/434-1403; 986-6779 fax

DATE: 3/21/96

LENGTH: 1 page

Hi -

Here's the person you spoke to on the telephone. He is a board member of The California Wellness Foundation:

Sheldon Margen, M.D.
Professor Emeritus
School of Public Health
590-G University Hall
University of California
Berkeley, CA 94720
510/642-4667; 642-2857 fax

Lv at 3:10

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SCHOOL OF PUBLIC HEALTH

EARL WARREN HALL
BERKELEY, CALIFORNIA 94720-7360

April 15, 1996

Dear Mr. Gerbner,

The following are arrangements for your arrival in San Francisco tomorrow, April 16th.

At the airport, there will be a car (or van) to pick you up. You'll need to telephon 901 from a white courtesy phone in the airport to let the driver know of your locat Ask the driver to take you to Sheldon Margens' office in Berkeley. The address is University Hall, 2200 University Avenue, at the corner of University and Oxford streets. The building is just across from the campus. His office is 590 G University Hall. You have a reservation at the Durant Hotel in Berkeley. Sheldon will be able to give you further directions.

If you have any questions, please call me at (510) 643-9176.

Sincerely, OR 510 642 4667

Nina Carbone
Secretary to Dr. Margen

George:

Herb amended the last page of the letter.

Here's a complete copy for your files.

Glenn

Public Media Center
466 Green Street
San Francisco, CA 94133-4067
Tel: 415-434-1403
Fax: 415-986-6779

Herbert Chao Gunther
President

May 2, 1996

Dr. Sheldon Margen
c/o School of Public Health
140 Warren Hall
University of California
Berkeley, CA 94720

Dear Shelly:

I'm writing to request discretionary support from The California Wellness Foundation for the Cultural Environment Movement (CEM) headed by Professor George Gerbner who you met with recently, and who briefed you at length about their new organization. Public Media Center is assisting in this effort with strategic counseling and in the capacity as fiscal sponsor for this exciting new effort.

As you know, the CEM is a nonprofit coalition of independent organizations and supporters in every state of the U.S. and 57 other countries on six continents. Its over 150 affiliated and supporting organizations and its individual supporters represent a wide range of social and cultural concerns. They are united in working for freedom, fairness, diversity, responsibility, respect for cultural integrity, the protection of children, and democratic decision-making in the cultural mainstream.

The CEM Founding Convention in St. Louis March 15-17 was the most diverse representation of leaders and activists in the field of culture and communications that has ever met in the United States. Keynote speakers included Joan Brown Campbell, General Secretary of the National Council of Churches, writer and ecologist Bill McKibben, *Washington Post* columnist Dorothy Gilliam, Sumi Sevilla Haru, First National Vice President of the Screen Actors Guild, Keyan Tomaselli, University of Natal, South Africa, Raine Eisler, author and cultural historian, and Dr. Cees Hamelink, Director of the Centre for Communication and Human Rights,

(Continued...)

Amsterdam. All had the same message: people must take control of their cultural environment and shape it to meet human needs.

The Founding Convention approved an action program, a Viewers' Declaration of Independence, and a People's Communication Charter. Major projects necessary for multiplying the energy and enthusiasm generated by the Founding Convention and for establishing a functioning coalition are:

- enlarge the CEM board of directors from the current 13 to 21 members, with at least 5 from California;
- convene a meeting of the new board in California in fall 1996 to discuss and approve long-range plans;
- prepare materials approved by the Founding Convention for publication in various forms, including a membership solicitation brochure and a newsletter;
- develop a newspaper advertising campaign soliciting members, affiliates, and announcing regional activities (as well as featured CEM speakers and projects);
- organize a Speakers Bureau;
- develop a general mailing to more than 3,000 affiliates and supporters in the CEM database, soliciting dues and contributions.

The challenge now, and the task for which funds are requested, is to implement this mandate with a special emphasis on activity in California in which one or two communities would be selected to develop local CEM chapters with the following goals:

- empower local people to address the impact of TV;
- develop effective media access reform strategies involving a broad base of the community;
- put the cultural environment of each community back into the hands of the people who live there.

(Continued...)

Public Media Center

The budget for this project is anticipated as follows:

Development consultant (4 months)	$ 12,000
Leadership conference	10,000
Public information/recruitment campaign (materials and newsletter)	20,000
Newspaper ads	8,000
Total	$ 50,000

Peter Buckley, a longtime Public Media Center supporter, has agreed to match any discretionary funds you can make available for this project up to $25,000. On behalf of George Gerbner and the Cultural Environment Movement, thank you for considering this request. Talk to you soon.

Best regards,

Herbert Chao Gunther
President

HCG/gh

cc: Dr. George Gerbner
Peter Buckley

6 pages

George Gerbner

University City
Science Center- One East

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

September 15, 1996

Sheldon Margen M.D.
Ritz Carlton Hotel
Via Fax 714 240 1061

Dear Sheldon:

Here is the list of our reconstituted CEM Board. We hope to have the first Board retreat at the Asilomar Conference Center Nov. 15-16 - if we can get the funding for that. I expect that about 25 members will be able to attend.

Any assistance you may be able to provide will be greatly appreciated.

Have a pleasant and productive retreat.

Sincerely yours,

George

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Ardmore, PA 19003
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

MARSON

OH 510 642 4667
H 845 4819

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

September 27, 1996

Dear Friends:

I am writing to both "old" and new CEM Board members, so please forgive the mixed message.

Since the last Board meeting on August 9, 1996, we moved into new and larger (but less expensive) quarters. Sheila Witherington went back the Arkansas, Bridget Mosley joined a Boston, MA, youth service, and Lot Hilvano joined us as Financial Officer and Office Manager.

The *Cultural Environment Monitor* is in press; advance copies are attached for your use.

Our work of the last six months focused mostly on realizing the mandate of the Founding Convention. The Convention documents are in the enclosed *CEM Monitor*. The response to that mailing will indicate the size and composition of the coalition and other affiliated and supporting organizations and individuals.

As you know, CEM is not a fire brigade trying to put out the brushfires that break out every week. Our affiliates do a good job of that, and we support them as much as we can. Treating symptoms on a "retail" basis is a necessary and useful task. But if we ignore the wholesale manufacturing of the conditions that produce those symptoms, we will be treating worse and worse symptoms every year. Our task, then, is to build a coalition that can address that basic structural condition. No other group is prepared to take on that challenge.

The "Viewers' Declaration of Independence" (see *CEM Monitor*), describes the transformation of a culture of human story-tellers into a culture of industrialized story-sellers. The "Peoples' Communication Charter" (also in the *CEM Monitor*), advances international standards of communication rights designed to address these distortions. The "Agenda for Action," proposes specific items for funding and doing.

Another follow-up of the Founding Convention is the reconstitution of our Board of Directors to include new leadership that emerged at and since the Convention. The status of each member of the reconstituted Board is indicated by footnotes on the attached list. (Incidentally, if you wish to make corrections or other changes in the brief description that follows your name, please let me know.)

The "old" members of the Board may recall that a list of proposed members was approved at the August 9 Board

George Gerbner *Founder and Chair* Phone/Fax: 215.387.5202

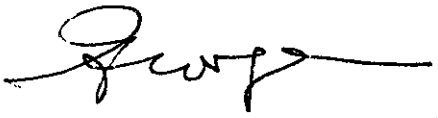
meeting. The current list contains a few changes. Turnover on the Board opened some new positions. Some candidates on the list of prospective members could not serve, opening more new positions. Invitations were extended and accepted (or awaiting final response) that will fill all open positions, plus a few more. If we suffer from an embarrassment of riches, I plead guilty and beg your indulgence and support. I think you will agree that this is an extraordinarily distinguished international group of leaders in public health, religion, labor, ecology, women's organizations, consumer and children's advocates, the African-American, Hispanic-American, Asian-American and other communities, anti-violence groups, gay and lesbian groups, the human rights movement, media-watch associations, disabled or otherwise labeled and stigmatized folks, philanthropic and other foundation officials, and leading story-tellers, authors and educators.

In order to move quickly, we are trying to raise funds for a two-day retreat for our enlarged and reconstituted Board on November 15-16 probably at the Asilomar Conference Center in California. The retreat will be an opportunity for Board members to exchange ideas, review and make policy, and advance new initiatives. Please save the date; if you can help with funding, let me know immediately. With about 40 members expected, I estimate the need at $50,000.

Please use the contact information below to let me know (1) any changes you wish to make in the Board list; (2) your availability for the retreat (or other possible dates); (3) suggestions about funding (contributions gratefully accepted); (4) if you can use more copies of the *CEM Monitor*; and (5) any other comments and suggestions.

I look forward to hearing from you and, if things move quickly and well, to seeing you at the Board retreat.

Sincerely yours,



George Gerbner
University City Science Center - One East
3508 Market Street
Philadelphia, PA 19104-6220
Tel/fax/answ 215 387 5202
Fax only 215 387 1560
E-mail FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel only 610 642 7479
Tel/fax/answ 610 642 3061