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To: *George Gerbner*

Fax Number: *(215) 387-1560*

Date: *1/4/96*

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From: *Elainewynne/Larry Johnson*

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To: George Gerbner Fax: (215) 387-1560
From: Larry Johnson

Here is my priority ranking --

1. #2
2. Combine 4 and 10 and work to expand News Council model to national and maybe broader than just news.
3. Combine 7 and 17 and support storytelling and media literacy in all schools.
4. #20
5. #19 but align challenging giveaway of airways for profit with such things as giveaway of public lands for profit.
6. #16
7. #25
8. #12 and 13 merge
9. #24 and specify earlier idea of churches asking people of faith to cut viewing time in half.
10. #15 and teach children to grow their own food and make their own toys.

Again, as I said on your phone machine a few days ago -- I/we would be glad to do something fun/appropriate after a meal. How much time? I'm thinking about SEVEN INSTRUMENTS THEY WON'T CONSIDER AT ORCHESTRA HALL or MUSIC FOR ARMS AND LANDFILL REDUCTION.

Noticed that Joni Yamaguchi is a musician and music therapist and could PROBABLY DO something. Also, you might ask Elaine to do a guided imagery aimed at some sort of brainstorming or focussing on goals or priorities. You should discuss this with her.

To: George Gerbner Fax: (215) 387-1560

FROM: ELAINE Wynne

Elaine

I would rank #13, #12 and #1 as my top three. These will all require fund raising. #14 is also important. We've heard local criticism on the level of the net discourse thus far. Is it manageable or is that the nature of the net?

I am discussing fund raising with Ellen O'Neill of EON & Associates
1317 Shiloh Road, Duluth Mn. 55804, fax:218.525.0605
e-mail:sleon@cp.duluth.mn.us Phone:218.525.3547

Ellen was involved in people's access to community television and cable in the 70's, helped directed the university community access and taught community video. Since that time, she spent the last 7 years with the Minnesota Women's Fund where she created a 9 million dollar endowment for programs for women and girls. She is currently a consultant. She wants to be involved with CEM but I think our fund raising needs may go beyond that of volunteer work. That would be a question for Lynn Curtis. I am sorry Lynn will not be at the retreat. I was intrigued with his suggestion that we go to Japan in our fund raising efforts.

I organized the rest as :

1997 goals: 1,3,4,5,7,9,10,12,13,14,15,17,19,20,24,25

1998 goals: 2, 6, 11,16,18,21,22,23,

I also thought part of our work during 1997 should include a platform which would be part of the teach-in/parent marches (this could also be reflected internationally) and the newspaper ads.

Platform (or some similar word) should include:

3,4, 5 (add people of color to women), 7, 8, 9, 10, 11,
15, 16, 17, 18, 19, 21, 22, 23, 24, 25

A story:

Michael Meade, a storyteller with an organization called Limbus in L.A. tells stories at youth detention centers. He and some other people organized a large community forum (500 people) in south central L.A. to listen to youth. One young man stood up and addressed the entire audience with the genius of his young perspective. After the meeting, he came up to Michael and asked, "Do you remember me?" Michael responded that he didn't. The youth said that Michael had come to his detention center and when he heard about the meeting, he insisted that his mother bring him and found the courage to address the large audience from his perspective.