

**George Gerbner**

University City  
Science Center- One East

3624 Market Street  
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Telephone/Fax 215-387-5202

December 13, 1995

To: Zara Taylor  
Writers Guild of America, West

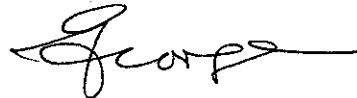
From: George Gerbner

Your letter is excellent. Two blank sheets of CEM stationery follow. (Note "the *liberating* alternative.")

I assume you have a copy of the Prospectus and Budget. If not, please call and I'll send it. I am working in my home office today (Thursday) so you can call, fax the letter, and I can return things promptly.

The Prospectus clearly states our anti-censorship stand. If you need more material on that, please let me know. And remember that if 610 642 7479 is busy, call 610 642 3061 (which is both voice and fax, plus answering machine.)

I hope we can get a (positive) decision on Friday as we are mailing the invitations and WGA West is included as one of some 30 co-sponsors; so we need to know. Thanks!



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



WRITERS GUILD OF AMERICA, WEST, INC.

7000 WEST THIRD STREET • LOS ANGELES, CALIFORNIA 90048-4329  
TEL. 213. 951. 4000 FAX 213. 782. 4800



March 4, 1996

Dr. George Gerbner  
Founder and Chair  
Cultural Environment Movement  
University City Science Center  
3624 Market Street, One East  
Philadelphia, Pennsylvania 19104

**Via facsimile & U.S. Mail:**  
**(610) 642-3061**

Dear Dr. Gerbner:

This will respond to your December 14, 1995 letter addressed to me requesting the Guild's support for the Cultural Environment Movement (CEM) and the founding convention, which will be held in St. Louis on March 15 through 17, 1996.

Specifically, you asked that (1) the WGAW officially affiliate with CEM and cosponsor the convention, thus allowing CEM to list the Guild as a cosponsor and/or affiliate on all CEM literature; (2) donate \$499 to help financially support the convention; and (3) send a representative(s) to the convention to represent the Guild.

The Board was able to reach consensus on the third item and will send two representatives to St. Louis for the Founding Convention to be held at Webster University. Don Mankiewicz, a member of our Board of Directors and Julie Friedgen, Co-Chair, Latino Committee, will attend. Hopefully, you will have an opportunity to meet with them personally. They will assess the philosophy and direction of CEM and will report back to the Board. The Board will then determine how the Guild can best work with the CEM organizers to further the proper goals of its membership to ensure freedom of creative expression, while encouraging an increasing diversity of viewpoints.

Please remove the name of the Writers Guild of America, west from all CEM literature until such time as the Board makes an official decision as to the nature of the Guild's involvement.

BRAD RADNITZ  
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DANIEL PETRIE, JR.  
VICE PRESIDENT  
JOHN WELLS  
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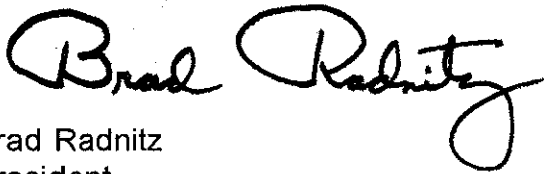
March 4, 1996  
Dr. George Gerbner  
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I hope you will forgive the delay in our response. Due to the recent move to our new location, and the numerous related requests and activities, the demands on the Board and staff occasionally exceeded our ability to respond in a timely manner.

I wish you and CEM well, and look forward to hearing all about the convention. If a paper or report is published as a result of the convention, I would appreciate receiving a copy. If you wish to discuss this with me personally, please call me at the Guild at (213) 782-4592 .

Thank you for inviting our participation.

Sincerely,

A handwritten signature in cursive script that reads "Brad Radnitz". The signature is written in black ink and is positioned above the typed name and title.

Brad Radnitz  
President

cemgrbnr