

the *liberating* alternative

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

April 3, 1996

Alan Bekelman, President  
Development Services Group  
7315 Wisconsin Avenue, Suite 300E  
Bethesda, MD 20814

RE: STATEMENT FOR SERVICES

Principal Investigator: Dr. George Gerbner

Director of Operations: Sheila Witherington

Total Award \$24,994.10

Tax ID#: 52-174-6607 for Cultural Environment Movement

Dear Alan:

It is our pleasure to deliver the Progress Report of the Outreach and Dissemination activities of the Cultural Environment Movement. The attached report will be included in the Final Report for the **VIOLENCE PREVENTION LEADERSHIP SUPPORT** project. As you can see from this report on Outreach and Dissemination, the groundwork of CEM has paid off, and now is the time to move forward while the energy level is high and the diverse GROUPS are motivated.

Below is a statement for services, including what has been received, what is currently due, and what remains to be paid after the Final Report is delivered.

|   |             |
|---|-------------|
| 7/17/95 Received on account for Tasks 1 (completed), 2, | \$9,318.94  |
| 2/26/96 Received on account for completion of Task 2    | \$8,002.06  |
| Total amount received                                   | \$17,321.00 |

A Special Topics meeting (Task 5) time was discussed with Katherine Williams, including the possibility of delivering these findings at a special meeting at the Founding Convention of the Cultural Environment Movement, March 15-17, 1996. DSG and CSAP personnel were unable to attend this meeting; however, we are prepared to present the findings at the earliest possible convenience mutually agreed upon by DSG, CSAP, and Dr. Gerbner.

Tasks 3 and 6 have been completed. The work of Task 6 is reflected in the attached Progress Report. Task 4 has been completed in the form of a Preliminary

The Founding Convention of the Cultural Environment Movement will be held at Webster University in St. Louis, Missouri, on March 15-17, 1996. For more information call 215.387.5303.



MADE FROM 100% RECYCLED PAPER

Report, which was submitted 2/12/96. A portion of the cost of Task 4 is reflected in this statement.

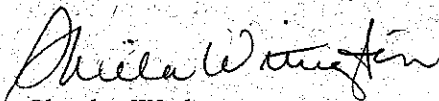
Currently due \$5,000.00

The remainder is due at the time of delivery of the Final Report. The Final Report (Task 4) will be delivered upon receipt of the current amount due as stated above and when a date has been set for the Special Topics meeting (Task 5).

Left owing, but not billed at this time \$2,326.10

We appreciate your immediate cooperation in submitting the payment due. Please let me know if you have questions. Carry the enclosed tote bag as a reminder of our success. They were a big hit at the Convention as delegates received them upon arrival, gathered information from one another, networked, and formed a thriving coalition based upon their similarities, while appreciating their differences.

With regards,



Sheila Witherington  
Director of Operations

cc: Marcia Cohen  
Stephen Gardner  
George Gerbner ✓  
Katherine Williams

# **VIOLENCE PREVENTION LEADERSHIP SUPPORT**

**Subcontract Agreement No. S-95-002**

Progress Report #2

March, 1996

By

George Gerbner, Nejat Ozyegin,  
and Sheila Witherington

## **OUTREACH AND DISSEMINATION**

This is a Progress Report following the completion of Task 6, Development of a Violence Prevention Network, as a result of the Founding Convention of the Cultural Environment Movement.

The Cultural Environment Movement (CEM) was incorporated as an educational non-profit tax-exempt 501(C)(3) corporation. The founding Board of Directors helped assemble a group of advisors and consultants from a variety of professional, media-oriented, health-related, women's, minority, environmental, labor, religious, academic, and other citizen groups committed to build a coalition working for freedom, fairness, diversity, and health promotion and damage reduction on the cultural front.

### **CEM Coalition Launches with Founding Convention**

On March 15-17, 1996, a total 268 persons of the global CEM leadership convened for the first time for the Founding Convention of the Cultural Environment Movement at Webster University in St. Louis, Missouri. Representation of delegates were from 32 states and 14 countries, from 136 different organizations. Some organizations sent more than one delegate. (See Appendix I for listing of organizations represented.)

The first International Broadcast Standards Summit was a pre-Convention opening event. The Summit assembled heads of broadcast standards councils, communications commissioners, and other experts from several countries. Participants discussed international standards for diversity and its limits, and for damage reduction in broadcasting.

The past year was spent preparing for the Convention, raising the funds to cover expenses and offer scholarships to participants who represent protected and high-risk populations. CEM awarded 44 need-based registration scholarships (no work required) to persons who would not have been able to attend without financial assistance. In addition, expenses were covered for a slate of 77 convention staff/students/performers who could not afford to attend but wanted to earn their way by providing services or work related to the Convention. Another group of 23 keynote speakers and introducers representing a diverse range of cultural, ethnic, and religious perspectives of the cultural environment also received funding. There were 15 press passes issued. A total of 159 (59 percent of delegates) persons were

assisted financially to make the Founding Convention a diverse congregation of perspectives.

The Convention considered an action program drafted by 14 Working Groups and the Women's Room, and elected a Coordinating Council and a Steering Committee of leaders to carry on its work. A five-member editorial board was elected at the first Steering Committee meeting after the Convention adjourned. (Convention Folders are attached, as received by delegates on-site. Documents are now being revised following Convention deliberations.)

Fund raising and development activities have an on-going and integral part of the everyday operations of CEM, but without any outside professional help. In addition to the continued funding from DSG and CSAP, CEM has received two \$5,000 grants from the Foundation for Deep Ecology, \$5,000 from the New World Foundation, \$15,000 from Peter Buckley (Public Media Center), and a \$25,000 grant from the Heinz Family Philanthropies. Individual donor contributions since the inception of CEM have totaled more than \$25,000, and approximately \$30,000 was raised from individual donations and registration fees earmarked for the Convention. CEM's income barely covers overhead, printing, mailing and other expenses, and major fund raising is a high priority for post-Convention activities.

### **Staffing and activities under the CSAP-DSG contract**

A volunteer staff assisted with research and outreach activity until Sheila Witherington was appointed Director of Operations and Nejat Ozyegin was appointed Director of Research. In addition, the organization provides part-time employment to more than 12 students and other adults interested in working on research and outreach projects related to the CEM mission.

In January 1995, the organization leased office space at the University City Science Center, located at 3624 Market Street, One East, Philadelphia, PA 19104, and become fully independent of other institutional support. Since that time, CEM has been asked to be the administrative grantee of research grants, providing overhead funds to pay additional staff for administration, research, and outreach.

CEM retained the services of a professional graphic artist and developed color logo, presentation designs for letterhead, envelopes, business cards, etc., and case statements for dissemination. CEM purchased computer equipment and software that enable the organization to operate as a desktop publisher and to connect to the internet to create and disseminate outreach materials quickly and efficiently. CEM has established a Web Site and services a monitored internet discussion group called CEMnet, administered by Board Member Cynthia Bock-Goodner at the University of Texas at Austin. Collaboration at the Convention resulted in a broader networking to further develop the CEM Web Site with additional links to organizations and information.

In addition, a class of 12 undergraduate students taking a Special Events class in the Communication Department at Webster University were committed during the spring semester to assisting with various aspects of staging the Convention.

Their assignments ranged from food services and audio-visual needs, to finding a computer company to loan laptop computers and printers for the all night Working Group document preparation on Saturday night. Several graduate students also offered their assistance, which included registration reception, chauffeuring delegates from airports and hotels, and raising their voices of diversity during plenary sessions.

Utilizing student interns and summer employees, CEM established a library of Cultural Indicators resources and publications, databased the library information of more than 150 publications, and began to disseminate materials upon request. Materials were displayed and disseminated by CEM, as well as other organizations at a Display Fair sponsored by Webster University during the Convention. Left Banks Books was available to sell books related to the CEM mission to delegates. Chair George Gerbner receives an average of two to three media calls per day and has been the spokesperson of the CEM mission through speeches, video productions and media interviews.

More than 50 regional meetings (averaging almost one per week) were organized during the past year by local groups and affiliates to deliver the CEM message and build the coalition. Meetings were held in Washington, DC; Philadelphia; New York City; Los Angeles; San Francisco; Miami; Springfield and Urbana, Illinois; Columbus, Ohio; Morristown, New Jersey; Dallas and Houston, Texas; Cambridge and Bridgewater, Massachusetts; Fargo, North Dakota; Troy, Alabama; Madison, Wisconsin; Nashville, Tennessee; Indiana; Norman, Oklahoma; Memphis, Tennessee; and St. Louis, Missouri.

Travels to Hungary, Venezuela, Finland, Canada, and France also produced international affiliates during the contract period.

The Founding Convention approved a representative Organizational Structure for CEM, and launched a broad movement toward a time when all children will be born into a cultural environment that is reasonably free, fair, diverse, and non-damaging.

## Appendix I

Of the 268 delegates to the Founding Convention of the Cultural Environment Movement, more than 136 organizations were represented. Even though some of the delegates did not represent their organizations officially, but spoke and acted as individual agents, they have been commissioned to solicit broader affiliation of their organizations with CEM.

Organizations represented were: Alternatives Journal (University of Waterloo); American Federation of Television and Radio Artists; American Humane Association, Appalachian State University; Children's Division; American Women's Roundtable; Artist for Recovery; Association for Media Literacy (Nova Scotia); Babson College; Berkeley Media Studies; Boston College Media & Research Action Project; Brigitt Thompson Design; Broadcasting Standards Council (United Kingdom); Cal Ply/St. Louis OBISPO; Canadian Broadcasting Standards Council (Canada); Canadians Concerned About Violence in Entertainment; Catholic Diocese of New Ulm; Cedar Crest College/Lehigh Valley Media Arts Center; Center for Children's Media; Center for Communication Policy; Center for Film and TV Education (Finland); Center for Media Literacy; Center for Partnership Studies; Center for Strategic Communications; Central Reform Congregation; Central University of Venezuela; Centre for Communication and Human Rights (The Netherlands); Centre for Cultural and Media Studies (South Africa); Centre for the Study of Communication and Culture; Charles Stewart Mott Foundation; Chicago Media Watch; Church Center for the United Nations/Constituency Education; Citizens for Media Literacy; Coalition for Responsible TV (Canada); Colorado State University; Columbus Center for Media Education; Computer Professionals for Social Responsibility; Conseil Supérieur de l'Audiovisuel (France); Cornell University; Council for Public Media; and Dismas Horizons.

Additional organizations represented were: The Eisenhower Foundation; Elementary Workshop; Environmental Media Association; Environmental Review Division, U.S. Department of HUD; F.A.I.R.; Federal Information Exchange; Florida Atlantic University; Free Speech TV; George Washington University; Global Ministries: The United States Ministries; Globalvision, Inc.; GW Associations; Harris & Associates; Illinois Council for Prevention of Violence; Infinity Dance Theater; Institute for Alternative Journalism; Institute for Culture of Croatia (Croatia); Intercare Behavioral Health; International Development Research Centre (Canada); International Institute for Regulations in Telecommunications (United Kingdom); Johns Hopkins University; Kansas State University; Key of See Storytellers; KPFK Radio; Labor Council of Latin American Advancement; Laval University, Department of Sociology (Canada); and Left Bank Books.

Additional organizations were: Macalester College; Macedonia Family Life Center; Massachusetts Mental Health Center; McCormick Theological Seminary; Media Action Network for Asian Americans; Media Awareness Network (Canada); Media Education Foundation; Media Watch USA; MEE (Motivational Education Entertainment); Ministry of Culture and Education (Hungary); Minority Media and Telecommunication Council; Missouri Association of Community Task Force; Muhlenberg College; National Academy of Television Arts and Sciences; National

Alliance for Non-Violent Programming; National Association of Black Journalists; National Coalition Against Television Violence; National Coalition of TV Violence; National Council of Churches; National Council of Churches of Christ in the USA; National Federation of Community Broadcasters; National Hispanic Media Coalition; National Telemedia Council; New England College; New Jersey Medical School, Department of Preventive Medicine; Office of National Drug Control Policy; Ohio University, School of Telecommunications; and Open University, The New School of Media Studies (Israel).

Additional organizations were: Palestinian Women's Association; PANAJANS Communications & Research Ltd. (Turkey); Peace Magazine (Canada); Philadelphia Lesbian and Gay Task Force; Pomona College; Presbyterian Church, Louisville, KY; Princeton Media Education Project; Progressive Media Project/Haven Center at the University of Wisconsin; Purdue University; Ramapo College; Reason & Democracy/Committee to Save Public Media; Red Path; Reel Women; Responsibility; Rocky Mountain Media Watch; Saint Mary's College of California; Salesian University (Italy); Screen Actors Guild; Sources/Vision TV (Canada); Southwest Youth Collaborative; St. Louis Journalism Review; St. Louis Post-Dispatch; St. Louis Public Library/Urban Libraries Council; and Television with a Point of View.

Additional organizations were: The Annenberg Washington Program; The Atlantic Monthly; The St. Louis Journalism Review; The Word Worker; TV Free America; University of Hawaii at Manoa; University of Illinois at Urbana-Champaign; University of Kentucky; University of King's College (Canada); University of Massachusetts, Amherst; University of Missouri, Chesterfield, Peace with Justice Task Force; University of Montreal (Canada); University of Pennsylvania, the Annenberg School for Communication; University of Pennsylvania Law School; University of Pennsylvania, School of Social Work; University of Quebec (Canada); University of Windsor (Canada); University of Wisconsin; Webster Journal; Webster University; Wheelock College; Women's Institute for Freedom of the Press; Woods Communication; World Association for Christian Communication; World Division, General Board of Ministries; Writers Guild of American, West; YMCA Earth Services Corp.; YMCA of the USA; and Youthvision.