



**UNION FOR DEMOCRATIC  
COMMUNICATIONS**

**1999 CONFERENCE**

**Communication,  
Culture  
and Environments**

**ERB Memorial Union  
University of Oregon  
Eugene, Oregon**

**October 14-16, 1999**

Co-sponsored by

**School of Journalism and Communication  
Oregon Humanities Center  
Center for the Study of Women and Society  
Women & Media Research Interest Group  
Program in Comparative Literature**

(All conference events will be held  
in the ERB Memorial Union)

## THURSDAY, OCTOBER 14

4:00-5:00 REGISTRATION

5:00-6:30 pm WELCOME RECEPTION  
GUMWOOD ROOM

Hosted by the School of Journalism and Commu-  
nication, University of Oregon

6:30 -8:00pm VIDEO SCREENING  
MAPLE ROOM

*Tough Guise: Violence, Media & The Crisis in  
Masculinity* (Media Education Foundation)

Featuring Jackson Katz, Directed by Sut Jhally

Presented by Nina Huntemann, Media Education  
Foundation

## FRIDAY, OCTOBER 15

8:15-9:00am REGISTRATION AND COFFEE

9:00-10:25 am OPENING PLENARY PANEL  
GUMWOOD ROOM

Moderator: Ellen Riordan, University of Oregon

Mike Budd, Florida Atlantic University,  
"Television and the Environment"

George Gerbner, Temple University,  
"Telling All the Stories"

Eileen Meehan, University of Arizona,  
"Media as 'Cultural Environment' — Some Prob-  
lems of the Metaphor"

10:30-12 noon PANELS

**RADICAL MEDIA ACTIVISM**  
GUMWOOD ROOM

Moderator: Lauren Kessler, University of Oregon

James Dearing, Michigan State University,  
"A Social Ecology Diffusion Model: Implications for  
Agenda-Setting and Media Activism"

John Downing, University of Texas, Austin,  
"Radical Media Activism and Understanding  
Media"

Rose Dyson, Media Consultant, Toronto,  
"The Cult of Media Violence: Community Activism  
and Critical Scholarship"

Chuck Kleinhans, Northwestern University,  
"Radical Media on the Media"

## **WHOSE PRODUCTIVITY?**

### **MAPLE ROOM**

Moderator: John Russial, University of Oregon

Gene Costain, University of Iowa,  
"Ideological Dissent and Changes in Labor News  
Coverage: The Canadian"

Martin Hirst, University of Iowa,  
"Towards a Theory of Journalism as Work"

Cathy Marston, University of Iowa,  
"Learning to be Journalists in an RSI Work Culture"

James F. Tracy, University of Iowa,  
"Hiring the 'Unborn Worker'? Newswriters,  
Automation and Media Representation of the 1965  
New York Newspaper Strike"

Matthew Killmeier, University of Iowa,  
"Radio and the Automobile: Class, Mobility and the  
Decimation of Place in America"

## **WAR & PROTEST**

### **ALSEA/COQUILLE ROOM**

Moderator: David Frank, University of Oregon

Paul Reynolds, Simon Fraser University,  
"Influence of Maori Protesters and the New Zealand  
Media on Treaty Negotiation Process"

Peter McGregor, University of Western Sydney,  
"Telling My Lais: War Crimes and Reconciliation"

Dan Miller, Hofstra University,  
"*Saving Private Ryan*, *The Thin Red Line*, the Acad-  
emy Awards and The Nightly News: Blurred  
Boundaries and Environments of War at the New  
Millennium"

Rosalind Bresnahan, California State University, San  
Bernadino,  
"Grass Roots Communication and the Re-creation of  
the Public Sphere in Chile during the Pinochet  
Dictatorship"

## **CELLULOID POLITICS**

### **OAK ROOM**

Moderator: Julia Lesage, University of Oregon

Jeanne Lynn Hall, Pennsylvania State University,  
"Skin Deep: The Politics of Makeovers in Holly-  
wood Cinema"

Carol Krismer, University of Arizona,  
"Filmic Constructions of the Political Environment:  
Cynicism, Nihilism and the Potential for Change"

Kevin Sandler, Sheffield Hallam University,  
"The Naked Truth: Scandal and Adrian Lyne's  
*Lolita*"

12:00-1:00pm LUNCH

1:00-2:30 PM PANELS

**POLITICAL ECONOMY IS ALIVE AND WELL  
IN OTTAWA**

**GUMWOOD ROOM**

Moderator: Vincent Mosco, Carleton University

Rick Emrich, Carleton University,

"Political Economy in the Academic Environment:  
Scholarly Publishing and the Role of Labour"

Richard Magrath, Carleton University,

"Political Economy and the Environment"

Patricia Mazepa, Carleton University,

"Cultural Political Economy"

Michele Martin, Carleton University,

"Political Economy and Feminism"

Catherine McKercher, Carleton University,

"Political Economy, Labour and Convergence"

Dwayne Winseck, Carleton University,

"Media Change: Understanding Interactions between  
New and Old Media"

**EXPLORING NEW TECHNOLOGICAL  
ENVIRONMENTS**

**OAK ROOM**

Moderator: Janet Wasko, University of Oregon

Rod Giblett, Edith Cowan University, Perth,

"Sublime Communication Technologies: Media and  
the Environment"

Janin Hadlaw, Simon Fraser University,

"Design, Modernity and the Telephone"

Carrie R. Rentschler, University of Illinois, Urbana,

"Refusing to be a Victim: Personal Security Technol-  
ogy and Middle Class Mobility"

David Sholle, Miami University, Ohio,

"The Technological Milieu of the Information Society"

**STUDYING FILM EXHIBITION AND  
COMMUNITIES**

**MAPLE ROOM**

Moderator: Christine List, Chicago State University

Julie Lindstrom, Northwestern University and Colum-  
bia College,

"A History of Redeveloping Communities? New  
Chicago Theaters and Urban Spectators"

Amy Beer, Northwestern University,

"Comienza Hoy! [Opening Today!]: The Shifting  
Political Economy of Film Exhibition for US Latinos"

Barbara Wilinsky, University of Arizona,  
"The Multiplex as Art House: Movie Exhibition and  
Art Cinema in the 1990s"

**VIDEO PRESENTATION**  
**ALSEA/COQUILLE ROOM**

*To Tell My Sisters...*

Produced by Breast Health Project 1999,  
Virginia Nightingale, Elle Rekas and Mayella  
Hatfield

Followed by discussion with Virginia Nightingale,  
University of Western Sydney, Nepean

**2:30-3:00 PM COFFEE**

**3:00-4:30 PM PANELS**

**CONTINUING COVERAGE:**  
**THE PROFESSIONAL MEDIA ENVIRONMENT**  
**GUMWOOD ROOM**

Moderator: Leslie Steeves, University of Oregon

Mike Bush, University of North Carolina, Chapel  
Hill,

"The Seattle Times: A Leader on the Road to News-  
room Diversity"

Carolyn Byerly, Ithaca College,

"Gender and Control of Newsmaking: A Compar-  
ative Study of Human Rights Coverage in Fall 1998"

G.J. Robinson, McGill University,

"The Professional Environment of Journalism: A  
Gendered Inquiry"

William R. Seaman, Portland, Oregon,

"'Truth' and 'Fairness' in American Journalism:  
Towards a Philosophy of News Reporting and  
Criticism"

Woo-Hyun Won, Korea University,

"In Search of New Forms of Journalism"

**SELLING THE SPOTLIGHT:**  
**EXPLORING MEDIA SPECTACLE**  
**OAK ROOM**

Moderator: Kathleen Karlyn, University of Oregon

Ursula Wiljanen, University of Oregon,

"The Super-rational Takes the Stand: The Media, the  
Madman and the Manifesto"

James Compton, Simon Fraser University,

"The News Spectacle: Notes Toward a Theory of  
Spectacle in the New Media Environment"

Kate Sullivan, University of Oregon,

"Spectacular Monster: Ed Gein and the Figure of the  
Transgendered Serial Killer"

**NEW HORIZONS:  
METAPHOR AND COMMUNICATION POLICY  
MAPLE ROOM**

Moderator: Carl Bybee, University of Oregon

David Firman, Simon Fraser University,  
"Policy and Metaphor: Invoking the Imaginary in  
Communications Policy in Canada"

Kathleen Cross, Simon Fraser University,  
"Survival of the Fittest: Hegemonic Uses of Organic  
Metaphors in Liberal Theory"

Andres Dimitriu, Universidad Nacional del  
Comahue,  
"Space, Power and Margins: A Critique of the  
Communication History in Latin America"

Alison Beale, Simon Fraser University,  
"The Gender of Culture: the Femininity of Culture in  
Cultural Policy Discourse"

**MEDIA PRESENTATION  
ALSEA/COQUILLE ROOM**

*Making Multicultural Australia — A Multimedia  
Documentary*

Presented by Andrew Jakubowicz, University of  
Technology, Sydney

4:00-5:00 pm

Open Meeting of UDC and Cultural Environment  
Movement (Site to be announced)

5:00-6:30 pm

**UDC BUSINESS MEETING  
GUMWOOD ROOM**

6:30-8:30 pm

**VIDEO PRESENTATIONS  
ALSEA/COQUILLE ROOM**

*Guerrilla Television: The Next Generation*

Producer: John D. Scott, Emerson College

*Dr. Shipsey and the Cows*

Producer: Andy Opel, University of North Carolina,  
Chapel Hill

## SATURDAY, OCTOBER 16

8:15-9:00 am COFFEE

9:00-10:25 am PLENARY DISCUSSION

### THE UDC INTO THE NEW MILLENIUM GUMWOOD ROOM

Discussion Leaders:

Kate Kane, Triton Community College, Chicago  
Mike Budd, Florida Atlantic University

10:30 am-12 noon PANELS

### SITUATING LEFT PERSPECTIVES GUMWOOD ROOM

Moderator: Julie Fox, University of Oregon

John Bellamy Foster, University of Oregon, and  
Robert W. McChesney, University of Illinois, Ur-  
bana,

"Communication and Marxism: Some Preliminary  
Observations"

Lisa McLaughlin, Miami University, Ohio,  
"Feminism Without Frontiers"

Shoba S. Rajgopal, Colorado University, Boulder,  
"The Fundamental Theme in Postcolonial Literature  
and Theory: The (Re)Assertion of Identity as  
Counter-Hegemonic Discourse"

William R. Seaman, Portland, Oregon,  
"The Narrativity Scene: Primary and Irreducible, or  
Ultimately Theoretical"

### RENAISSANCE OR RUIN: RETHINKING URBAN ENVIRONMENTS MAPLE ROOM

Moderator: Gerry Sussman, Portland State Univer-  
sity

Gary W. McDonogh, Bryn Mawr College,  
"Nature in the City: Untangling Voices"

Timothy A. Gibson, Simon Fraser University,  
"A Tale of Two Seattles"

Steven Macek, University of Minnesota, Twin Cities,  
"Television and the Process of Urban Decline"

James H. Wittebols, Niagra University,  
"Sports, Spectatorship and Classism: The Cultural  
Environments of New Stadia and Arenas in the US"

Heike Mayer, Portland State University,  
"Network Forms of Organization in Portland's  
Multimedia Industry"

**PERSPECTIVES ON ALTERNATIVE MEDIA  
ALSEA/COQUILLE ROOM**

Moderator: Denise Matthews, University of Oregon

Nancy Breaux, Pacific University

"Sadomasochism and the Mainstreaming of Fetishistic Subculture"

Sean Cassidy, Lewis-Clark State College

"Portrayal of an Environmental Ethic in Films Produced by Megacorporations"

Dan Miller, Hofstra University,

"The American Experience: Commerce, Culture, Democracy and Access in American 'Public' Television"

Scott Knyrim, Network programmer, Los Angeles, California,

"Tips and Techniques for Radicalizing from Within"

**CONTINUING THE STRUGGLE:  
CIVIL RIGHTS AND SOCIAL CHANGE  
OAK ROOM**

Moderator: Carl Bybee, University of Oregon

Ellen Balka, Simon Fraser University,

"Jacques and Jill at VPL: Gender, Race, and the Culture of Internet Use at Vancouver Public Library"

Steven Classen, California State University, San Bernadino,

"Telling Stories: WLBT and the Experiences of Civil Rights Activists in Jackson, Mississippi"

Charles E. Simmons, Eastern Michigan University,

"Robert F. Williams & Organizing against KKK Violence"

Cindy Hing-Yuk Wong, CUNY, Staten Island,

"Can Video Build Community?: Ethnographic Perspectives on New Media and Social Change"

**12:00-1:30 pm LUNCH**

(Open lunch meeting of UDC and Cultural Environment Movement — site to be announced)

**1:30-3:00 pm PANELS**

**AND ALL POINTS IN BETWEEN:  
CONTEXTUALIZING THE GLOBAL CULTURE  
OAK ROOM**

Moderator: Mark Phillips, University of Oregon

Mashoed Bailie, Eastern Mediterranean University,

"Media Development in the Turkish Republic of Northern Cyprus"

Ed Baker, University of Pennsylvania,  
"International Free Trade in Media Products"

Dave Park, University of Wisconsin, Madison,  
"The Transnational Culture Industry and China"

Chris Purdie, Eastern Mediterranean University,  
"The Impact of Global Media on Culture and  
Identity: The Case of the Turkish Republic of  
Northern Cyprus"

## **BUILDING A MOVEMENT — COMMUNITY ACTIVISM**

### **GUMWOOD ROOM**

Moderator: Daniel Pope, University of Oregon

Robert Hackett, Simon Fraser University,  
"Taking Back the Cultural Environment: Is It  
Possible to Build a Movement for More Democratic  
Media?"

Robert McChesney, University of Illinois  
"The Emerging Global Anti-neoliberal Democratic  
Media Reform Movement"

Dorothy Kidd, University of San Francisco  
"Holding on to What We Have: Lessons from the  
Campaign to Save KPFA"

Iain Boal, University of California, Berkeley,  
"Communication *as* Community: Goebbels, Brecht,  
Lewis Hill and the Pacifica Debacle"

## **PUBLIC LIFE/PRIVATE SPHERE**

### **ALSEA/COQUILLE ROOM**

Moderator: Kate Sullivan, University of Oregon

Jyotsna Kapur, Southern Illinois University,  
"Obsolescence and Other Playroom Anxieties: Toys  
as Commodities and the Transformation of Child-  
hood"

Eleanor M. Novek, Monmouth University,  
"When Spheres Collide: Communication, Segrega-  
tion and the Private Sphere"

Inger L. Stole, University of Illinois,  
"Selling Our Children Short: Six Decades With  
Commercial Education"

## **MEDIA AND ENVIRONMENTAL ACTIVISM**

### **MAPLE ROOM**

Moderator: Carol Ann Bassett, University of Oregon

Paul Burkhardt, University of Arizona,  
"Crying Wolf: Some Effects of the Media Packaging  
of Biological Diversity and Bio-Politics"

Cheri Ketchum, University of California, San Diego,  
"The Struggle Over Headwaters"

Charles E. Simmons, Eastern Michigan University,  
"Media Coverage of Environmental Justice in  
Detroit, 1998-99"

3:00 -3:30 pm COFFEE

3:30-5:00 pm PANELS

**RADIOACTIVE ISSUES IN  
MEDIA DEMOCRACY  
GUMWOOD ROOM**

Moderator: Leslie Steeves, University of Oregon

Robert W. McChesney, University of Illinois,  
Urbana,  
"Media Activism in the Late 1990s: A Growth  
Industry?"

Sheila Nopper, University of Illinois, Springfield,  
"CIUT: Radical Community Radio Under Siege in  
Toronto"

Ron Sakolsky, University of Illinois, Springfield,  
"History of Micropower Radio Movement"

Andy Opel, University of North Carolina, Chapel  
Hill,  
"Micropower Radio: The Legal Issues"

**CONTROLLING INTERESTS: REGULATING  
COMMUNICATION INDUSTRIES  
OAK ROOM**

Moderator: Lewis Kaye, University of Oregon

Ronald V. Bettig, Pennsylvania State University,  
"Copyguarding Copyrights: Securing the Digital  
Music Frontier"

Chad Dell, Monmouth University,  
"The Politics of Ambush: Red-Baiting, the 'Blue  
Book' and the Broadcast Industry"

Chris Jordan, Pennsylvania State University,  
"A Toaster With Pictures: The Political Economy of  
Reagan Era Entertainment"

Dwayne Winseck, Carleton University,  
"Political Economy and the Illusion of Perfect  
Information"

**DISNEY & THE GLOBAL CULTURAL ENVIRONMENT**  
**MAPLE ROOM**

Report on the Global Disney Audience Project

Mark Phillips, University of Oregon  
Janet Wasko, University of Oregon  
Eileen Meehan, University of Arizona  
Raul Reis, California State University, Monterey  
Virginia Nightingale, University of Western  
Sydney, Nepean

**VIDEO PRESENTATION**  
**ALSEA/COQUILLE ROOM**

*Working Days*

Producer: Darrell Varga, York University

**5:00-6:30 PM**

**CLOSING PLENARY PANEL**  
**GUMWOOD ROOM**

Moderator: Janet Wasko, University of Oregon

Vincent Mosco, Carleton University,  
"Lost in Space"

Dan Schiller, University of California, San Diego,  
"World Communications in Today's Age of Capital"

Gerald Sussman, Portland State University,  
"Communications in the Newly Restructured  
World Economy: Changing Spatial and Social  
Boundaries"

**6:30-8 pm**            **BUFFET DINNER,**  
                         **SMYTHE AWARD CEREMONY**  
                         **BALLROOM**

**8-11pm**                **PARTY & DANCE featuring**  
                         **the DEB CLEVELAND BAND**  
                         **BALLROOM**

## **CONFERENCE COMMITTEES**

### **Program**

Ellen Riordan, Ashley Overbeck, Dan Nicholson,  
John Groves

### **Registration Packet**

Dan Nicholson, Randy Nichols, Christine Quail, Ian  
Steinberg

### **Accommodations**

Randy Nichols, Helena Vanhala

### **Information Tables**

John Groves

### **Food & Party**

Chris Demaske

### **Poster/Publicity**

Ashley Overbeck, Charles Overbeck, Chris Demaske

### **Fund-Raising**

Lewis Kaye, Janet Wasko

### **Fun Video**

Helena Vanhala, David Monje, Lynn Hadley

### **Panel Support**

Bill Cassidy, Tanja Charrier, John Groves, Randy  
Nichols, Dan Nicholson, Melissa Johnson, Cindy  
Killion, Ashley Overbeck, Christine Quail, Kumi  
Silva, Ian Steinberg, Shin Joung Yeo

## **SPECIAL THANKS TO —**

- Tim Gleason and the School of Journalism  
and Communication
- Oregon Humanities Center
- Center for the Study of Women and Society
- Women & Media Research Interest Group
- Program in Comparative Literature
- Eileen Meehan and Rick Emrich

---

## **UDC RAFFLE**

Don't miss the UDC raffle! Several UDC members have generously donated copies of their books to be raffled off as part of a fundraising drive to help the UDC. The money raised will be used for projects such as travel scholarships, which help assist low-income members attend UDC conferences and present their research. This is your opportunity to help the organization with a little bit of cash, while at the same time (possibly) walking away with some great books. Tickets are \$5 each, or three for \$10, and are available at the registration table or from Rick Emrich. The raffle drawing will be held at the Saturday dinner. Good luck!