

**cem** Cultural Environment Movement  
Cultural Environment Movement  
P.O. Box 31847  
Philadelphia, PA 19104

# cem cultural environment movement

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## Who's telling all the stories?

Scottish patriot Andrew Fletcher once wrote, "If one were permitted to make all the ballads, one need not care who should make the laws of a nation."

For the longest time in human history, the storytelling process was hand-crafted, home-made, community-inspired by those who had much to tell. Now it is mostly mass-produced by a few global conglomerates that have much to sell.

That is a profound transformation in the socialization of children and the telling of all the stories.

The Cultural Environment Movement (CEM) was launched in 1996 to respond to that challenge. CEM is a nonprofit international grassroots coalition of over 250 organizations and 6300 individuals working for gender equity and general diversity in mass media ownership, employment and representation. It helps produce and distribute the Media Violence Index, the Television Diversity Index and other reports of media content, effects and policy.

CEM publishes the *CEM Monitor*, maintains an informative web site ([www.cemnet.org](http://www.cemnet.org)) and conducts an online discussion of media and other cultural issues. (To be added to the list, email [cem-net@igc.org](mailto:cem-net@igc.org))

### The Second CEM Convention

will be held March 25-28, 1999  
at Ohio University in Athens, Ohio.

The Convention is an opportunity for grass roots organizations, national associations and individuals to plan action for the coming year.

Complete the attached response form  
to receive an invitation to the  
Convention.

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## Membership in CEM

To join CEM, complete and return the attached form with your contribution.

**1998 Individual Member: \$25 minimum contribution.** Members receive the *CEM Monitor* and all notices.

**1998 Organizational Affiliation: \$100 minimum contribution.** Affiliates are invited to send a delegate to the next Convention and are listed on our web site.

**Patron: \$200 or more.** Please indicate choice of premium, if any, on the attached form.

**\$200-499** ..... 1 book

**\$500 or more** ..... 1 book or 1 video

### BOOKS

- 1 *Advertising and a Democratic Press.* By C. Edwin Baker.
- 2 *A Different Road Taken: Profiles in Critical Communication.* Edited by John Lent.
- 3 *The Gazette: International Journal for Communication Studies special issue on the global cultural environment.* Edited by Cees Hamelink, April 1998.
- 4 *Invisible Crises: What Conglomerate Control of Media Means for America and the World.* Edited by George Gerbner, Hamid Mowlana and Herbert Schiller.
- 5 *Triumph of the Image: The Media's War in the Persian Gulf - A Global Perspective.* Edited by Hamid Mowlana, George Gerbner and Herbert Schiller.

### VIDEOS from the Media Education Foundation

- 6 *The Crisis of the Cultural Environment: Media and Democracy in the 21st Century*
- 7 *Democracy in a Different Voice with Lani Guinier*
- 8 *The Electronic Storyteller: Television and the Cultivation of Values.*
- 9 *The Killing Screens: Media and the Culture of Violence*

## RESPONSE FORM

### Check box for Member Category

- Individual Member (\$25 minimum)  
 Organizational Affiliate (\$100 minimum)  
 Patron (\$200 or more) Book/Video # \_\_\_\_\_

Information we need from you Affiliates, please check boxes to indicate public contact information.

- Name (Ms/Mr/Dr) \_\_\_\_\_  
 Mailing address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Country \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

Organizational affiliation (if any) \_\_\_\_\_

- Position/Title \_\_\_\_\_  
 Org. mailing address \_\_\_\_\_

- Org. City/State/Zip \_\_\_\_\_  
 Org. Country \_\_\_\_\_  
 Org. Phone \_\_\_\_\_  
 Org. Fax \_\_\_\_\_  
 Org. Email \_\_\_\_\_  
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100-character description of organization \_\_\_\_\_  
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Total Enclosed \$ \_\_\_\_\_ (tax deductible)

My check is enclosed (payable to "CEM").

Bill my  VISA  MC  AmEx Exp. date \_\_\_\_\_

Credit Card # \_\_\_\_\_

Signature \_\_\_\_\_