

If Adolf Hitler...

by George Gerbner

December 5, 2001

[Znet](#)

If New York glitters like gold
and has buildings with 500 bars,
let me leave it written that they were built from the sweat of the canefields:
the banana plantation is a green inferno
so that in New York they may drink and dance...

From Grievous Happenings
by Pablo Neruda, translated by Victoria Ortiz

In 1934 Hitler came to power promising his German corporate handlers to "fight communism. " He had to send in the stormtroopers to smash all radical opposition.

Today he would look over the U.S. scene with some satisfaction. In the U.S. today there is no significant radical opposition to fight. There is no mainstream political choice to the one-party two-branches system. There is no socialist, communist, fascist, religious, regional or other opposition to storm, no mainstream ideological political or media diversity to smash.

:Hitler would be pleased to learn that there is no need for a Gestapo as the number of FBI intelligence officers almost quintupled during the Clinton years, jumping from 224 in 1992 to 1,025 in 1999 (according to federal employment data obtained by the Transactional Records Access Clearinghouse), and further skyrocketed since Sept 11, 2001.(<http://trac.syr.edu/media/news/newsadvisory000828.html>)

Hitler would nod with approval when reading in The New York Times of October 14, 2000 (P. A7) a story from Berlin reporting that "With thousands of youngsters being drawn toward skinheads and Neo-Nazi groups, and attacks like last week's firebombing a synagogue in Dusseldorf making headlines... as many as two-thirds of German teenagers know nothings about the Holocaust in which Germans massacred some six million Jews [and] millions of other Europeans...")

Hitler would like the first reports of the April 2001 clash in Quebec City where President Bush and other heads of state gathered to approve the Free Trade Area of the Americas (FTAA) describing the citizen's movement "crazed, unfocused, rather motley and threatening, hurling itself at the dignitaries of commerce who came to the Quebec Summit." (The Lowdown , ed. by Jim Hightower and Philip Frazier, Vol. 3 No. 5, May 2001, p. 4.)

He would be pleased to agree with President Dwight D. Eisenhower who said in his farewell address on January 17, 1961: "Our military establishment today bears little relation to that known by any of my predecessors in peacetime ... We have been compelled to create a permanent armaments industry of vast proportions ... Three and a half million men and women are directly engaged in the defense establishment. We annually spend on military security more than the net income of all corporations. This conjunction of an immense military establishment and a large arms industry is new in the American experience. The total influence economic, political, even spiritual is felt in every city, every state house, every office of the federal government. In the councils of government, we must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military-industrial complex. The potential for the disastrous rise of misplaced power exists and will persist. We must never let the weight of this combination endanger our liberties or democratic process.

He would also be pleased to learn that even peaceful protest evokes violent response. Police acting like stormtroopers club and jail protesters outside major party convention halls. Vindication is too little and too late. Francis X. Clines wrote in The New York Times on December 10, 2000, "One after another, the city of Philadelphia's criminal cases

have been collapsing against many of the 391 people arrested last August as they gathered for protests and civil disobedience outside the Republican National Convention...Prosecutors and the police have failed to convince the courts that there was any evidence tying those arrested to crimes . . .

"Essentially it was a war on free speech that the city has been gradually losing," said Lawrence S. Krasner, a defense lawyer who contended that the arrests amounted to preventive detention. "This is not a matter of misidentification," Mr. Krasner said. "It was a situation where these people never should have been arrested in the first place."

The hijackings and terror attacks on the World Trade Centers and the Pentagon, and subsequent rounding up of hundreds of suspects would please him no end. After all, World War II brought about the shameful internment of Japanese Americans, which even the Supreme Court failed to overturn. Unfortunately, our response in 1996 to the Oklahoma City bombing and to the first bombing of the World Trade Center does not portend well for today's discussions. Legislation that began in good faith as an effort to fine-tune our anti-terrorism laws contains sweeping new limitations on habeas corpus for death-row and other inmates. The legislation also severely narrows the ability of persons fleeing for their lives from dangerous regimes to seek asylum. Yet there is no evidence that a single terrorist act could be prevented by limiting the ability of persons convicted in state court to obtain relief from unconstitutional convictions or by denying immigrants their due process rights.

Not surprisingly, therefore, the U.S. government had turned a blind eye to the persecution and eventual extermination of Jews. The cynical calculation was that the Fascist powers, with American backing, would eventually attack the Soviets and eliminate the Red Menace.

It almost worked out that way. On March 12, 1938 Hitler's armies marched into Austria and later into Czechoslovakia, the Low Countries and France while the U.S. government looked the other way..But then came Pearl Harbor and plunged a reluctant U.S. into war.

World War II was the crucial struggle that broke the back of classic Nazi-style fascism. Victory ushered in the high tide of international organizations (such as the U.N. and Unesco). Independent progressive and other anti-monopoly and anti-fascist movements flourished. That scared the corporate establishment and its media into "seeing red under every bed" and launching the McCarthy era of ideological "cleansing." What satisfaction would it give Hitler to observe that we have still not recovered from the consequences of that era.

The phony Red Scare and subsequent Cold War poisoned political life and hastened the transfer of public moneys to private industry under the guise of "defense." It also distanced the U.S. from multilateral international agreements, i.e. agreements that would not permit it to have its way without regard other countries' interests. Hitler would have approved the group of U.S. congressmen who have established multiple hurdles to full American participation in the U.N., blocking payment of long-delayed past dues. Regular coverage of the U.N. (which the U.S. helped establish) has dropped off from U.S. media. Ignored or downplayed was the Security Council's resolution (voted 14 to 0) condemning Israel's "excessive use of force against Palestinians" and deploring the "provocation" of Ariel Sharon's September 28, 2001, visit to the Temple Mount .

Media magnates objecting to a Unesco resolution advocating balanced reporting (that never actually passed) forced a timid Administration to quit Unesco. Bush's version of the Star Wars fantasy, misnamed "Defense Shield" (against whom?), coupled with his cynical tax rebate (a windfall payback to his corporate backers) spins the spiral of internal deceit and global aggression. Hitler would have approved.

Corporate monopoly in media, politics, and commerce is neo-fascism disguised as two-party democracy. Its recent manifestation is the electoral stalemate of November 2000 (and the consequent dubious presidency of George W. Bush) , with the systematic exclusion of third parties that might have tipped the balance.

American industries like General Motors invested heavily in German factories, fueling the Nazi war machine. The Manhattan Institute, a right-wing think tank founded by Bill Casey shortly before he became director the CIA, helped bring thousands of Nazi SS doctors, scientists and intelligence experts into the US after World War II as part of "Operation Paper Clip." These Nazi officials were installed in private industry, in the CIA, in medical and psychological research programs in universities and in the media, all supposedly intended to "fight Communism."

Needless to say, Hitler would have applauded.

The time-honored pretexts ("fight drugs" or "fight communism") were used to fight all "cold wars." The respected Brazilian newspaper Istoé, reported on October 20, 1999: "A secret operation to recruit Brazilian mercenaries -- pilots and combatants -- to fight against the guerrilla and/or drug traffic in the jungles of Colombia is now underway in Brazil. Military aviators (reserve officers) and unemployed civil pilots who like a lot of adventure and a lot of money are being contacted in Rio de Janeiro. The pilots can make from \$10,000 to \$12,000 US dollars per mission. The recruitment demands references: the candidate must have known contacts and be willing to furnish them. In the past, he must have participated in risky missions, such as those that occurred in Angola between 1992 and 1994 . . . It is not known exactly who is behind this recruitment operation but there exist strong indications that it is being conducted by the Division of Clandestine Operations of the CIA, the US intelligence service. "

Istoé was able to interview two enlistees. A professional of civil aviation, currently unemployed, revealed that pilots who don't have experience flying the Hercules C-130 transport plane -- that will be used in missions bringing men, arms and supplies to forces that combat against the FARC (Colombian Revolutionary Armed Forces) and against drug trafficking -- receive a kit that includes a computer simulation program about this aircraft. A pilot trains for four to six hours a day . . . Once familiar with the plane, the mercenaries travel to Chile, from where they will carry out missions to Colombia, from a military base not revealed to the pilots. Before participating, he must sign a contract that obliges him, in case of death or

accident, not to claim financial compensation.

"The contract doesn't include life insurance. Each one goes into combat at his own risk. His family must sign a document that promises not to demand financial compensation in case of death or accident and neither to reclaim the recruit's body in case of death," he revealed.

The pilot, who says he doesn't like to be called a mercenary, told Istoé that in the past he participated in Angola operations, the majority of times under extreme adverse conditions. "We would arrive with arms and equipment under close fire. We would land and take-off very rapidly, staying only a few minutes. We would arrive with a Hercules on airstrips that were many times precarious and under machine-gun and mortar fire. We would land and take-off immediately," he said. admitting that if he had died in an accident, his name would not be revealed.

The veil of secrecy was briefly lifted when US Secretary of State Madeleine Albright's lobbying trip to Santiago de Chile, the government of that nation announced that Chile will not lend "logistical support" for any military part of Plan Colombia, covert or overt.

A personal note. The post-World War II "red scare" involving purges of unions and the academy and a witch-hunt that cost thousands their livelihood on trumped-up charges, touched me personally. This is what happened.

I grew up in a country (Hungary) whose parliamentary democracy, feeble as it was, collapsed under Nazi pressure, ushering in a reign of terror. I was about to be drafted into the Hungarian army. The first major turning point in my life was the decision that if I must serve in the army, it should at least be an army fighting in a good cause. I left my native country, and, after some wandering in Cuba and Mexico, entered the University of California's Department of Journalism on a student visa.

When World War II broke out in Europe, I was classified an "enemy alien" which meant that I had to report to the Immigration and Naturalization Service once a year and could not serve in the U.S. army. However by 1942 the army needed men sufficiently to abolish the ban on foreigners. I was inducted into the army and became an instant U.S. citizen. .

When I reported for induction, the sergeant said, "There isn't much choice, but there is only one thing, if anybody wants to join the paratroops, step forward" I stepped forward. He said, "Well, you turn to the left, everybody else turn to the right."

I was put on a train to Fort Benning, Georgia, for parachute training. It was August, it was Georgia, and the paratroop

training rule was "never walk; always double-time." At the end of each day, we scraped the salt from the back of our shirt with a knife.

When the training was completed, I was assigned to the 541st Parachute Infantry in Camp Mackall, North Carolina. I heard that the regiment was about to be sent to the Pacific. "Uh, uh! I have a score to settle somewhere else." I called up the OSS (Office of Strategic Services) in Washington to offer my services. They asked me to go to a certain street corner in D.C. at a certain time; someone will pick me up there. I waited at the appointed time and place. No one came. That was my first experience with the usual army snafu, a situation even more frequent in the intelligence service. So it was no surprise that when I hailed a taxi and said I'd like to go to the O.S.S. office, supposedly a secret location, the driver just nodded and drove me there.

The next snafu: no one knew who sent me the order to report, and no one could find anyone to find out. So I started shopping around at the base. One sign on a barrack said "O.G. - Operational Groups." That looked interesting. I went in and asked who was in charge. A captain showed up. I told him my story. He said, "O.k., you join us." So I just stayed there and became a member of an O.G., training for sabotage work. I was assigned to an Operational Group of about fifteen men trained to do small missions -- parachute jumps, sabotage, blowing up roads, bridges, etc. -- and was sent to North Africa and then to Italy, where the war was still dragging on. I requested a transfer from OG to SI, which was granted, and I was sent to Bari, Italy for further training.

The training consisted mostly of learning the Morse code (there was no voice radio then) and learning about explosives. Our instructor taught us how to use hand grenades, among other things. He demonstrated holding on to it as long as possible, so the enemy has no chance to hurl it back before it exploded. Unfortunately, a few days later he held it a little too long and blew himself up. Another lesson in snafu.

On January 15, 1945, I parachuted into Nazi-occupied Slovenia. I landed in strange mountainous territory in seven feet of snow, living on emergency rations in my pockets for about five days. During that period I was observing the foot traffic in a nearby valley. Finally I went into an isolated farmhouse and gave my "cover story" that I was an American airman escaped from a prison camp trying to rejoin my unit in Italy. (It was for that reason that I wore a pilot's uniform.) They gave me dinner and offered a bed but I chose to sleep by the door. The reason was that I could not afford the risk of any member of the family going out to notify the nearby German garrison of my presence. And the reason for my fear was the knowledge that if the Germans find out that they were hiding an allied soldier, they would shoot the whole family and burn the entire village. (I had walked by enough burned villages to know that that was not an idle threat.

The next morning the family's adolescent son said "come with me; I take you to the partisans." I had no reason to doubt him, and, in any case, no choice. We climbed a steep trail up the mountain. The scene that stayed with me most was going behind a waterfall where the mist washed out the footsteps. We could not be traced by a German patrol that may be on our trail.

The next scene that I would never forget was what greeted me when we arrived at the partisan brigade. A brass band was playing, there was dancing -- a party! It surprised me that the partisan's felt so safe. But I concluded that keeping spirits up was as important as caution. The next day I was instructed to follow a partisan courier who led me, somewhat reluctantly (who is this guy, he seemed to think; why do they dump him on me?) to a Tito Yugoslav partisan brigades operating in that area. (The courier service operated throughout the occupation; you could mail a letter from the U.S. to Nazi-occupied Slovenia and eventually it would be delivered.) I stayed and fought with the partisans until the end of the war.

When VE Day came, I hitched a horse-cart ride to Foggia in Italy, our headquarters, where I was sent to a rest camp. After two days, I was told that the rest was over. My orders were to go to Austria and take charge of a large army of about 250,000 Hungarians who had fled from the Russians and were encamped on the Austrian countryside.

I was flown to Salzburg and given a jeep and a jail. With an American sergeant also of Hungarian extraction, we located the Hungarian prime minister, Bela Imredy, a pro-Nazi politician, his cabinet, and the men encamped under their command. I had the privilege of arresting the prime minister under whom I left Hungary and his entire general staff and of taking them back to Budapest for war crimes trials. Imredy was hanged, the others received various prison

sentences.

In Budapest, as a free-floating OSS officer, I joined the American Military mission (part of the four-power British, French, U.S. and Soviet occupation forces). One day I was invited to a party held for an American officer also of Hungarian extraction. The last minute he was ordered to go to Vienna and asked me to substitute for him the party. I agreed and soon after arriving noted an attractive woman sitting on a couch. I sat beside her and have been there ever since. We married in Vienna and returned to the U.S. where I continued my political work. I became the Southern California editor of the weekly journal of Henry Wallace's Independent Progressive Party. (Henry Wallace had been Franklin D. Roosevelt's vice president. He launched the IPP to continue the best of Roosevelt's policies and counter the rising reaction to it.)

Meanwhile I also completed college on the G.I Bill of Rights, and developed and started teaching the first media analysis course at John Muir College in Pasadena, CA. As part of that class I was showing the documentary film "Races of Mankind," based on the work of the anthropologist Ruth Benedict.

In 1951, at the height of the postwar "red scare," the California Unamerican Activities Committee under the chairmanship of Jack Tenney came to town. I was subpoenaed to a public hearing, put under oath, and asked: "Mr. Gerbner, is it true, isn't it, that you showed Ruth Benedict's film Races of Mankind" in your class?" "It certainly is true," I said. "I show it every semester; I think it is a very good educational film" Members of the committee looked at each other and nodded knowingly. "Well," the chairman said, "that proves that you are a communist."

The hearing was well covered in the spineless local press. I was fired from my teaching job. This is the cowardly way that happened.

California law demanded that if a public school teacher was not to be reappointed for the following year he or she must be notified of non-reappointment latest by 5 pm on May 15. May 15 came and I felt safe. But at 4:55, five minutes before the deadline so there would be no time to mount a protest or grievance, the phone rang: "Mr. Gerbner, I am calling on behalf of the school superintendent to report that you will not be reappointed for next year." With that, the caller hung up.

Nevertheless, thanks to persons such as Pasadena School Superintendent Willard Goslin and University of Southern California Professor Lester Beck I was appointed Curriculum Assistant in the Pasadena City Schools and Editor of the Journal of the Pasadena Education Association. Other antifascist friends helped me get a teaching job at El Camino College, CA. There I met Charles Hoban, and Charles Osgood, Professors at the University of Pennsylvania, that had just received a grant to set up a new graduate school in Communications. I was invited to launch and head up as its first Dean The Annenberg School of Communications at the University of Pennsylvania where academic freedom (much to the chagrin of some trustees), protected my political activities. After 25 years as Professor Dean (an unprecedented administrative tenure due to Walter H. Annenberg satisfaction was the School that bore his name (if not my politics), was allowed to become Emeritus, and accept a three-year non-renewable post a Bell Atlantic Professor of Communications at Temple University in Philadelphia, followed by a one-year adjunct Professorship at Villanova University and the present fully engaged "retirement." So much for the personal digression; now back to "If Adolf Hitler..."

The Red-baiting of the 1950's and 60's forced the left on the defensive. The sidelining and marginalization of Ralph Nader's Green party in to 2000 election was a setback. It is not surprising that think tanks most frequently cited in media are The Brookings Institution (Conservative, pseudo centrist): 3,586 mentions; the CATO Institute, (Libertarian): 1,773 mentions; the Heritage Foundation (Conservative): 1,770; the American Enterprise Institute (Conservative): 1,756 the Economic Policy Institute (Liberal): 996, Center For Public Integrity (Liberal): 677 and the Justice Policy Institute (Liberal): 419. (Cited in FAIR <http://www.fair.org>.)

The global corporate conglomerate establishment is in nearly total (i.e. totalitarian) control. Seven mega-corporation own or control virtually all media in the U.S. They even tightened their grip by pressuring Congress (of which they are a major source of campaign funding) to give them the new digital technology with its virtually unlimited transmission capacity free of charge.

As Sam Smith wrote in "Undernews," the progressive on-line news service, "One of the reasons we have such difficulty perceiving our current conditions is our aversion to this single word: fascism. While there is no hesitation by politicians to draw parallels with the Holocaust to justify whatever foreign adventure appeals to them, or for the media to make similar analogies at the drop of swastika on a wall, we seem only able to understand -- or even mention -- the climax of fascism rather than its genesis. Why this reluctance? Perhaps it is because we are much closer to the latter than to the former.

"Today, it is no exaggeration to call our economy corporatist, which has been described by British academics R.E. Pahl and J. T. Winkler as a system in which the government guides privately owned businesses towards order, unity, nationalism and success....

Let us not mince words, Corporatism is fascism with a human face.'

In Friendly Fascism, Bertram Gross notes that Mussolini also won "the friendship, support or qualified approval of the American Ambassador Cornelius Vanderbilt, Thomas Lamont, many newspapers and magazine publishers, the majority of business journals, and quite a sprinkling of liberals. "

It remained for Fidel Castro to point out that market-driven media likes big spenders but turns a blind eye to poor people and to the growing gap between the rich and the poor. In a lengthy lecture to the Riverside Church in the Morningside Heights neighborhood in Manhattan, "President Castro decried the globalization of world economic markets and criticised a lack of effort on the part of wealthy nations to battle disease in poorer countries. He pointed to the doctors that Cuba has sent to developing nations like Angola, and cited a series of figures that show a decline in living standards in much of the world. As time passes, the rich nations become richer," he said, " and the contribution they make to the huge number of poor decreases." (New York Times, 9/9/00, pp. A1, A4.)

Market-driven media and the upbeat lifestyle they promote dominates the style, substance and demography of the cultural environment in which we live and learn. An obsession with happy endings is a marketing must. The tragic sense of life essential for compassion and empathy is marketing poison. Our Cultural Indicators research project found that in prime time TV drama only 1.2 percent of characters can be identified as lower income (about 12 percent of the U.S. population, according to the census) and more likely to be criminal or just scary than any other group except the mentally ill (another stigma). The sales imperative also demands violence for global marketing purposes (no need for translation) but avoids showing its consequences (not good for delivering the audience to the advertiser in a mood to buy.) That is why in violence-saturated entertainment there is no pain, no blood and gore, only happy endings.

The obsession with happy endings is the celebration of the status quo. Tragedy, on the contrary, is revolutionary. The fallen hero cries out for a change. Corporate sponsors want no change. They just want the broadcasters to deliver the largest and most affluent audience to the sales pitch. And all this - irony or ironies! - goes on the public airways, paid for by public money that subsidizes commercial as well as so-called public broadcasting.

The Citizens for Independent Public Broadcasting (CIPB) recently addressed an open letter to the FCC. It said:

"Our democracy requires some communication that is not controlled by the imperatives of power or profit. This would be space where controversial issues can be explored without censorship, programs are not driven by selling audiences to advertisers, and minority voices can be heard without concern for ratings.

"This was the mandate for public broadcasting: to serve as 'a forum for controversy and debate' and 'a voice for groups in the community that may otherwise be unheard' so that we could 'see America whole, in all its diversity. Over the years, public broadcasting has made many distinguished contributions to this mission. Unfortunately, political and economic constraints have prevented a good service from fulfilling its great promise.

"Public broadcasting in other modern democracies typically enjoys an independent source of revenue, much higher levels of funding, a broader schedule of programs, and bigger audiences. In contrast, the fragmented and problematic funding structure of U.S. public broadcasting brings with it pervasive pressures to restrict grant support and airtime to programs that meet the approval of those who control the purse strings.

"Consequently, U.S. public broadcasters have felt forced by circumstances to play it safe. There typically are nightly and weekly programs featuring Wall Street and business news, but no regular programs that examine the economy from the perspective of workers, consumers or the environment. PBS' one nightly news program duplicates the same reliance on official voices as commercial network news.

"In recent years, even the non-commercial basis of the service has been under assault. In 1995, PBS Program Director Kathy Quattrone remarked, 'Many program decisions are based not on the program value they bring but what kind of deal it can bring.' There are more co-production deals with commercial partners looking for marketing spin-offs. There are e-commerce services and partnerships with retail outlets. Five-second underwriting acknowledgements have expanded into 30-second commercials, including enticements on children's programs for junk food and theme parks.

"The 1979 Carnegie Commission stressed that the responsibility of public broadcasting is 'not to sell products,' but 'to enhance citizenship and public service.' However, former PBS head Bruce Christensen has warned that, unless the funding problems can be solved, public broadcasting 'will become a commercial medium in the next century.'

"While increasing commercialism might serve the bottom line (if not mission) of a few stations, it threatens the survival of small market and state owned stations. A 1995 Lehman Brothers study for the CPB concluded that more advertising would cause subscriber contributions and federal appropriations to decline, resulting in "a net loss" for public television. A 1999 study by Audience Research Associates found that 44 percent of public radio's audience would cut back on their contributions if business underwriting spots increased.

"In 1999, former PBS President Ervin Duggan reported that some station leaders proposed that the social contract for PBS be changed from 'noncommercial' to 'nonprofit.' He feared this would lead to the loss of public broadcasting's non-taxable status and copyright concessions. At the least, all justification for public money disappears...

"The public interest will not be adequately represented in the pending digital transition unless public broadcasters choose to assert it. The time has come to restructure public broadcasting as an independently funded public trust. This would take it off the federal dole, remove corporate advertising, stop the desperate search for money, and free public broadcasting to pursue its mission with editorial integrity.

"Citizens for Independent Public Broadcasting has developed a proposal to create a Public Broadcasting Trust that is independently funded and publicly accountable (see web page for details). Such a trust would generate \$1 billion a year to underwrite innovative, noncommercial programming for both national and local audiences. Corporate donations would be restricted to general system support. Stations still could solicit operational support from state governments, individual subscribers and foundations.

"New measures also are needed to protect public broadcasting from undue censorship by state and community-level politicians and to ensure that local boards are truly diverse, have a clear sense of mission and recruit and reward station managers for measurable public service, rather than profit-making ventures. We are dedicated to creating a national coalition to support this proposal."

One such coalition is the Cultural Environment Movement (CEM), a non-profit coalition of over 250 independent organizations and 6,300 individual supporters in every state of the U.S. and 57 other countries on six continents, working for freedom, gender equity, general diversity, and democratic decision-making in media ownership, employment and representation. (It can be reached by sending a message to CEM chair ggerbner@nimbus.temple.edu).

Therefore, just as the fish in the ocean do not know they are swimming in salt water, most American citizens do not know they are deceived, living and voting in a sham "democracy." For the first time in human history, children are born into homes where mass-mediated storytellers reach them on the average more than seven hours a day. Most waking hours, and often dreams, are filled with their stories. Giant industries discharge their messages into the mainstream of common consciousness. The historic nexus of church and state is replaced by television and state.

Broadcasting is the most concentrated, homogenized, and globalized medium. The top 100 advertisers pay for two-thirds of all network television. Four networks, allied to giant transnational corporations - - our private "Ministry of Culture" -- control the bulk of production and distribution, and shape the cultural mainstream. Other interests, minority

views, and the potential of any challenge to dominant perspectives, lose ground with every merger.

There are three principal challenges to media monopoly. One, the Cultural Environment Movement (CEM) is a non-profit coalition of independent organizations and individual supporters in every state of the U.S. and 57 other countries on six continents, united in working for freedom, fairness, gender equity, general diversity, and democratic decision-making in media ownership, employment and representation. (To join, or seek more information respond to ggerbner@nimbus.temple.edu.) The second is FAIR (Contact: Steve Rendall SREndall@fair.org) and the Democratic Media Legal Project (Contact "Henry Kroll" <wgskroll@igc.org>) that challenge media monopoly on First Amendment grounds.

These are some ways to promote significant political diversity and respond to Eisenhower's warning that "The potential for the disastrous rise of misplaced power exists and will persist. We must never let the weight of this combination endanger our liberties or democratic process. "

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