

5/21/96

To: George  
From: Sheila

In reading the draft of recommendations for action, I found that action statements were falling into one of four categories. If you structure the document around a few such categories, then the process of fund raising and implementation will be much easier to talk about and market. The categories I found are:

**1. Launch a Social Marketing and Media Literacy Campaign**

national office, information services; clearinghouse; speakers bureau; newsletter editorial office; enlargement of CEMNet/World Wide Web; teach-ins on college campuses, in schools, churches, synagogues, mosques; town meetings; open hearings; publish reports; mentor the young campaign; health implications; redefine progress

**2. Crown Decision-makers with Honors and Dishonors**

praise the good and shame the bad; investigate and publicize violations of the People's Communication Charter; critique political advertising; include alternative media in awards; ad free zones; monitor the media

**3. Claim Human Rights and Adequate Resources for All**

file legal suits for violations; constitutional challenges; marches; letter/email/fax/phone call flood; Fairness Doctrine; Equal Time; Ascertainment; Divorcement; Financial Syndication rules, micro-radio project; media literacy as a given; strengthening and enforcing food and drug testing/disclosure/regulation; limit surveillance of consumers in market place and employees in work place; National Endowment for Telecommunication; disclosure of funding of environmental advertising; equitable access to new technologies at affordable rates; disclosures on advertised products; labor laws

**4. Forge in Future with New Research and Development**

provide quantitative and qualitative data to substantiate other action programs

What I found problematic in the draft was the use of words such as "search," "explore," "support," "take the initiative," "work to renew," "work to restore," "promote," "help develop," "insist that," "oppose," "declare," "work with," "condemn," "work to further the understanding," "encourage," "help," "mobilize," "ensure," "require," "strengthen," "resist," "demand." None of these words are doable nor fundable. It is a waste to discuss.

Instead, we need to frame action with strong words such as "establish," "publish," "provide," "analyze," "expose," "demonstrate," "demonstrate," "expose," "produce," "expose," "broadcast," "collect," "compare," "survey," "build," etc.

This document needs to be condensed and synthesized into doable projects. Then those projects will need to be prioritized. I can revised this into this format, if you want.