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January 23, 1997

Dr. George Gerbner
Cultural Environment Movement
University City Science Center
3508 Market Street
Philadelphia, Pennsylvania 19104

Dear George:

We enjoyed Friday's meeting and are pleased to have the chance to submit this proposal to work with you on media relations for the next few months. CEM is a very exciting organization, and we are delighted that we may have the chance to continue to play a role in it.

In thinking about the best way to move forward, we decided that the best strategy is to work on a plan first and as part of the planning process to define a budget. If you need a budget now, we can do the reverse: create a plan that fits the budget that you want to establish.

Please call me if you have any questions.

Sincerely,



Michele M. Steege

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**A PROPOSAL TO THE CULTURAL
ENVIRONMENT MOVEMENT
FOR COMMUNICATIONS SERVICES**

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FOR COMMUNICATIONS SERVICES

A primary goal of the Cultural Environment Movement (CEM) is to build awareness of CEM, its messages, and its mission. Through greater awareness, CEM will engage new supporters and strengthen its network of collaborating organizations with the expectation that it will become the lead organization in advocating for gender equity and fairness in media representation, employment, and ownership.

CEM's leadership plans to seek media coverage to help build this awareness. Thus they have turned to Steege/Thomson Communications to develop a media relations program for the organization.

A MEDIA RELATIONS PLAN

In our conversations with George Gerbner and other CEM leaders and staff, a wealth of media opportunities have been discussed to promote CEM and its messages. These include:

- capitalizing on controversies in the media such as the recent TV Ratings debate to promote CEM's messages;
- placing Op-Eds on topics that highlight CEM's messages;
- scheduling radio talk show appearances, particularly on public radio, as well as interviews with TV and media reporters;
- creating a large media event around the announcement of the Fairness Index;
- publicizing crises in the cultural environment (or seizing on them) in the same way that the environmental movement did to gain public support for the CEM agenda;
- promoting speeches and other public appearances by George Gerbner and other CEM leaders;
- publicizing conferences;
- creating stories from research data from the Cultural Indicators research to highlight CEM's messages.

Steege/Thomson Communications proposes that its first task is to develop a brief plan outlining the goals of CEM's media communications program, its highest priority audiences, and most important messages. Once these are established, the plan will outline a strategy for achieving these goals so that we can focus on the highest priority media relations opportunities. It will also detail the budget. We will present the plan, a three- to six-page document, to CEM's leadership for discussion. Once we incorporate their ideas and input, the plan will then serve as a road map for media relations activities for the next few months until CEM's programs and membership plans are more fully developed. At that point, CEM will need a new plan incorporating these programs and plans.

ON-GOING MEDIA RELATIONS

Steege/Thomson Communications would then implement the plan, which would include some or all of the following elements:

- responding to media inquiries;
- reviewing and placing Op-Eds;
- seeking interviews with radio talk shows and TV/media reporters;
- building on the Robert Wood Johnson report and the Screen Actors Guild study announcements to obtain interviews for George Gerbner and stories on CEM's messages;
- preliminary planning for media coverage for the "day of action."

ANNOUNCEMENT OF THE FAIRNESS INDEX

CEM is planning to announce its Fairness Index within the next few months. In drafting the media relations plan, we will evaluate the role that this announcement should play in CEM's communications strategy. One option is to create a large media event or press conference in a visible location, possibly in connection with the Academy Awards, to draw as much attention as possible to the index. Another is to treat it as a simple news story. The implications in impact, time, and money need to be explored and discussed before a decision is made on the best approach.

ESTIMATED COSTS

We estimate that these services will incur the following costs:

Media Relations Plan	\$5,000 - 7,000
Ongoing Media Relations (six month period, depending on the scope of work agreed to in the plan)	\$7,000 - 17,000
Announcement of the Fairness Index (depending on the magnitude of the announcement).	\$5,000 - \$25,000
Expenses: duplicating, faxes, distribution of news releases (3), clipping service, East Coast travel word-processing,	\$3,000 - \$8,000
Total	\$20,000 - \$57,000

Steege/Thomson bills by the hour each month for actual hours expended on the project. Out-of-pocket expenses, such as mailing, duplicating, faxing, word-processing, clipping services, photostats, and distribution services are additional. We have included an estimate in the costs above. In the planning process, we will pinpoint these estimates so that we are all working from the same clear understanding of the budget.