

University of Wisconsin—Madison
School of Journalism and Mass Communication

5115 Vilas Communication Hall
821 University Avenue
Madison, WI 53706

Area Code 608
262-3690 or
262-3691

January 11, 1993

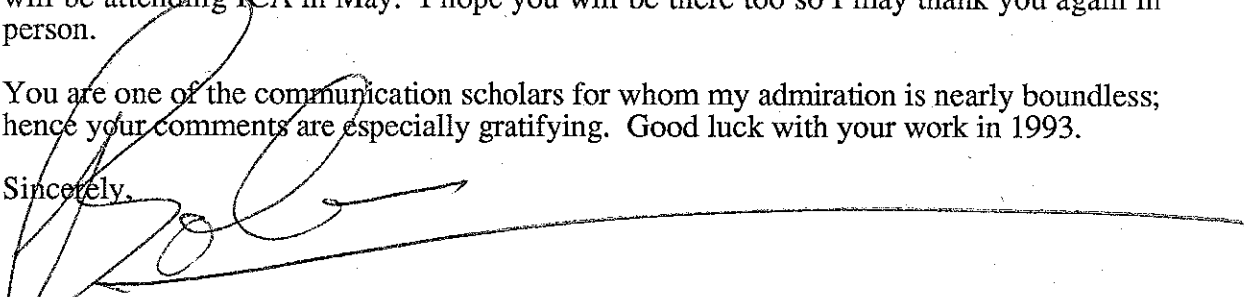
Prof. George Gerbner
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear Prof. Gerbner:

David Roll at Oxford U.P. just faxed me a copy of your comments regarding my book on broadcasting history. Thank you very much for your generous and flattering statement. I will be attending ICA in May. I hope you will be there too so I may thank you again in person.

You are one of the communication scholars for whom my admiration is nearly boundless; hence your comments are especially gratifying. Good luck with your work in 1993.

Sincerely,



Robert W. McChesney
Assistant Professor

McChesney

[100@ From: Robert W McChesney <RWMCCHE@mac.wisc.edu> at SMTP-po 9/26/95 8:16P
M (8859 bytes: 201 ln)
To: fgg at POST1
Subject: Re: Internet

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from vms2.macc.wisc.edu
From RWMCCHE@mac.wisc.edu
X-Envelope-From: RWMCCHE@mac.wisc.edu
Received: from VMSmail by vms2.macc.wisc.edu; Tue, 26 Sep 95 20:16 CDT
Message-Id: <25092620165582@vms2.macc.wisc.edu>
Date: Tue, 26 Sep 95 20:16 CDT
From: Robert W McChesney <RWMCCHE@mac.wisc.edu>
Subject: Re: Internet
To: fgg@asc.upenn.edu
X-VMS-To: IN%"fgg@asc.upenn.edu",RWMCCHE

Professor Gerbner,

I forgot to provide you with my mailing address. I am on sabbatical (working on a book on global media with Ed Herman) so it is best to write to me at home:

Bob McChesney
126 N. Spooner
Madison, WI 53705-4033

Look forward to seeing what you have to show me.

Bob McChesney

>From: IN%"fgg@asc.upenn.edu"
>To: Robert W McChesney <RWMCCHE@mac.wisc.edu>, CML@unca.edu
>Subject: Internet

>
>Received: by cmail from vms2.macc.wisc.edu
>From RWMCCHE@mac.wisc.edu
>X-Envelope-From: RWMCCHE@mac.wisc.edu
>Received: from VMSmail by vms2.macc.wisc.edu; Tue, 26 Sep 95 09:49 CDT
>Message-Id: <25092609495296@vms2.macc.wisc.edu>
>Date: Tue, 26 Sep 95 09:49 CDT
>From: Robert W McChesney <RWMCCHE@mac.wisc.edu>
>Subject: Internet
>To: FGG@ASC.UPENN.EDU
>X-VMS-To: IN%"<fgg@asc.upenn.edu",RWMCCHE

>Professor Gerbner,

>
>I would like to send you a copy of an article I wrote for the JOURNAL OF
>COMMUNICATION on the Internet. I think you might enjoy it. Could you please
>email me your mailing address so I might send it to you.

>I hope and trust all goes well. I hope our paths cross again soon. Thank you.

>Bob McChesney

>
>Good to hear from you. I have been following your work with great
> interest. Been very busy myself, you give me your mailing address

[92] From: CML@unca.edu at SMTP-po 9/26/95 10:58AM (2589 bytes: 63 ln)
To: fgg at POST1
Subject: Post from Bob McChesney

----- Message Contents -----

Text item 1: Text Item

From: CML@unca.edu
X-Envelope-From: CML@unca.edu
Received: from cluster.unca.edu by cluster.unca.edu (PMDF V5.0-4 #5911)
id <01HVQ9DI2GUU8WWB6Z@cluster.unca.edu> for fgg@asc.upenn.edu; Tue,
26 Sep 1995 10:45:03 -0400 (EDT)
Date: Tue, 26 Sep 1995 10:45:03 -0400 (EDT)
From: CML@unca.edu
Subject: Post from Bob McChesney
To: fgg@asc.upenn.edu
Message-id: <01HVQ9DI2GUW8WWB6Z@cluster.unca.edu>
Organization: University of North Carolina at Asheville
X-VMS-To: IN%"fgg@asc.upenn.edu"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

From: IN%"RWMCCHESES@macc.wisc.edu" "Robert W McChesney" 25-SEP-1995 23:42:40.31
To: IN%"CML@cluster.unca.edu"
CC:
Subj: RE: internet

Wally,

I am glad you found my paper useful. I am not aware of the St. Louis conference but it sounds great. Please keep me posted. In fact, do you have a mailing address for George Gerbner. I ought to send him a copy of the paper, too.

Keep up the good fight. Your work inspires me and if what I am doing helps you with what you are doing then I feel like I am doing more than exercising my fingers when I type these articles.

Stay in touch,

BOB

>From: IN%"CML@unca.edu"
>To: RWMCCHESES@macc.wisc.edu
>Subject: Re: internet

>
>Bob -- I'm just finishing your paper and will put much of your analysis
>to good use this Wednesday evening in a League of Women Voters talk
>I'm giving. Also, are you aware of the Cultural Environment Movement
>founding convention in St. Louis next March 15-16 (or is it 16-17)?
>You should be one of the keynote speakers. I will suggest this to
>George Gerbner, who chairs the steering committee. If you haven't
>already been contacted, please hold those dates on your calendar.
>I'll get back to you shortly with more details. Cheers, Wally

Return-path: <RWMCCHESES@macc.wisc.edu>
Received: from vms2.macc.wisc.edu by cluster.unca.edu (PMDF V5.0-4 #5911)
id <01HVPM9BEAEW8WVYVS@cluster.unca.edu> for CML@cluster.unca.edu; Mon,

25 Sep 1995 23:42:35 -0400 (EDT)
Received: from VMSmail by vms2.macc.wisc.edu; Mon, 25 Sep 1995 22:42 -0500 (CDT)
Date: Mon, 25 Sep 1995 22:42 -0500 (CDT)
From: Robert W McChesney <RWMCCHESES@macc.wisc.edu>
Subject: Re: internet
To: CML@cluster.unca.edu
Message-id: <25092522423332@vms2.macc.wisc.edu>
X-VMS-To: IN%"CML@unca.edu",RWMCCHESES
Content-transfer-encoding: 7BIT

[138] From: Robert W McChesney <RWMCCHESES@macc.wisc.edu> at SMTP-po 9/29/95 10:55 AM (1735 bytes: 40 ln)
To: fgg at POST1
Subject: Re: Internet

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from vms2.macc.wisc.edu
From RWMCCHESES@macc.wisc.edu
X-Envelope-From: RWMCCHESES@macc.wisc.edu
Received: from VMSmail by vms2.macc.wisc.edu; Fri, 29 Sep 95 10:55 CDT
Message-Id: <25092910553267@vms2.macc.wisc.edu>
Date: Fri, 29 Sep 95 10:55 CDT
From: Robert W McChesney <RWMCCHESES@macc.wisc.edu>
Subject: Re: Internet
To: fgg@asc.upenn.edu
X-VMS-To: IN%"fgg@asc.upenn.edu",RWMCCHESES

George,

I appreciate everything you are sending. I have already emailed the appropriate address so I may join the CEM. If you like, I could give a talk on the "CEM in the USA in historical perspective." It might encourage and inform some of the participants to know the real history of broadcasting in this country.

I really appreciate your willingness to write a letter but seeing how busy you are I went ahead and found another person to do it. I have written letters for myself in the past but this letter would have to be so glowing that I would have trouble writing it without feeling like a completely arrogant egomaniac.

Let's stay in touch. I am very excited by the CEM. Your letter is a classic. It lays ut the issues clearly and persuasively.

Bob

>From: IN%"fgg@asc.upenn.edu"
>To: Robert W McChesney <RWMCCHESES@macc.wisc.edu>
>Subject: Re: Internet

>
> Thanks for address, will send. Did you see our study showing the
> violence depresses ratings but is so pevasive and persistent
> because it "travels well on the global market?" If not, I'll send
> that too. George.

>

McC

I have already emailed the >asppropriate address so I may join the CEM. If you like, I could give a talk on >the "CEM in the USA in historical perspective." It might encourage and inform >some of the participants to know the real history of broadcasting in this >country. THANKS. WILL BE IN TOUCH RE PROGRAM. > >I really appreciate your willingness to write a letter but seeing how busy you >are I went ahead and found another person to do it. I have written letters for >myself in the past but this letter would have to be so glowing that I would have >trouble writing it without feeling like a completely arrogant egomaniac. >THAT IS A MISTAKE. PLEASE WRITE IT FOR MY SAKE. >Let's stay in touch. I am very excited by the CEM. Your letter is a classic. It >lays ut the issues clearly and persuasively. THANKS. LOOK FORWARD > TO WORKING TOGETHER ON THIS. > >Bob > > >>From: IN%"fgg@asc.upenn.edu" >>To: Robert W McChesney <RWMCCHE@mac.wisc.edu> >>Subject: Re: Internet >> >> Thanks for address, will send. Did you see our study showing the >> violence depresses ratings but is so pevasive and persistent >> because it "travels well on the global market?" If not, I'll send >> that too. George. >> >

From: fgg at post1 12/6/95 11:24PM (1156 bytes: 15 ln)
To: Robert W McChesney <RWMCCCHES@mac.wisc.edu> at SMTP-po
Subject: CEM

----- Message Contents -----

Thanks, Bob. There will be only a few keynote speeches by leaders in various affiliated organizations, all focusing (or so I hope) on placing CEM in their respective perspectives. I would like to ask you as (in my opinion) the leading US historian in our field to give one of these on something like "The Long View: CEM in a Historical Perspective" sketching the historic challenge we face, with concentration, conglomeritization and globalization as long-range trends, the rise (or recurrence?) of culture wars leading in a repressive direction, the need for the "liberating alternative," etc. Might be good to start with this after dinner on March 15, 15-20 minutes. (Most of the work will be done in the Working Groups, plus a plenary session. These are just some suggestions. Would be interested in your ideas on what historical view is most suitable to the launching of a movement of action, not an academic conference. George.

Window: 1 - 24 Lines: 19 Edit: ↑ ↓ → Help: F1 End: ENTER
[153] From: Robert W McChesney <RWMCCCHES@mac.wisc.edu> at SMTP-po 12/6/95 9:43P
M (1381 bytes: 26 ln)
To: fgg at POST1
Subject: CEM

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from vms2.macc.wisc.edu
From RWMCCCHES@mac.wisc.edu
X-Envelope-From: RWMCCCHES@mac.wisc.edu
Received: from VMSmail by vms2.macc.wisc.edu; Wed, 06 Dec 95 21:43 CDT
Message-Id: <25120621434425@vms2.macc.wisc.edu>
Date: Wed, 06 Dec 95 21:43 CDT
From: Robert W McChesney <RWMCCCHES@mac.wisc.edu>
Subject: CEM
To: FGG@ASC.UPENN.EDU
X-VMS-To: gerbner,RWMCCCHES

George,

I have received the information on the Founding Convention of the CEM. I plan on attending for at least two of the three days. (It will be very hard for me to be there all three days because I have primary childcare responsibilities and my wife works. We have two daughters, one of whom is only four months old.)

I am looking forward to working with the Global Village working group. I would also be delighted to make a presentation on the current globalization of corporate media (as this is the topic I am researching now for my book with Ed herman) or on the history of US communication policymaking. Or both. I want to do whatever I can to make the convention a success. I really admire you for taking this job upon yourself. You are an inspiration for the next generation.

From: fgg at post1 1/18/97 1:26PM
To: Robert McChesney <rwmcches@facstaff.wisc.edu> at SMTP-po
Subject: Re: joni's group

----- Message Contents -----

Bob - I agree with your decision re Joni. For now, I hope you will save your investment of time in CEM for a meeting of our Executive Committee. Yesterday we had a lengthy strategic planning session with prospective partners in fundraising and media relations. Of course, we had to project activities to help them to present proposals (which they will do next week). All that is in preparation for a meeting of the Executive Committee. I hope that such a meeting can be held in February. Those who can't come (or are too far) may join by phone. In any case, let me know what times are not possible for you. And good luck on your projects. George.

L: 14 C: 70 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

Content-Type: text/plain; charset="us-ascii"
Date: Sat, 18 Jan 1997 09:37:10 -0600
To: fgg@asc.upenn.edu
From: Robert McChesney <rwmcches@facstaff.wisc.edu>
Subject: Re: joni's group

I am extremely busy too with wrapping up my Global Media book, editing a collection for MR, giving public talks, teaching, advising and raising a family. The time I give to CEM I want to use productively so I think I will try to politely tell Joni that I am going to work through formal channels.

You might want to chat with her on your own in the next few days. I think she has got lots of energy that is looking for something to do. Is there a project you can give her?

Bob

At 10:24 PM 1/17/97 edt, you wrote:

>Received: by ccmil from humvee.doit.wisc.edu

>From rwmcches@facstaff.wisc.edu

>X-Envelope-From: rwmcches@facstaff.wisc.edu

>Received: from audumla.students.wisc.edu by humvee.doit.wisc.edu;

> id VAA55186; 8.7.5/50; Thu, 16 Jan 1997 21:03:00 -0600

>Received: from F181-200.net.wisc.edu by audumla.students.wisc.edu;

L: 40 C: 1 Lines: 70 Highlight(#####): AltF1 Help: F1 End: F10

[106] From: Robert McChesney <rwmcches@facstaff.wisc.edu> at SMTP-po 1/18/97 4:5
5PM (2594 bytes: 50 ln)
To: fgg at POST1
Subject: Re: joni's group

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from humvee.doit.wisc.edu
From rwmcches@facstaff.wisc.edu
X-Envelope-From: rwmcches@facstaff.wisc.edu
Received: from audumla.students.wisc.edu by humvee.doit.wisc.edu;
id PAA48494; 8.7.5/50; Sat, 18 Jan 1997 15:53:06 -0600
Received: from F182-031.net.wisc.edu by audumla.students.wisc.edu;
id PAA45710; 8.6.9W/42; Sat, 18 Jan 1997 15:52:26 -0600
Message-Id: <199701182152.PAA45710@audumla.students.wisc.edu>
X-Sender: rwmcches@facstaff.wisc.edu (Unverified)
X-Mailer: Windows Eudora Pro Version 2.1.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Sat, 18 Jan 1997 16:26:44 -0600
To: <fgg@asc.upenn.edu>
From: Robert McChesney <rwmcches@facstaff.wisc.edu>
Subject: Re: joni's group

I will certainly be available by telephone. Tuesdays, Wednesdays after noon (EST), Thursdays and Fridays are all good, but generally not before 11AM EST.

Travel might be tough. I would have to be able to do it without staying overnight and when I last checked, that was impossible to do from Madison to Philadelphia.

I hope to have more flexibility for travel next year. As it is my wife is working on her dissertation and I have vowed not to travel overnight more than once every two months. I am already booked through the summer! (She made incredible sacrifices for me when I was working on my dissertation.)

Can you think of a way to approach Joni and get her to do something useful in conjunction with the Executive Committee rather than freelancing? I feel awkward just telling her that I won't work with her. I think she is well intended and eager to do something.

Bob

At 01:26 PM 1/18/97 edt, you wrote:

> Bob - I agree with your decision re Joni. For now, I hope you will
> save your investment of time in CEM for a meeting of our Executive
> Committee. Yesterday we had a lengthy strategic planning session
> with prospective partners in fundraising and media relations. Of
> course, we had to project activities to help them to present
> proposals (which they will do next week). All that is in
> preparation for a meeting of the Executive Committee. I hope that
> such a meeting can be held in February. Those who can't come (or
> are too far) may join by phone. In any case, let me know what times
> are not possible for you. And good luck on your projects. George.

>
>

From: fgg at post1 1/17/97 9:56AM
To: Robert McChesney <rwmcches@facstaff.wisc.edu> at SMTP-po
Subject: joni's group

----- Message Contents -----

Bob - I have no idea of what Joni is up to, and no recollection of specific commission or task. But will check into it today and send message later. Meanwhile, tell Joni that you'll call nack next week. I am also in touch with Kathleen, and don't want Joni to bug her about anything, working at cross-purposes. Thanks for asking. More later. George.

L: 10 C: 23 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

From: fgg at post1 1/18/97 10:30PM (715 bytes: 13 ln)
To: Robert McChesney <rwmcches@facstaff.wisc.edu> at SMTP-po
Subject: Re: joni's group

----- Message Contents -----

Thanks for times of availability to phone. I certainly understand and appreciate your home arrangement, and wish your wife good progress on dissertation. What is her topic?

You should of course tell Joni whatever you are comfortable with. As to Kathleen, I want you to know that she is doing a big job for us now (bylaws), under very difficult circumstances (FCC filings, etc.)

If Joni calls you, you can tell her to call Kate Duncan in the CEM office; she can certainly use some help.

George.

Window: 1 - 24 Lines: 17 Edit: ↑ ↓ → Help: F1 End: ENTER

[98] From: Robert McChesney <rwmcches@facstaff.wisc.edu> at SMTP-po 2/13/97 11:24AM (5688 bytes: 101 ln)
To: JCYama@aol.com at SMTP-po
cc: fgg at POST1
Subject: Re: CEM - 2nd trnsmission re: AOL error

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from humvee.doit.wisc.edu
From rwmcches@facstaff.wisc.edu
X-Envelope-From: rwmcches@facstaff.wisc.edu
Received: from audumla.students.wisc.edu by humvee.doit.wisc.edu;
id JAA201492; 8.7.5/50; Thu, 13 Feb 1997 09:38:45 -0600
Received: from F182-041.net.wisc.edu by audumla.students.wisc.edu;
id JAA20248; 8.6.9W/42; Thu, 13 Feb 1997 09:36:50 -0600
Message-Id: <199702131536.JAA20248@audumla.students.wisc.edu>
X-Sender: rwmcches@facstaff.wisc.edu
X-Mailer: Windows Eudora Pro Version 2.1.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 13 Feb 1997 10:11:39 -0600
To: <JCYama@aol.com>
From: Robert McChesney <rwmcches@facstaff.wisc.edu>
Subject: Re: CEM - 2nd trnsmission re: AOL error
Cc: fgg@asc.upenn.edu

Joni,

Thanks for the terrific email. I share your frustration with CEM's slow evolution and motion but I feel powerless because my schedule is so full. At this point I see my role as writing and lecturing and publicizing CEM and its issues and not in any sort of executive or administrative capacity.

What I think we need and what I think CEM should do is the following: make contacts with all the other non-business groups in our society that share (or should share) our concerns about the cultural environment. Labor, religious groups, educators, librarians, artists, civil libertarians, human rights groups, journalists. Get them acquainted with the issues and get them to put representatives on some CEM committee. Then when crucial issues break, like the current allocation of spectrum to digital broadcasters, we can draw on a broad array of supporters who are fully up to speed on the issues to swing into action. As it is we are powerless.

That is really my primary ambition for CEM. While it may not be the only thing CEM does, in my view it is the most important. That is where I would like to devote my attention.

Bob

At 12:22 AM 2/12/97 -0500, you wrote:

>Dear Bob, <
>Talked with George immediately after receiving your e-mail. Thanks for <<
>writing. Not sure where the misunderstanding came from and I'm sorry for any <<<
>inconvenience. My intention was to finish the process we started before the <<<<
>Board Meeting, which had input and approval from George but which he forgot <<<<
>about. <<<<<
> <<<<<<
>I know you're very busy but I hope you don't mind taking a moment to allow me <<<<<<
>to clear this up with you. At Asilomar it was established that the Steering <<<<<<
>Committee was history and Kathleen would be drafting a new set of by-laws <<<<<<<

>which would redefine the organization to include the structure of the three
>or four new committees which were formed at Asilomar. Her suggestion there,
>which everyone, including me, agreed to, was to use the now defunct Steering
>Committee as a pool to draw from for the new committees established at the
>meeting and for future Board Membership.
>My intention was to begin doing that by following up on the letter we wrote
>earlier which said we'd call people in the next few weeks. Although the
>objectives shifted a little as a result of Asilomar, I don't see how they are
>much different. I believe we have two things to communicate: 1. News of the
>new committees, which, in some ways, were not too different from the ones the
>three of us came up with, and news of a new organizational structure in the
>works. 2. Our original intent in writing the letter we sent which was to
>establish a general sense of who was on the steering committee, if they
>wanted to remain active and, if so, how active and in what ways with what
>skills.

>
> My intention was to get an outline for a phone poll we told people we'd be
>calling them with, to get George's input on that outline and then to make the
>calls we said we were going to make and synthesize the results. George does
>not think we are far enough along in the reorganization process to do that
>and he says he knows who everyone is since his database lists their
>affiliation. I'm very surprised but glad you caught the red flag before we
>wasted any more time, effort or phone charges on it. My life is also too full
>for pursuing dead ends, as I'm sure Kathleen's is. Although I, personally,
>feel remiss for not making good on the promise we made to personally contact
>a group of people who have expressed a high level of interest in CEM and who
>elected us to serve as their liaisons with the Board, and I think there is
>public relations value to contacting these people sooner than later, I do see
>George's point that he wants to have more structure in place before
>discussing participation. He said we were free to contact them but couldn't
>see what there was to tell them or ask them. I disagree but, of course, yield
>to his leadership.

>
> How do you see us fulfilling our roles as chairpeople elected by the
>Steering Committee? I'm feeling a bit frustrated by being in a leadership
>position within an organization I believe deeply in but am taking little
>action for, and by being out of communication with the people who elected
>me. If I ran the Foundation the way I'm participating in CEM, I'd have the
>IRS and other Board members down my throat and alot of needy people unserved.

>
>
>I am working on the CEM Mission Statement. Any suggestions?

>
> I hope your book was finished on time and the publishing process goes
>smoothly for you.

>Joni

>
>

From: fgg at post1 2/13/97 11:03AM
To: Robert McChesney <rwmccches@facstaff.wisc.edu> at SMTP-po
Subject: Re: CEM - 2nd transmission re: AOL error

----- Message Contents -----

Bob - thanks for sharing your exchange with Joni.

First, as a matter of fact, for from slow motion, CEM plans are moving forward as fast as my fragmented time, a staff of one (Kate) and the lack of money permits.

FYI - (1) Kate and I met in NY yesterday and consulted with Renee Cherow O'Leary about program development, the next convention theme and keynotes (date is set and of May, 1998, place is Purdue U - Calumet)

(2) Also me with program officer of Rockefeller Foundation, trying to prepare way for a grant proposal

(3) Preparing, possibly in connection with the Screen Actor's Guildm the development and release of a "Fairnes Index" in media representation, following up the principal priority recommended at Asilomar.

(4) Trying to get CEMNET activity going -- but THAT seems to be

L: 24 C: 11 %Full: 25 Highlight(#####): AltF1 Help: F1 End: F10

Asilomar.

(4) Trying to get CEMNET activity going -- but THAT seems to be slow, or at least I am not getting messages

(5) Negotiating with a fundraiser, hope to conclude arrangement tomorrow; he will consult with Board members

(6) Trying to arrange for Board retreat at Wingspread the first week of May (getting as close to your location as possible to make sure you can attend).

(7) Calling organizations in our database to confirm their "affiliation" so we can list them -- as fast as Kate's time will permit.

(8) Preparing to publish the next issue of Monitor - soliciting reports of activity from the field.

(9) Preparing for "Days of Action" early November -- various locations in US and abroad.

(10) Planing for an international conference, probbably in Paris; I will be there at the end of Feb. to discuss and prepare.

L: 23 C: 11 %Full: 25 Highlight(#####): AltF1 Help: F1 End: F10

(10) Planning for an international conference, probably in Paris; I will be there at the end of Feb. to discuss and prepare.

(11) Leaving for LA next week to prepare further collaboration with

the Screen Actors Guild in releasing "Fairness Index" and possibly
take part in "Days of Action."

certainly not discourage her.

All this is for your information only.

George.

L: 94 C: 12 %Full: 25 Highlight(#####): AltF1 Help: F1 End: F10

what that means.

The only task I did ask Joini (and some others) to do was to draft whzt they urged we should havem a "mission statement" - and that has not been done.

In sum, we are engaged in a rather hectic schedule of organization-building, funding and planning activity, including plans for the next Board retreat. If Joni thanks there is "public relations value" in just calling people, she is welcome to do that. I personally believe that is more of a turn-off, but would certainly not discourage her.

So please let me know if you can make at least some of those phone calls you recommend, and about your availability to meet the first weekend of May.

All this is for your information only.

George.

L: 102 C: 19 %Full: 25 Highlight(#####): AltF1 Help: F1 End: F10

Of course, all of this takes money and a solid organizational base. So those have to be worked on along with (and often before) any visible "activity" takes place. Announcing plans before adequate preparation, staffing and financing are in place (all of which takes time and lots of work - for one staff person!) would risk great disappointment and setback.

The first need is to get the draft of the bylaws from Kathleen. I talked to her two days ago. She is swamped but I urged to to complete that task. A call from you would be helpful.

The second task is to arrange for the next Board meeting so we can discuss plans and make commitments that require Board action.

An underfunded and understaffed organization can and must move slowly and first of all work on strengthening its organization

L: 66 C: 16 %Full: 25 Highlight(#####): AltF1 Help: F1 End: F10

(11) Leaving for LA next week to prepare further collaboration with the Screen Actors Guild in releasing "Fairness Index" and possibly take part in "Days of Action."

Of course, all of this takes money and a solid organizational base. So those have to be worked on along with (and often before) any visible "activity" takes place. Announcing plans before adequate preparation, staffing and financing are in place (all of which takes time and lots of work - for one staff person!) would risk great disappointment and setback.

The first need is to get the draft of the bylaws from Kathleen. I talked to her two days ago. She is swamped but I urged to to complete that task. A call from you would be helpful.

The second task is to arrange for the next Board meeting so we can discuss plans and make commitments that require Board action.

An underfunded and understaffed organization can and must move slowly and first of all work on strengthening its organization base (i.e. the coalition) and its funding). We are backed up with that task, and will be until funding and staffing grows. In the meantime we have to depend on Board members to engage in the kind

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and convey results, info, etc to Kate (CEM@LIBERTYNET.ORG). We can send you such a list to call.

As to Joni - I told her that she is welcome to call, but what will we say to them? I don't believe in calling people just to chat - but she may if she wants to. I think we should ask them to organize in their own sphere of action and interest, and then become affiliated -- as soon as we have bylaws that tell us (and them) what that means.

The only task I did ask Joni (and some others) to do was to draft what they urged we should have a "mission statement" - and that has not been done.

In sum, we are engaged in a rather hectic schedule of organization-building, funding and planning activity, including plans for the next Board retreat. If Joni thinks there is "public

relations value" in just calling people, she is welcome to do that.
I personally believe that is more of a turn-off, but would

relations value" in just calling people, she is welcome to do that. I personally believe that is more of a turn-off, but would certainly not discourage her.

So please let me know if you can make at least some of those phone calls you recommend, and about your availability to meet the first weekend of May.

All this is for your information only.

George.

PS _ I received the FAIR announcement of your pamphlet - congratulations! Does this mean that a shorter version could not be published in the next Monitor?

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Bob - thanks for reply to reply. We have been waiting for new bylaw draft to give Joni the list, but it's not ready, so we'll have her start calling anyway. I.e. Kate is sending her a list of potential affiliates (even before we know from bylaws exactly what that means) and asking her to call them to find out if they are willing to be listed as "supporting organizations." It's a bit risky because if they ask what this is about who knows what she will say, but it's about the only thing she can do now.

Yes I would appreciate your calling Kathleen as a fellow Board member. You can say that we were talking about the agenda for the Board meeting the first week of May, and I said that we are stymied until we have a draft of the new bylaws to circulate to the Board well in advance of the meeting. Thanks, and let me know what she says. She can be reached at 202 547 5127 or 202 543 5065 (office).

Your digital commentary is terrific and timely. You may add that like the Telecom Act of 96, sneaked through Congress during Christmas holidays and quickly signed in early January -- no public discussion at all, changing the cultural climate of American without notice, etc! One must work hard to retain the capacity to be outraged!

L: 18 C: 7 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

[104] From: Robert McChesney <rwmcches@facstaff.wisc.edu> at SMTP-po 2/13/97 1:5
2PM (7243 bytes: 152 ln)
To: fgg at POST1
Subject: Re: Reply

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from humvee.doit.wisc.edu
From rwmcches@facstaff.wisc.edu
X-Envelope-From: rwmcches@facstaff.wisc.edu
Received: from audumla.students.wisc.edu by humvee.doit.wisc.edu;
id MAA81730; 8.7.5/50; Thu, 13 Feb 1997 12:47:44 -0600
Received: from F182-039.net.wisc.edu by audumla.students.wisc.edu;
id MAA66332; 8.6.9W/42; Thu, 13 Feb 1997 12:45:59 -0600
Message-Id: <199702131845.MAA66332@audumla.students.wisc.edu>
X-Sender: rwmcches@facstaff.wisc.edu (Unverified)
X-Mailer: Windows Eudora Pro Version 2.1.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 13 Feb 1997 13:20:51 -0600
To: <fgg@asc.upenn.edu>
From: Robert McChesney <rwmcches@facstaff.wisc.edu>
Subject: Re: Reply

Heavens George, I cc-ed you my message to Joni mostly to talk about the vision of CEM. The stuff about the slow motion was simply to assauge Joni who is continually belly-aching. There must be some task you can assign her that would be of value to CEM rather than have her call people up to chat for the hell of it. She seems itchy to get moving. I think you are doing a great job and that building an organization takes time and resources. I am in this for the long haul, not for a quick fix. I didn't realize you would take those comments to heart or I wouldn't have sent you the message. You are doing a great job and I proudly publicize promote CEM everywhere I can. I feel like CEM's St. Paul.

I will do everything I can to attend the meeting in early May. It is a very high priority. I appreciate your sensitivity to my home situation, and Inger, my wife, does as well. I have already turned down numerous speaking offers for the summer and fall (which pains me because I love to talk so much). I think it best to begin the outreach I have in mind in a coordinated manner with a distinct plan. The last thing we should do is freelance it without an endgame in mind. That should probably be hashed out at our May meeting. Once the plan is in place I would plan to do my part.

I would be glad to call Kathleen but I am not sure what I should tell her. Do you want me to give her a pep talk? (I am good at that.) What is her phone number?

Bob

P.S. I am going to e-mail you a rough draft of an op-ed I wrote for Newsday. If they don't publish it I will submit it elsewhere. (I hope they will since their editor approached me about doing something.) Please don't show it to anyone else or share it. But I would love your feedback.

At 11:03 AM 2/13/97 edt, you wrote:

> Bob - thanks for sharing your exchange with Joni.

>

> First, as a matter of ~~fact~~ fact, for from slow motion, CEM plans are

> moving forward as fast as my fragmented time, a staff of one (Kate)