



MAYEDA

July 21, 1995

MANAA
Est. 1992

Dr. George Gerbner
234 Golf View Road
Ardmore, Pennsylvania 19003

VIA TELECOPIER (610) 642-3061

BOARD OF DIRECTORS

GUY AOKI
President

Re: MANAA's Participation in Cultural Environment Movement

JEFF HOLLINGSWORTH
Vice President

Dear Dr. Gerbner:

LINCOLN CHUNG
Treasurer

It was a pleasure meeting you this past Tuesday at the National Hispanic Media Coalition meeting. As promised, I pitched CEM to the MANAA board at our meeting last night. The board enthusiastically agreed to participate in CEM in the following manner:

MINA FUJIKAWA
Secretary

1. MANAA agreed to permit CEM to use MANAA's name as a co-sponsor of the founding convention;
2. MANAA appointed me to be its liaison with respect to communications regarding CEM;
3. MANAA committed to participate in the activities leading up to the founding convention; and
4. MANAA hopes to be able to send a representative to the founding convention; a final decision will be made when the cost of attendance is firmed up.

BEN BULATAO

PAWAN DHINGRA

RITA HOLLINGSWORTH

For purposes of CEM's mailing list, please use MANAA's post office box as stated on the letterhead. I should be listed as the principal contact, with a telephone number of (310) 277-3333 and a fax number of (310) 277-7444.

I am pleased that MANAA will be joining forces with CEM in what I expect to be a truly revolutionary movement. I look forward to working with you.

Cordially,


Daniel M. Mayeda

cc: Guy Aoki, President, MANAA



MAYEDA

August 9, 1995

MANAA
Est. 1992

TO: DISTRIBUTION

BOARD OF DIRECTORS

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Vice President

LINCOLN CHUNG
Treasurer

MINA FUJIKAWA
Secretary

BEN BULATAO

PAWAN DHINGRA

RITA HOLLINGSWORTH

Re: Invitation to join Cultural Environment Movement

Dear Persons Interested in the Portrayal of Asian Americans in the Media:

As you may know, the Media Action Network for Asian Americans (MANAA) is a non-profit, volunteer organization that monitors all forms of mass media and advocates for positive, balanced and sensitive portrayals and news coverage of Asian and Pacific Islander Americans. MANAA has joined the Cultural Environment Movement (CEM), a coalition of independent organizations working for freedom, fairness, diversity and democracy in media. The enclosed materials provide an introduction to CEM.

Knowing of your interest in accurate and non-stereotypical depictions of Asian Americans in media, I would like to invite you and your organization to join CEM. CEM is currently building a national structure and will hold its "Founding Convention" on March 15-17, 1996 in St. Louis, Missouri. I have been asked by CEM founder and Chair, Dr. George Gerbner, Dean Emeritus of the Annenberg School for Communication, to be a co-convenor of the Asian American Working Group at the convention. I am seeking other interested persons and organizations to participate in CEM, as co-convenors, attendees of the convention and/or consultants to the Working Group so that the Group will reflect input from various Asian and Pacific American constituencies and perspectives.

I will contact you very shortly to discuss this matter. In the meantime, please feel free to call me at (310) 277-3333 or fax (310) 277-7444. Thank you for your interest.

Sincerely,

Daniel M. Mayeda
MANAA Legal Counsel

DMM:ms [402168]
cc: Dr. George Gerbner

DISTRIBUTION LIST

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(213) 893-3873

Mr. Jon Funabiki
Rights & Social Justice Division
Ford Foundation
320 E. 43rd Street
New York, NY 10017
(212) 573-5289

Response to CEM Founding Convention Support Appeal

Name Daniel Mayeda
 Title Legal Counsel
 Organization Media Action Network for Asian American
 Location Los Angeles, CA

- 1) I will attend the Convention and agree to be a Convener for the Working Group on #12 Affirming Diversity - Asian American subgroup
- 2) I cannot attend the Convention but agree to contribute recommendations for action. List me as a Convener for the Working Group
- 3) Please correct and/or complete the way I'm listed on Working Group Document (name, title, organization, latest publication, if any, etc.):
DANIEL M. MAYEDA, Legal Counsel,
Media Action Network for Asian Americans
- 4) I cannot be a Convener but would like to be placed on the invitation list for the Convention.
- 5) I am listing on the reverse side (or attaching a list of) persons who should be sent information about the Founding Convention. (Please note exact address, phone and fax numbers, e-mail, etc. if available.)
- 6) My comments, corrections, suggestions for any part(s) of the materials I have received are on the other side (or attached).

My contribution is enclosed in the amount indicated below:

- More than \$1,000 (please note amount): \$ _____
- \$1,000 Founder
- \$500 Organizational affiliate
- \$250 Supporting member
- \$100 Member
- \$ _____ Other

I wish to be billed later

Please note: Contributions go toward Convention scholarships and expenses. The Convention registration fee will depend on the total amount raised. Contributors of \$350 and above will automatically be placed on the invitation list for the Convention, unless requested otherwise. Contributors of \$500 or more will be noted in the program, unless requested otherwise. Make checks payable to the Cultural Environment Movement and enclose with this form. All contributions are tax-deductible and will be acknowledged.

Because I probably will have to pay for the convention registration and transportation costs out of my own pocket, I cannot make a contribution at this time. Sorry Daniel M Mayeda

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[GWU student in communications]

DANIEL M. MAYEDA
ATTORNEY AT LAW
SUITE 3110
2049 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
TELEPHONE (310) 277-3333

March 18, 1996

Fee
310 277 7444

Via Telefax (610) 642-3061

Dr. George Gerbner
234 Golf View Road
Ardmore, Pennsylvania 19003

Dear George:

First, congratulations on what I agree was a "miraculous" convention. For me, the convention truly was liberating and, I hope, ultimately transforming with respect to my perception of women and their communication styles, the so-called "disabled" and the desire of people from other countries to preserve their unique cultures in the face of an American onslaught.

Second, thank you for trusting me with such a visible spot in the convention program. It made me feel a genuine part of the convention and helps enable me to justify MANAA's financial subsidy for my attendance. It also allowed me to "connect" with Riane Eisler and her work (I am now reading Chalice and the Blade), which I anticipate will have a continuing impact on my life.

Third, I want to let you know my feelings about that portion of the steering committee meeting that I attended before I had to catch my flight. I share Brigette Rouson's view that diversity needs to be reflected in all levels of the CEM from the very beginning. I also was quite uncomfortable with some of the remarks you and one or two others made which seemed to downplay the significance of these concerns (especially your comment that some may be too "thin-skinned" to be able to work with those who do not share all of their concerns). Nevertheless, I chalked up your remarks to a frustration stemming from some undisclosed "backstory" in your/CEM's relationship with Brigette. Moreover, given the nature of the immediate task at hand, I was/am willing to accept your two nominees to be the initial "conveners."

After reflecting on what transpired just before I left, I now regret not saying anything to the group. I don't know whether it would have mattered, but perhaps an expression of faith that the steering committee would take seriously its stated commitment to ensure and to work to expand diversity within the leadership of CEM would have been helpful coming from a "person of color." I can only hope that after I left, the steering committee was able to come to some sort of consensus on the conveners and end on a more positive note.

Please be assured that I and undoubtedly nearly everyone else view the inaugural convention as an historic event of which we were proud to play a part. I hope you'll take a richly deserved rest to gather strength for the liberating work still ahead.

Dan

DANIEL M. MAYEDA
ATTORNEY AT LAW
SUITE 3110
2049 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
TELEPHONE (310) 277-3333

September 3, 1996

George Gerbner
University City
Science Center 1 East
3624 Market Street
Philadelphia, Pennsylvania 19104

Re: CEM Board of Directors

Dear George:

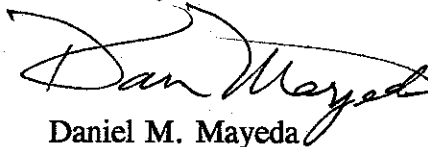
I am honored by your invitation to join the CEM Board of Directors and I gladly accept the invitation. I look forward to working with you and the Board members to carry on with the momentum from the founding convention.

As you requested, enclosed please find a current copy of my C.V. Let me know if you require any other information.

Once the new Board is finalized, will there be any press releases or any other publicity about the make-up of the Board? I believe I can gain some publicity for CEM in the local ethnic press if you feel that would be appropriate.

I look forward to hearing from you.

Cordially,



Daniel M. Mayeda

DMM:ne

402581

Enclosure

DANIEL M. MAYEDA
ATTORNEY AT LAW
SUITE 3110
2049 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
TELEPHONE (310) 277-3333

December 9, 1996

VIA TELECOPIER: (215) 387-5202

George Gerbner
University City
Science Center 1 East
3624 Market Street
Philadelphia, Pennsylvania 19104

Re: Response to CEM Board Retreat Documents

Dear George:

Thank you for keeping me up to date on the latest CEM developments. I have three comments on the packet resulting from the Retreat.

First, please correct the identifying information about me in the CEM database and in all future materials as attached. (I am not one of the two co-founders of the Media Action Network for Asian Americans, but it would be accurate to say I am the "Founding Legal Counsel" of MANAA.)

Second, I am pleased to see the Board take strong positions on the need to promote diversity, both in the mainstream media and in CEM's leadership as well.

Third, I must confess I do not understand this sentence on page 2 of the packet: "CEM must be seen as the alternative to those activists who do not challenge the dominator model of society." Should the underscored word be "for"? In any event, this sentence should probably be clarified before it is publicly disseminated.

Finally, will there be any press releases or any other publicity about the make-up of the Board? In my September 3, 1996 letter, I mentioned that I thought I could gain some publicity for CEM in the local ethnic press if you felt that would be appropriate.

I look forward to hearing from you.

Cordially,



Daniel M. Mayeda

Kitty Lunn. Chair, Performers With Disability of the Actors Equity; member, AFTRA National Board; founder and Executive Director of the Infinity Dance Theater.

Sheldon Margen, M.D.. School of Public Health, University of California at Berkeley; Director of the California Wellness Foundation; advisor to numerous national and international agencies on food and nutrition; was a member of the Nestle Infant Formula Audit Commission

Founding Legal
Daniel M. Mayeda. ~~Co-Founder and~~ Counsel to the Media Action Network for Asian Americans (MANAA); partner in a Los Angeles law firm specializing in litigation involving the media industries

Mark Crispin Miller. Director, Center for Media Studies, Johns Hopkins University, Baltimore, MD.; columnist, radio commentator; author of *Boxed In: The Culture of TV, Seeing Through Movies and Spectacle: Operation Desert Storm and the Triumph of Illusion*

Robert W. McChesney. University of Wisconsin-Madison; author of *Telecommunications, Mass Media, and Democracy: the Battle for the Control of U.S. Broadcasting, 1928-1935.*

Hamid Mowlana. Director, International Communication Program, School of International Service, the American University, Washington, D.C.; President, International Association for Mass Communication Research (IAMCR); author of *Global Communication in Transition*

Raul Romero. Labor Council of Latin American Advancement; Union Representative/Organizer, Local 399, Hospital & Services Employees Union, SEIU, AFL-CIO, Los Angeles

Connie Schuster. Founder and Director of Artists for Recovery; member of the Board of the Pennsylvania Mental Health Consumers' Association

Nancy E. Snow. On the faculty of Political Science and International Relations, New England College, Henniker, NH.; former Communications Coordinator, U.S. Information Agency; Intergovernmental Consultant on Population, Refugees and Migration, U.S. State Department; author of "The Crisis in Mobility."

Keyan Tomaselli. Director, Centre for Cultural and Media Studies at the University of Natal in Durban, South Africa; founder and editor of *Critical Arts* (a journal of cultural studies); author of *The Cinema of Apartheid; Race and Class in South African Film.*

Yassen N. Zassoursky. Dean, Faculty of Journalism, Moscow State University; Head of the editorial Board of 8-volume *History of American Literature*; Chair of the Commission on Teleradiobroadcasting, charged with licensing television and radio frequencies in the Russian Republic.

George Gerbner

**University City
Science Center- One East**

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Telephone/Fax 215-387-5202

December 17, 1996

Daniel M. Mayeda
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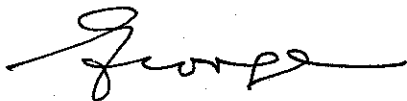
Dear Dan:

Thanks for your letter of December 9. I made the corrections you have noted.

Attached is the new Board list and a news release that is going out right now. Welcome to circulate, publicize, etc. (Total of 9 pages, including this letter.)

Happy Holidays!

Sincerely yours,



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DANIEL M. MAYEDA
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18 July 1997

Dear George + Kate:

Thank you for your June 18 letter and enclosures. CEM certainly is off to a great start.

I am continuing to publicize CEM locally.

Please put me on the Days of Action committee.

George, enclosed is an article by Julie Ha that was published in the Papu Shimpu (largest Japanese American daily newspaper).

Thanks for keeping me informed.

By the way, I'm now (finally) on-line: DMMayeda@aol.com

Dan