

PRELIMINARY AGENDA  
December 20-21, 1990

1. Draft statement (attached). Please read now and at your leisure and give or send me your comments.
2. General comments, questions, and propositions. Additions to the agenda.
3. Steering committee (list of participants and suggested additions attached).
4. Name
5. Form of organization
6. Membership
7. Funding
8. The conference
  - (a) place
  - (b) time
  - (c) structure
  - (d) keynote(s)
  - (e) staffing
  - (f) funding
9. Meeting(s) of steering committee?
10. Please take a copy of the participants' list with addresses and telephone numbers, etc. and check the information. Correct (or add) your title, organization, addresses, telephone number(s), fax numbers, Bitnet or Internet numbers, etc. and give it to me or send it to

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Participants at the December 20 and 21, 1990, meeting in  
Washington D.C.  
(Organizations for identification only.)

Rita Adessa  
Executive Director  
Philadelphia Lesbian and Gay Task Force  
Philadelphia

Angela J. Campbell, Associate Director  
Citizens Communications Center Project  
Institute for Public Representation  
Georgetown University Law Center

Gar Alperovitz  
National Center for Economic Alternatives  
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American University  
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Advocacy Institute  
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Jill Savitt  
Center for the Study of Commercialism  
Washington, D.C.

Robin Kropf  
American Medical Association  
Washington, D.C.

Kathleen Bader Lynch  
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Message to the Media  
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## DRAFT FOR COMMENT

## A CULTURAL ENVIRONMENTAL MOVEMENT? WHY, WHAT AND HOW.

The historic necessity for such a movement has been evident for some time. "Media" are no longer mostly separately operated and selectively used channels of communication. Unbeknownst to most citizens, they are merging into a highly integrated global system. A child today is born into a cultural environment largely independent of the parent, the school, the church, the community, the local culture, and often even of the native country. Most of the stories are told -- mostly on television -- by distant transnational conglomerates with something to sell, as well as to tell.

The process of growing up and learning about life and the world has become largely a byproduct of marketing. It is driven by industrial policy-making concentrated in a few hands. It admits little or no comparable challenge to the perspectives it presents. It cannot afford or is otherwise unable to meet vital needs of society that do not lend themselves to marketing purposes. It is beyond the reach of democratic policy-making.

The media reform coalition collapsed in the late 1970s. Since then, rapid media consolidation and global conglomeration have made the old concept of media obsolescent. Today "media" coalesce in a total cultural environment that calls for an environmental approach. We need a Cultural Environmental Movement concerned with the crucial underpinnings of human socialization, the cultivation of behaviors that hurt and kill thousands every day, the drift toward the inevitable environmental crunch, the silent crumbling of our infrastructure, the appalling waste of human and natural resources concealed in slogans that wage "war" on everything except the Third World conditions in our own midst and the growing siege mentality of our cities.

"Television literacy," "media awareness" and "cultural studies" are important but isolated educational efforts. The challenge of today's cultural environment requires the building of a new coalition and a broad constituency to support media education, work for democratic media reform, place cultural issues on the political agenda, and develop ways of participating in national and international media policy-making.

One way to get started may be to convene an international conference of representatives of citizen's media councils, parents' groups, youth groups, minority and other advocacy groups, educational, health, environmental,

legal, and other professional associations, consumer protection groups and agencies, associations of creative workers in the media, and other organizations and prominent individuals interested in broadening the scope and diversity of our media-dominated transnational culture. Such a conference would launch an international movement concerned with the mass-produced cultural environment and its relevance to problems that may not fit (or may even be exacerbated by) marketing strategies. Some of the most prominent of these involve health, education, physical environment, art, public investment, the cult of violence, cultural standardization and domination, and the widening gaps of opportunity and justice that divide us at home and in the world.

Such a conference would assemble people and groups with a variety of aims and perspectives but a common interest in the common culture and its freedom from concentrated private as well as governmental domination. The purpose of the conference would be to establish a minimum basis for coordinated action, and to set up a mechanism for continuing consultation and specific representation and action on a consensus basis.