

January 11, 1999

Dear :

I am writing on behalf of the Cultural Environment Movement (CEM) Board of Directors and the entire international membership to seek your interest and availability in serving as a keynote speaker for our second working convention. It will take place March 25-28, 1999 at Ohio University in Athens, Ohio.

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 who have much to sell. That is a profound transformation in the socialization of children and the telling of all the stories. 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. CEM helps produce and distribute the Media Violence Index, the Television Diversity Index and other reports of media content, effects and policy.

During CEM's founding convention in 1996, delegates from the U.S. and more than 10 countries met first in the International Broadcast Standards Summit and then in the CEM Convention itself. I am very proud to report that, thanks largely to those who helped to secure scholarships for many participants, we were able to assemble the most diverse representation of leaders and activists in the field of culture and communication who ever met in the U.S., or anywhere, for that matter. CEM has formally launched a broad coalition with a representative Council to guide its work.

Knowing your reputation and dedication to liberty and justice for all, your keynote presentation will provide both information and inspiration. You would contribute a significant part of CEM's living demonstration of what it means to have all liberating voices speak for themselves and to share stories that have something to tell instead of something to sell. Included in the March 25-28, 1999 Convention will be 12 panels on various topics of interest, working groups to develop an action program, and much personal networking.

I hope we can count on your interest and support in moving forward to continue to do the "impossible."

Sincerely,

George Gerbner
CEM Founder and President