

**George Gerbner**

**University City  
Science Center- One East**

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

January 18, 1996

Marion Hunt-Badiner  
Lime Creek  
Big Sur, CA 93920

Dear Ms. Hunt-Badiner:

Thank you for your telephone message. I am pleased to submit this proposal for a grant to support a broad preventive effort to reduce youth violence.

After many years of study and community activity, I came to the conclusion that we are treating symptoms on the individual "retail" level but are neglecting to prevent the wholesale manufacturing of these symptoms, the daily bombardment of young people with images of painless, glamorous (and mostly male) violence. There may have been more bloodthirsty eras, but there has never been a time when images of violence would have pervaded every home as they do at the present.

Media violence is, of course, not a new issue. What is new is the national (and in some respects international) effort at prevention: the organization of a grass-roots coalition to reduce violence in the cultural environment into which our children are born in which we all learn and live.

That coalition is the Cultural Environment Movement (CEM). It was founded in 1991 by a group of community activists and myself as a nonprofit 501(C)(3) corporation. It now has over 100 affiliated and supporting independent organizations and members in every state of the U.S. and 57 other countries on six continents. It represents a wide range of social and cultural concerns, united in working for a time when all children will be born into a cultural environment that does not terrorize, brutalize and otherwise damage them and all of society.

We are preparing for the CEM Founding Convention, hosted and co-sponsored by Webster University and a group of supportive organizations in St. Louis, on March 15-17, 1996. The Convention will assemble invited representatives of organizations and leading media activists and scholars. The working sessions will represent a wide diversity of interests concerned with youth violence, including media education, religion, creative workers in media, independent producers, labor, women's and minority groups, senior citizens, and groups concerned with physical and mental health. The Convention will complete and approve an action program, and set up a Coordinating Council to guide it.

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

Research contributions to the activity program include three components. First is the long-standing, ongoing Cultural Indicators media monitoring project that I initiated and conducted at The Annenberg School for Communication, University of Pennsylvania. Two new research contracts are focusing on the youth violence-media connection. One is with the Center for Substance Abuse Prevention, an agency of the United States Public Health Service (that has declared youth violence a public health problem), and the other is with the Robert Wood Johnson Foundation, focusing on the relationship between drugs and violence in the media.

The \$75,000 grant from the Hunt Foundation will be used to fund an action program to change the culture of violence. The program is focused on youth violence. It includes (1) the production and dissemination of video and other materials communicating the critical situation and advocating specific community activities targeting minority and other high-risk youth; (2) the organization of joint action with CEM affiliates and supporting community groups nationwide to implement the activities; and (3) a media policy-oriented campaign (including full-page ads, visits with broadcast executives, and consultations with creative workers in media) to obtain commitments to reduce violence, especially in youth-oriented materials.

The grant will make it possible to immediately commence work on this urgently needed program. (I will be pleased to provide a detailed budget, if needed.) I hope that you will support this broad and comprehensive preventive effort to reduce youth violence in our culture. Please let me know if you have any questions. I am attaching information about CEM and myself, and will be glad to supply any publications and further information that might be needed.

I look forward to hearing from you and to discussing with you our joint interests and exciting prospects.

Sincerely yours,



George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project  
Founder and Chair, the Cultural Environment Movement

CC: Riane Eisler

March 28, 1996

the *liberating* alternative

Marion Hunt-Badiner  
Lime Creek  
Big Sur, CA 93920

**cem**  
cultural  
environment  
movement

P.O. BOX 31847  
PHILADELPHIA PA 19104

Dear Ms. Hunt-Badiner:

I am glad we had a chance to chat; thanks for calling.

The Founding Convention of the Cultural Environment Movement last week in St. Louis was an unprecedented event. We prepared for 200 delegates. Instead, 251 came, at their own expense, from 32 states of the U.S. and 13 other countries. This was the most diverse representation of leaders and activists from over 150 organizations that ever assembled in the U.S., or anywhere else for that matter.

Youth violence was one of the major issues of the Convention, and recommendations for grass-roots action its major outcome. Our task now is to implement as many of these recommendations as soon as possible.

There are several options, mostly along lines noted in my letter of January 18, that received approval from the delegates. Perhaps the most promising is recruiting grass-roots organizational support for teach-ins and town meetings across the country, followed up by visits with media executives, all targeted at changing the culture of youth violence and the media environment that promotes it.

The support of the Hunt Foundation we have requested would be instrumental to this campaign.

I am attaching some materials to indicate the nature and scope of the Convention's program, the caliber and thrust of speakers and Working Groups, and the scope of affiliated and supporting organizations.

Please let me know if you have any questions, suggestions or need additional information. I look forward to hearing from you.

Sincerely yours,

George Gerbner



Dear Friend of the Cultural Environment:

Unprecedented developments confront us with an historic challenge. An informal Committee of Advisors (see next page) consulted in early 1991 to consider that challenge. We agreed that there is a need for a new coalition and a broad constituency to support media education, to work for democratic media reform, to place cultural issues on the socio-political agenda, and to develop ways of public participation in local, national, and international cultural policy-making.

Several meetings were held in Washington, D.C. and in Philadelphia. We have formed a non-profit corporation, elected a Board of Directors and began to raise funds and to plan for a conference representing a wide range of interests and organizations. The purpose of the conference will be to define areas of joint initiative and coordinated activity. We hope that it can take place in late 1992 or early 1993.

We have decided to contact persons who have expressed interest, concern, and a desire for action. You are receiving this memo because we believe that you are such a person. We would like to have your comment on the attached draft prospectus, and your response to the request for information and donation on the last page.

We hope that you will share our excitement about this far-reaching initiative and look forward to welcoming you in the Cultural Environment Movement.

George Gerbner, Chair,  
Associate Chairpersons Rita Adessa, Nolan Bowie, Paul Carton,  
Linda K. Fuller, Kathleen B. Lynch, and Louise Shoemaker

2 pages

Dear Riane - thanks for the excellent Declaration draft. Will be working on that in a few days and will take the liberty of sharing with you the next revision. Also, congratulations for the great reviews of your new book!

Here is a draft of a letter to Marion H-B; let me know what you think. Love from Ilona and me.

*Ilona*

March 28, 1996

Marion Hunt-Badiner  
Lime Creek  
Big Sur, CA 93920

*write letter*

Dear Ms. Hunt-Badiner:

I am glad we had a chance to chat; thanks for calling.

The Founding Convention of the Cultural Environment Movement last week in St. Louis was an unprecedented event. We prepared for 200 delegates. Instead, 251 came, at their own expense, from 32 states of the U.S. and 13 other countries. This was the most diverse representation of leaders and activists from over 150 organizations that ever assembled in the U.S., or anywhere else for that matter.

Youth violence was one of the major issues of the Convention, and recommendations for grass-roots action its major outcome. Our task now is to implement as many of these recommendations as soon as possible.

*recruiting*

There are several options, mostly along lines noted in my letter of January 18, that received approval from the delegates. Perhaps the most promising is the design and placement of full-page ads in major metropolitan dailies announcing the recommendations of the Convention, recruiting grass-roots organizational affiliate support for teach-ins and town meetings across the country, followed up by visits with media executives, all targeted at changing the culture of youth violence and the media environment that promotes it.

*followed*

The support of the Hunt Foundation we have requested would be instrumental to this campaign.

I am attaching some materials to indicate the nature and scope of the Convention's program, the caliber and thrust of speakers and Working Groups, and the scope of affiliated and supporting organizations.

*by FP ads & callings and*

As we discussed on the telephone, I would be pleased to present our plans and options at any occasion you would consider to be useful. Having such a dialogue might be a

good way to assure that our efforts mesh with your goals,  
and that the great opportunities and prospects at hand are  
well understood and appreciated.

Please let me know if you have any questions or  
suggestion. I look forward to hearing from you.

Sincerely yours,

etc

Answer to you  
inside

P.S. If you can respond  
during the day (Thursday),  
please call or fax or leave  
message at my city office  
number - 215 387 5202.

Thanks—

J

Man 1 Fax

714 631

3793

Post-it® Fax Note 7671		Date	# of pages ▶
To <i>RIANE</i>	From <i>GEORGE</i>		
Co./Dept. <i>FVI</i>	Co.		
Phone # <i>Welcome</i>	Phone #		
Fax # <i>back!</i>	Fax #		



May 15, 1996

Marion Hunt-Badiner  
 Lime Creek  
 Big Sur, CA 93920  
 Via Fax 408 667 0264

Dear Ms. Hunt-Badiner:

Having just returned from an overseas trip and subsequent U.S. engagements, I hasten to follow up our telephone conversation about some details of our project.

You may recall that I noted in my letter of March 18, 1996, that "The \$75,000 grant from the Hunt Foundation will be used to fund an action program to change the culture of violence. The program is focused on youth violence. It includes (1) the production and dissemination of video and other materials communicating the critical situation and advocating specific community activities targeting minority and other high-risk youth; (2) the organization of joint action with CEM affiliates and supporting community groups nationwide to implement the activities; and (3) a media policy-oriented campaign..."

The first phase of the project begins on May 28, 1996, with a youth violence prevention teleconference. The participants are leaders of various violence and injury prevention projects, mostly supported by the California Department of Health Services. The hour-long teleconference will present the violence prevention program of the Cultural Environment Movement and prepare for a follow-up conference in California. (A copy of the list of participants is enclosed.)

The second objective for which funds are requested is the development and dissemination of youth violence prevention materials, including a video, involving the collaboration of CEM affiliates. The video will be produced by MEE (Motivational Education and Entertainment) Productions, specializing in anti-violence research and rock-video production targeted at young people. Affiliated organizations will assist in reaching community groups for screenings of the video.

The third activity will be a media-oriented campaign promoting the video and the community meetings, and also enlisting media guilds such as the Screen Actors Guild, a CEM affiliate, in the activity.

The Cultural Environment Movement (CEM) is a non-profit 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 reducing media violence in the cultural mainstream.

I will be pleased to meet with your associates for a further discussion of objectives and activities.

#### Budget

Teleconference follow-up meeting in California (travel and meeting expenses for 20 participants)	\$ 20,000
Video production and dissemination	35,000
Supporting brochure and other materials	10,000
Promotion and affiliate-conference support	<u>10,000</u>
Total:	75,000

I look forward to hearing from you and to working with you and the Foundation to implement a youth violence reduction program.

Sincerely yours,



George Gerbner, Dean Emeritus  
University of Pennsylvania  
Founder and Chair, the Cultural Environment Movement

CC: Riane Eisler

MADE FROM 100% RECYCLED PAPER



Office: 3508 Market Street, Philadelphia, PA 19104 • Tel. 215-387-8034 • Fax 215-387-1560 Internet: CAMAD@LIBERTYNET.ORG

## FAX

To: George Gerbner  
fax-215-387-1560

From: Marion Hunt-Badiner  
fax-408-667-0264

3pp excl cover

Memo:

Please excuse the delays in getting back to you. We look forward to receiving your proposal.

PHILADELPHIA, PA 19104

P.O. BOX 31847

environmental  
cultural  
movement

cem

MADE FROM 100% RECYCLED PAPER



The Roy A. Hunt Foundation

Suite 630 - One Bigelow Square  
Pittsburgh, PA 15219-3030  
Telephone (412) 281-8734  
Fax (412) 281-9463

Post-it® Fax Note	7671	Date	1/30/97	# of pages	3
TOP OF MICHAEL MORGAN		From	S GERBER		
Co./Dept.	SEE E-MAIL	Co.			
Phone #					

Jan 28, 1997

Dear George,

I am sorry to ask you to re-do your proposal of Jan 18. As I mentioned this new grant process, working from an issue oriented grant, has taken us awhile to work out.

The grant range is \$20-25k at this time. We may move up to the \$50-75k range in future years.

I enjoyed the piece in the Utne reader. Perhaps we could include it with the proposal.

Please call me if you have any questions. I will be away after Feb 2nd for the month. My cousin, Tod, who runs the foundation can also answer any questions.

Best regards,

*Marion Hunt Badiner*  
Marion Hunt Badiner,  
Trustee

PHILADELPHIA, PA 19104  
P.O. BOX 31847



Trustees

Richard M. Hunt

Torrence M. Hunt, Jr.

Daniel K. Hunt

Roy A. Hunt, III

Christopher M. Hunt

Marion Hunt-Badiner

Rachel Hunt Knowles

John B. Hunt

Susan Hunt Hollingsworth

Susan Hunt Hollingsworth

Andrew McQ. Hunt

William E. Hunt

MADE FROM 100% RECYCLED PAPER



# The Roy A. Hunt Foundation

Office: 3508 Market Street, Philadelphia, PA 19104 • Tel: 215-382-8034 • Fax: 215-382-1560 Internet: C.A.HUNT@LIBERTYNET.ORG

Suite 630 - One Bigelow Square  
 Pittsburgh, PA 15219-3030  
 Telephone (412) 281-8734  
 Fax (412) 281-9463

## REQUEST FOR PROPOSALS YOUTH VIOLENCE PREVENTION

The Roy A. Hunt Foundation is soliciting proposals which address the **Prevention of Youth Violence**. Specifically, the Foundation is seeking projects which prevent or address the factors which result in serious and extreme behavior that is intended by a young person to cause physical injury to another person. Grants will be made in the Summer of 1997. Preference will be given to those initiatives which:

- ◆ are community-based
- ◆ designed to have a direct impact on individuals
- ◆ have the potential for replication on the national level
- ◆ demonstrate the necessity for philanthropic support

Applicants need to structure their proposals to provide the following information:

◆ **Background information on the organization including:**

- A description of current programs
- Accomplishments
- Track record/experience working with target population

◆ **Purpose of Grant including:**

- Description of the proposed program or project
- Prevention approach/methodology
- Project duration
- Target population/number of people to be served/target community
- Timetable
- Community support and collaborators
- Funding history and funding partners

◆ **Evaluation Plan of how the project's progress and results will be documented**

Trustees

- |                          |                       |                 |                  |
|--------------------------|-----------------------|-----------------|------------------|
| Richard M. Hunt          | Torrence M. Hunt, Jr. | Daniel K. Hunt. | Roy A. Hunt, III |
| Marion Hunt-Badiner      | Rachel Hunt Knowles   | John B. Hunt    | William E. Hunt  |
| Susan Hunt Hollingsworth | Andrew McQ. Hunt      |                 |                  |

PHILADELPHIA, PA 19104  
 P.O. BOX 31847

movement  
 environment

Christopher M. Hunt  
 Helen Hunt Bouscaren



**REQUEST FOR PROPOSALS****Page 2**

- ◆ **Budget itemization of income and expense for the proposed project**
- ◆ **Attachments:**

Organizational structure and listing of Board of Directors/Trustees  
Resumés and/or job descriptions of key personnel involved in the project  
Copy of current IRS determination letter  
Audit and/or financial report for previous fiscal year

Proposal narratives should be no more than fives (5) pages. Applicants should submit their proposals by March 15, 1997 to:

Torrence M. Hunt, Jr.  
President  
The Roy A. Hunt Foundation  
Suite 630 - One Bigelow Square  
Pittsburgh, PA 15219-3030

1/30/97

**George Gerbner**  
University City  
Science Center- One East  
3624 Market Street  
Philadelphia, PA 19104  
Telephone/Fax 215-387-5202

Merwin Hunt Badier  
Trustee, The Roy A. Hunt Foundation  
Via Fax 412 281 9463

Dear Merwin:

Thanks for information and guidelines. We would like to submit a proposal.

One question: How can we utilize a 30-year database on TV and a modern picture sample (targeting adolescents) in such a proposal?

Any advice will be appreciated.

Sincerely -

George

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

From: fgg at post1 1/30/97 9:47AM  
To: Michael Morgan <mmorgan@comm.umass.edu> at SMTP-po  
Subject: utne

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

Michael - I have a request for proposal from the Hunt Foundation (I have an inside contact there) that I would like to run by you for possible interest in collab, and/or advice. So I am faxing it to you. It's not our usual stuff, but maybe you have some ideas, interest, etc. -- good future propsepct as well. Let me know what you think. George.

L: 10 C: 6 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

[105] From: Michael Morgan <mmorgan@comm.umass.edu> at SMTP-po 1/30/97 11:40AM (1817 bytes: 32 ln)  
To: fgg at POST1  
Subject: Re: Hunt proposal

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

Text item 1: Text Item

Received: by ccm ail from pobox.oit.umass.edu  
From mmorgan@comm.umass.edu  
X-Envelope-From: mmorgan@comm.umass.edu  
Received: from wilde.oit.umass.edu by pobox.oit.umass.edu (PMDF V5.1-5 #15834) with ESMTTP id <01IETMIHTVPE000XPS@pobox.oit.umass.edu> for fgg@asc.upenn.edu; Thu, 30 Jan 1997 11:34:59 -0500  
Received: (from mmorgan@localhost) by wilde.oit.umass.edu (8.8.5/8.6.10) id LAA08747 for fgg@asc.upenn.edu; Thu, 30 Jan 1997 11:34:56 -0500 (EST)  
Date: Thu, 30 Jan 1997 11:34:56 -0500 (EST)  
From: Michael Morgan <mmorgan@comm.umass.edu>  
Subject: Re: Hunt proposal  
In-reply-to: <9700308546.AA854651020@asc.upenn.edu> from <"fgg@asc.upenn.edu"@Jan>  
To: fgg@asc.upenn.edu  
Message-id: <199701301634.LAA08747@wilde.oit.umass.edu>  
MIME-version: 1.0  
X-Mailer: ELM [version 2.4 PL25]  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Hi -- I'll pick up the Hunt fax and let you know what I think next time I go into UMass (I have this semester off as well, so I go in to the office as rarely as possible these days) -- should be in the next day or two. In the meantime, what's the gist of it? -m

--

Michael Morgan Dept. of Communication UMass/Amherst MA 01003 ^^ ^^	email: mmorgan@comm.umass.edu phone: 413 545 6345 fax : 413 545 6399 www : http://www-unix.oit.umass.edu/~mmorgan BACK FROM ARGENTINA!!! STILL ON SABBATICAL!!!
---	--

From: fgg at post1 1/30/97 11:23AM  
To: Michael Morgan <mmorgan@comm.umass.edu> at SMTP-po  
Subject: Re: Hunt proposal

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

Gist: "Prevention of Youth Violence." Community intervention, direct impact on individuals, etc. I think our best bet is to argue prevention, knowing what you're up against, etc. as necessary for informed intervention. Ounce of prevention vs. a ton of intervention, etc. Let me know what you think when you get to it. George.

L: 10 C: 11 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

March 24, 1997

Marion Hunt Badiner  
The Roy A. Hunt Foundation  
Suite 630 - One Bigelow Square  
Pittsburgh, PA 15129-3030

Dear Ms. Hunt Badiner,

Thank you for inviting George Gerbner and the Cultural Environment Movement to submit a proposal to the Hunt Foundation for the Prevention of Youth Violence grant. I'm glad Riane Eisler put us in touch. As I have recently been hired as CEM's program director, George asked me to take charge of this project and proposal, which I submitted to Torrence M. Hunt on March 15. However, after some recommendations from George, I would ask that you please accept this revised version and discard the previous submission.

With your solicitation of proposals for the prevention of youth violence, I consider now to be the perfect time to undertake CEM's media literacy project. Media literacy is a major component of CEM's action agenda approved by the Board of Directors, and since CEM has many resources on hand, the entire project can be completed with \$24,533.55. George and I sincerely hope that the Hunt Foundation will act favorably on this unique method of preventing youth violence, and look forward to discussing it with you further. Thank you so much for your consideration.

Sincerely,

Katherine Duncan  
CEM Program Director

# The Roy A. Hunt Foundation

Suite 630 - One Bigelow Square  
Pittsburgh, PA 15219-3030  
Telephone (412) 281-8734  
Fax (412) 281-9463

July 9, 1997.

Dear *Katherine*  
*FKI.*

*9/27/97*  
*Good news: I just received word that I have been selected recipient of the Bell-Atlantic (I) Chair of Telecommunications at Temple University - with a good salary!*  
*George*

Ms. Katherine Duncan  
Program Director  
Cultural Environmental Movement  
3508 Market Street, Suite B-030  
Philadelphia, PA 19104

Re: Youth Violence Prevention

Dear Ms. Duncan:

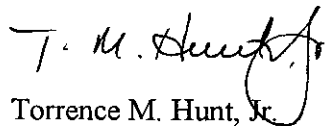
I would first like to take this opportunity to thank you for your time and interest in submitting a proposal on behalf of the Cultural Environmental Movement in response to The Roy A. Hunt Foundation's request for proposals in the important area of youth violence prevention.

The Foundation received numerous proposals which were very carefully reviewed first by a committee and then by the entire Board of Trustees. In addition, as you know, the Foundation retained the services of a consultant, Daniel Heit, who interviewed all of the potential grantees to answer questions which may have not been answered by the written proposals.

All of the proposals submitted were very good, and much discussion was generated at each level of the evaluation process. Unfortunately, not all of the projects could be funded. I regret to inform you that the Foundation is not able to offer you a grant at this time. Both the committee and the Board feel that your work is very important and offer their best wishes for future success in addressing the very complex issues surrounding youth violence in this country.

If you are so inclined, the Foundation would like to hear of your work in the future and would appreciate being put on your mailing list for newsletters, etc. Thank you again for your efforts and time at submitting a proposal and good luck.

Sincerely yours,



Torrence M. Hunt, Jr.  
President

TMHJR/cel

## Trustees

Torrence M. Hunt  
Christopher M. Hunt  
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