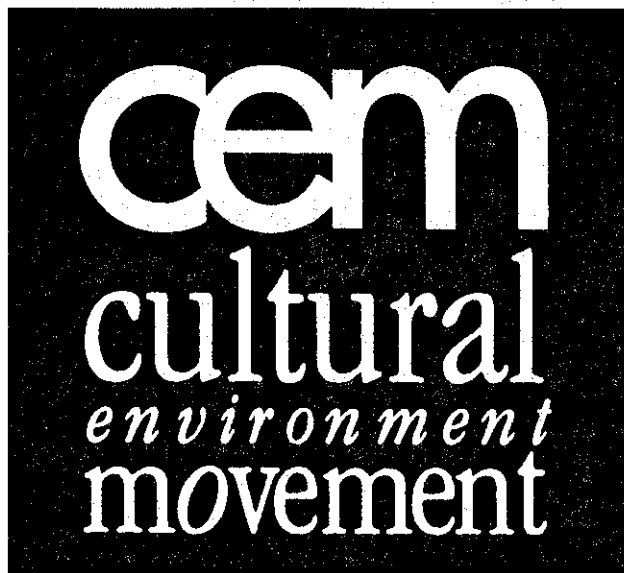


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Who's telling all the stories?

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 6500 individuals working for gender equity and general diversity in mass media ownership, employment and representation.

In 1998, CEM became a membership organization and had a successful drive for individual members and organizational affiliates.

CEM 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) and conducts an online discussion of media and other cultural issues.

Attend the 3rd CEM Convention: June 1-3, 2001

The Convention is an opportunity for grass roots organizations, national associations and individuals to share ideas and plan action together for coming years.

Complete and mail the 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. This form is available online at www.cemnet.org. Our website also accepts online registration.

1999 Individual Member: \$25 minimum contribution. Members receive the CEM Monitor and all notices.

1999 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 on the attached form.

\$200-499 1 book
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BOOKS

- 1 *Liberating Alternatives: The Founding Convention of the Cultural Environment Movement*. Edited by Kate Duncan, with an Introduction by George Gerbner.
- 2 *Advertising and a Democratic Press*. By C. Edwin Baker.
- 3 *A Different Road Taken: Profiles in Critical Communication*. Edited by John Lent.
- 4 *The Gazette: International Journal for Communication Studies special issue on the global cultural environment*. Edited by Cees Hamelink, April 1998.
- 5 *Invisible Crises: What Conglomerate Control of Media Means for America and the World*. Edited by George Gerbner, Hamid Mowlana and Herbert Schiller.
- 6 *Triumph of the Image: The Media's War in the Persian Gulf - A Global Perspective*. Edited by Hamid Mowlana, George Gerbner and Herbert Schiller.
- 7 *Rich Media, Poor Democracy: Communication politics in dubious times*. By Bob McChesney.

VIDEOS from the Media Education Foundation

- 8 The Crisis of the Cultural Environment: Media & Democracy in 21st Century, with George Gerbner
- 9 Democracy in a Different Voice, with Lani Guinier
- 10 The Electronic Storyteller: Television and the Cultivation of Values, with George Gerbner
- 11 The Killing Screens: Media and the Culture of Violence, with George Gerbner

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