May 27, 1997

George Gerbner
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Dear George:

I assume you got my fax with the information on the book, and also announcing what follows. I think the statement Larry wrote and I edited gives a good idea of what is needed for the One-for-One project to get off the ground.

I think it would be important to hand out copies at the New York board meeting and include it in the Action Proposals Agenda. Larry and I are not organizers, we can conceptualize and also use our connections, and of course Larry has extensive experience in media activism. But for this project to go, we will need commitment from others, particularly someone with strong organizing skills.

Larry is also emailing it to the people who wanted to join the committee (if someone did not get it, please explain that he tried).

I enjoyed talking with you yesterday, as usual. Please let me hear from you, and please confirm receipt of this.

Warmest regards to you and also to the other members of the board,

Riane Eisler

P.S. I am also faxing you copies of two recent columns by Judy Mann from the *Washington Post*. It seems to me that she would be a natural to help publicize this project — once we have a project that is going. I am emailing the write-up for the initiative in case you want to edit it in any way before taking it to the board.

cc. Larry Wallack
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