

324 Lafayette St., 7th Floor, New York, NY 10012 • 212 226-7171 • Fax: 212 274-8712 • E-Mail: [lalliance@igc.apc.org](mailto:lalliance@igc.apc.org)

April 24, 1997

George Gerbner  
Cultural Environment Movement  
3508 Market Street  
Philadelphia, PA 19104

Dear George Gerbner,

We hope that all is well with you. We are now in our twelfth year and believe that we have an outstanding array of programs, projects and services which we are now offering. We are very excited by this season's programs and are extremely pleased that you will be a part of it. The Learning Alliance catalogs (185,000 of them) are printed and being mailed and distributed throughout the metropolitan area.

Your program can be found as course number 24 in the catalog. It will be held on 5/30/97 at 7 pm & 5/31/97 at the Learning Alliance - 324 Lafayette, 7th Floor, between Bleeker & Houston.

It has been our experience that programs are improved if speakers plan to arrive at least 15 minutes before the scheduled time. We will be in touch with you the week before the program to talk about the program and to answer any last minute questions. Feel free to contact us at any time. Our primary interest is to raise people's awareness as well as to increase their ability to get involved in ongoing action. So please feel free to bring any additional printed information and resources to your program.

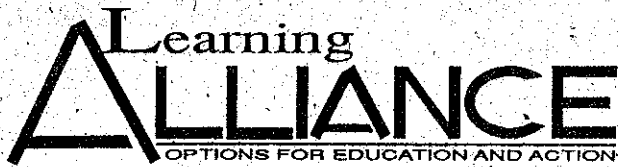
The Learning Alliance grows only as we continue to build our outreach campaign and organizing efforts. We have therefore included multiple copies of our catalog. This helps us spread the word. If you can use more, please let us know. If you could mail the catalog to others, include excerpts on the program in newsletters, contact your media friends, distribute a flyer about the program or have a list of people we can mail information to, please let us know. We will do as much as we can to help our joint efforts.

Thank you again for your support.

Sincerely,

David Levine, Diane Williams, Gerg Ruggiero, Lynne "Asha" Golliher, Ruth Katz,  
Camille Barrett, Vicki Bonner & Wanita Alison-Konteh

P.S. If you are interested in being our guest at any other programs, please let us know.



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April 29, 1997

Dear Friend:

A coordinating group for the Learning Alliance has formulated the following guidelines. These guidelines are being shared with all instructors and facilitators of forums, workshops, lectures and all other Learning Alliance programs/events. We ask you to read over these guidelines and return to us a signed agreement which notes your agreement to participate in Learning Alliances spring/summer catalog season.

The Learning Alliance is a progressive education and organizing center, we are committed to developing the capacities of individuals, organizations, and communities to solve their own problems, and to build socially and economically just and democratic communities, grounded in a strong environmental ethic. At the beginning of each catalog season, instructors should be informed of the basic philosophy of the Learning Alliance. The Learning Alliance at minimum will provide our catalog with such information and additional information if requested by the instructor.

The Learning Alliance will be responsible for the publication of a catalog containing general information and programs listings (including a description of your program(s) and additional outreach and publicity endeavors wherever possible.

All speakers are encouraged to participate fully in all outreach and publicity endeavors as well as do whatever they can to promote the program in specific and the Learning Alliance in general. This might involve putting in an ad in your local newspaper about your program, spreading the word during a community meeting/event, posting a flier on a nearby bulletin board, sending us appropriate mailing lists, etc. Any type of assistance in promoting your class would be greatly appreciated.

The Learning Alliance survives primarily from the fees collected for our programs. We therefore always encourage whenever possible that speakers/teachers speak/teach without financial compensation. If however there are special costs or fees necessary for your participation, such an agreement should be reached well in advance of the program and before the information listing the program is printed in the Learning Alliance program unless otherwise agreed upon by the teacher and an appropriate representative of the Learning Alliance.

On occasion, the Learning Alliance may offer to a limited number of people the option of attending the program on a complimentary or reduced rate. If you are receiving payment for teaching a course, this might mean that you wouldn't be compensated for those students that are unable to pay because of financial difficulties. We are committed to insuring that all people are able to attend Learning Alliance programs regardless of their ability to pay. If you have a problem with this policy please let us know.

All instructors/ invited speakers are entitled to attend on a complimentary basis, almost any program other than those where there are direct costs to the Learning Alliance.

All registration and financial arrangements for programs should be made through the Learning Alliance office or through a Learning Alliance representative.

If there are any maximum or minimum number of participants needed for a quality presentation from you, please let our office know as soon as possible.

Thank you for the generous donation of your time. Your support is greatly appreciated.

I hereby agree with the above terms. \_\_\_\_\_

*name*

*signature*

Please sign and return one copy of the following contract to:

Diane Williams

Learning Alliance

324 Lafayette Street, 7th floor

New York, NY 10012