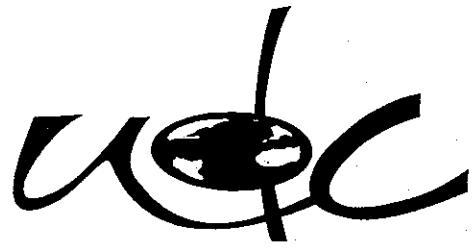


TENTATIVE
PROGRAM



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
Humanities Center
Center for the Study of Women and Society
Women & Media Reading Interest Group
Comparative Literature Program
(University of Oregon)

(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 (Media Education Foundation)
Producers: Nina Huntemann, Matt Soar, Executive
Producer: Sut Jhally.

FRIDAY, OCTOBER 15

8:15-9:00am REGISTRATION AND COFFEE

9:00-10:30 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?
OAK 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,
"Real Wars, Star Wars: The Cultural, Political and
Aesthetic Environment of *Saving Private Ryan*, *The
Thin Red Line*, the Nightly News and the American
Academy"

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
MAPLE 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: Dan Pope, University of Oregon

Rick Emrich, Carleton University,
"Political Economy in the Academic Environment:
Scholarly Publishing and the Role of Labour"

Patricia Mazepa, Carleton University,
"The Public is Political: The Constitution of Counter-
Publics and Alternative Public Spaces"

Michele Martin, Carleton University,
"Political Economy and Feminism"

Catherine McKercher, Carleton University,
"Political Economy, Labour and Convergence"

Vincent Mosco, Carleton University,
"Political Economy, Myth and Place"

Dwayne Winseck, Carleton University,
"Media Change: Understanding Interactions between
New and Old Media"

**EXPLORING NEW TECHNOLOGICAL
ENVIRONMENTS**

OAK ROOM

Moderator: Kellee Weinhold, 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 Soci-
ety"

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

**STUDYING FILM EXHIBITION AND
COMMUNITIES**

MAPLE ROOM

Moderator: Christine List, Chicago State University

Julie Lindstrom, Northwestern University and
Columbia 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:

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"

**NEW HORIZONS:
METAPHOR AND COMMUNICATION POLICY
MPALE 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**

"The Making of *Multicultural Australia* - a Multime-
dia Documentary"

Presentation by Andrew Jakubowicz, University of
Technology, Sydney

4:00-5:00 pm
Meeting of UDC and Cultural Environment
Movement

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

8:15-9:00am **COFFEE**

9:00-10:30 am **PLENARY DISCUSSION:
THE FUTURE OF THE UDC?
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"

**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,
CaliforniaP
"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"

12:00-1:00 pm LUNCH

**(Lunch meeting of UDC and Cultural Environment
Movement -- site to be determined)**

1:00-2:30 pm PANELS

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

Moderator: Leslie Steeves, 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:

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

Mikey Carlson, University of Iowa,
"Political Economy of Reproductive Communica-
tion: The Case of Contraceptive Direct to Consumer
Advertising"

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, Segregation 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"

2:30-3:00 pm COFFEE

3:00-4:30 pm PANELS

**RADIOACTIVE ISSUES IN
MEDIA DEMOCRACY
GUMWOOD ROOM**

Moderator: Al Stavitsky, 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:

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,
"The Political Economy of Perfect Information"

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

Report on the results of the Global Disney Audiences 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"

Daniel 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!
featuring
the DEB CLEVELAND BAND
BALLROOM

VIDEO SCREENINGS

Tough Guise

Media Education Foundation, 1999, 75 minutes. Directed by Sut Jhally, Presented by Nina Huntemann.

Tough Guise is the first educational video geared toward college and high school students to systematically examine the relationship between images of popular culture and the social construction of masculine identities in the U.S. at the dawn of the 21st century. In the film, Jackson Katz argues that the widespread violence in American society needs to be understood as part of an ongoing crisis in masculinity.

To Tell My Sisters...

Breast Health Project 1999, 22 minutes. Virginia Nightingale, Elle Rekas and Maryella Hatfield

In 1999 the NSW Breast Cancer Institute, staff and students of UWS Nepean, and film maker, Maryella Hatfield, jointly undertook the production of a video, companion booklet and research report to explore the stories of migrant women in Sydney and their accounts of breast health issues. The project challenged the women to document the changing realities of their lives and to link those experiences to their breast health practices. Presentation of findings and discussion to follow video screening.

Making Multicultural Australia

An educational multimedia CD-ROM package of three CD-ROMs: *Celebration and struggle*, *Colour and controversy*, and *The journey so far and the way ahead*. Project Director, Andrew Jakubowicz, University of Technology Sydney.

Making Multicultural Australia (MMA) was developed by the Board of Studies NSW, the University of Technology, Sydney, the Ethnic Affairs Commission of NSW, and SBS Broadcasting, with the support of the Australia Council for the Arts, the Australia Foundation for Culture and the Humanities and other organisations. The MMA CD-ROMs form a major educational resource about the history and culture of Australia. This major project has taken more than three years to complete and has involved the assistance and advice of curriculum and academic researchers and writers and students and teachers.

Guerrilla Television: The Next Generation
Documentary/fiction by John D. Scott, Emerson College, 54 minutes.

This is an engaging, distinct project that is sometimes funny and, sometimes informative but always cheeky and under-budget. The story is about John Oxygen's quest. Spurred by an encounter with "The Future," he searches the continent for television outlets who challenge the corporate control of the media in their communities.

Dr. Shipsey's Cows

By Andy Opel, University of North Carolina, Chapel Hill, 28 minutes.

In 1997, Dr. Shipsey shot of 11 of his neighbor's cows that had fouled a stream on his land. This incident drew national attention to the connections between cattle ranching and salmon. *Dr. Shipsey and the Cows* explores the many perspectives on this environmental conflict in Eastern Oregon. In attempting to unpack the story, this documentary reveals some of the connections between science, the media and special interest groups.

Working Days

A documentary film by Darrell Varga, Canada, 1996, 50 minutes.

When a factory closes, a lot more than the paycheque is lost. This film is about the closure of a century-old industrial factory and the devastating loss of the vibrant community and culture that once existed among the workers in-between the factory walls. Interviews with workers recalling the last day on the assembly-line, and their struggles over the years is interwoven with company promotional films from the 1950s promoting the wonders of modern home appliances—an image of wonder from which the sight of the worker is sanitized. What ever happened to the promise of wealth and leisure for everybody in the spacee future of automation and technological progress?

Help Preserve UDC's History

In 1981 the UDC (Union for Democratic Communications) organized its first meeting in Philadelphia, PA. In conjunction with the UDC's 20th anniversary and the 2001 conference, we'd like to produce a documentary that serves as an oral history and helps to preserve the collective memory of UDC members.

We are starting from the ground up and need your suggestions. Let us know:

- What you think should be included in the video
- If you have archival material such as newsletters, photos, documents, buttons, bumper stickers, banners, etc. that could be video taped for cut-aways
- If you have current contact information for UDC members from early days
- Who you think might be good to interview
- Interview questions you think should be asked to capture the essence of UDC
- Your thoughts and memories about the UDC

Eventually we will need folks to help with the production in the following ways:

- To video tape or record phone interviews with UDC members past and present
- To video tape archival material and possibly historic locations
- To review and log material before the final edit
- Volunteer editing time and suggestions for both a rough and final cut

If you are interested in being involved in any capacity -- from offering verbal encouragement and pats on the back to dedicating your life to video taping multiple interviews -- please contact Ellen Riordan by email: eriordan@darkwing.uoregon.edu or leave your name and email address in the box at the registration table.

We welcome all suggestions and encourage as much participation as possible. We would like this documentary to be a collective historical account of the UDC which depends on input from many people scattered all about.

Please pass this information on to others and let us know how we can contact folks no longer actively involved in the organization.

Thanks for your help. Look forward to seeing you in 2001!

Suggestions/Comments:

The Union for Democratic Communications (UDC)

A group of communication researchers, theorists, educators, journalists,
media producers, policy analysts, and activists.

The Union for Democratic Communications is dedicated to the critical study of the communications establishment and to the production and distribution of democratically controlled and produced media. UDC fosters alternative, oppositional, independent, and experimental production, and encourages the development of democratic communications systems at local, national, and international levels.

UDC Conferences bring together media producers, communications researchers, policy makers, and grassroots communications activists to promote political-economic and cultural analysis of communications, to analyze the power structures that control mass communications, and to advocate new structures that promote more democratic communications. We also work with other progressive organizations to facilitate media productions, seminars, and conferences that promote the democratization of communication.

UDC Conferences

UDC was founded in Philadelphia, PA in 1981. Since then, it has held periodic international conferences emphasizing action-oriented themes and issues. Past conferences include:

UDC 1984: Communications and empowerment, Chevy Chase, Maryland, U.S.

UDC 1988: Communication, Culture, Socialism, Ottawa, Ontario, Canada.

UDC 1990: The World Information Order, San Diego, California.

UDC 1992: Feminisms and Cultural Resistance in the Americas, Ontario, Canada.

UDC 1993: Media, Culture and Popular Hegemony, Havana, Cuba.

UDC 1995: Communication Issues for the 21st Century, Austin, Texas, U.S.

UDC 1997: What's Left: Critical Communications In the Belly of the Corporate Beast, Chicago, Illinois, U.S.

UDC 1998: Media, Democracy and the Public Sphere, San Francisco, California, U.S.

UDC 1999: Communication, Culture & Environments, Eugene, Oregon, U.S.

The Dallas Smythe Award

At each conference, the UDC Steering Committee confers the Dallas Smythe Award for contributions to international democratic communications through teaching, research or creative work. The award, named for political economist of

communications, Dallas Smythe, has been given to the Cuban filmmaker Santiago Alvarez, and to eminent US scholars Professor Thomas Guback and Professor Oscar Gandy Jr.

Joint Projects

UDC also works with other organizations to promote democratic communications. Previous joint projects include working with the National Lawyers Guild on New International Information and Communications Order initiatives; support for the El Salvador Media Project; and a project examining the teaching of critical consciousness through media education.

UDC Members

UDC is made up of several hundred members from many different countries including the United States, Canada, England, France, Mexico, Brazil, Jamaica, Cuba, and the Netherlands.

Membership in UDC brings together progressive scholars, activists, and producers for discussions and joint action projects. It also brings:

- 1) The Democratic Communiqué, the UDC newsletter which includes media news, critical viewpoints, activist campaigns,

- conferences, job announcements, book reviews, and news of UDC activities; and
- 2) The UDC Membership Directory, a networking resource that lists contact information (address, phone, fax, telex, and electronic mail, as appropriate) for UDC members.

UDC Contacts:

Membership Information
Union for Democratic Communications
c/o Bernadette Barker-Plummer
University of San Francisco
2130 Fulton Street
San Francisco, CA 94117
Phone: (415) 422-6187

The Democratic Communiqué
Loyola University Chicago
Department of Communications
6526 N. Sheridan Road
Chicago, Illinois
Phone: (773) 508-3408

