

the *liberating* alternative

**cem**  
cultural  
environment  
movement  
P.O. BOX 31847  
PHILADELPHIA PA 19104

This letter is reaching a priority list of friends and supporters of CEM. After two years of networking and preparation, we are getting ready for the Founding Convention, March 15-17, 1996, at Webster University in St. Louis. You have helped build and guide CEM in the past. I am writing to ask for your help again at this critical juncture.

The Founding Convention is an invitational working assembly of 200 representatives of independent organizations and individuals from across the U.S. and other countries. Its task is to consider and ratify basic principles and recommendations for action. The driving forces behind developing recommendation for action are the Conveners of the Working Groups. That is the role we are asking you to consider.

You will find your name listed under one of the Working Groups. We hope that you will agree to serve in that role. If you prefer to be a Convener for another Working Group, please let us know. The tasks are explained on the first page of the Working Groups document.

A word about serving as Conveners and Chairs of the Working Groups. Most of those listed are "stars" in their own right. They are in demand for performing in leadership roles in meetings and conferences. Yet we make this audacious demand, offering only the opportunity to invest time, money, and hard work. And we ask you to consider it very seriously.

This is the first time that representatives and individual supporters meet to define policy and action. The "culture wars" are leading us in an increasingly repressive direction. The Cultural Environment Movement offers the liberating alternative.

I hope that you will accept the role of guiding that process as Convener. The Chair of each Working Group will be in touch with all



Conveners to solicit their advice about the action program to be recommended by the Working Group to the Convention.

CEM has no source of funds other than membership fees. We could not afford to hire a fundraiser, or to take any more time for what had proved to be a fruitless search for substantial Foundation support. Assuming that we receive the anticipated membership fee income, the additional per head cost of the Convention is \$242.00. Unless we receive additional financial support, we must charge that, or more, for attendance alone. Transportation and hotel will place additional burdens on participants.

Your response and generous contribution now will set the terms of that invitation. Each \$250 contribution will make it possible to invite a delegate who otherwise could not come. A \$350 contribution will place your name on a priority list of those to be invited. If you cannot make a contribution now, please make a pledge on the attached response form. Even if you cannot attend the Convention, you can still invest in working for a cultural environment that heals more than it hurts, and that is fair, diverse, and free.

Now is the time to meet the challenge of our times. The general mailing must go out the first week of December. Please use the attached form to send in your response now.

Sincerely,

George Gerbner