

Richard Masur
President, Screen Actors Guild
Los Angeles
Via Fax 323 549 6676

Dear Richard:

February 19, 1999

You may recall that we worked together on the design and release of the SAG Diversity Index and other reports. That was in my capacity as Director of the Cultural Indicators research project.

Now I am writing to you as president of the Cultural Environment Movement (CEM). On behalf of the CEM Board of Directors and the entire international membership, I am pleased to extend a cordial invitation to be the keynote speaker at our biennial convention March 25-28, 1999 at Ohio University, Athens, Ohio.

The Cultural Environment Movement is a non-profit coalition of over 250 independent organizations and 6,300 individual supporters in every state of the U.S. and 57 other countries on six continents. We are united in working for freedom, equity, general diversity, and democratic decision-making in media ownership, employment and representation.

For the longest time in human history, the storytelling process was hand-crafted, home-made, and community-inspired. Stories were told by those who had something to tell. Now it is mostly mass-produced by a few global conglomerates that have something to sell. That is a profound transformation in the socialization of children and the telling of all the stories.

CEM is a response to that challenge. Its research arm, the Cultural Indicators (CI) project, is a data base and a series of reports relating recurrent features of the world of television to viewer conceptions of reality. CI produced the SAG diversity in television drama report, the last of which SAG released a few weeks ago.

Your keynote would receive wide media attention and help inspire, energize and mobilize the delegates to the convention. I am trying to reach you by phone, and look forward to discussing your availability, logistics and any other details that may be helpful.

Sincerely yours,

George Gerbner,
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