

## The survey

A summary of 128 completed survey responses (8.5 percent of the test mailing) shows that the activist, change-oriented aims of CEM received the most support (62.5 percent), while critical comments focused mostly on these aims being too abstract and/or too comprehensive (Table 12).

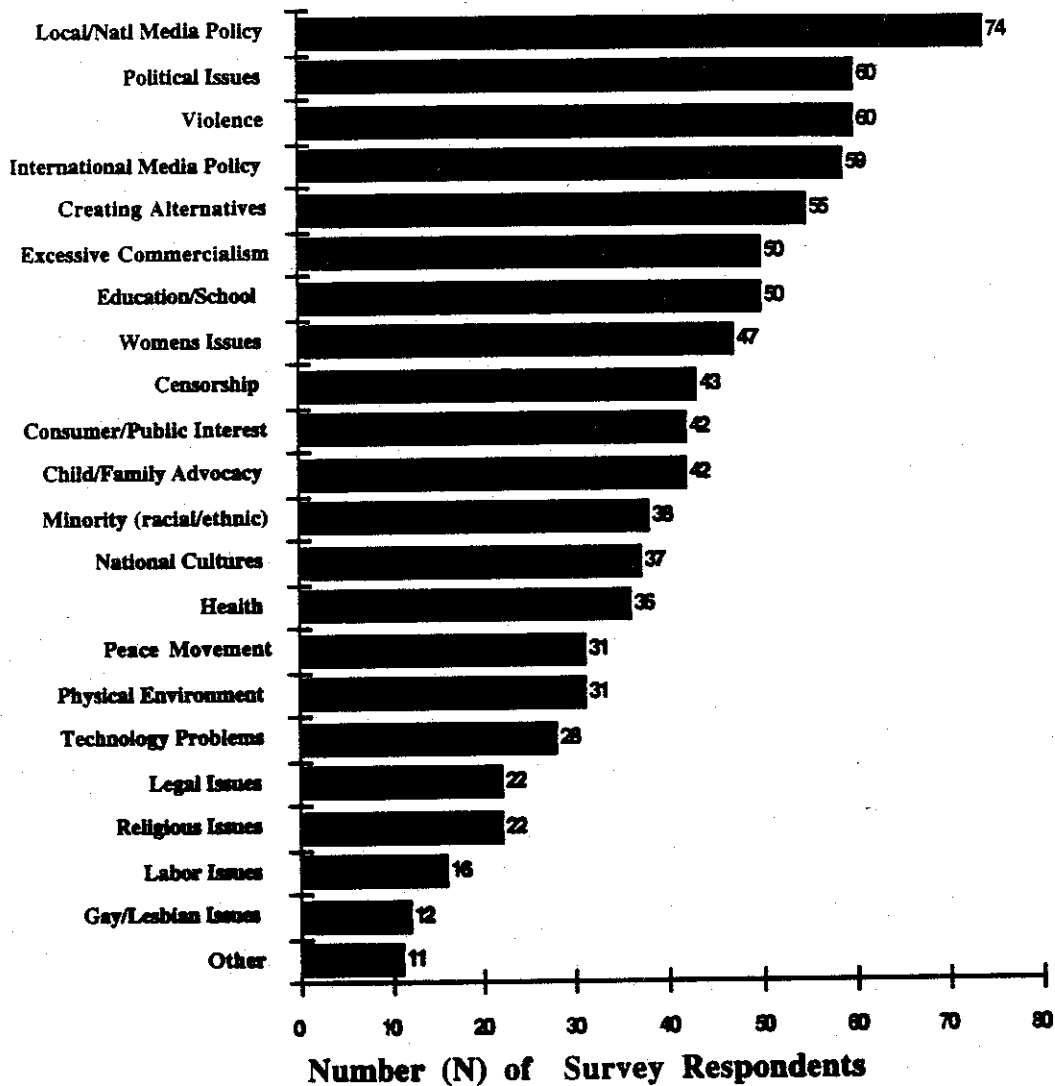
**TABLE 12: PERCENTS OF SUPPORTIVE AND CRITICAL COMMENTS**

<b>SUPPORT Propositions (+) (106 Surveys)</b>	<b>No. of Respondents</b>	<b>CRITICAL Propositions (-) (90 Surveys)</b>	<b>No. of Respondents</b>
1. Emphasis on changing/reforming cultural environment; cultural environment issues.	47	1. CEM concept and/or agenda is too abstract/academic/elitist for general public, or to make a difference in policies/actions.	19
2. CEM is proactive in building grassroots coalitions and is not merely reactive (has an activist agenda).	35	2. Aims of the movement are too all-encompassing (needs more focus) or unclear to bring collective reform action.	11
3. The diverse and all-inclusive perspective of CEM.	17	3. Title of organization (CEM) is problematic (ambiguous, unclear, stands for something other than true aims of movement).	9
4. CEM can possibly create a freer, more democratic media environment (idealism).	14	4. CEM's aims are in danger of being coopted/influenced by special interests or groups (religious, conservative, etc).	8
5. Focus on education, awareness, and/or media literacy.	11	5. CEM advocates censorship (damage to the First Amendment).	7
6. CEM provides opportunity to improve cultural environment without damaging First Amendment (no censorship).	6	6. Conservatism or extremism in CEM and the imposition of dogmatism in the movement (problem of "political correctness").	7
7. CEM's international perspective.	6	7. CEM overlooks positive aspects of media (It is too negative).	6
8. CEM believes in working with mass media institutions to change cultural environment.	6	8. CEM approaches are old and have been proven ineffective in past organizations.	5
		9. CEM is unorganized in communicating its message, and/or is unresponsive to individuals.	5
		10. CEM charter/prospectus/goal does not have an adequate international focus (no references to cultural impact overseas).	4

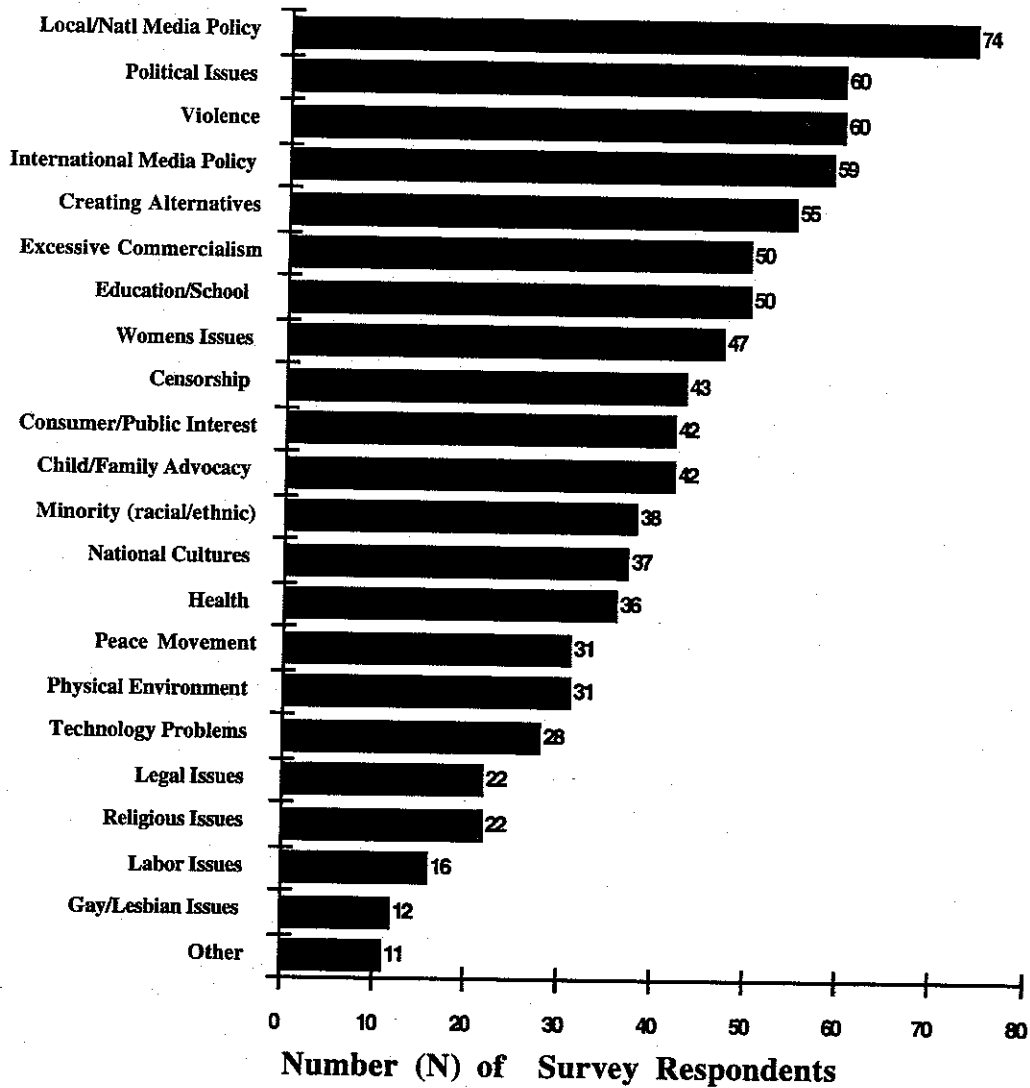
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**Table 2. CEM Survey Propositions (Total # Surveys = 128)**

A count of specific issues of interest is represented on Figure 6. Other survey results show that 78 percent are



**FIGURE 6: ISSUES OF INTEREST INDICATED IN THE SURVEY RESULTS (PERCENTS)**



**Figure 3. Issues of Interest (Frequency)**  
**Total # Surveys = 128**

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