

CULTURAL ENVIRONMENT SURVEY

We are conducting a survey to gauge the overall reaction to our call for a citizen-based Cultural Environment Movement. Please take a couple of minutes to answer the questions below. Your responses will help us build an organizational movement that fully reflects the opinions of those interested in improving the cultural environment.

1. First, after reading the enclosed material what do you feel are the two major cultural environment issues facing the country today?

1) Concentration of Media Ownership
2) Consumerism Propaganda + the lack of rebuttal to it

2. Do you think the overall state of the cultural environment today is better or worse than it was ten years ago?

1. Better 2. (The Same) 3. Worse 4. (Not Sure)

3. Does the Cultural Environment Movement sound like something you or your organization would be very interested in, somewhat interested in, not very interested in?

1. Very Interested 2. Somewhat Interested 3. Not Very Interested 4. (Not Sure)
- We are overwhelmed by the narrower issue of news bias

4. From what you've read, could you tell us something that you like about the idea of a Cultural Environment Movement?

It's comprehensive.

5. Could you tell us something that you dislike?

It may be so broad that it won't lead to specific action campaigns.

6. Any other comments with regard to the enclosed written material (if you would like to edit, mark up, or otherwise comment directly on the enclosed Prospectus, please do so and return it to us with this questionnaire).

What's needed is not more analysis of the problem; that's been done, much of it by advisory board members. What's needed is strategy for

7. Some people have told us that they are generally satisfied with the media, while others say they are generally dissatisfied. How about you?

1. Satisfied 2. Dissatisfied 3. (Not Sure)
- reform activism

Would a better name be possible?
"Cultural Environment" is a good concept
Would "movement for a Free Cultural Env." be better?
Free New
I don't know.

These last questions are just to help us when communicating with you in the future. Your answers are confidential.

8. Name: JEFF Cohen c/o FAIR

9. Home Address: 130 W. 25 St
NY 10001

10. Home telephone: Home 914-246-1970

11. Name of Organization: FAIR

12. Organizational Address: above

13. Organizational telephone: 212-633-6700 Fax 212-727-7668

14. Would you be interested in helping the Cultural Environment Movement by:

1. Becoming a member
2. Organizing a local meeting and/or Chapter
3. Making a monetary contribution
4. Other Just to give advice & feedback at First

15. Can you think of other persons whom we should contact regarding the Cultural Environment Movement? (Please send us a list of the names and addresses of people you know who might be interested in hearing about the Movement).

16. Which of the following issues and concerns interested you? (Check any that apply)

- | | |
|--|--|
| <input type="checkbox"/> Child and family advocacy issues | <input type="checkbox"/> Legal/political |
| <input type="checkbox"/> Consumer/public interest concerns | <input checked="" type="checkbox"/> Media issues |
| <input type="checkbox"/> Criminal Justice issues | <input type="checkbox"/> Physical environment |
| <input type="checkbox"/> Educational concerns | <input type="checkbox"/> Women's issues |
| <input type="checkbox"/> Health and human services issues | <input type="checkbox"/> Religious issues |
| <input type="checkbox"/> International policy issues | <input type="checkbox"/> Labor concerns |
| <input type="checkbox"/> Minority concerns | <input type="checkbox"/> Others: _____ |
| <input type="checkbox"/> Violence | _____ |

Thank you for taking the time to fill out this survey. Please return it in the enclosed self-addressed envelope to:

George Gerbner
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University of Pennsylvania
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Philadelphia, Pennsylvania 19104-6220