

F

To:
Name:
Fax:

A

Peter/Mini Buckley
10 Fern Canyon Road
Mill Valley, CA 94941
Tel. 415.383.5927 Fax. 415.388.0441

*Mendocino State
mailed*

6/14/96

X

(610) 642-3061

Dear George,

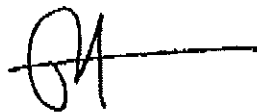
I can pick up half of the matching funds from the Wellness Foundation, that is \$25,000.

What is missing for me is a longer term view of CEM's strategy -- so my current commitment will be for the \$25 K when the balance \$25K is secured.

The "Computers in Education" project at the Center for Ec literacy has moved ahead and gotten a sharper focus. A number of articles have been written for peer reviewed journals, and a "Cognitive Development Workshop" organized for the Fall. At that meeting Fritjof and Jane Healy will moderate for a panel of experts in the areas of neurological and cognitive development.

Thank you for your participation in our first exploratory symposium, your perspective was valuable and appreciated.

Best Regards,



Peter K. Buckley

P.S. Rather than write a grant proposal for me, just forward copies of your written application to the Wellness Foundation. Thanks.

At our recent TC, we
concluded a broad grant
guidelines & requirements
relating as already outlined
& went a time. All
proposed

Strong & enduring of
key. range goals in
yourself -

Proceeding - sheep

After can

very strong

Active progress - years

Statement of principle

Also for parents

Christine Let

30
September 24, 1996

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via Fedex

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA PA 19104

Dear Peter:

Your contribution of last April, matching that of the Wellness Foundation, helped us set up an office, engage a staff person, prepare a publication (advance copy enclosed), and reconstitute the Board of Directors (list also enclosed). The response to our message, and to my own numerous national and international engagements, keeps us very busy.

Our work of the last six months focused mostly on realizing the mandate of our very successful Founding Convention. The convention documents are in the *CEM Monitor*, soon to be mailed. The response to the mailing will determine the size and composition of the coalition and other affiliated and supporting organizations. As you may recall, CEM is essentially a coalition of diverse organizations, representing the "liberating alternative" to the repressive directions the "culture wars" are taking us.

The cultural front ranges from the increasingly monopolized and globalized mass media to the technocratic fantasies of the "information superhighway" (better known as "snooperhighway" or "super highway-robbery"). In that connection, you will be especially interested in Rick Crawford's chapter on "Computer-Assisted Crises" in our recent book, *Invisible Crises*, also enclosed.

CEM is deeply involved in mobilizing a broad coalition to confront these "crises" on the cultural front. Unlike other organizations, we are not a fire brigade trying to put out the brushfires that break out every week. Our affiliates do a good job of that, and we support them as much as we can. But our analysis of the need leads us to address the more basic challenge of coalition-building.

Treating symptoms on a "retail" basis is a necessary and useful task. But if we ignore the wholesale manufacturing of the conditions that produce those symptoms, we will be treating worse and worse symptoms every year. Our task, then, is to build a coalition that can address that basic structural condition. No other group is prepared to meet that challenge.

In the "Viewers' Declaration of Independence" (see *CEM Monitor*), we describe the transformation of a culture of human story-tellers into a culture of industrialized story-sellers, and observe its consequences: "This radical transformation of our cultural environment has changed the roles we grow into, the way we employ creative talent, the way we raise our children, and the way we manage our affairs. Communication channels proliferate but technologies converge and media merge. Consolidation of ownership denies entry to newcomers, drives independents out of the mainstream, and reduces diversity of content. Media blend into a seamless homogenized cultural environment that constrains life's choices as much as the degradation of the physical environment limits life's chances.

"These distortions of the democratic process ... conceal the drift toward ecological suicide; the silent crumbling of our vital infrastructure; the cruel neglect of children, poor people, and other vulnerable populations; the invasions of privacy at home and in the workplace; the growing inequalities of wealth and opportunity; the profits made from throwing millions of people on the scrapheap of the unemployed; the commercialization of the classroom; and the downgrading of education and the arts."

In the "Peoples' Communication Charter" (also in the *CEM Monitor*), we advance international standards of communication rights designed to address these distortions. In the "Agenda for Action," specific items are proposed for funding and execution.

Another follow-up of the Founding Convention is the enlargement of our Board of Directors. The reconstituted Board includes leaders in public health, religion, labor, ecology, women's organizations, consumer and children's advocates, the African-American, Hispanic-American, Asian-American and other communities, anti-violence groups, gay and lesbian groups, the human rights movement, media-watch associations, disabled or otherwise labeled and stigmatized folks, philanthropic and other foundation officials, and leading story-tellers, authors and educators. It is a most exciting and impressive Board, ready to meet, advise, and lead.

In order to move quickly, we are planning a two-day retreat for our enlarged and reconstituted Board November 15-16 at the Asilomar Conference Center in California. You are cordially invited to attend as visitor-observer. That retreat will be the first opportunity for new and old Board members to exchange ideas, review policy, and advance new initiatives.

The basic thrust of our work at this stage is to build a broad and enduring citizen-action coalition that cannot be easily ignored or intimidated, and that will work for the long-range goal of creating mechanisms for independent public representation, a citizen voice, wherever cultural policy decisions are made.

This large order is the "longer view of CEM's strategy" called for in your letter of April 26, 1996. The funding needs are also large, and any help will be greatly appreciated.

The immediate need is to fund the Board retreat of November 15-16, awaiting early confirmation. With about 40 members expected, I estimate the need at \$50,000.

The long-range need depends partly on the Board's sense of priorities among the "Agenda for Action" items, and partly our own need to build staff. We need to keep up with the almost overwhelming response to our message and with the task of organizing and activating a diverse coalition.

I am not sure how best to approach that long-range funding need, and would appreciate your advice. Perhaps we can discuss it on the phone. I would also be glad to visit with you at a convenient time. It so happens that I am a speaker at the National Media Literacy Conference in Los Angeles on Saturday, Oct. 5, and at the Social Ventures Network conference, also in Los Angeles, Sunday night, so I could visit with you Sunday late morning or early afternoon if you think it desirable.

In any case, I will try to reach you by phone in a few days. If that turns out to be difficult, please contact me by phone, fax, or e-mail.

I look forward to receiving your response and advice.

Sincerely yours,



George Gerbner
University City Science Center - One East
3508 Market Street
Philadelphia, PA 19104-6220
Tel/fax/answ 215 387 5202
Fax only 215 387 1560
E-mail FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel only 610 642 7479
Tel/fax/answ 610 642 3061

Total of 6 pages

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA, PA 19104

Dear Peter:

October 10, 1996

I was delighted and elated when I received your phone message upon my return from DC last night (where I teach a course Wednesday evenings at American University).

With your \$25,000 contribution I can now confirm the Nov. 15-16 retreat of the newly reconstituted Board of Directors, while I complete the funding. It would be best to send the check to my home address (below) payable to the Cultural Environment Movement.

The prospect of more long-range financial support is most welcome. I hope that we can discuss our plans and the most pressing needs and other details soon.

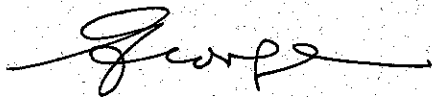
Let me, therefore, extend a cordial invitation on behalf of the entire Board of Directors to join us as a new member of our Board and attend the retreat - not too far from where you live. A list of Board members is attached.

Board members meet 2-3 times a year, and those who cannot attend in person but are available are patched in by phone; so the time commitment is minimal. But we need your perspective as part of CEM leaderships, we well as your financial support.

Please let me know by return fax or call, if possible, (to home tel/fax, below) if you can join us, have any questions, or other suggestions. I will send you details about the retreat in a few days.

Thanks again, and I look forward to hearing from you.

Sincerely yours,



George Gerbner
University City Science Center - One East
3508 Market Street
Philadelphia, PA 19104-6220
Tel/fax/answ 215 387 5202
Fax only 215 387 1560
E-mail FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.
Ardmore, PA 19003-1002
Tel only 610 642 7479
Tel/fax/answ 610 642 3061

Office: 3508 Market Street, Philadelphia, PA 19104 • Tel. 215-387-8034 • Fax 215-387-1560 Internet CAMAD@LIBERTY.NET.ORG

P.S. Mimi is also most welcome.



MADE FROM 100% RECYCLED PAPER

10/9/96

Peter

Voice mail

\$25 - Balance - old pending

Spreading

Account - 3 yrs - in case

plan around - Rd marking

Road map frequently -

tax when a wave send

\$25

Mr. Peter Buckley
 10 Fern Canyon Rd.
 Mill Valley, CA 94941
 Via fax 415 388 0441

cem
 cultural
 environment
 movement

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October 10, 1996 BOX 31847
 PHILADELPHIA, PA 19104

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Sincerely yours,

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 Ardmore, PA 19003-1002
 Tel only 610 642 7479
 Tel/fax/answ 610 642 3061

George Gerbner
University City
Science Center- One East
3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

October 17, 1996

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

Dear Peter:

Thanks to your contribution, at least 20 CEM Board members will attend the Asilomar retreat to set priorities and make long-range plans. I hope that you will be able to join us and participate in the strategic planning.

I have to make reservations by Monday and would like to hear from you before that time. Let me say again that we need your perspective as part of CEM leaderships, we well as your financial support.

Please let me know if you can join us, have any questions, or other suggestions. I look forward to hearing from you.

Sincerely yours,



Home Office
234 Golf View Road
Ardmore, PA 19003
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

George Gerbner

**University City
Science Center- One East**

3624 Market Street
Philadelphia, PA 19104
Telephone/fax 215-387-5202

October 19, 1996

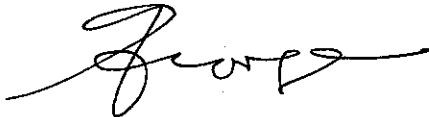
Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

Dear Peter:

Thanks for your message. I am sorry we will miss your participation at the Asilomar CEM Board retreat. But will you do me a favor? I will acknowledge your gift as the seed money that made the retreat possible, and would like to introduce you in a few words, even in absentia. Could you send (or leave on home number) a brief (3-4 lines) biographical note?

As you have suggested, long-range strategic planning will be a priority of the retreat, and I will let you know what comes out of that. Meanwhile I would appreciate your sending the check (payable to the Cultural Environment Movement) to my home address.

Sincerely yours,



Home Office
**234 Golf View Road
Ardmore, PA 19003**
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F

To: G. GERBER
Name:
Fax:

A

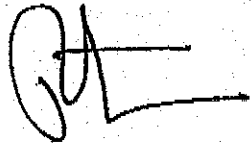
Peter/Mimi Buckley
10 Fern Canyon Road
Mill Valley, CA 94941
Tel. 415.383.5927 Fax. 415.388.0441

X

10/21

Dear George,

Good luck for a successful
retreat. Below is a short 'bio'.
If you want more, please let me
know.

Best, 

PETER BUCKLEY
10 Fern Canyon Road, Mill Valley, CA 94941
415 383 5927 • 415 388 0441 (fax)

Peter formerly was CEO and major shareholder of Esprit (Europe) and Esprit International. Currently he is a director and co-founder of the Center for Ecological Literacy located in Berkeley, California. He also is involved with numerous nonprofit projects covering issues ranging from education and environment to technology and trade.

ANTHONY BUNE

George Gerbner
University City
Science Center- One East
3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

December 2, 1996

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via Fedex

Dear Peter:

The Nov. 15-16 Asilomar retreat of the newly reconstituted CEM Board of Directors exceeded all expectations. The full report of the retreat is enclosed. With teaching, research deadlines, and much CEM activity, I needed the Thanksgiving break to complete this report to you and retreat participants.

Some recent signs of public attention are also enclosed. With your great help, we are moving toward turning the tide in offering CEM's "liberating alternative" to the repressive directions that the "culture wars" have taken us.

The three-year budget projection you suggested is attached only to this letter. It reflects the estimated cost of staff, overhead, and projects recommended by the Board at its meeting at Asilomar. Your assistance toward meeting these ambitious and exciting plans will be vital to their success.

I look forward to hearing from you.

Sincerely yours,



George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators research project
Founder and Chair, the Cultural Environment Movement

Home Office
234 Golf View Road
Ardmore, PA 19003
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

CEM THREE-YEAR PLAN
and budget estimates
1997-1999

Year 1: 1997

PERSONNEL	
Office manager	28,000
Executive Director	31,000
Coalition Organizer and Conference Planner (part time)	9,000
Research Director	36,000
Publications Director and Editor	25,000
Fundraiser	27,000
Press and Public Relations Consultant (service)	<u>26,000</u>
Total personnel (incl. benefits)	182,000
OVERHEAD	
Rent (incl. utilities)	42,000
Supplies (incl. research materials)	9,900
Communications (incl. equipment)	7,900
Travel	3,000
Postage (including direct mail, Monitor postage)	<u>7,500</u>
Total overhead	70,300
PROJECTS	
1. Design and printing a suitable brochure as all-purpose mailing piece	7,000
2. CEM Monitor, four issues (\$2,000 each)	8,000
3. Developing a "Fairness and Diversity Index" and organizing an award program	2,000
4. Planning for a "Day of Action" including recruitment of affiliates in various parts of the country and abroad	1,500
5. Convening a legal committee to explore the feasibility of a constitutional challenge to media monopolization	3,500
6. Support of committee work as needed	1,500
7. Media monitoring, releasing "Fairness Report"	30,000
8. Developing plans for the May 1998 Convention, including site visits and local arrangements	2,500
9. Writing, design and placing full-page ads in major metropolitan dailies to publicize activity, announce plans, elicit support	<u>250,000</u>
Total projects	306,000
Grand total for Year 1	558,300

**CEM THREE-YEAR PLAN
and budget estimates**

Year 2: 1998

PERSONNEL	190,000
OVERHEAD	72,000
 PROJECTS	
1. New brochure	8,000
2. <i>CEM Monitor</i> , four issues	9,000
3. Support of committee work as needed	1,500
4. Media monitoring, releasing "Fairness Report"	30,000
5. Organize and conduct the second CEM International Broadcast Standards Summit and Convention, with representatives of affiliated organizations	150,000
6. Co-sponsor an International Conference on the Right to Communicate, including ratification of the CEM's People's Communication Charter, in Paris	85,000
7. Writing, design and placing full-page ads in major metropolitan dailies to publicize activity, announce plans, elicit support	<u>270,000</u>
Total projects	553,500
Grand total for Year 2	816,500

Year 3: 1999

PERSONNEL	200,000
OVERHEAD	75,000
 PROJECTS	
1. New brochure	9,000
2. <i>CEM Monitor</i> , four issues	10,000
3. Support of committee work as needed	1,500
4. Media monitoring, releasing "Fairness Report"	31,000
5. Organize and conduct the third CEM International Broadcast Standards Summit and Convention, with representatives of affiliated organizations	160,000
6. Organize a Peoples Media Inquiry -- a highly visible international tribunal to give awards and to publicize violations of the People's Communication Charter	85,000
7. Writing, design and placing full-page ads in major metropolitan dailies to publicize activity, announce plans, elicit support	<u>260,000</u>
Total projects	556,500
Grand total for Year 3	831,500

George Gerbner

**University City
Science Center- One East**

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

December 3, 1996

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

Dear Peter:

I am a bit behind in my reading. Returning from a trip to Washington, D.C. I just read the October 21 *New Yorker* article entitled "My Secret Right-Wing Conspiracy" by William F. Buckley, Jr. (no relationship, I presume).

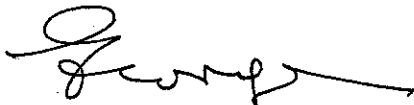
In that article Buckley reflects on the road traveled from Goldwater's defeat to the "Reagan revolution," and asks: "What happened?"

"My own explanation," he answers, "is John P. Gaty."

Then he relates the story of how a gift by Gaty, small by big foundation standards, enabled a group of conservative leaders to meet and plan over ten years, and to mobilize others. "And yes," he writes, "it requires ten - or a hundred or a thousand - times as much to pay for the battleships of the getting-and-spending world. But it's also true that the people who think up how to build battleships and what to put in them are paid peanuts compared with the cost of the ship itself. And almost always the people who are paid the very least are those who work on public opinion, which decides where battleships should go, what they should aim at, and whether they should fire. Millions of words were spoken, and preached by the recipients of the Gaty money, Sweaty work over a period of ten year, but than revolutions take time."

When the Cultural Environment Movement turns the tide, and people ask "What happened?" I hope that I will be able to say "My own explanation is Peter Buckley."

With best regards.



Home Office
**234 Golf View Road
Ardmore, PA 19003**
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

George Gerbner

**University City
Science Center- One East**

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

January 13, 1997

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

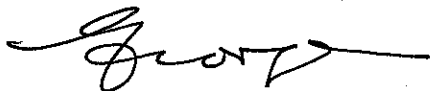
Dear Peter:

Since our last conversation before the holidays, I have been exploring the most effective and compatible fundraising arrangement, as you suggested.

I think I have found it, and will confer with the people involved on Friday to develop a proposal, which I will send you probably sometime next week.

Meanwhile you may be interested in the attached write-up in the current issue of the UTNE READER.

Sincerely yours,



Home Office
**234 Golf View Road
Ardmore, PA 19003**
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

January 22, 1997

Mr. Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

Executive Committee:

George Gerbner, President
Kathleen F. O'Reilly, Vice President
Roy Eugene Boggs, Jr., Vice President
Joseph C. Kresse, Secretary
Linda K. Fuller, Treasurer
Rose Anne Dyson
Riane Eisler
William F. Fore
Sumi Sevilla Haru
Robert W. McChesney
Elaine Wynne

Dear Peter:

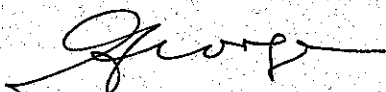
I had several meetings with the two groups who can be instrumental in our fundraising and media relations efforts. We can engage both for one year with the help of the seed-grant of \$50,000 you have generously offered. With their assistance, we can reach the goals of our 3-year plan (of which you have a copy).

Attached is information about Edward F. Swenson & Associates, the fundraisers (4 pages), and Steege/Thomson, media relations (4 pages). Of course I have much more information about both, and can mail it to you if you are interested.

The purpose of this letter is to ask you to transfer the amount you have offered. If stock transfer is preferable, it should be sent, as before, DTC # 5198, account # 53M - 04238, c/o Saly Glassman at Merrill Lynch (215 283 5911). Otherwise please have our assistant call our Program Director, Kate Duncan (215 387 5303) to arrange a bank transfer.

There is no easy or brief way to express how much this means to us, and, we hope, to the health, diversity and equity of the cultural environment in which we live, except to say "Thank you very much."

Sincerely yours,



CC: Kate Duncan

2/11/97

cem
cultural
environment
movement

P.O. BOX 31847
PHILADELPHIA, PA 19104

Executive Committee:

- George Gerbner, President
- Kathleen F. O'Reilly, Vice President
- Roy Eugene Boggs, Jr., Vice President
- Joseph C. Kresse, Secretary
- Linda K. Fuller, Treasurer
- Rose Anne Dyson
- Riane Eisler
- William F. Fore
- Sumi Sevilla Haru
- Robert W. McChesney
- Elaine Wynne

To Lauren Rankin

Re: Lauren

Please let me know if this is what you need. (I thought we had sent this before.)

Sincerely -

James

3 pages total → see exempt certificate

Lauren J. Renken, CPA
P.O. Box 541
Mill Valley, CA 94942



P.O. BOX 31847
PHILADELPHIA, PA 19104

February 12, 1997

George Gerbner
Cultural Environmental Movement
3508 Market Street, Suite #B-030
Philadelphia, PA 19104

Dear George;

RE: Charitable contribution by Peter Buckley of 330 shares Intel Corp. valued at approximately \$50,000.

Thank you for forwarding the IRS letter so promptly. Please be aware that the above marketable securities were requested to be transferred to your account with Merrill Lynch yesterday, February 11, 1997.

Please do not hesitate to call if you have any questions.

Best regards,

Lauren Renken
Lauren Renken

cc: Rose Zavasky, Merrill Lynch

February 25, 1997

Peter Buckley
10 Fern Canyon Rd.
Mill Valley, CA 94941
Via fax 415 388 0441

Dear Peter:

I am writing between trips to thank you for the generous contribution and report that we are considering proposals from the fundraiser and media relations person and hope to conclude agreements with them in the near future.

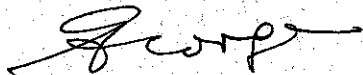
Meanwhile, you may be interested in the Diversity Index I presented at a conference on media advocacy in Los Angeles last week. It is a baseline measure we hope to publish (and refine) each season to "prod" (which is its acronym, standing for Proportional Representation of Diversity) the entertainment industry to improve its employment and representation policy.

Tomorrow I am taking off for engagements in Paris and Brussels discussing these issues in a series of consultations with their equivalent of the FCC (which, in the U.S., has never showed any interest - or courage - in tackling content diversity issues). Returning briefly over the weekend (to teach my Monday class), I will be off to Budapest on the same mission, returning on March 9.

It would cost \$50,000 a year to conduct the analysis and report it each fall. Last time we talked you suggested that you would consider a three-year grant arrangement. That would establish the Diversity Index as an annual "report card" of industry policy and strike a major blow for freedom and diversity.

I would appreciate any comments and suggestions you may have about this effort, and the opportunity to discuss with you how we could put the Diversity Index on a solid continuing financial basis.

Sincerely yours,



George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators Project
President, the Cultural Environment Movement
E-mail FGG@ASC.UPENN.EDU Home Tel/fax 610 642 3061

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Robert W. McChesney
Elaine Wynne

To Buckley

6/24/97

George Gerbner

University City
Science Center

3508 Market Street
Philadelphia, PA 19104
Telephone 215-387-5202
Fax 215-387-1560

Dear Peter -

Here, FBI, are some
of the materials that may be of

Cent

Atlantic

D/

Drugs (RWT)

CEM Board by

June 12/97

Home Office

234 Golf View Road
Ardmore, PA 19003

Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

February 21, 2000

Peter Buckley
10 Fern Canyon Road
Mill Valley CA 94941

Dear Peter:

I received a very encouraging report from Henry Kroll, and want to thank you for your continued support for CEM's efforts to promote media diversity and oppose monopoly of media ownership, employment, and representation..

Please let me know if I can provide any further information.

Sincerely yours,

George Gerbner
President, CEM

cc: Henry Kroll