

# Institute for Global Communications

3228 Sacramento Street, San Francisco, CA 94115 USA

Internet: cdp!hfrederick@labrea.stanford.edu Bitnet: cdp!hfrederick%labrea@stanford

UUCP: uunet!pyramid!cdp!hfrederick Telephone: 415-923-0900 Telefax: 415-923-1665 Telex: 154205417

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## International Association for Mass Communication Research International Communication Section

Howard H. Frederick, Ph.D. Section Head

Abbas Malek, Ph.D. Section Secretary

November 1990

Dear Colleague:

As the new head and the new secretary of the International Communication Section of IAMCR, we have several important messages to transmit to you.

Our first duty is produce a list of the Section's members. Your name appeared on one of the Section's previous lists. If you want to remain on the current mailing list of the International Communication Section, we need to have your present address for effective and fast communication. Please note that in the future we will distribute Section news by electronic mail and by physical mail. *Make corrections on the enclosed coupon/envelope and return it to us immediately.* If you do not return this coupon, we will assume you do not wish to remain on the Section's mailing list.

Next, as you may know, an extraordinary conference of IAMCR, hosted by the Turkish Communication Association (ILAD), will be held in Istanbul, Turkey, June 19-20, 1991. The general theme of the conference is **Communication at the Crossroads: East-West, North-South**. The conference coordinator is IAMCR Vice President Hamid Mowlana, former head of the International Communication Section, who initiated the idea.

Our Section's theme will be **International Communication and International Conflict**. Information about registration and accommodations for the Istanbul meeting will be announced in the next IAMCR Newsletter coming out at year's end. However, we are now accepting your papers and abstracts for the Section's two panels. Please send them by February 15, 1991.

Finally, we hope you are making preparations to attend the 1992 IAMCR conference in Brazil entitled **Communication and the New World**. This refers not only to the 500th anniversary of Columbus' arrival in the Americas but also to democratic revolutions in our new world. We would like your suggestions for the Section's themes at the Brazil meeting (please, no paper submissions or abstracts at this time).

To summarize, please send as soon as possible: (1) address changes on the enclosed coupon/envelope; (2) papers and abstracts for the June 19-20, 1991, Istanbul conference by February 15, 1991; and (3) suggested themes for the 1992 Brazil conference.

Thank you very much and we look forward to hearing from you soon.

Sincerely,

  
Howard H. Frederick, Ph.D.

P.S. Abbas Malek's address is: Department of Radio, Television and Film, Howard University, Washington, DC 20059 USA Phone: 202-483-5352.

Frederick

Return-Path: <@ASC.upenn.edu:cdp!hfrederick@labrea.stanford.edu>  
Received: from ASC.upenn.edu by ASC.upenn.edu; 19 Jan 91 04:22:17 EDT  
Received: from labrea.stanford.edu by asc.upenn.edu ; 19 Jan 91 04:08:10 Saturday  
Received: by labrea.stanford.edu; Sat, 19 Jan 91 01:07:53 PST  
Date: Sat, 19 Jan 91 01:07:53 PST  
From: cdp!hfrederick@labrea.stanford.edu  
Message-id: <9101190907.AA19410@labrea.stanford.edu>  
To: fgg@asc.upenn.edu  
Subject: Children & Televised Images of War

/\* Written 11:57 pm Jan 18, 1991 by hfrederick in cdp:pn.announcements \*/  
/\* ----- "Children & Televised Images of War" ----- \*/  
Prof. George Gerbner, communications research and peace scholar,  
has posted an insightful article on the impact of televised images  
of war on children. It is perfect for newsletters and  
redistribution on other systems. Gerbner is famous for his  
decades-long study of the effects of television violence on the  
viewer. See this excellent article in udc.media or  
gen.newsletter.

\* BREAK \*\*

File name = SP/FRED2

Dear Fred:

Thanks for the message and distribution of my piece. I sent it in  
for op-ed to Phila Inquirer - we'll see. Yes, I want to join Peacenet.

You ask about "movement" I announced in Bled. Here is the story  
and a cordial invitation.

On December 20 and 21, 1990, a small group gathered in a borrowed  
conference room in Washington D.C. to launch an initiative I call, at  
least provisionally, the "Cultural Environmental Movement."

Several foundations thought to be friendly to the idea of media  
activity found our proposal for a small grant to bring a core group  
together in Washington, D.C. "outside their scope." We decided to go  
ahead anyway. The disadvantage was that we could only invite those in  
or near Philadelphia or Washington D.C. (where most of the group live).  
The advantage is that we start with no dependency of any kind. (Let me  
hasten to add that the virtue of such independence is born more of  
necessity than of principle. We will need to raise some money as we  
proceed.)

At the December 20-21 meeting we spent most of the time going  
around the table expressing ideas, advancing suggestions, raising  
questions, discussing alternatives. Here are the main points that came  
out of our meeting.

\*Grass roots effort and much more specificity are needed.  
Develop examples of successful and desirable activities.

\*Regional meetings ("hearings?") should bring together local  
organizations. A consortium of existing organizations is needed to  
support local effort.

\*The main task should be coalition-building and constituency-  
building to support policy initiatives. Should CEM be a membership  
organization or a coordinating mechanism for local organizations,  
or both?

\*The mission statement, while generally good, is too abstract

for grass-roots work. Make concrete policy suggestions. Define what is dysfunctional and what alternative visions might be offered. (On the other hand, the need for more policy discussions and development was also stressed.)

\*We are not yet ready for a large conference. The Steering Committee (or a smaller coordinating group that can meet easily) should develop and propose a strategic plan, an organizational structure, an approach to funding, and a timetable.

\*Existing local and national organizations should be contacted with a "survey" to test interest and elicit information about experiences with media, suggestions for goals and policies, examples of successful (and not so successful) activities, willingness to join a consortium or loose confederation, ability to contribute, interest in a national (or international) conference, etc.

I am asking you to reflect on this initiative, the name, the statement, the suggestions and questions, the idea of a conference, the organizations that should be approached if the last suggestion is supported, and on specific projects and policies. New and different ideas, alternatives, objections, and cautions are welcome.

As I write this, events confirm our belief in the need for a movement dedicated to the humanity and rationality of our culture. The draft statement follows. You are welcome to use any of this as you see fit. I look forward to hearing from you.

Sincerely yours,

George

(My complete address, etc., to use as needed, is George Gerbner, Professor of Communication and Dean Emeritus  
Tel: 215 898 6776 or 7041 Fax: 215 898 2024  
Internet, Bitnet: FGG@ASC.UPENN.EDU)

#### DRAFT FOR COMMENT

#### A CULTURAL ENVIRONMENTAL MOVEMENT? WHY, WHAT AND HOW.

The historic necessity for such a movement has been evident for some time. "Media" are no longer mostly separately operated and selectively used channels of communication. Unbeknownst to most citizens, they are merging into a highly integrated global system. A child today is born into a cultural environment largely independent of the parent, the school, the church, the community, the local culture, and often even of the native country. Most of the stories are told -- mostly on television -- by distant transnational conglomerates with something to sell, as well as to tell.

The process of growing up and learning about life and the world has become largely a byproduct of marketing. It is driven by industrial policy-making concentrated in a few hands. It admits little or no comparable challenge to the perspectives it presents. It cannot afford or is otherwise unable to meet vital needs of society that do not lend themselves to marketing purposes. It is beyond the reach of democratic policy-making.

The media reform coalition collapsed in the late 1970s. Since then, rapid media consolidation and global conglomeration have made the old concept of media obsolescent. Today "media" coalesce in a total cultural environment that calls for an environmental approach. We need a Cultural Environmental Movement concerned with the crucial

underpinnings of human socialization, the cultivation of behaviors that hurt and kill thousands every day, the drift toward the inevitable environmental crunch, the silent crumbling of our infrastructure, the appalling waste of human and natural resources concealed in slogans that wage "war" on everything except the Third World conditions in our own midst and the growing siege mentality of our cities.

"Television literacy," "media awareness" and "cultural studies" are important but isolated educational efforts. The challenge of today's cultural environment requires the building of a new coalition and a broad constituency to support media education, work for democratic media reform, place cultural issues on the political agenda, and develop ways of participating in national and international media policy-making.

One way to get started may be to convene an international conference of representatives of citizen's media councils, parents' groups, youth groups, minority and other advocacy groups, educational, health, environmental, legal, and other professional associations, consumer protection groups and agencies, associations of creative workers in the media, and other organizations and prominent individuals interested in broadening the scope and diversity of our media-dominated transnational culture. Such a conference would launch an international movement concerned with the mass-produced cultural environment and its relevance to problems that may not fit (or may even be exacerbated by) marketing strategies. Some of the most prominent of these involve health, education, physical environment, art, public investment, the cult of violence, cultural standardization and domination, and the widening gaps of opportunity and justice that divide us at home and in the world.

Such a conference would assemble people and groups with a variety of aims and perspectives but a common interest in the common culture and its freedom from concentrated private as well as governmental domination. The purpose of the conference would be to establish a minimum basis for coordinated action, and to set up a mechanism for continuing consultation and specific representation and action on a consensus basis.

\* BREAK \*\*

File name = SP/MJM

Quick response to your questions. I agree that it's too long, etc. for a usual release. The idea is to have a usable news story at the beginning, but also include info about other aspects for those who prefer another lead and/or story. This idea developed from my conversation with Roper about our reaction. Their ideas with the 3 stories was not so much a general release but feeding each to a different news source as "exclusive." We (University) don't want to do that and alienate everyone else, though we have no objection (in fact, may try ourselves) to give some favored news outlets (e.g. weekly news mags) enough advance notice that they can carry a story (if at all...) during the week of the release. But for that they need more info and choice than can go into a regular release. Phyllis Holtzman also worked on this version, but had little time so I took over - she'll get back into the act on Monday. I think we should try to beef up the lead, and also include the special sections to give media more material and choices (even though I agree it now approximates the "backup" report in a more newsy way). Roper will probably still pick what they want and try to plant them. But the 3 universities should agree on the release date of the general release and send it out in time for that. I will now work on further revisions; any suggestions welcome. Ellen sent message that she did (or could) not download backup report I sent her and asks for fax copy. But now in light of this work we can perhaps make some improvements in that as we develop it into a more scholarly piece, no longer release

·backup. No word from Ada. Anyway - back to the release first. George.

FREDERICK

the republivs Ellen has noted). This has some relevance to current situation and better chance. Roper people also raised questions about the fact the we ask about confidence in institutions in the US but acting "always in the people's interest" in the SU, so our wording should reflect that to be acceptable to them (and to us). In any case, I am at work on a new release with a new lead and life satisfaction out for now because I am persuaded that it will make for a better release. +++ Also received Ellen's new botnet revisions and will incorporate them as relevant to the new draft. With all that's going on (and I am backed-up plus otherwise also engaged, as usual, and as all of you are, it may take a few days but will send (fax, etc.) new copy ASAP. I trust that the end resyult will justify all the hassle, but I must go with what I think is right, rather than how it will play in Peoria -- or Baghdad! More later, I'm sure! George  
\* BREAK \*\*

File name = SP/HOWARD

Return-Path: <@ASC.upenn.edu:hfrederick@cdp.uucp>  
Received: from ASC.upenn.edu by ASC.upenn.edu; 01 Feb 91 13:04:22 EDT  
Received: from arisia.Xerox.COM by asc.upenn.edu ; 01 Feb 91 13:01:01 Friday  
Received: from cdp.UUCP by arisia.Xerox.COM with UUCP  
(5.61+/IDA-1.2.8/gandalf) id AA26014; Fri, 1 Feb 91 10:01:33 -0800  
Message-id: <9102011801.AA26014@arisia.Xerox.COM>  
Date: Fri, 1 Feb 91 10:01:33 -0800  
From: <hfrederick@cdp.uucp>  
To: FGG@asc.upenn.edu  
Subject: CEM  
Cc: hfrederick@arisia.Xerox.COM

Hi George:

I was just in New York and Washington and talked about the CEM to a bunch of people. There seems to be quite a bit of interest particularly in the concept of "hearings" on communication and culture. Perhaps these hearings could occur within the context of international law, for example, assessing media performance in the light of the Genocide Convention, the Human Rights Covenants, etc. We are all looking for a new forum where the old NWICO debate can be resurrected. This might be one such forum which grassroots organizations could carry out.

The other thought is that the words "new order" are now so corrupted by the Gulf situation that we cannot mention new information order without having first to deal with simply the semantics. So we'll have to start calling for "further democratization of communication" instead of a new information and communication order.

I've been doing some thinking about where the nwico debate is going to arise again. Certainly not in unesco or itu. i'm not sure gatt is the best place either. What I'd like to see is a new "MacBride-type Commission" come into being, perhaps as its own ngo with some personality as its head. I even dared to broach this idea with Roberto Savio, for 25 years the director of Inter Press Service. (IPS, I believe, was a partial solution to the nwico debate even before there was such a debate.) While he was not adverse to the idea, he did claim that he was not a significant enough personality to lead this charge. What do you think?

By the way, we are about to start offering the full IPS wire service on line here. It should start flowing this weekend in English, Spanish and Portuguese. I just returned from Rome, where I negotiated the deal.

All the best on further CEM movements.

May I shared your letter/report to me with some others here online such as Colleen Roach, Manji Pendakur, Sheila Smith-Hobson, Institute for Cultural Action, Peter Franck, etc. Do you have perhaps some one-page description of the concept that I could append? As you can imagine, there's a lot of people on PeaceNet who are in tune with this concept.

Did you get the PeaceNet materials yet? Can I write to "ggerbner" yet?

All the best,

Howard

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File name = SP/NANCY

Return-Path: <@ASC.upenn.edu,@VTVM2.CC.VT.EDU:ANX30691@UDELVM.BITNET>

Received: from ASC.upenn.edu by ASC.upenn.edu; 31 Jan 91 20:56:05 EDT

Received: from VTVM2.CC.VT.EDU by asc.upenn.edu ; 31 Jan 91 20:55:58 Thursday

Received: from UDELVM.UDEL.EDU by VTVM2.CC.VT.EDU (IBM VM SMTP R1.2.1MX) with BSMTTP id 8333; Thu, 31 Jan 91 20:56:50 ES

Received: by UDELVM (Mailer R2.07) id 1592; Thu, 31 Jan 91 20:52:52 EST

Date: Thu, 31 Jan 91 20:49:24 EST

From: nancy <ANX30691@UDELVM@VTVM2.CC.VT.EDU>

To: FGG@asc.upenn.edu

In-reply-to: Your message of 31 Jan 91 17:09:45 EDT

Hi too, I've been up to my ears and beyond in work for the past couple of weeks. I did not get the review and would appreciate a copy. In regard to the missing refs. Look at Slater & Elliot (p. 168 I think) in the bibliography. I'll have to look in a couple of other places for Greenberg and Reeves.

I just got a letter from ICA about the health panel. It has been accepted and is scheduled for Sunday, May 26th from 1:45 to 3:15 pm. So please put this on your calendar.

Have you had a chance to do any more with Bryant. I haven't but should be able to get back to it next week. Hope you and Ilona are both well. Love,

FREDERICK

To: FGG@asc.upenn.edu  
Subject: CEM  
Cc: ggerbner@arisia.Xerox.COM

Dear George:

I've been very busy lately, what with the war and all. But I did read through the four emails you sent to me last week and I must say I am excited by the initiative. Your (CEM's) analysis corresponds precisely with mine. I would like to help you publicize and network CEM as far as our networks extend.

Have you logged onto your PeaceNet account yet? Be sure to check out amarc.radio, udc.media and mideast.media conferences. Also, arts.activism and kids.91.

Please feel my presence at your Washington meeting.

Howard

\* BREAK \*\*

File name = SP/HOWARD

Return-Path: <@ASC.upenn.edu:hfrederick@cdp.uucp>  
Received: from ASC.upenn.edu by ASC.upenn.edu; 26 Feb 91 19:40:31 EDT  
Received: from arisia.Xerox.COM by asc.upenn.edu ; 26 Feb 91 19:40:19 Tuesday  
Received: from cdp.UUCP by arisia.Xerox.COM with UUCP  
(5.61+/IDA-1.2.8/gandalf) id AA03520; Tue, 26 Feb 91 16:40:40 -0800  
Message-id: <9102270040.AA03520@arisia.Xerox.COM>  
Date: Tue, 26 Feb 91 16:40:40 -0800  
From: <hfrederick@cdp.uucp>  
To: FGG@asc.upenn.edu  
Subject: CEM  
Cc: ggerbner@arisia.Xerox.COM

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Have you logged onto your PeaceNet account yet? Be sure to check out amarc.radio, udc.media and mideast.media conferences. Also, arts.activism and kids.91.

Please feel my presence at your Washington meeting.

Howard

\* BREAK \*\*

File name = SP/RITVA

Return-Path: <@ASC.upenn.edu:LEVO@cc.Helsinki.FI>  
Received: from ASC.upenn.edu by ASC.upenn.edu; 26 Feb 91 13:29:26 EDT  
Received: from HYLKA.HELSINKI.FI by asc.upenn.edu ; 26 Feb 91 13:29:01 Tuesday  
Date: Tue, 26 Feb 1991 20:28 EET  
From: LEVO@cc.Helsinki.FI  
To: FGG@ASC.UPENN.EDU

Return-Path: <SNOVEK@asc.upenn.edu>  
Received: (from user SNOVEK) by ASC.upenn.edu; 27 Feb 91 09:46:37 EDT  
Subject: Are you available  
To: fgg@ASC.upenn.edu  
From: SNOVEK@asc.upenn.edu  
Date: 27 Feb 91 09:46:37 EDT

the morning of March 6 or 8 to talk with me a bit?  
Am in the process of trying to formulate my "question;"  
I know the areas that interest me and the avenues I will  
need to follow to do a study, but could use some clear-  
thinking advice on the organization of the problem.  
Basically, my "problem" is oppression based on the social  
construction of otherness or difference; the communication  
behavior I want to study is coalition-building among races  
and/or ethnic groups. My underlying assumption is that  
these groups will have various strategies for overcoming  
sociocultural racism and that some of these strategies  
could generalize to the larger society with a little  
study/publicity/awareness. But choosing the entry point  
and phrasing the question...?

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File name = SP/FRED

Return-Path: <@ASC.upenn.edu:cdp!hfrederick@sgi.com>  
Received: from ASC.upenn.edu by ASC.upenn.edu; 28 Feb 91 08:15:58 EDT  
Received: from rutgers.edu by asc.upenn.edu ; 28 Feb 91 08:15:27 Thursday  
Received: from ames.arc.nasa.gov by rutgers.edu (5.59/SMI4.0/RU1.4/3.08) with TCP  
id AA20155; Thu, 28 Feb 91 08:15:42 EST  
Received: from SGI.COM by ames.arc.nasa.gov (5.64/1.2); Wed, 27 Feb 91 20:59:39 -0800  
Received: from cdp by SGI.COM via UUCP (5.65+bind 1.5+ida/910110.SGI)  
for ames.arc.nasa.gov!ames!rutgers!asc.upenn.edu!FGG id AA14495; Wed, 27 Feb 91 20:59:44 -0800

Date: Wed, 27 Feb 91 20:59:44 -0800  
From: cdp!hfrederick@sgi.com  
Message-id: <9102280459.AA14495@SGI.COM>  
To: FGG@asc.upenn.edu  
Subject: re: CEM

Will be happy to organize a CEM meeting here. We actually  
have a very beautiful space available next door in Dakinville.  
Henry Dakin is a toy manufacturer/progressive activist who  
has an art deco building with nice meeting facilities for  
up to 50. How many do you think? Of course there are  
lots of people here interested in this type of thing.  
hf

Return-Path: <@ASC.upenn.edu:cdp!hfrederick@labrea.Stanford.EDU>  
Received: from ASC.upenn.edu by ASC.upenn.edu; 07 Apr 91 01:22:29 EDT  
Received: from labrea.Stanford.EDU by asc.upenn.edu ; 07 Apr 91 01:22:19 Sunday  
Received: from cdp.UUCP by labrea.Stanford.EDU (4.1/1.34)  
id AA11708; Sat, 6 Apr 91 22:22:40 PST  
Date: Sat, 6 Apr 91 22:22:40 PST  
From: cdp!hfrederick@labrea.Stanford.EDU  
Message-id: <9104070622.AA11708@labrea.Stanford.EDU>  
To: labrea!FGG@asc.upenn.edu  
Subject: my address is . . .  
Cc: hfrederick@labrea.Stanford.EDU

Hi George:

My real address is hfrederick@igc.org That works everytime.  
Looks like the sgi machine got involved in forwarding mail to you.  
You should have a function on your mailer where you can reply to a  
message just read. It should fill in the to: field correctly.  
Try it and see what it says.

Yes, it was good to see you yesterday. I've put your latest draft  
into my "to-read-on-the-plane" file and will relish it tomorrow.  
Your CEM analysis fits my worldview very well.

Actually I've been going a little "beyond" you by talking about  
the sociosphere being polluted with "toxics", by which I'm terribly  
mixing my metaphors but referring to the memetic theory of  
communication.

Memetics is an information theory that applies models from  
biology to the evolution, spread, and persistence of ideas within,  
between and among cultures. One author has called this the "germ  
theory applied to ideas." (1) Social movements, in this view, are  
seen as the results of "infectious ideas" that spread throughout  
the world in the same way that an epidemic spreads. For example,  
we might use memetic theory to predict when and explain how  
Shi'ism (fundamentalist Islam) might spread to Turkey or how  
liberal democracy spread throughout Eastern Europe.

Dawkins devised the term "meme" (rhymes with "seem") as an  
analogy to "gene" in his book The Selfish Gene. Memes use human  
minds to replicate information patterns in the same way that genes  
use cells to copy DNA patterns. Memes are subject to selective  
evolutionary factors in the same way that genes are. Human minds,  
communication channels and the huge repertoire of competing and  
cooperating memes make it possible for some "fittest" (from  
survival of the fittest) memes (such as market capitalism) to have  
global reach while other "less fit" memes (such as slavery and  
feudalism) die out. This theory sees ideological struggle as a  
fight-to-the-finish between incompatible memes for space within  
the collective mind. Indeed, the world today is one vast  
information eco-system wherein memes of many kinds compete to find  
host organisms within which to live.

But unlike genes, whose purpose is survival of the organism,  
some memes, such as the philosophies behind kamikaze attacks and  
suicide bombing, are contrary to human survival. Henson calls  
these memecoids and lists as examples such lethal ideas as the  
People's Temple in Guyana and Hitler's "master race" theory.  
However, "most memes, like microorganisms, are either helpful or  
at least harmless." (2)

(1) Keith Henson, "Memetics: The Science of Information Vi-  
ruses," Whole Earth Review (57, Winter 1987): 50. (2) Henson,

p. 54.

Maybe it's "fringe" theory, but it helps us think about how the cultural environment, just like the physical environment, can be degraded by ideas, as well as enobled by them.

Take care, Howard @ DC

\* BREAK \*\*

File name = SP/JAN

Return-Path: <PMS@asc.upenn.edu>

Received: (from user PMS) by ASC.upenn.edu; 04 Apr 91 13:23:49 EDT

To: FGG@ASC.upenn.edu

From: PMS@asc.upenn.edu

Date: 04 Apr 91 13:23:49 EDT

PLEASE NOTE: Due to schedule conflicts, the party for Janice Fisher will be held at

4:00 p.m., Friday afternoon, April 12,  
outside Room 300

rather than earlier as previously announced. Marsha

\* BREAK \*\*



HOWARD H. FREDERICK, Ph.D.  
BOX 94653, PASADENA, CA 91109 USA  
Voice: +1-818-568-0994 Email: hfrederick@igc.apc.org  
Fax: +1-818-791-2205 "Attention CLAIRE"

DEPARTMENT OF POLITICS AND SOCIETY  
SCHOOL OF SOCIAL SCIENCES  
IRVINE, CALIFORNIA 92717

December 28, 1992

Dr. George Gerbner, Dean Emeritus  
Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104 USA

Dear George:

It is a little harder to remain cynical when the day after Christmas finds me on roller blades skating along the beach in Santa Monica at sunset. As always in LA, there were hundreds of others -- families, couples, groups of friends, and individuals -- of diverse classes, ages, nationalities. They were biking, skating, walking, relaxing, and taking in the warm air and the view. Then to conclude a balmy evening, we saw an astonishing performance of Cirque du Soleil on the beach. We were thrilled by this "circus as dance," its music, athleticism, humor, artistry and sophisticated innocence.

But, as is my habit during vacations, I'm applying for another job. This one is at a new campus of the California State University. They are starting a Communication Department from scratch! I'm hoping that they want to move in the state-of-the-art direction and that they would want someone multi-cultural like me.

The deadline isn't until January 15, so in the next week or so could you kindly send them your lovely letter about me?

Hope this letter finds you in health and happiness. Greetings to your fine wife.

Sincerely,

California State University San Marcos

COLLEGE OF ARTS & SCIENCES

1993 Recruitment

Department

Arts & Sciences

Position

Full Professor

Specialty

Communications

Ad copy

California State University, San Marcos, the newest campus in the CSU, seeks a senior level faculty member to create and develop a communication program at CSUSM. Research field preferred in one or more of the following: rhetoric, interpersonal, organizational, cross-cultural communication theory, discourse analysis, or mass communication theory and research. Candidates must demonstrate experience and ability in the development of a multidimensional communication program; evidence of an established professional record; willingness to work in an interdisciplinary environment; experience with community issues and university/community relations. Preference will be given to individuals with multicultural/multinational experience. Ph.D. in appropriate field essential. Position subject to final authorization. To apply, send vitae, research/teaching statement, and three letters of recommendation by January 15, 1993. (NOTE: Date Change) Applications will be received until position is filled. Communications Search Committee Chair, California State University, San Marcos, San Marcos, CA 92096-0001. FAX # (619) 752-4111. CSU San Marcos is an Affirmative Action/Equal Opportunity Employer. The University has a strong commitment to the principle of diversity and, in that spirit, seeks a broad spectrum of candidates including women, members of minority groups and people with disabilities.

Advertisement Information

<u>Publications</u>	<u>Drop dead deadline</u>
The Chronicle of Higher Education	9/21 & 10/26
International Communications	Oct. 1, 1992
Black Issues in Higher Education	Oct. 8, 1992
Speech Communications Assn.	Oct. 30, 1992

Approved for Publication

Dean

9/18/92

s/Victor Rocha

Affirmative  
Action Officer

Shelly Zwick, Affirmative Action Officer

Date

Fax Response

Yes, Please!  Not Necessary, Thanks!



HOWARD H. FREDERICK, Ph.D.  
BOX 94653, PASADENA, CA 91109 USA  
Voice: +1-818-568-0994 Email: hfrederick@igc.apc.org  
Fax: +1-818-791-2205 "Attention CLAIRE"

DEPARTMENT OF POLITICS AND SOCIETY  
SCHOOL OF SOCIAL SCIENCES  
IRVINE, CALIFORNIA 92717

December 28, 1992

Don Funes  
Communication Search Committee  
California State University, San Marcos  
San Marcos, CA 92096-0001  
Fax: 619-752-4111

Dear Dr. Funes and Colleagues:

Thank you for your letter of October 21 informing me that you are postponing the Daniels Chair while you advertise a different position. I would like to extend my name for the new position. Attached you will find my application materials; letters of reference are on their way.

*Plus ça change, plus c'est la même chose.* Much has changed since I applied for the Daniels Chair one year ago. Your campus continues to grow and thrive, we hope we finally have an "Education President," and I'm now teaching at the University of California. But I still have a keen desire to help you create and develop a innovative communication program at CSUSM.

Part of this ambition comes from being a "Global Californian" with deep roots in CSUSM's service area. I grew up in the rural mountain and desert regions of Southern California. My expertise is global but my heart is local--in the student population from which I came.

Part of this aspiration comes from my belief that I can help lead the new department on an integrated path of "communication studies." I am a multidimensional person: I have degrees in the humanities and social sciences. I am fluent in three languages and feel equally at home in Salzburg, Santiago, or San Diego. I am comfortable teaching courses in speech communication, cross-cultural communication theory, mass communication theory and research, in addition to my specialty courses in global communication. I am also a practical, hands-on communicator, with teaching expertise in computer communications and television production.

I support an integrated curriculum of interpersonal and mass communication studies. We are in the business of creating a well-rounded student who understands our field's many levels of analysis.

What kind of a teacher am I? My teaching evaluations, should you wish to see them, are quite high. But more than this--and more than being selected as a Fulbright teacher--I would offer the following as evidence: Each year the students at UC Irvine can hire four professors to teach them. After a nationwide search to find the best teacher possible, the students selected me as their *student-recommended lecturer in global and intercultural communication*.

What kind of a researcher am I? Wadsworth, the prestigious textbook publisher, just brought out my latest book on global communication. I am the author of more than thirty articles in several languages. My research is widely known especially in Latin America and Europe. As a measure of that recognition, two years ago I was elected President of the International Communication Section of the International Association for Mass Communication Research (IAMCR), the largest and most widely representative professional body of its kind in the world. In that capacity I have organized more than fifteen international conference panels and have helped my colleagues publish their works around the world. Currently I am organizing a seminar on Communication and Human Rights in conjunction with the United Nations World Conference on Human Rights next June in Vienna.

In the past several years I have been a consultant on global communication issues to institutions such as: the University of Sao Paulo (Brazil), the Rand Corporation (Santa Monica), American University (Washington, DC), the Association for Progressive Communication (Rio de Janeiro), the Exploratory Project on the Prospects for Peace (New York), the Center for Media and Values (Los Angeles), University of Hawaii's East-West Center, Radio for Peace International (Costa Rica), and the Austrian Press Agency (Vienna).

During 1990-1991 I gained valuable "industry experience" by directing the world's largest computer network specializing in news and information on human rights and social justice. This meant overseeing a complex budget, raising money, and working with employees and clients. Throughout my academic career I have chaired committees with increasing responsibilities. Aside from being totally computerized, my biggest asset is my ability to work with diverse people competing for scarce resources.

My resumé and my references will support the fact that I am a successful researcher, skilled teacher, creative communicator, and competent administrator.

Our mountain, desert and coastal areas are a laboratory in communication across cultures, ethnic groups and races. The future of Global California--its markets and peoples--now lies, I'm convinced, in some form of the North American Free Trade Agreement (NAFTA). I favor greater contacts to the *latino* community within California and new relations with Mexico, all the while working to increase the academic level of *all* underrepresented populations.

You may contact me at the addresses above. I enclosed also my vita, names of three individuals who are sending reference letters, and other materials.

Sincerely,

  
Howard H. Frederick, Ph.D.

LIST OF REFERENCES  
Howard H. Frederick, Ph.D.

Dr. George Gerbner, Dean Emeritus  
Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104 USA  
+1-215-898-7041  
email: fgg@asc.upenn.edu

Abbas Malek  
School of Communications  
Howard University  
Washington, DC 20059  
+1-202-806-7929 (o); +1-703-849-0019 (h)  
fax: +1-202-483-5352  
email: amalek@auvm.american.edu

Josep Rota  
School of Telecommunications  
Ohio University  
Athens, OH 45701  
+1-614-592-4861, 1840 (o); +1-614-592-3697 (h)  
fax: +1-614-593-1837  
email: rota@ouvaxa.ucls.ohiou.edu

Elizabeth Thoman  
Center for Media and Values  
1962 South Shenandoah Street  
Los Angeles, CA 90034  
+1-310-202-1936 (o)  
+1-310-559-9396 (fax)  
email: mediavalues@igc.apc.org

Ramona Rush  
College of Communication  
University of Kentucky  
248 Grehan Bldg.  
Lexington, KY 40506-0042  
+1-606-257-7809 (o); +1-606-272-2723 (h)  
+1-606-257-7818 (fax)  
email: rrrush@ukcc.uky.edu