

Castaneda  
PO Box 241  
Charleston SC 29402

(803) 577-7283

April 1, 1996

Mr. George Gerbner  
CEM Action  
3624 Market Street  
One East  
Philadelphia PA 19104

Re: Press Release

Dear George:

If you haven't already sent out the press release you included in our recent Steering Committee mailing, allow me to make some suggestions.

The release reads more like a "Fact Sheet," which is what it should be called in lieu of a headline. For the average press, the lead paragraph should be snappy and need not have included the date and place we met.

We should target certain media representatives who we know might print all the names of those who attended and send them special releases to suit the language and reading capability of their readership. We should leave out those names in the average press release, though the names should be listed in the accompanying Fact Sheet.

To special members of the press (at a handful of newspapers and another handful of magazines) we should send the Fact Sheet alone and offer suggestions of who they might interview (Lynn Curtis, William Fore, for example). We speak with one voice, though we express our concerns differently. CEM needs to be articulated like a new buzzword, from the lips of a great variety of our advocates (unlike the Christian Coalition which seems to express itself through chosen few.)

I may not be a member of your Editorial Board (yet!) but I have years of experience editing, which I happen to enjoy doing even more than storytelling. We already know the press has let us down, so let's not expect that by putting more money in the Coke machine than is necessary, we will get milk in return.

Look forward to hearing from y'all again!

*Christine*

Christine Castaneda

Castaneda  
PO Box 241  
Charleston SC 29402

April 16, 1996

Mr. George Gerbner  
234 Golf View Road  
Ardmore PA

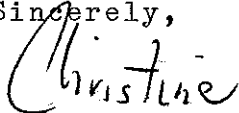
Dear George:

"Mankind's tales have stressed trickery and power more often than conflict resolution. Is it possible that by changing the tales we tell we can change our warring nature? It is worth a try." - Peace Tales, a collection of stories by Margaret Reid McDonald

I am preparing such a tale to use when I compete at the first International Senior Games (I am 51!) in Bermuda next week. (Yeah yeah, I know, expensive, and I have almost backed out a few times, but I got a B&B room for \$40 and bought a friend's frequent flyer mileage last fall, so I figure I might make some contacts. It'll be my swan song, since I'm not making a living as a full-time storyteller and writer.)

The quotation, however, reminded me of your dream to see something concrete come of your years of research; you deserve it. I would like to put my shoulder to the wheel in any way I can to see your dream, and mine, advance. It isn't often I find something to do which reflects my ideals. The New Yorker was one such place, and here, I thought I could advance the black participation story when I was PR and Special Events Coordinator at a plantation, but they were just shuffling. I know you are willing to recognize my diversity of talents. I am dying to put them to work. I hope you get the funding you seek.

Sincerely,



Christine Castaneda

Castaneda  
PO Box 241  
Charleston SC 29402

May 28, 1996

Mr. George Gerbner  
Cultural Environment Movement  
PO Box 31847  
Philadelphia PA 19104

Dear George:

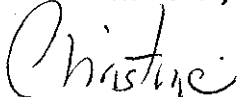
Here is the Speakers Bureau information from the Charleston Mayor's office. I have a copy and could rewrite it to suit CEM, but I want you to see it first.

Here also is some information from an organization called Committees of Correspondence. Granted, any mention of Communism frightens people, but if you're wondering which direction the multicultural masses are going, this may be it. I received this from a very articulate black man here who returned to this, his home town, after years of work with the New York Board of Education. He is very articulate and a friend of mine. If I don't find a job first, I might attend their July rally in New York, before which I would stop in Philadelphia to meet with you. Will you be around this summer?

Also, here is a photocopy from Studs Terkel's book, Coming of Age. Has CEM reached out to the farm community?

Mind you, I'm not sold on Committees of Correspondence, particularly because their plans don't read very concretely, but that doesn't preclude inviting them under CEM's umbrella. What do you think about this?

Best wishes,



Christine Castaneda

Castaneda  
PO Box 241  
Charleston SC 29402

June 13, 1996

Mr. George Gerbner  
Annenberg School of  
Communications  
3670 Walnut Street  
Philadelphia PA 19104-6220

Dear George:

Here are a few bits of information for you, and the best bit of all is that I can now be reached via Email, thanks to one of the bosses at the real estate company where I am employed part-time. Just write to me c/o

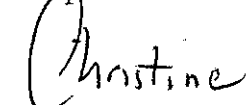
Boykinboy @ aol. com

Also, the fact that Angela Davis is now a CEM member scored high points with my retired teacher friend here, Jim Campbell. At his suggestion, you could extend an invitation to the Committees for Correspondence members through Ms. Charlene Mitchell, a national co-chairperson for that group, at 11 John Street, New York, NY. Angela Davis is another co-chairperson for that organization, but Jim feels she is too preoccupied with teaching, unlike Ms. Mitchell who is on hand on John St.

You mentioned Peter Wirth; if he and I can work together in any way that you envision, just give him my Email address. I remember him because he came up to compliment my storytelling at the convention.

Another friend here with access to Internet printed CEM's latest printout (March 7, 1996) for me; I am still reading it. Gawd! One could be overcome with information. I'd rather get out there and talk to people, but some kind of visuals, even if only a flowchart, will be necessary, because people's listening skills have been deadened by the tube and music in overdrive.

Keep in touch!



Christine Castaneda

Castaneda  
PO Box 241  
Charleston SC 29402

June 21, 1996

Mr. George Gerbner  
Cultural Environment Movement  
PO Box 31847  
Philadelphia PA 19104

Dear George:

I called Bridget with minor editing of your recent communication.

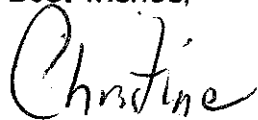
Further to that, my only objection to The People's Communication Charter, which I applaud, is the use of the word **should** in the Standards -- it makes us sound awfully self-righteous -- in particular in Articles 13-15. The media has as much a right to determine the public interest as we do. They choose not to resist incitement to hate, prejudice, violence, or war, and they choose to ridicule, stigmatize, demonize...while using a public tool to profit privately.

I much prefer Article 15's "People **have the right to demand...** Let's keep the focus on what we, **all** people, **can** do, more than what the media should do.

And regarding cameras in the courtroom, isn't it up to the judge to determine whether cameras be allowed? Isn't it they to whom "**we**" **should** be addressing our concerns? I think of CEM as establishing a voice of "We, the people," which has been passive in recent times.

In the Agenda for Action, under Explore, instead of "the giveaway of the public airways for private profit," let's re-word it to read "the reclaiming of public airways for public profit." I think that sounding too negative will repel, rather than embrace, those with whom we must negotiate.

Best wishes,



Christine Castaneda

George  
Fy1

NATIONAL  
**Storytelling**  
ASSOCIATION

June 14, 1996

Christine Castaneda  
P.O. Box 241  
Charleston, SC 29402

Dear Christine:

During the past four years, you have demonstrated your commitment to preserving and promoting storytelling by making a financial gift to the National Storytelling Association and our work. The NSA board and staff deeply appreciate your kindnesses.

During recent years, we have come to a crossroads in our work--an exciting juncture--and I wanted to personally tell you about it.

For you see, within days after Vice-President Al Gore delivered a keynote address at last fall's National Storytelling Festival, work crews began preparing the site for NSA's National Storytelling Center. Construction on the Chester Inn and the park, key elements of the Center, begins during the summer.

The Center will become the headquarters for the NSA--a beacon for storytelling worldwide. Here, at this one-of-a-kind facility, NSA will create and conduct a full agenda of new programming that will promote the value, practice, and application of storytelling.

There will be on-site programming for those who visit the new Center. But, more than that, the Center will serve as a "launching pad" for outreach programs that will be facilitated nationally by NSA but implemented by people, like you, in communities, large and small, throughout the United States.

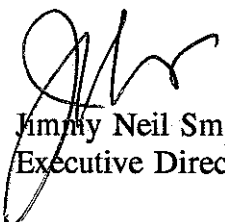
*52 storytelling events a year? one residency a week?*

*hopeful not just videos of our work.*

Programs in advocacy, information services, and education will allow more people all over the United States to know and appreciate the value of storytelling and how the art can be used to enrich our lives and the lives of those around us.

Your financial support over the years, which has meant so much to us, has helped to bring us to this important juncture. We thank you, and we will keep you informed of our ongoing progress.

Sincerely,

  
Jimmy Neil Smith  
Executive Director

*Hello,  
Christine!*

ESTABLISHED 1975

[1] From: fgg at post1 6/22/96 10:04PM (876 bytes: 17 ln)  
To: boykinboy@aol.com at SMTP-po  
Subject: Greetings from George

----- Message Contents -----

Deat Christine: Received Comm of Corresp materials, and you lette etc. of June 13. (Why do you write to me to the Anennberg School? I am no longer there. See contact info below.)

I you or Jim want me to send CEM materials to anyone, please give name, address, etc., and we'll send a packet.

Peter Wirth is essentially looking for paid work. We cannot afford him (yet?).

Are you still willing to rganize speakers bureau? I am drafting a form that we could send out, and will be ready to share it with you in a couple of weeks

Just back from speaking in Santa Fe and Buffako, leaving for week's family vacation, back next weekend. Let me know if you got this.  
George.

July 3, 1996

Dear Christine:

Thanks for letters of June 13 and 21.

Don't you answer you e-mail? I sent you a response and question on June 22 but received no reply. If you do not check e-mail regularly, it becomes more a hindrance than help.

Enclosed are

1. Rough draft of speakers form - please go over it and let me know if you want to set up a Speakers Network.

2. Revised Charter, with changes you have suggested (unformatted). I am not sure about all those "right to demands." Of course we can always demand but so what? Does not seem strong enough; the media are not accountable to the people. Standards imply media responsibilities, not just the right to complain or demand, which was never in doubt. Needs more work.

What do you think? And please use (and check) e-mail, or let's not count on it.

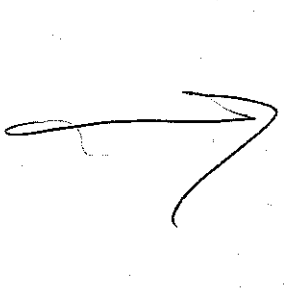
Best regards --

Bridget

July 5, 1996

MEMO: George Gerbner  
FROM: Christine Castaneda  
RE: Committees of Correspondence

In case you haven't sent CEM information to this woman yet, here are the specifics:



Ms. Charlene Mitchell  
National Coordinator  
Committees of Correspondence  
11 John Street  
Room 506  
New York City 10038  
212-233-7151

The adm. asst. in the John Street office is Pat Frye.

The COC Convention will be held July 12-14 at the High School of Fashion, 225 West 24 Street, New York City. My friend, Jim Campbell, will be housed with others at the Fashion Institute of Technology on West 27th Street. Please be sure to mention his name when you write to Ms. Mitchell. Also, Angela Davis is a prominent member of COC.

C.

July 9, 1996

MEMO: George Gerbner  
FROM: Christine Castaneda

I can't always respond via e-mail, as the computers to do so are in two offices to which I cannot always gain free access. However, I *can* receive e-mail anytime, as those two colleagues are more than willing to pass it on to me. Hence I am FAXing this response.

Perhaps "people have the responsibility to demand..." is a better way of wording Articles 14, 15 and 17. You're right...We know our rights, but people often lack the courage or chutzpah to take responsibility, let alone recognize what their responsibilities are or could be. I see CEM as teaching them *how* to take responsibility, in some part through the Speakers Network, which brings us to the form you sent. Here is it re-typed:

The Cultural Environment Movement offers a database of names of members available for speaking nationally and internationally. We would like to list your name among our experts.

You might speak before civic clubs, professional organizations, in schools and religious institutions, on talk shows, at conferences and policy forums of legislators. Only your topics will be listed in the CEM Speakers Network Directory. They might be about: media monopoly, independent media production, public media, alternative media, advocacy, educational imperatives, school support, media literacy, critical awareness, health promotion, religion as a cultural force, ecology, sustainable society, technology, *the Information Superhighway*, labor, jobs, work and image, storytellers in a culture of storytellers, human rights and global dominion, children, youth, aging, family, gender representation, gender violence, sexual orientation, violence, and/or racial and ethnic representations.

Please fill in the following:

Name (first, last) \_\_\_\_\_

Profession \_\_\_\_\_

Title \_\_\_\_\_

Affiliation/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code, Country \_\_\_\_\_

Telephone \_\_\_\_\_

FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Where are you willing to speak?

City(ies) \_\_\_\_\_

State(s) \_\_\_\_\_

Anywhere in U.S. \_\_\_\_\_

Internationally \_\_\_\_\_

Languages \_\_\_\_\_

Fee options: \_\_\_\_\_ pro bono; \_\_\_\_\_ fee (negotiable/non-negotiable); \_\_\_\_\_ fee as a donation to CEM

Available for: \_\_\_\_\_ speaking engagements; \_\_\_\_\_ media interviews; \_\_\_\_\_ book signing

Preference(s) of types of audiences \_\_\_\_\_

George, I don't see why we should ask for specifications for racial and ethnic representations, when we don't ask for specification about any other topic. And to call it the "Office of" Speakers Network is redundant; CEM Speakers Network sounds better to me, sans apostrophy after Speakers (we don't possess the Network.) I also prefer your layout of the topics, which I didn't bother to do here. Let me know what you think. Using my PO Box will be fine for respondents and better than using my E-mail c/o my boss's Boykinboy etc., though you may continue to reach me via E-mail.

6.30.96...once in a blue moon...

Dear George,

Well, I usually wrote to you at your home, but then one day you called and said "I'm working at home today" on my voicemail, which somehow made me think you usually went to the office...so...

But here I am, sending this to your home.

Yes, I am still willing to organize the Speakers Bureau.

See this flip side...the result of the article I wrote mostly with quotations from you for Storytelling Magazine's July '96 issue. I wrote another article about the need for storytelling in the S.C. school system; remains to be seen if that one is published, much later this year; it's a bi-annual.

Yes, I got your E-mail, my first ever!

Hope you enjoyed your vacation, where?

As for me, I'm dancing more, analyzing less.

Best wishes,  
Christine

### Storyteller Gets Emmy Nomination

JUDITH BLACK OF MARBLEHEAD, MASSACHUSETTS, was nominated for an Emmy Award by the National Academy of Television Arts and Sciences (New England Chapter) for her work in the J&J video, *From Her Arms to His*.

On the video, which was nominated in the category of Outstanding Acting-Performing, Black presents an original story about women who built M1 rifles at the Springfield (Massachusetts) Armory during World War II. Emmy presentations were made May 11, 1996. For more information, call 617-631-4417.



*Judith Black*

### TALES Call for Tellers

THE ALBERTA LEAGUE ENCOURAGING Storytelling (TALES) has issued a call for tellers for its 8th Annual Edmonton Storytelling Festival. To apply, send the title of your story session, a brief synopsis, and biographical information to Merle Harris or Gail de Vos, c/o TALES-Edmonton, 2nd Floor Percy Page Centre, 11759 Groat Road, Edmonton AB T5M 3K6. For more information, phone 403-422-8243.

### Wilson Web

A NEW SERVICE FOR LIBRARIANS, "HOT Flashes/Library News," is now available free on Wilson Web, the H.W. Wilson World Wide Web site. Brief announcements, position changes, breaking news, book awards, and other items of interest to the library community will be posted every day at <http://www.hwwilson.com/lib-news.html>.

## Cultural Environment Movement Holds Convention

**T**HE FOUNDING CONVENTION OF THE CULTURAL ENVIRONMENT MOVEMENT (CEM) was held on March 15-17, 1996, in St. Louis, Missouri. The CEM is a coalition of organizations and concerned people united in working for freedom, fairness, diversity, respect for cultural integrity, the protection of children and health, and the revival of democratic decision-making in the cultural mainstream of all countries. Participants to the convention converged from 14 countries and represented over 130 organizations.

Four members of the National Storytelling Association were present: CEM founding members Elaine Wynne and Larry Johnson of Minneapolis, Minnesota; Lynn Rubright of St. Louis, Missouri; and Christine Castaneda of Charleston, South Carolina. Wynne and Johnson presented stories as part of the proceedings and served on a pre-convention drafting committee to write a position paper entitled "Storytellers in a Culture of Storytellers." Castaneda also told a story.

"Storytellers are needed as frontrunning activists, not passive entertainers (in the movement)," says Castaneda, who is also currently serving, along with Wynne and Johnson on the CEM's Steering Committee.

CEM founder George Gerbner, past dean of Philadelphia's Annenberg School for Communication said, "Most of what we know or think we know, we know from stories we're told. That process used to be hand-crafted, home-made, and community-inspired. Now, it is mostly mass-produced and policy driven. It is the end result of a complex manufacturing and marketing process."

The consequence is that in third world countries, growing new technologies mean an enrichment of local cultural horizons, but for others it means a "narrowing of perspectives, homogenization of outlooks and limitation of alternatives."

The CEM is concerned, says Gerbner, with distortions of the media, which include "the promotion of practices that drug, hurt, poison, and kill thousands every day; portrayals that dehumanize and stigmatize; cults of violence that desensitize, terrorize and brutalize; the growing siege mentality of our cities, the drift toward ecological suicide, the silent crumbling of our infrastructure, widening resource gaps and the most glaring inequalities in the industrial worlds; the costly neglect of vital institutions, such as public education, health care, and the arts; make-believe politics corrupting the electoral process."

The CEM action program proposed to date is "designed to halt the concentration of media control, create mechanisms of independent public participation in cultural policy decisions, demand more freedom and support for the creative workers in the media, and teach critical media awareness and skills."

For more information, contact the Cultural Environment Movement, P.O. Box 31847, Philadelphia, Penn. 19104, or call 215-387-8034.



*Christine Castaneda, Elaine Wynne, and Larry Johnson at the CEM convention in St. Louis, Missouri*