

George Gerbner

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2/6/97

Frank Rich
Re New York Times

Dear Mr. Rich-

You may be interested
in this commentary.

Sincerely yours-

George J

(Attachment - PI)
2/30

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PHILADELPHIA PA 19104

March 6, 1996

Frank Rich
The New York Times
~~Via fax~~ 212 556 7414

Phone
Fax 5 212 556 1350
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Dear Mr. Rich:

I enjoyed your comments in San Francisco last Friday night (sorry you couldn't stay for my panel Saturday morning), and your column in today's Times. With all its good features, too much of the Congress was what I called "an exercise in self-marginalization."

As you know, the Cultural Environment Movement Founding Convention will take place next week in St. Louis. We intend to be the broad coalition of both mainstream and "minority" organizations (at this time over 100, including the National Council of Churches, Physicians for Social Responsibility, AFTRA and the Screen Actors Guild) that will begin the long task of building mechanisms of non-governmental non-corporate citizen participation (or at least a voice) in the increasingly global cultural decision-making now going on almost entirely behind closed doors.

There is another development that may also be of special interest to you.

The first International Broadcast Standards Summit, a pre-Convention event, will begin in the evening of March 14, 1996 and conclude with an afternoon session on March 15. Attending the Summit will be Keith Spicer, Chairman of the Canadian Radio-television and Telecommunications Commission; Colin Shaw, Director of the Broadcasting Standards Council of Great Britain; Yassen N. Zassoursky, President of the Licensing Authority of the Russian Republic; Cees Hamelink, Director of the Centre for Communication and Human Rights in Amsterdam; Jill Hills, Professor of Communications Policy Studies at the City University, London; Ronald L. Cohen, Director of the National Broadcast Standards Council of Canada; Sophie Cathelineau of the Conseil Superior de l'Audiovisuel, the French broadcasting authority; Janos Timar of the Hungarian Ministry of Culture and Education; Nicholas Johnson, former Commissioner of the U.S. Federal Communications Commission, and other experts from the U.S. and other countries.

Jeffrey Cole, Director of the Center for Communication Policy Studies at UCLA and Kathryn Montgomery, President of the Washington, D.C.-based Center for Media Education will chair the morning and afternoon sessions, respectively.

The Summit will precede the Founding Convention of the Cultural Environment Movement (CEM), an invitational meeting on the campus of host and co-sponsor, Webster University. CEM is a coalition of independent grass-roots citizens' organizations and supporters in every state of the U.S. and 57 other countries on six continents. Delegates to the Convention represent the leadership of a wide range of social and cultural organizations and concerns, united in working for freedom, fairness, diversity, responsibility, respect for cultural integrity, the protection of children, and democratic decision-making in the cultural mainstream of all countries. It is committed to opposing censorship (including that of the market formulas imposed on journalists and other creative media professionals), and presenting the liberating alternative to the culture wars going in a repressive direction.

The International Broadcast Standards Summit will discuss national programming policy priorities, issues involved in the development of international standards, and the draft of a universal People's Communication Charter. The CEM Founding Convention will formally open at 4 pm. Participants in the Summit will also take part in its deliberations.

Convention keynote speakers include Joan Brown Campbell, General Secretary, National Council of Churches; Dorothy Gilliam, *Washington Post* columnist and Immediate Past President of the National Association of Black Journalists; Robert McChesney, historian and author of *Telecommunications, Mass Media and Democracy*; Sumi Sevilla Haru, Immediate Past President of the Screen Actors Guild; Riane Eisler, cultural historian, author of *The Chalice and the Blade: Our History our Future*; Fred Garcia, Acting Drug Control "Tzar" of the U.S., Lynn Curtis, President of the Eisenhower Foundation, Keyan Tomaselli, Director, Centre for Cultural and Media Studies, University of Natal, Durban, South Africa; and Teresa Heinz, Chair, Heinz Family Philanthropies (invited), Mark Crispin Miller of Johns Hopkins University, author of *Boxed In: The Culture of TV*; and Bill McKibben, author of *The Age of Missing Information*.

Performances by the Infinity Dance Theater, Red Path Native American musicians, Key of See Storytellers, Artists for Recovery, Charlie Murphy youth development worker, Neddie Astudillo Latin American community activist and singer, Samba Bom Brazilian band, and other artists will be special features at the Convention.

Summit participants arriving in St. Louis on Thursday, March 14 are invited to dinner at the convention hotel that evening and a "preview" and discussion after dinner. Accommodations and all meals will be our responsibility.

Travel may be arranged by your office or by the Convention's travel agent, Brentwood Travel, 800 466 0024 or 314 961 5333, which will also make hotel reservations. As time is short, please call or fax your response, or any questions you might have, as soon as possible to any of the numbers given below.

We hope that you be able to attend part or all of the Summit and Founding Convention and present your views. Please let me know.

Sincerely yours,



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P.S. If you intend to come, please send me a brief bio to share with the delegates; or I can use the one from the San Fran. Congress.

556 1350

home fax

212 556 1350

The New York Times
220 WEST 43 STREET
NEW YORK, N.Y. 10036

Stanley

FRANK RICH
Columnist

Witchel #

212 556 7414

March 11, 1996

Mr. George Gerbner
Cultural Environment Movement
Philadelphia

BY FAX

Dear Professor Gerbner,

The convention sounds very exciting, and I greatly appreciate your kind invitation to participate. After trying in various ways to rearrange my schedule next weekend to get to St. Louis, I have concluded that it is, alas, impossible. I'm very disappointed, but I hope that you'll let me know of any printed record that is made of the proceedings so that I can at least get some sense of the convention's activities and findings. And I hope our paths will cross in the future.

With regrets, and every good wish for a successful convention,

Sincerely,

