

the *liberating* alternative

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

Dear ,

I am writing to you for help in meeting the challenge of our times. The "culture wars" are leading us in an increasingly repressive direction. The Cultural Environment Movement offers the liberating alternative.

After two years of networking and preparation, we are getting ready for the Founding Convention, March 15-17, 1996, at Webster University in St. Louis. The attached materials provide more information about the Cultural Environment Movement.

We need your comments and suggestions about the enclosed packet of materials, and especially about the Working Groups. They are drafts to be revised after we receive your comments.

You will find your name listed under one of the Working Groups. We hope that you will agree to serve in that role. If you prefer to be a Convener for another Working Group, please let us know. The tasks are explained on the first page of the Working Groups document.

A word about serving as Conveners and Chairs of the Working Groups. Most of those listed are "stars" in their own right. They are in demand for performing in leadership roles in meetings and conferences. Yet we make this audacious demand, offering only the opportunity to invest time, money, and hard work. And we ask you to consider it very seriously.

The Founding Convention needs your leadership in assuming a key role in its preparation and conduct. This is the first time that representatives and individual supporters meet to define policy and action. I hope that you will accept the role of guiding that process as Convener. The Chair of each

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



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Working Group will be in touch with all Conveners to solicit their advice about the action program to be recommended by that Working Group to the Convention.

CEM has no source of funds other than membership fees. We could not afford to hire a fundraiser, or to take any more time for what had proved to be a fruitless search for substantial Foundation support. Assuming that we receive the anticipated membership fee income, the additional per head cost of the Convention is \$242.00. Unless we receive additional financial support, we must charge that, or more, for attendance alone. Transportation and hotel will place additional burdens on participants. Diversity and broad representation can be achieved only if we can provide support for those who otherwise could not afford to come.

Contributions now will make it possible to invite a diverse national and international group of organizational representatives and other participants. Funds received now will go toward renewing membership, awarding scholarships, helping with expenses of travel from Third World countries, and generally making attendance more affordable.

Your response and generous contribution now will set the terms of that invitation. Each \$250 contribution above membership will make it possible to invite a delegate who otherwise could not come. A \$350 contribution will place your name on a priority list of those to be invited. If you cannot make a contribution now, please make a pledge on the attached response form. Even if you cannot attend the Convention, you can still invest in working for a cultural environment that heals more than it hurts, and that is fair, diverse, and free.

Now is the time to meet the challenge of our times. The general mailing must go out in November. Please use the attached form to send in your response now.

Sincerely yours,

George Gerbner