

February 3, 1992

Martin Teitel
Executive Director
The C.S. Fund
469 Bohemian Highway
Freestone, CA 95472

Dear Mr. Teitel:

This is an inquiry about the C.S. Fund's interest in an action and research program to promote cultural requirements for effective environmental policy change. The project will first concentrate on U.S. media policy and then work with a worldwide interdisciplinary network of collaborators linking the United States with other industrialized and developing countries. Research on media portrayals and their effects on lifestyle and behavior will be related to environmental organization, action, and policymaking.

Our prior studies have convinced us that a major impediment to policy change has been the unchanging portrayals of everyday life in the mainstream mass media, particularly television entertainment. The five basic assumptions on which our approach rests stem from prior national and international collaborative work on how mass media contribute to a variety of public conceptions and policies.

The first assumption is that the new frontier for environmental and energy policy change is cultural. Most of the beliefs (and misconceptions) people hold in common about the environment are learned from exposure to portrayals embedded in the stories and images of the cultural mainstream, now dominated by television. While news and documentary programs have paid some attention to environmental concerns, dramatic programs and commercials are the principal sources of information for those who seek no information. The portrayals range from scenes of nature and urban sites, habitats, and habits to modes of transportation, energy use, and living. We intend to test and elaborate the proposition, suggested by our pilot studies, that many of these pervasive common portrayals and conceptions counteract and often damage environmental efforts.

The second assumption is that effective environmental policies require changes in everyday life and behavior, ranging from energy use in the home through transportation to consumption and waste. Formal information efforts, reaching mostly the better educated information-seekers, cannot transform habits and expectations reinforced many times a day by television. Until the need for change is made clear across the program spectrum, environmental policies that depend upon public behavior will be limited to rear-guard efforts.

Our third assumption is that general television (and most cable) programming is largely insensitive to the need for environmentally sound portrayals. Commercials, old movies, and current dramatic programming seldom offer realistic portrayals of the lifestyle and other changes needed to do justice to the global environmental challenge. Styles of living and working portrayed on television tend to ignore environmental problems. Broadcast industry codes make no mention of environmental needs. With rare exceptions, environmental concerns are conspicuous by their absence. Commercials show cars driving (fast) along empty roads through pristine landscapes. Marketing and promotional messages often suggest that improved packaging, superior technology, and responsible corporate behavior have environmental problems under control. A lack of perspective and balance results in panic reactions to dramatic risk communications but no sustained behavior change. Therefore, de facto program policies undermine information efforts and cultivate resistance (and in some respects hostility) to sound and effective environmental policy change. We propose to demonstrate to media and other policy-makers that new and coherent media policies are needed to support effective changes in environmental policy.

Our fourth assumption is that, like the environment itself, environmental portrayals and conceptions are essentially transnational. Tragic levels of pollution and depletion of natural resources have created severe conflicts, with international implications, and have made environmental issues a focus of political opposition and protest in many countries. U.S. film and television programs are produced for the world market. They are America's largest non-military export. American images, messages, and portrayals dominate the screens of the world. Therefore, we must begin at home. Eventually, however, environmental policy change requires broad multinational, multi-institutional, and interdisciplinary collaboration.

Our fifth and final assumption is that realistic environmental cultural policy change is an achievable goal. The group of activists, scholars, and policy-makers collaborating in this proposal will work with media and other organizations, especially in the areas of environmental and health policy, to form a broad constituency for cultural change.

The preparatory work has been completed. Attached is a list of seven co-principal investigators from the United States and more than 40 others from 34 nations throughout Africa, the Middle East, Asia and the Pacific, Latin America and the Caribbean, the Russian Federation, Estonia, Belarus, and Eastern and Western Europe who have joined in this proposal. Statements of intent and preparation from all collaborators are on file and available.

We are turning to the C.S. Fund for a grant to support the United States portion of the project. That consists of the research, organization, and dissemination needed to advance the project's objectives in the United States and to launch the

THE ANNENBERG SCHOOL³FOR
COMMUNICATION

UNIVERSITY OF PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

international part of the project. We propose the following specific steps:

1. The analysis of environmentally relevant messages and images in representative samples of network television drama and commercials in the United States. This would draw on and update relevant aspects of our database of television content accumulating since 1967.

2. The application of a survey methodology developed in prior work to assess the consequences of exposure to environmental portrayals for relevant behaviors, conceptions, and policies. This would consist mainly of secondary analysis of existing survey data.

3. Dissemination and implementation, in collaboration with media professionals, governmental and industrial policy-makers, environmental specialists and activists, and other public and citizens' organizations, intended to help create a coalition and national constituencies for environmental policy change.

4. The activation of the network of international collaborators to carry out similar work to be funded in their own countries. At the conclusion of the U.S. phase of this project we intend to seek other funding for comparative analysis and further international organizational activity.

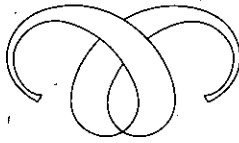
The proposed project would take two years and the direct cost would be approximately \$15,000. We are of course prepared to submit a detailed cost estimate.

My colleagues and I would appreciate your advice concerning the suitability and timing of this proposal, and what additional materials would be needed for a formal application. We look forward to hearing from you.

Sincerely yours,

George Gerbner
Professor of Communication and Dean Emeritus

Enclosure: List of co-principals



C. S. FUND

February 13, 1992

George Gerbner
Annenberg School for Communication
3620 Walnut St.
Philadelphia, PA 19104-6220

Dear George Gerbner:

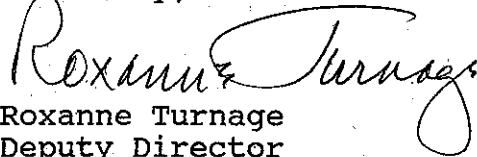
Thank you for your recent correspondence describing your work. The C.S. Fund has a small program staff and is unable to review pre-proposals or advise potential grantees about particular projects.

We realize that grant seeking is labor-intensive, and so are happy to accept proposals written for other foundations with a cover letter indicating your request to the C.S. Fund.

Enclosed is our annual report which contains our granting guidelines, application procedures and a list of grants made in the past year. I hope this information will help you to determine whether it would be appropriate for you to submit a formal proposal for the Board's consideration.

Please do not hesitate to contact us if you have any questions.

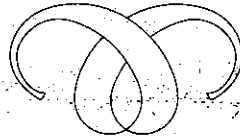
Sincerely,


Roxanne Turnage
Deputy Director

Enclosure

C.S. FUND
WARSH-MOTT LEGACY

10/7/93
#941-021



C. S. FUND

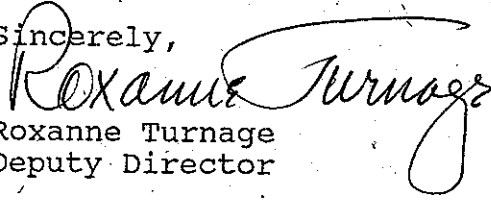
George Gerbner
Annenberg School for Communication
University of Pennsylvania
3620 Walnut
Philadelphia, PA 19104-6220

12 August 1993

Dear Professor Gerbner,

I was intrigued to read about your nascent Cultural Environmental Movement as described in the July 26th edition of In These Times. I work for a small private foundation which shares some of your concerns about the media. As you can see from our grants list in the enclosed brochure, we support a variety of organizations devoted to examining the media's role in society and to insuring that critical information is available to the public. It's my understanding that we have a mutual friend - Carl Jensen of Project Censored. I'd appreciate being included in your network, and look forward to learning more about your goals and plans for the CEM.

Sincerely,


Roxanne Turnage
Deputy Director

C.S. FUND
WARSH-MOTT LEGACY

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

September 21, 1993

Roxanne Turnage
Deputy Director
C.S. Fund
469 Bohemian Highway
Freestone, CA 95472

Old, NB

Dear Ms. Turnage:

Many thanks for your letter and inquiry of August 12, and the brochure. Yes, I had been delighted to see your support of Carl Jensen and Project Censured.

I am writing to ask for your help in funding the next crucial step in the development of the Cultural Environment Movement.

CEM is an educational nonprofit tax-exempt corporation. The original statement was published in *ADBUSTERS* under the title "The Second American Revolution." That and a somewhat revised Prospectus and related materials attached.

CEM confronts problems inherent in the cultural transformations of our time. A child today is born into a home in which television is on an average of 7 hours and 4 minutes a day. Most of the stories about people, life and values are told not by parents, schools, churches, or others in the community who have something to tell but by a shrinking number of global conglomerates that have something to sell.

This is a radical change in the way we employ creative talent, raise our children and manage our environment. The roles we grow into and the ways we see other people and the world are no longer mostly home-made, hand-crafted, community-inspired. They are the end results of a complex and highly centralized manufacturing and marketing process.

Many aspects of that process distort human development, homogenize cultures, squander resources, and damage our environment. Most importantly, they conceal the need for quick and radical change and, in fact, reinforce and perpetuate destructive habits and policies. We believe, therefore, that the new frontier for national and international policy change is the cultural frontier.

The increasing centralization, conglomeratization and globalization of the marketing imperative -- mass-produce sell and consume regardless of inequalities and costs -- confront us with the challenge of finding a liberating alternative. CEM is that alternative. Our program is radical because media have drifted so far toward concentrated control that almost any attempt to bring them within democratic reach appears radical. We no longer beg for favors where we have constitutional rights, human rights, and civil rights. We work for a reversal of the concentration of control over both old and new communications technologies, a halt to the increasing conglomeration and globalization of ownership, an end to formula-driven homogenization of content, and effective public participation in cultural decision-making.

CEM is in the process of building a broad coalition a constituency. We have set up an initial group of consultants and advisors, engaged in interpersonal and organizational networking, made many personal appearances (lectures, panels, conferences, television and radio shows helped arrange regional organizing conferences, and mailed the prospectus and a survey (enclosed) to those who wrote called for more information. Media attention provided opportunities to introduce CEM as the "liberating alternative" to more timid, narrow, traditional, or repressive movements in the field.

The public response has been very positive, at times overwhelming. Large numbers of people and organizations seem to be ready and eager to engage in a new and different kind of action. The time is right for a highly visible public launching of CEM. But we are still an amateur organization with no funds (other than to cover mailing to those who request information), no staff (other than a few part-time volunteers), and no office. Funds are needed to engage professional staff, prepare a press campaign, and plan a major conference.

Activities and developments of the past year and a ha have given us the momentum for the lift-off. Although muc of the impetus comes from the current visibility of the violence and diversity issues (in which our Violence Profi and recent study of women and minorities on television played a part), we extend these to a concern with the quality of life, health, and the environment. Let me give you an account of some of the events here and abroad that have contributed to that momentum.

My commentary in the spring of 1992 (as the minority voice!) in a panel discussion on "The New Global Popular Culture" organized by the American Enterprise Institute in Washington, D.C. was televised by PBS and C-SPAN. This was followed by a keynote address at the "International Symposium On Media Literacy" organized by the Bertelsman Foundation in Gutersloh, Germany and convention speeches at the American Psychiatric Association in Washington, D.C. and at the International Communication Association convention in Miami.

TV Guide convened a video-taped panel discussion on television violence, with my participation, in June in New York. A condensed transcript was published in the August special issue. It generated over 1,000 overwhelmingly positive letters.

Participation in a symposium on media policy at the Frankfurt Fair (Messe Frankfurt) in Germany and in a Freed Forum-sponsored conference in Moscow afforded opportunities to generate international interest. The keynote address at the Conference on Media Education of the National Council Teachers of English, also in June, introduced CEM to English teachers.

Participation on three panels of the International Association for Mass Communications Research in August in Guarujá, Brazil gained support for CEM from an international group of academics and practitioners. A public lecture and a workshop for teachers in the Princeton, N.J. school system in September helped the approval of a media literacy program for the schools and recruited several teachers for CEM. I did workshops on media analysis at the American University in Cairo and the Salesian University, Rome, Italy.

A keynote address to a conference organized by the Peabody Charitable Trusts in Philadelphia introduced the approach to foundation executives. In November, a speech to an international conference in Montreal resulted in both individual and organizational interest in affiliation. Also in November, three programs on the "All About TV" educational television series in New York evoked many inquiries.

A lecture at the University of Texas Health Sciences Center Program on Humanities and Technology in Health Care in December led to the organization of a regional group and

eventually the CEMNET electronic mail network. Participation in the Aspen Foundation National Leadership Conference on Media Literacy extended organizational contacts for affiliation. My testimony at a hearing of the House Judiciary Committee's Subcommittee on Crime and Criminal Justice noting the need for CEM resulted in a flurry of attention and the reprinting of the testimony in several publications.

A public lecture at St. Mary's College in Moraga, California, in January, 1993, a subsequent meeting with interested persons in the Bay Area, an hour-long discussion on a radio call-in program in San Francisco, and a television interview in Los Angeles introduced CEM to West Coast audiences.

Public lectures at Dickinson College, at the Glenelg Country School in Maryland, and at the Louisiana State University in Baton Rouge, and an op-ed commentary in the *New York Newsday* in February elicited many responses. In March the Citizens Action for Better Television of Philadelphia voted to affiliate with CEM (joining the Message to the Media citizen group in Wilmington, Delaware which had done so earlier).

Senators Paul Simon and Byron Dorgan consulted about our studies and approach to regulation. Media requests for interviews or information became a daily affair. After a press conference and a public lecture (carried in full on public radio) in Ashville, N.C. in April, a local CEM coordinating committee was elected and began planning for regional conference.

A speech in May at a meeting of Physicians for Social Responsibility led to the election of a coordinating committee and a subsequent session at which PSR offered to organize health professionals for affiliation with CEM.

Our study "Women and Minorities on Television: Castin and Fate," was released in June at a Washington, D.C. press conference called by the American Federation of Television and Radio Artists (AFTRA) and the Screen Actors Guild (SAG) sponsors of the study. The findings were widely reported; summary presenting CEM's approach appeared as an op-ed piece in *The Philadelphia Inquirer* in July.

The rise in public concern was reflected in governmental and industry interest. In July we received a

small grant from the Office of Substance Abuse Prevention the U.S. Public Health Service to conduct an "outreach program" using our list of respondents and other relevant lists to compile a directory of organizations interested in affiliation with CEM.

A "National Consultation on Safeguarding Our Youth: Violence Prevention for Our Children" was convened in July by Attorney General Janet Reno, Department of Education Secretary Richard W. Riley and Department of Health and Human Services Secretary Donna Shalala in Washington, D.C. This was the first high-level government-sponsored group of health, youth, and education professionals, writers and independent producers to consider media policy.

The group concluded that "The issue of media violence is really just the first phase of a major cultural debate about life in the 21st Century. What kind of people do we want our children to become? What kind of culture will be give them the environment they will need to grow up healthy and whole?" The group recommended that citizens "Take lessons from the environmental movement to form a 'cultural environmental' movement."

At the end of July we released an updated "Television Violence Profile" at a Washington press conference called Senator Paul Simon. An invitation to speak at the annual meeting of Education First!, an organization of Hollywood producers concerned with the educational impact of entertainment, introduced CEM to the creative community and helped prepare for a regional meeting less than two weeks later.

The "Industry-Wide Leadership Conference on Violence Television Programming" met in Los Angeles on August 2. Never before have leaders of electronic media invited legislators, educators, researchers and representatives of citizens groups to discuss a matter of cultural policy. The Los Angeles "summit" (as the press dubbed it) was broadcast by CNN live, covered by all networks and other media around the world, and later aired in full by C-SPAN. Participation in that conference gave further visibility to CEM. A Southern California regional organizing meeting was held immediately afterward, elected a coordinating committee, and set in motion plans for further regional organizing.

The following day, a meeting with SAG and AFTRA representatives in Los Angeles resulted in a recommendation

to their national boards to form a union-lead Coalition for Media Diversity affiliated with CEM.

On August 30, *Electronic Media* carried the first trade paper story about CEM. It reported the Los Angeles organizing meeting, described the diversity goals of the Movement, and cited SAG and AFTRA representatives declaring that "It's a cause both unions feel very strongly about."

The Hollywood Caucus of Producers, Writers and Directors, speaking for the creative community (and represented at our Los Angeles organizing meeting), said in a statement issued on the eve of the August 2 conference: "We stand today at a point in time when the country's dissatisfaction with the quality of television is at an all-time high, while our own feelings of helplessness and lack of power, in not only choosing material that seeks to enrich, but also in our ability to execute to the best of our ability, is at an all-time low."

Industry ferment and public disaffection create a situation ripe for coalition-building but also rife for a repressive backlash. The Rev. Donald Wildmon's American Family Association buys full-page ads in major newspapers with headlines screaming "WE ARE FED UP!," "WE ARE OUTRAGED!," and "SHAME, SHAME, SHAME," advocating only suppression. The Rev. Pat Robertson's Christian Coalition launches a campaign to recruit minorities. Pat Buchanan brings "2,000 Christian conservatives to their feet with vow ...never [to] 'raise a white flag in the cultural war," reports the *New York Times* (September 9, 1993, p.37).

The Cultural Environment Movement offers the liberating alternative: survivability and more freedom rather than more censorship, bans, and boycotts. Loosening the global marketing noose around the necks of producers, writers, directors, actors and journalists will improve quality and enlarge rather than restrict creative opportunities. That will bring alternative views of living, using resources, and conducting our affairs into the mainstream of the cultural environment. The role of Congress, if any, may be to turn its anti-trust and civil rights oversight on the centralized and globalized industrial structures and marketing imperatives that impose mindless formulas and foist them on the children of the world.

CEM is the emerging coalition of media, professional, labor, environmental, religious, health-related, and women

and minority groups working for freedom from stereotyped formulas; for investing in a freer, fairer, and more diverse cultural environment; for reversing the degradation of both physical and cultural environments; and for broadly-based public participation in cultural decisions that shape our lives and the lives of our children.

Our immediate needs are three-fold. First, we need a professional development person (fund-raiser). Secondly, we need an administrator to run an office and handle routine contacts with secretarial help. Third, we need to plan a press campaign to announce our program and affiliated organizations, solicit more affiliations and contributions and call for a "Peoples' Convention." The work of that convention will include a covenant of People's Communicati Rights, a Viewers' Declaration of Independence, and the development of priorities for action.

I estimate the first year's budget as follows:

Development (fund-raiser), half-time	\$25,00
Administrator, three-quarters time	24,00
Secretary, full time	24,00
Travel	6,00
Materials for press campaign, direct mail	5,00
Rent, utilities, equipment, communications	<u>16,00</u>
Total	\$100,00

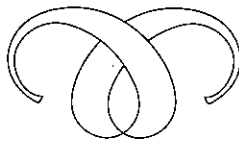
That amount, or any significant part of it, would be needed for our "takeoff." Let me know what you think, and what further information, if any, I should provide.

I look forward to your reaction, advice, and suggestions.

Sincerely yours,



George Gerbner
 Professor and Dean Emeritus
 Founder and Chair, the Cultural Environment Movement
 Office: 215 898 6776; fax 215 898 2024
 Home: 215 642 7479' fax 215 642 3061



C. S. FUND

March 28, 1994

George Gerbner
Cultural Environment Movement
Annenberg School For Communication
3620 Walnut Street
Philadelphia, PA 19104-6220

Re: General Support
941-021

Dear George Gerbner:

The Board of Directors of the C.S. Fund has considered your funding request and has decided not to provide support at this time.

We receive a large number of good proposals, but can only fund a limited number that most closely fit our goals and guidelines.

I am sorry that we are unable to assist you and hope that you develop the necessary support to continue your efforts.

Sincerely,

Martin Teitel, Ph.D.
Executive Director

MT/kk

C.S. FUND
WARSH-MOTT LEGACY

October 3, 1994

Mr. Martin Teitel, Executive Director
CS Fund
469 Bohemian Highway
Freestone, CA 95472

Dear Mr. Teitel:

Jerry Mander and Herb Chao Gunther of the Public Media Center encouraged me to write you about our work and needs.

The enclosed materials will tell you something about CEM and my own work. The article on "Television Violence: the Art of Asking the Wrong Question" also has a short inset about the Cultural Indicators research project.

In our research we demonstrate that highly concentrated and technologically-driven global marketing, and not human need or even popularity, imposes mindless violence, long-discredited but still pervasive stereotyping, and an ultimately suicidal lifestyle on children and all of us.

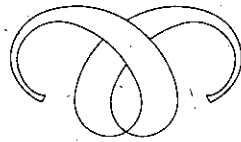
CEM is "the liberating alternative" to the repressive movements in the field. We are determined to build a broad coalition of grass-roots organizations working for citizen power and public participation in cultural decision-making.

This coming year is the crucial time for CEM's public launch. Support is also needed to continue a unique research project, the only one monitoring television since 1967 and capable of providing the ammunition public organizations, and the public itself, need.

Your advice and the CS Fund's substantial support are urgently needed. Please let me know what other documentation, if any, is needed for your consideration.

Sincerely yours,

George Gerbner
Professor and Dean Emeritus



C. S. FUND

George Gerbner
Professor and Dean Emeritus
Annenberg School of Communication
3620 Walnut St.
Philadelphia, PA 19104-6220

November 7, 1994

Dear Dr. Gerbner,

Thanks for your October packet on CEM. I had been well prepared for this with an excellent introduction from Rick Crawford.

I'm happy to log the material you sent in as a proposal for our next docket. Further materials would be helpful. I know that you're at a very early stage, but if you have anything that has been pulled together yet in the form of a proposal, this would be useful. In particular, it's going to be hard for us to grapple with this without having a budget.

You don't need to be concerned about materials that you send us being very formal, or in final form, because we are used to dealing with small organizations and with start-ups. My goal is to get the best understanding that I can of what you're doing.

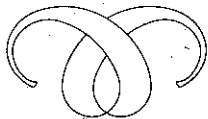
Attached is our brochure, which may give you a better idea of who we are and what we're up to.

Sincerely,

Martin Teitel, Ph.D.
Executive Director

Fax 707 874 1734

C.S. FUND
WARSH-MOTT LEGACY



C. S. FUND



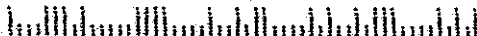
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George Gerbner
Cultural Environment Movement
Annenberg School For Communication
3620 Walnut Street
Philadelphia PA 19104-6220

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BOHEMIAN HIGHWAY
FREESTONE, CA
95472

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C. S. FUND

11-16-94

DATE



951-049

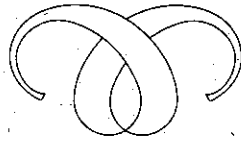
PROPOSAL NUMBER

THANK YOU for the proposal which has been received and entered into our current grant cycle. It will be reviewed by our program staff and Board of Directors.

Final decisions will leave our office approximately three months after the proposal deadline.

To facilitate handling your proposal, please refer to the above PROPOSAL NUMBER in any information you send us.

T H A N K Y O U



C. S. FUND

March 27, 1995

George Gerbner
Cultural Environment Movement
Annenberg School For Communication
3620 Walnut Street
Philadelphia, PA 19104-6220

Re: General Support
951-049

Dear George Gerbner:

At its recent meeting, the Board of Directors of the C.S. Fund decided to defer consideration of a small number of projects including your proposal referenced above. This will provide us with an opportunity to resubmit your funding request to the Board during a later granting cycle. Therefore, please keep us informed of any changes or developments in your work that may assist the Board in making its decision.

Please note that this deferral is not a commitment to provide funding at a later date; more information will be needed to arrive at a final decision.

Thank you for your patience.

Sincerely,

Martin Teitel, Ph.D.
Executive Director

MT/kk

*Dr. Gerbner - I'm
going to try to
hook up with Rick
Crawford for a
conversation*

C.S. FUND
WARSH-MOTT LEGACY



C. S. FUND

*Review this file
Give to George*

March 27, 1995

George Gerbner
Cultural Environment Movement
Annenberg School For Communication
3620 Walnut Street
Philadelphia, PA 19104-6220

Re: General Support
951-049

Dear George Gerbner:

At its recent meeting, the Board of Directors of the C.S. Fund decided to defer consideration of a small number of projects including your proposal referenced above. This will provide us with an opportunity to resubmit your funding request to the Board during a later granting cycle. Therefore, please keep us informed of any changes or developments in your work that may assist the Board in making its decision.

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Thank you for your patience.

Sincerely,

Martin Teitel, Ph.D.
Executive Director

MT/kk

*Dr. Gerbner - I'm
going to try to
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conversation*

C.S. FUND
WARSH-MOTT LEGACY

April 15, 1995

Martin Teitel, Ph.D.
Executive Director, C.S. Fund
469 Bohemian Highway
Freestone, CA 95472

Re: Proposal # 951-049

Dear Dr. Teitel:

Thank you for your letter of March 27. We appreciate your interest and the opportunity to submit further information.

As you may recall, CEM is a non-profit tax-exempt corporation building a coalition of independent organizations working for freedom, fairness, diversity and democracy in media. We have a membership of over 3,000, and a list of more than 100 organizational affiliates.

In my letter of November 30, 1994, I previously submitted materials, I provided a brief description of our forthcoming "Founding Conference." I noted that it will assemble for the first time representatives of affiliated organizations and potential affiliates from the U.S. and abroad. The program will include (a) nationally prominent keynote speakers; (b) working sessions to develop areas, targets and priorities for action; (c) formation of a Coordinating Council of representatives of affiliated groups; and (d) the ratification of a covenant of "People's Communication Rights," and a "Viewers' Declaration of Independence" stating aims and aspirations of the Movement.

Since that time we have set the date and location. The "Founding Convention" will be held on March 15-17, 1996, in St. Louis, Missouri. It will be hosted and co-sponsored by Webster University. Other co-sponsors so far include the American Humane Association's Children's Division, the Minority Media and Telecommunications Council, and Physicians for Social Responsibility, and the Media Image Coalition of Los Angeles. Several other national organizations representing different ethnic groups, women's and health-related organizations, and some media guilds have expressed interest in co-sponsorship. We are in the final stage of selecting a group of co-sponsors whose names and objectives will help communicate the breadth and depth of CEM's commitment to working for a free, fair, diverse and non-damaging cultural environment. Co-sponsors will not be

required (and in some cases able) to make substantial financial contributions beyond sending representatives. But they will be invited to join the planning committee and will be actively involved in advising on the program.

Our major task now is to fund the planning process and to provide scholarships to representatives from the U.S. and abroad who could not otherwise attend the conference. We estimate the conference budget at \$200,000. A grant proposal for \$50,000 is pending with the Center for Substance Abuse Prevention which is interested in supporting anti-violence and anti-drug cultural policy. Webster University expects to contribute \$20,000. Fees and other income should bring in about \$50,000. We are searching for other funding sources to help close the gap, and hope that the C.S. Fund can be among them.

We are requesting funds toward preparing, staffing, and partial funding of the conference, as follows:

Planning (one session of key organizational representatives in Philadelphia).	\$ 10,000
Scholarships for participants	10,000
Conference mailing and staffing	<u>10,000</u>
Total	30,000

Please let me know what further information or discussion either by phone or in person may be helpful. I will be in California June 2-5. And please note my new address.

I look forward to hearing from you.

Sincerely yours,



George Gerbner, Professor and Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Founder and Chair, the Cultural Environment Movement
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220 Home: 234 Golf View Rd.
Tel/fax 215 387 5202 Ardmore, PA 19003-1002
Internet FGG@ASC.UPENN.EDU Tel/fax 610 642 3061

cc: Rick Crawford

[82] From: bwithe 5/18/95 3:56PM (3961 bytes: 72 ln)

To: fgg

Subject: Re: CS Fund needs info asap

----- Forwarded -----
From: crawford@cs.ucdavis.edu (Rick Crawford) at SMTP-po 5/17/95 2:51AM (3798 bytes: 72 ln)

To: bwithe at POST1

Subject: Re: CS Fund needs info asap

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

Text item 1: Text Item

Received: by ccm ail from toadflax.cs.ucdavis.edu
From crawford@cs.ucdavis.edu
X-Envelope-From: crawford@cs.ucdavis.edu
Received: from ivy.cs.ucdavis.edu by toadflax.cs.ucdavis.edu (4.1/UCD.CS.2.6) id AA00736; Tue, 16 May 95 23:52:57 PDT
Received: by ivy.cs.ucdavis.edu (5.65/UCD.CS.2.6) id AA17214; Tue, 16 May 1995 23:52:56 -0700
Date: Tue, 16 May 1995 23:52:56 -0700
From: crawford@cs.ucdavis.edu (Rick Crawford)
Message-Id: <9505170652.AA17214@ivy.cs.ucdavis.edu>
To: bwithe@asc.upenn.edu
Subject: Re: CS Fund needs info asap

Dick
916 758 5604

SF meet UNPLUG

Thanks Sheila, good info & advice. What do you think of msg below to CS Fund? (both in terms of \$amounts and presentation of CEM's approach)? I need to send them our "final" proposal this Thurs nite at the latest, so Marty doesn't have to digest any last-minute changes and convey them to his board while they're making their funding decisions. Thanks.

BTW, who (& how big) is our other major grantor besides Robt Wood Johnson?

-rick

Marty, good news -- another major research grant came thru, so CEM now has *2* (count em ;-) fulltime staff. That makes us financially stable as far as being a Think Tank. The overhead ratio for our staff allows one of them to handle ongoing CEM operations, membership, etc, while the other can do the planning and help coordinate the process leading to our Founding Conference next March.

In light of these developments, we want to revise our proposal to CS Fund and structure it into 4 separate requests as follows: —

\$30,000: Pre-Conference *process* to spread CEM umbrella over our Affiliates. Includes \$25,000 for 3 issues of our publication, the "CEM Monitor". Although the Monitor will probably generate significant funds, its primary function is to catalyze our process, to serve as a bridge between CEM, our Affiliates, and the public. The CEM Monitor will provide both detailed info on issues, and a unifying vision of our common interest in democratizing the mass media structures that are diverting and inhibiting the forces of positive social change.

Initial publication ^{post} schedule: one issue this summer, one in late 1995, plus a Conference Edition that pulls everything together so our meeting in March 1996 is as productive as possible ... our "founding" conference should be a checkpoint, not a starting point.

~~the~~ *milestone*

\$25,000: Scholarships for low-revenue Affiliates to attend Conference. So far, Webster Univ. has confirmed a conf. grant of \$20,000 to house/handle 250 people for 2 days/nights (in dormitories), plus meeting spaces, some postage and copying, etc.

Many conference attendees will pay their own way (airfare, plus a registration fee to recoup CEM's expenses). But since our goals include communications equity, these scholarships will help ensure more low-income representation. (Perhaps CEM and CS Fund could mutually agree on which leaders of what low-revenue orgs get the scholarships? e.g. Dick Sclove, John Stauber, Adbusters, Jeff Chester, Native Amer. Journalists, ...?)

[SHEILA - are any of the above already confirmed and paying their own way?]

\$6,000: Conference packets for 250 attendees.

Not yet - no word

\$10,000: Produce and disseminate post-Conference reports and tapes to reach a broader audience (maybe broadcast via DeepDish TV, Pacifica Radio).

Thanks for your efforts, and all feedback appreciated.

-rick