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Deena Zacharin, of Counsel

March 21, 1991

George Gerbner  
Annenberg School of Communication  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104

Dear George Gerbner:

Howard Frederick has been sharing with me your communications and the various planning memoranda for the Cultural Environmental Movement.

I want to tell you how enthusiastic I am about this initiative. As you may know, Howard and I, along with others held a meeting in San Diego last October to look at starting in a U.S. "pro-nwico" movement. This came out of, among other things our participation in the recent series of MacBride Roundtables (Harare and Bled). I think your initiative may be the better way to go at this point.

Howard and I, along with other members of the National Lawyer's Guild and the Union for Democratic Communications, also organized a symposium in late 1989 on "Media Accountability Under International Law." This was an attempt to look at the body of international principles which require the media to be held responsible for the impact on society. Of course, it also tapped into the discussions held over the years under the rubric of the "New World Information and Communications Order" (it is a shame that George Bush's appropriation of the "New World Order" terminology makes it just about impossible to discuss that very different tradition in the U.S. today).

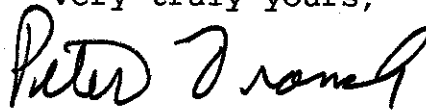
It occurred to me that you would be interested in the proceedings of that symposium and in the special issue of the Lawyers Guild Journal, "The Guild Practitioner," which in large part came out of it and summarizes it. I enclose both. The latter also includes my article suggesting that modern communications issues require a new look at the ideology of the First Amendment.

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I, personally, and the Committee of the National Lawyers Guild which I chair, the Committee on "Media Monopoly, Disinformation and the First Amendment," would be very much interested in being kept informed on the plans for CEM as they develop and in helping in any way which may be appropriate.

Howard has spoken very highly of you over the years (as have others) and I look forward to the opportunity to meet you at some point in the future.

Very truly yours,

A handwritten signature in cursive script that reads "Peter Franck". The signature is written in dark ink and is positioned above the printed name.

PETER FRANCK

PF/ts  
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Dear Peter Franck:

Thank you for your letter and kind words of March 21, and the enclosures which I read with interest and approval. You will be interested in two new books I co-edited: BEYOND THE COLD WAR; SOVIET AND AMERICAN MEDIA IMAGES (Sage, 1991, just out), and THE GLOBAL MEDIA DEBATE: ITS RISE, FALL, AND RENEWAL (Ablex, 1991 - should be out this summer). They both include contributions from some participants in the International Law conference.

Enclosed are revised statements for your information and comment. You will see your conclusions on the First Amendment reflected in them.

I too hope that we can work together on projects of mutual interest.

Sincerely yours,

George Gerbner  
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