



May 24, 1996

Resp. to
sent manuals
of full
6/17/97

Dr. George Gerbner
3624 Market Street
Philadelphia, PA 19104


Dear Dr. Gerbner:

My wife, mother, son and I thoroughly enjoyed our lunch with you at The White Dog. Thank you for meeting with us. I believe we discovered that we think similarly about many issues and that our two organizations have similar interests in affecting our culture as well. As promised, here is some follow-up information:

1. We will put you on the list of complimentary recipients of our publication, *Timeline*. A copy of the most recent issue is enclosed.
2. We would like you to be one of the speakers in our series. Enclosed is the latest flyer we used for publicity. John Cobb's talk was very well received and we had a full house. We have speakers about every two months and are open from November on (January, March, May...). We pay \$1,000 as an honorarium and/or to cover expenses, so you would probably want to schedule your talk in conjunction with some other activity that brings you to California. Let's just say you have an open invitation, and you'll let us know when you might be available.
3. Enclosed is some information about our seminar grounds, Sequoia Seminar. We hope they can be used for one of your CEM meetings.
4. Enclosed is the article "The Rise of Integral Culture" by Paul Ray. It is very hopeful. His full study can be ordered from the Institute of Noetic Sciences.
5. Enclosed are three videos we have produced that have been shown on many PBS stations around the country. We hope you find them to be useful, and would appreciate any feedback you may have.

Again, it was enjoyable meeting you, and we wish you well in developing CEM into a force for positive cultural change.

Sincerely,


Joseph C. Kresse
Director

Joseph C. Kresse

TO LOT

1770 Stockbridge Avenue
Redwood City, California 94061

*Let's please call & explain
call 9/1 Set phone*

September 11, 1996

Dr. George Gerbner, Founder and Chair
Cultural Environment Movement
P. O. Box 31847
Philadelphia, PA 19104

*415 328 7756
(Call) - 3 hrs
behind us
415 328 7785*

Dear George:

*Bar Sept
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I hope you had a good trip, and thank you for the invitation to join the Board of CEM. I am quite interested in doing so, but I do have one request first.

I would like to get an understanding of CEM's finances. Where does the money come from? Where does it go (who's on salary and what are the salary amounts)? Are you audited and, if so, may I have an audit report? Who does the bookkeeping and is there a good system of internal control?

I don't wish to sound suspicious, but I am a CPA and well aware of the fiduciary duties and the liabilities of board members in this litigious society of ours!

Perhaps your money person could call me, or just send some information. By the way, have you settled on when and where you will have the Board retreat this fall? Scheduling will be tough for me, as I'm presently planning to have back surgery in early November, and things are pretty hectic until then.

Looking forward to hearing from you.

Sincerely,

Joe Kresse

*Nov 15-16
Asilomar*



November 1, 1996

Dear George,

In response to your memo of October 28:

- 1) My wife, Barbara, whom you met in Philadelphia, will join me at the retreat.
- 2) We will arrive around midnight on the 15th, and most likely stay until Sunday morning, the 17th.
- 3) With respect to the "Agenda for Action," I would prioritize it as follows:
 - #1 - Media Literacy (items 6, 7 + 16)
 - #2 - Awards / Censures (items 21 + 22)
 - #3 - Global effects (items 3 + 11)
 - #4 - Promote communication skills thru storytelling (item 17)
 - #5 - Develop a clearinghouse (item 13)
 - #6 - Monitor media ownership (item 10)
 - #7 - Design an educational course (item 15) - also related to the first priority
- 4) I'm enclosing two pieces that provide background on urban cultures change. You can decide whether they would be useful for the Board.
- 5) Your proposed agenda seems fine - I don't have any input for details right now.

See you in Asilomar!

Sincerely,
Joe Kerner

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Virus of the Mind

by Richard Brodie

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In this provocative, witty, and important book, author Richard Brodie introduces us to a new "science of the mind," the science of *memetics*. Perhaps surprisingly, given the book's topic, Brodie's background includes being Chief Software Designer for Microsoft and the primary author of the first version of Microsoft Word. After leaving there in 1986 to "search for meaning in life," he pursued a number of avenues, including how the mind works. This book is one result of that search and he hopes it will illuminate "a major decision point for humanity: Will we allow natural selection to evolve us randomly, without regard for our happiness, satisfaction, or spirit? Or will we seize the reins of our own evolution and pick a direction for ourselves?"

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Brodie covers four concepts: the first is *meme*, which is "the basic building block of culture in the same way the gene is the basic building block of life." Brodie defines a meme as "a unit of information in a mind whose existence influences events such that more copies of itself get created in other minds." "(M)emes are not only the building blocks of culture on a large scale, but also on a small scale: memes are the building blocks of your mind, the programming of your mental 'computer.'"

The second concept is *virus*. "Our minds are ideally susceptible to infection by mind viruses. They can *penetrate* our minds because we are so adept at learning new ideas and information. They are *copied* by us communicating with each other, something we are getting better and better at. Mind viruses *issue instructions* by programming us with new memes that affect our behavior. They *spread* when the chain of events stemming from that new behavior reaches an uninfected mind."

The third concept is *evolution*. "Once our brains evolved to the point where we could receive, store, modify and communicate ideas, there suddenly appeared a new environment that had the two characteristics needed for evolution: copying and innovating. Our brains, which arose out of increasing usefulness in the process of keeping DNA hosts (that's us) alive and breeding, suddenly were thrust into the spotlight of evolution." And of course, cultural evolution can occur much more quickly than biological evolution since we can change the way we think much faster than our genes mutate.

The fourth concept is *evolutionary psychology*. "This field examines the biases and mechanisms of our minds that evolved to support our survival and reproduction. Some of these biases take the form of psychological *buttons* that can be pushed to penetrate our mental defenses." In this section Brodie asks "what were the original memes so important to our survival and reproduction that communicating humans proliferated?" He names five: "*crisis*—the quick spreading of fear saved many lives by alerting people to danger; *mission*—communicating a mission such as fighting an enemy, building shelter, or finding food allowed people to survive in times of adversity; *problem*—identifying a situation as a problem to be solved made each individual better equipped

93 means of stilling the mind, which really means stilling the memes running around in
94 our heads. "Most people are so full of mind viruses, of externally acquired mental
95 programming, that they don't spend much of their time and energy pursuing what they
96 want in life."

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98 And finally, he makes a plea for disinfecting our children. "That means empowering
99 them to discover what excites them, motivates them, makes them feel worthy (you
100 know: 'self-esteem'), and gives life meaning for them. It means telling them the purpose
101 of their lives is to make the most of these things and not to be a cog in the self-
102 perpetuating mechanism of random culture. It goes beyond handing out buttons telling
103 them to 'question authority' or bumper stickers exhorting them to 'subvert the dominant
104 paradigm,' and giving them license to be their own authority and create their own
105 paradigm. It means teaching them to be conscious! Conscious! Conscious! Conscious!"

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107 This book contains a mind virus that should be spread! (And by the way, having read
108 this review, can you guess why the book was not titled *Introduction to Memetics*?)



December 10, 1996

Dear George,

The minutes and account from weekend meeting look fine to me. Now the work begins!

Roy Briggs mentioned a contact or a foundation here in the Bay Area (was it Hewlett?). We also have some foundation contacts here (Packard, Compton). Of course, first a well-thought-out funding request is needed. It's probably a chicken and egg situation -- how do you get enough money to hire staff who can write a proposal so we can get the program up and running. Perhaps you have another contact who would fund that effort, much as the weekend was funded?

Have a great holiday season.

Sincerely,
Joe Kaese

[99] From: info@globalcommunity.org (Office) at SMTP-po 1/31/97 2:26PM (1975 bytes: 39 ln)
To: fgg at POST1
Subject: fund-raising possibilities

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from proxy2.ba.best.com
From info@globalcommunity.org
X-Envelope-From: info@globalcommunity.org
Received: from shellx.best.com (shellx.best.com [206.86.0.11]) by proxy2.ba.best.com (8.8.5/8.8.3) with ESMTP id JAA07581 for <fgg@asc.upenn.edu>; Fri, 31 Jan 1997 09:17:46 -0800 (PST)
Received: from fgc.vip.best.com (fgc.vip.best.com [206.86.1.14]) by shellx.best.com (8.8.5/8.8.3) with SMTP id JAA03838 for <fgg@asc.upenn.edu>; Fri, 31 Jan 1997 09:16:54 -0800 (PST)
Date: Fri, 31 Jan 1997 09:16:54 -0800 (PST)
Message-Id: <199701311716.JAA03838@shellx.best.com>
X-Sender: fgc@best.com
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: fgg@asc.upenn.edu
From: info@globalcommunity.org (Office)
Subject: fund-raising possibilities
X-Mailer: <PC Eudora Version 1.4>

Dear George,

I have talked to Gene Boggs about fund-raising possibilities from three foundations headquartered here in Silicon Valley: they are the Hewlett, Packard, and Compton Foundations. We thought he would come up here for a Friday sometime in the next couple of months and we would sound out each of these foundations (we have personal contacts at all of them) as to whether the activities of CEM fall within their funding criteria and if so, what types of activities they will fund. In other words, will they only fund specific educational projects, or will they fund start-up, operating, and/or fundraising costs.

It would be helpful to receive three packets of CEM materials we could use for our visits, so if your staff could do this in the next couple of weeks and send them to me, we'll do the rest!

If you have any thoughts or suggestions about this idea, please let me know!

Sincerely,
Joe Kresse

*Joe
Headhunter? ffg?
Mi'vals?*

Dear Joe:

Thanks for message. We shall mail sets of Monitors and one or two other pieces early next week.

Fundable needs include development of a mailing piece (and mailing); planning a national "Day of Action" with gender-equity and diversity in media ownership, employment and representation as priority issues; planning for an international meetings in the fall and for the second Convention (now planned for the end of May 1998 at Purdue University); regional meetings; hiring a fundraiser (we have some leads); engaging a media relations person (or firm); releasing a "Fairness Index" as annual media "report card, etc. You may be interested to know that I had an op-ed piece in the Phila Inquirer yesterday on the new TV rating system; will fax to you if interested.

Let me know if I can provide more info, good luck, and please keep us posted. Kate Duncan started in January as full-time Program Director; she is a gem! Her (and the office) e-mail is CEM@LIBERTYNET.ORG

Best regards, say hello to Barbara and also Gene

L: 28 C: 75 Lines: 29 Highlight(#####): AltF1 Help: F1 End: F10

March 11, 1997

Executive Committee:

George Gerbner, President
Kathleen F. O'Reilly, Vice President
Roy Eugene Boggs, Jr., Vice President
Joseph C. Kresse, Secretary
Linda K. Fuller, Treasurer
Rose Anne Dyson
Riane Eisler
William F. Fore
Sumi Sevilla Haru
Robert W. McChesney
Elaine Wynne

Mr. Roy Eugene Boggs, Jr.
6340 Green Valley Circle, #306
Culver City CA 90230

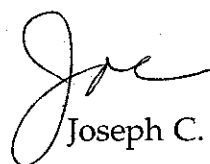
Dear Gene:

I took your advice and contacted the people we know at the Hewlett and Compton Foundations. That's the good news. The bad news is that our endeavors are well outside their field of funding. They are interested in international peace issues, etc.

I also inquired about discretionary grants that the directors can make. Unfortunately, they limit those to activities in the Bay Area.

I am of course still quite willing to visit the Packard Foundation if your contact says it is worth our while. Enclosed are the materials CEM staff sent me to use for fundraising purposes. You may want to send them to your Packard contact.

Sincerely,


Joseph C. Kresse

✓ copy to: George Gerbner

Let's hope Packard is a possibility!

