

THIS IS A WORKING DRAFT. IT IS CIRCULATED TO PROPOSED CONVENERS AND CHAIRS FOR COMMENT, REVISION, COMPLETION AND CONFIRMATION. PLEASE SEND COMMENTS AND/OR RETURN MARKED-UP COPY IMMEDIATELY TO:

George Gerbner
University City Science Center
3624 Market Street - One East
Philadelphia, PA 19104-6220
Tel/fax 215 387 5202
Internet FGG@ASC.UPENN.EDU Home: Tel/fax 610 642 3061

WORKING GROUPS

The CEM Founding Convention is a working assembly of about 200 invited delegates and individuals representing independent organizations and supporters in every state of the U.S. and in 57 other countries on six continents. It is not a mass-meeting or rally or a primarily speech-making meeting. It is not a single-issue or single media or single policy meeting. It is launching the broadest coalition ever assembled to address the nature and structure of a newly consolidated cultural mainstream that has drifted out of democratic reach.

The Convention will discuss and ratify basic coalition policy and an organizational structure, and devote most of its efforts to an action program. Preparing recommendations for action are the Working Groups, representing clusters of affiliated and supporting organizations and individuals in 15 areas of concern. Each Working Group has a set of Conveners and a Chair or Co-Chairs. Their responsibility is to develop a draft of the action recommendations to be introduced at the Convention.

Action to be recommended should address problems in the system, ownership, policies and other structural aspects of cultural production, representation, and information. Recommendations may range from legislation and rule-making to community organization, grass-roots activity, media relations and other public information and education, and forms of participation in local, national and international cultural decision-making. Each set of recommendations should be specific to the interests and objectives of the Working Group developing it. Recommendations adopted by the Plenary session will be referred to the CEM Council and forwarded to the affiliated and other organizations for their consideration.

ORGANIZATION OF THE WORKING GROUPS

Each Working Group has a set of Conveners, and a Chair or Co-Chairs. The Conveners are key members of the Working Group. They help prepare the action recommendations in consultation with the Chair(s) of the Working Group.

The Chair of each Working Group has the following tasks:

1. Using whatever resources, experience, and consultations the Chair can draw upon, develop a draft of the action recommendations in the area of concern of the Working Group.
2. Circulate the draft to Conveners, requesting an early reply with suggestions for changes, additions, etc. Follow up as necessary to make sure that each Convener is consulted.
3. Synthesize the result of these consultations into a single document to be shared with an Action Coordinating Committee that will eliminate duplications, develop a coherent and uniform style and format for all recommendations, and return it to the Chair.
4. Re-circulate revised version to all Conveners for further comment.
5. Work with the Convention staff to prepare the introduction of the final set of recommendations into the Working Group sessions at the Convention.
6. Conduct the Working Group sessions and work with the Convention staff to help finalize the recommendations for distribution to Convention participants and presentation to the Plenary session.

WORKING GROUP LIST

- (1) Who Is Telling All the Stories? Telecommunications Concentration, Media Monopoly
- (2) Voices Against the Stream: Independents, Public Media and Other Alternatives
- (3) Educational Imperatives: School Support, Media Literacy, Critical Awareness
- (4) Health Promotion: the Cultural Frontier
- (5) Religion as a Cultural Force
- (6) Rich and Poor on the Information Superhighway; Technology, Consumerism, the Ecosystem, and Sustainable Societies
- (7) Labor: Jobs, Work and Image
- (8) Global Village or Global Markets? Cultural Integrity and Human Rights
- (9) Children, Youth, Aging, and the Family: Media from Cradle to Grave:
- (10) Women And Men - Domination or Partnership?
- (11) Gender Issues And Sexual Orientation
- (12) Affirming Diversity, Equity, and Justice: African Americans; Latino, Asian, Native American and Other Ethnic and Religious Minorities
- (13) War and Peace and the Cult Of Violence
- (14) Stories to tell, not only to sell
- (15) Advocacy: Communicating What Works

DESCRIPTIONS AND LEADERSHIP

(1) Who Is Telling All the Stories? Telecommunications Concentration, Media Monopoly

"Merger mania" has been the rule of the decade and is escalating virtually unchecked. While channels proliferate, ownership is becoming concentrated in a few mega-conglomerates. Consolidated controls and "strategic alliances" cut across all media, involve both production and distribution, reduce competition, diversity and freedom of choice in the mainstream. With every merger, entry is denied to new voices, and staffs are reduced. This Working Group will address anti-trust and freedom of press issues.

Organizations to be represented in this Working Group include Alliance for Cultural Democracy, the Center for Media Education, the Center for the Study of Commercialism, Fairness and Accuracy in Reporting (FAIR), the Minority Media and Telecommunications Council, National Citizens Communication Lobby, Institute for Alternative Journalism, Project Censored (USA), Project Censored (Canada), and others.

Chair: Jerry M. Landay, columnist on telemedia issues, editor of the web telejournal *Liberty Tree*, University of Illinois, Urbana

Conveners:

Patricia Aufderheide, American University, Washington, DC

Ben Bagdikian, Dean Emeritus, School of Journalism, University of California at Berkeley, author of *Media Monopoly*

C. Edwin Baker, The Law School, University of Pennsylvania, Philadelphia, PA

Jeffrey Chester, Director, Center for Media Education, Washington, DC

Jeff Cohen, Executive Director, F.A.I.R., New York, co-author of *Through the Media Looking Glass; Decoding Bias and Blather in the News*

Ronnie Dugger, Founding Editor, *The Texas Observer*; New York

Richard Grossman, President, Charter, Inc., Washington, DC

Herb Chao Gunther, President, Public Media Center, San Francisco, CA

Robert Hackett, Co-director of Research, Project
Censored, Canada

Don Hazen, Executive Director, Institute of Alternative
Journalism, Washington, DC

Neil Hickey, former Senior Editor, *TV Guide*

James Love, Director, Taxpayers Assets Project,
Washington, DC

Mark Crispin Miller, media critic, John Hopkins
University, Baltimore, MD

Allan Parachini, Director of Public Affairs, ACLU
Foundation of Southern California, Los Angeles

Robert G. Picard, California State University,
Fullerton; Editor of *The Journal of Media Economics*

Armando Rollenberg, President, International
Organization of Journalists, Madrid, Spain

Colin Shaw, Director, Broadcasting Standards Council,
London, UK

Andrew Schwartzman, Executive Director, Media Access
Project, Washington, DC

(2) Voices Against the Stream: Independents, Public Media and Other Alternatives

As media consolidate, fewer creative sources fill more outlets with less diverse but more conventionally marketable product. Independents, minority and alternative voices are squeezed out of the market. This Working Group will represent independent producers, artists, alternative journalists, advocates of public broadcasting, media executives, scholars, political economists, and other leaders working for greater diversity of voices in the cultural mainstream.

Organizations in this Working Group include Institute of Alternative Journalism, Continental Cablevision, Deakin University School of Visual, Performing & Media Arts (Australia), Diversity University, Futures-Inventions Association, Globalvision, International Television Society, National Film Board of Canada Media Awareness Network, the New World Foundation, the Public Media Center, PR Watch, Real World Communications, Wilder Foundation, Working Together, and others.

Chair: Robert Lewis Shayon, Professor Emeritus, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA

Conveners:

Michael Albert, Editor, *Z Magazine*, Institute for Social and Cultural Communication, Boston, MA

Gar Alperovitz, Chair, National Center for Economic Alternatives; author of *The Decision to Use the Bomb*; member, CEM advisors, Washington, DC

Leo Bogart, former Director, Television Advertising Council; author, *Commercial Culture: the Media System and the Public Interest*

Lou Bransford, Public Service Satellite Consortium

James Day, author of *The Vanishing Vision; The Inside Story of Public Television*, Berkeley, CA

Craig Eisendrath, former Executive Director, Pennsylvania Humanities Council, author of *Out of Discontent*

Dee Dee Halleck, Deep Dish Television, New York, NY

Marshall Herskowitz, creator of "thirtysomething," "My So-Called Life," Bedford Falls Productions, winner of two Emmy Awards, Humanities Awards, Santa Monica, CA

Kate Hickok, Producer/Director, Kate Hickok Media
Productions, Ltd., Newton, MA

Sut Jhally, Executive Director, Foundation for Media
Education, author of *Enlightened Racism*, Northhampton, MA

Margaret Lazarous, President, Cambridge Documentary Films,
Cambridge, MA

Norman Lear, writer, producer, Brentwood, CA

Robert E. A. Lee, Director, Real World Communications,
Baldwin, NY

Danny Schechter, Vice Presidents and Executive Producer,
Globalvision, Inc., New York, NY

John Sayles, Director/Producer, New York

Tony Schwartz, Center for Media in the Public Interest,
New York, NY

Mark Schwiesow, Executive Producer, Bowman Productions,
Crested Butte, CO

Dale Orlando, President, Polaris Corporation, Lynn, MA

Lynda Pollio, President, Oasis Communications, New York

John C. Stauber, Founder and Executive Director, Center
for Media and Democracy; Editor, *PR Watch*; co-author
of *Toxic Sludge is Good for You! Lies, Damn Lies and
the Public Relations Industry*, Madison, WI

Norman Solomon, columnist, co-author of *Unreliable
Sources: A Guide to Detecting Bias in the News Media*

Amos Vogel, Professor Emeritus, Annenberg School for
Communication, author of *Film as a Subversive Art*, New
York, NY

Jim Carley Yamaguchi, Producer, "Working Together," Bryn
Mawr, PA

Jim Yee, Executive Director, International Television
Society (ITVS), St. Paul, MN

(3) Educational Imperatives: School Support, Media Literacy, Critical Awareness

Community support of schools and of their ability to launch much-needed new educational initiatives depend on a supportive cultural environment. Such an environment does not exist. Schools are scapegoats for social ills and targets for commercialization and repression.

Media educate about education itself. Compelled to present life in saleable packages, and to service their business sponsors and patrons, they too often present schools as a tax burden, the "blackboard jungle," and either having too many "frills" or being scenes of crime, violence, and drugs. The "education beat" has vanished from most media outlets, and with it a more balanced and realistic view.

A critical and analytical understanding of media has become essential for education, self-direction and development as individuals and citizens. This Working Group assembles leaders in education to address both the problems of the image and commercialization of schools in a media-dominated culture, and the need for critical media literacy programs on every level of education.

Participants define and recommend action to balance images of education, schools, and teachers, and to suggest media literacy resources, curricula, and programs that can be integrated into school system, health programs, churches, and other activities. Organizations to be represented in this Working Group include the Association for Media Literacy (Canada), the Center for Media Education (Canada), the Center for Media Literacy, the Centre for Literacy (Canada), the Citizens for Media Literacy, the Columbus Center for Media, the Foundation for Media Education, the National Telemedia Council, the Pacific Mountain Network TV Literacy Project, the Princeton Media Education Project, the Salesian Sisters, Strategies for Media Literacy, the Television Project, and others (to be completed).

Co-Chairs: Wally Bowen, Executive Director, Citizens for Media Literacy, Asheville, NC

Patricia Hayot, Head of School, Columbus School for Girls, Columbus, OH; Founder and Chair, Columbus Center for Media.

Sandra Feldman, President, United Federation of Teachers, New York, NY

Conveners:

Sr. Elvira Arcenas, Istituto Internazionale Maria Ausiliatrice, Rome, Italy

Laura Boyd, State Rep., State of Oklahoma, Oklahoma City

Benjamin R. Barber, Political Scientist, Rutgers, the State University of New Jersey, Co-Founder, Schools for Sale media literacy project.

Judy Brandeis, Centre for Literacy, Montreal, Canada

Anne Breidenstein, President, Citizen Action for Better Television, Ardmore, PA

Liane Casten, President, Chicago Media Watch

Roberto Gianatelli, Director of Communication, Salesian University, Rome, Italy

Renee Hobbs, Harvard Media Literacy Workshop leader, Babson College, Wellesley, MA

Mary Lou Huchet, Media Literacy Consultant, Princeton School District, Princeton, NJ

Pat Kipping, Nova Scotia Dept. of Education, Halifax, Canada

Lyn Lacy, Director, International Visual Literacy Association, Minneapolis, MN

Marianne Manilov, and Robin Templeton, Co-directors UNPLUG, Oakland, CA

Len Masterman, Nottingham University, England

Ruth Pflager, Founder/Director, TV-Tune USA, Waynesboro, PA

Barbara Pratzner, Columbus Center for Media, Columbus, OH

John J. Pungente, S. J., Project Director, Jesuit Communication Project, Toronto, Canada

Heather-jane Robertson, Director, Professional Development, Canadian Teachers Federation, Ottawa, Canada

Marieli Rowe, Executive Director, National Telemedia Council, Madison, WI

Art Silverblatt, Department Chair and Professor of Communication, Webster University, St. Louis, MO

James Staley, Associate Vice President of Academic Affairs, Webster University, St. Louis, MO

Donald M. Stewart, President, the College Board

Anne Taylor, Director, Media Awareness Network, Ottawa, Canada

Birgitte Tuft, Center of Media Education, Denmark

Elizabeth Thoman, Executive Director, Center for Media Literacy, Los Angeles, CA

Kathleen Tynan, Executive Director, Strategies for Media Literacy, San Francisco, CA

Anne Ward, Director, Pacific Mountain Network, TV Literacy Project Development, Lakewood, CO

(4) Health Promotion: the Cultural Frontier

The new frontier of health promotion and disease prevention is the cultural frontier. Most preventable illness and death are culturally induced. The use and abuse of addictive substances like tobacco, alcohol, and other drugs claim more victims than all other sources combined. Stigmatization of disability and mental illness hurt people and families. Health professionals have a responsibility for preventive action on the cultural front. This Working Group will recommend ways of reducing the cultural sources of such damage, illness and unnecessary death.

Organizations to be represented in this Working Group include the American Pediatric Association, Artists for Recovery, the Center for Substance Abuse Prevention, Ecopsychology Institute, Houston Health and Human Services, Intercare Behavioral Health, Karolinska Institutet Department of International Health and Social Medicine (Sweden), Marin Institute for the Prevention of Alcohol and other Drug Problems, the Medical Foundation, National Stigma Clearinghouse, Performers with Disabilities Committee (AFTRA), Philadelphia Pediatric Society, Physicians for Social Responsibility and others.

Co-Chairs: Mary Strong, Former Chair, Citizens Committee on Biomedical Ethics, Inc., Boston, MA

Jesse Gruman, Executive Director, Center for the Advancement of Health, Washington, DC

Substance Abuse: Alcohol, Tobacco And Other Drugs

Diane Barry, Join Together; a National Resource for Communities Fighting Substance Abuse, Boston, MA

Michael Beachler, Program Officer, the Robert Wood Johnson Foundation, Princeton, NJ

Deborah Galvin, Center for Substance Abuse Prevention, Washington, DC

George Hacker, Center for Science in the Public Interest, Member, CEM Advisors

David Harris, Program Officer, Charles Stewart Mott Foundation, Flint, MI

Frank Karel, III, Vice President for Communications, Robert Wood Johnson Foundation, Princeton, NJ

Jean Kilbourne, creator of "Still Killing Us Softly" and "Slim Hopes," videos dealing with advertising images and women's bodies; Boston MA

James F. Mosher, Executive Director, Marin Institute for the Prevention of Alcohol and Other Drug Problems, Berkeley, CA

Richard W. Pollay, Curator, History of Advertising Archives, The University of British Columbia, author of *Targeting Tactics in Selling Smoke; Youthful Aspects of 20th Century Cigarette Advertising*, Vancouver, BC.

Mental Illness And Physical Disability

Conveners:

Jean Arnold and Nora Weinerth, Co-chairs, National Stigma Clearinghouse, New York, NY

Linda Gibbs, Director of Psychogeriatric Services, Community Living and Home Supports, Philadelphia, PA

D. J. Packham, Chair, Performers with Disabilities Committee, Palmdale, CA

Connie Schuster, Director, Artists for Recovery, Philadelphia

Ira Zimmerman, Media Advocate, National Stuttering Project, San Juan Capistrano, CA

Health Professionals For Preventive Action

Conveners:

Joel L. Chinitz, Chair of Executive Committee, Physicians for Social Responsibility, Philadelphia Chapter

Margaret C. Fisher, President, Philadelphia Pediatric Society

Robert Musil, Director, Policy and Programs, Physicians for Social Responsibility, Washington, DC

Lawrence Wallack, School of Public Health, University of California, Berkeley; Author, *Public Health and Media Advocacy* (1993); Co-director, Berkeley Media Studies Group.

(5) Religion As A Cultural Force

All societies have a religious framework. Yet the role of religion is greatly under-represented in our cultural environment. The pervasive misunderstanding and misrepresentation of religious convictions and motivations leads to cultural conflict, violence and even to wars. At the same time, the mass media present an alternative world view, complete with their own myths and values, thus challenging traditional religious values and assumptions worldwide. This Working Group will represent a diversity of religious traditions, both in American life and throughout the world, together with scholars of the relationship of religion in political, economic and social life, with the aim of addressing the problems of religious perspectives in the cultural mainstream.

Organizations to be represented in this Working Group include the Center for Mass Media Research, the Center for the Study of Communication and Culture, the Episcopal Church Center, Haddonfield United Methodist Church, the Jesuit Communication Project (Canada), Kaleidoscope Church and Community Partnership, the National Council of Churches, the Religious Public Relations Council, the United Church of Canada Division of Communication, the United Church of Christ Office of Communication, the World Association for Christian Communication, and others.

Co-Chairs: William Fore, Former President of the World Association for Christian Communication, Visiting Lecturer, Yale Divinity School, New Haven, CT

The Rev. Donna Schaper, Women's Theological Center, United Church of Christ, Amherst, MA

Conveners:

William A. Biernatzky, S. J., Research Director, Centre for the Study of Communication and Culture, Saint Louis University

J. Ron Byles, Executive Director, Religious Public Relations Council

Bruce Campbell, Director, The Episcopal Church Center, New York, NY

Beverly J. Chain, Director, United Church of Christ, Office of Communication, Cleveland, OH

Ann Gillies, Coordinator, Media Services, Congregational Ministries Division, Presbyterian Church, Louisville, KY

Kristine Greenaway, Media Consultant, United Church of Canada, Et Obicoke, Ontario

Stewart Hoover, Center for Mass Media Research, University of Colorado, Boulder, CO

Randy Naylor, General Secretary, United Church of Canada, Division of Communication, Toronto

Jim Rassbach, Director, Electronic Media Relations, The Lutheran Church, Missouri Synod International Center, St. Louis, MO

Michael Traber, Communications Director, World Association for Christian Communications, London, England

Robert White, S. J., Director, CICS, Pontifical Gregorian University, Rome, Italy

(6) Rich and Poor on the Information Superhighway; Technology, Consumerism, the Ecosystem, and Sustainable Societies

Cultural representations of technology shape their applications. Equitable educational and social opportunities and sustainable societies require the recognition of patterns of technology (including computerization) that are detrimental to physical, social and cultural environments, worldwide.

The combination of advertiser-driven media and weak regulation leads to the isolation of the information-poor. Quality media cater to the rich; those who need a rich cultural fare the most get the poorest service. That is how markets works. Consequently, we have two societies; the information-rich, endowed with multiple channels and interactive ability, and the information-poor, today's "invisible" people, virtually absent from the world of commercial media.

This Working Group will develop a plan to call attention to social inequity and information poverty as a moral issues of profound importance. It will develop strategies to work through and around the commercial media and regulatory structures to use both new and old technologies, and to reduce the information gap. It will propose action to address problems of media representations of environmentally sensitive practices and lifestyles, of technology-driven environmental impacts, and of ecological justice.

Organizations to be represented in this Working Group include the Center for Ecoliteracy, Computer Professionals for Social Responsibility, the Foundation for Deep Ecology, the Environmental Media Association, and others (to be completed).

Co-Chairs: Richard ("Rick") Crawford, Liaison, Computer Professionals for Social Responsibility, Davis, CA; Member, CEM Board of Directors
Louise Shoemaker, Professor and Dean Emeritus, School of Social Work, University of Pennsylvania; Member, CEM Board of Directors

Conveners:

Patricia Bauman, Founder, President and Co-director of the Bauman Foundation, Washington, DC

Zenobia Barlow, Executive Director, Center for Ecoliteracy, Berkeley, CA

Charles Bien, Deputy Director, Environmental Review Division, U.S. Department of HUD, Washington, DC

Linda Billings, Department of Technical Journalism, Colorado State University

John Carey, Dobbs Ferry, NY

Duane Elgin, Executive Director, Choosing Our Future, author of *Voluntary Simplicity: Toward a Way of Life That is Outwardly Simple, Inwardly Rich*, Larkspur, CA

- Walter Enloe, Global Environment Studies at Hamline University, Former Principal of Hiroshira International School, St. Paul, MN
- Linda K. Fuller, Worcester State College, MA
- Kenneth Geiser, Executive Director, Toxic Use Reduction Institute, University of Massachusetts at Lowell
- Andy Goodman, President, Environmental Media Association, Los Angeles, CA
- Kim Gordon, President, Gordon/Garnier, St. Louis, MO
- Margaret Morgan-Hubbard, Executive Director, Environmental Action, Takoma Park, MD
- Mary M and Robert M. Hunter, Principals, Yellowstone Environmental Science, Inc., Bozeman, MT
- David Honig, Executive Director, Minority Media and Telecommunications Council, Washington, DC
- Michael F. Jacobson, Co-founder, Center for the Study of Commercialism; Executive Director, Center for Science in the Public Interest; co-author, *Marketing Madness; A Survival Guide for a Consumer Society*, Washington, DC
- Mary King, Director, Ecopsychology Institute, Berkeley, CA
- Kalle Lasn, President, The Media Foundation, Vancouver, Canada
- Richard Lowenberg, Program Director, Telluride Institute: InfoZone Program, Telluride, CO
- Jerry Mander, Senior Fellow, Public Media Center, ; Author of *In the Absence of the Sacred: The Failure of Technology and Survival of the Indian Nations*, San Francisco, CA
- Laurie Ann Mazur, writer, co-author of *Marketing Madness; A Survival Guide for a Consumer Society*, Takoma Park, MD
- Bill McKibben, author, *The Age of Missing Information and The End of Nature*, Johnsburg, NY
- Vernice Miller, Environmental Justice, National Resources Defense Council, New York, NY
- Janice Molnar, Program Officer, Urban Poverty, Ford Foundation, New York, NY
- Herbert Schiller, author, *Information Inequality*, La Jolla, CA
- Vicki Robin, President, New Road Map Foundation, Seattle, WA
- Juliet B. Schor, Senior Lecturer on Economics, Director of Women's Studies, Harvard University
- Benjamin S. Shen, Flower Professor of Astronomy and Astrophysics, University of Pennsylvania, Philadelphia
- Betsy Taylor, Chair, Redefining the American Dream; The Search for Sustainable Consumption. Merck Family Fund, Takoma Park, MD
- Robert Theobald, author, *Turning the Century*, New Orleans, LA
- Quincey Tompkins, Executive Director, Foundation for Deep Ecology, San Francisco, CA

(7) Labor: Jobs, Work and Image

Employment opportunities, conditions of work, diversity, and the representation of labor, are major concerns of organizations of the creative community in the media and of working people everywhere. Unions have been under attack, real wages have fallen, unemployment and insecurity have risen. Throwing people out of jobs, denying livelihood to millions through mergers and "downsizing," means progress and profits to the stockholders. Media silence and inadequate representation hide these anomalies or make them acceptable to the public. Working people are seldom shown in entertainment and news. When labor issues are covered at all, unions tend to be portrayed as threatening the "freedom" of consumers, workers and business.

This Working Group will include representation from the American Federation of Television and Radio Artists, the Screen Actors Guild, the Writers Guild of America, West, and other members of the AFL-CIO and other unions.

Co-Chairs: Sumi Sevilla Haru, President, Screen Actors Guild, Los Angeles, CA

Pamm Fair, Asst. Exec. Director, American Federation of Television and Radio Artists, Hollywood, CA

Conveners:

Armando Alvarez, LULAC, Long Beach, CA

Julie Friedgen, Vice President, Heilikon Productions, Inc., Co-Chair Latino Writers Committee, Writers Guild of America, West, Los Angeles, CA

Karla Garland, Media Coordinator, Labor Institute of Public Affairs, Washington, DC

Kathleen Nolan, former President, the Screen Actors Guild, Los Angeles, CA

Elsa Rassbach, Executive Director, The Mass Media Democracy Project, New York, NY

Raul Romero, Union Representative/ Organizer, SEIU-AFL-CIO Local 399, Los Angeles, CA

Meg Hogarth, Actor, Executive Director, MediaWatch Canada; Former Director, ACTRA, Toronto

Vincent Mosco, Carleton University, Ottawa, Canada

Zara Taylor, Administrator for Diversity, Writers Guild of America, West, West Hollywood, CA

Rand Wilson, Communications Coordinator, International Brotherhood of Teamsters, Washington, D.C.

(8) Global Village or Global Markets? Cultural Integrity and Human Rights.

This Working Group will address issues such as the cultural implications of global marketing of audiovisual products, transborder communication and information flow, the role of media in the conflicts of Eastern Europe and the former Soviet Union, the homogenization of cultures, and human rights around the world.

Organizations to be represented in this Working Group include the Centre for Communication and Human Rights (The Netherlands), the Centre for Cultural and Media Studies (South Africa), Centre for the Study of Communication and Culture (St. Louis University), Institute for Communication Research (Seoul, Korea), International Association for Mass Communication Research, International Organization of Journalists (Spain), International Public Relations Association (France), Obor Indonesia Foundation (Jakarta, Indonesia), the National Literature and Arts Society (Punjab, India), the Punjab Farm Journalists Association (India), Obor Indonesia Foundation, the Open University School of Media Studies (Jerusalem, Israel), Radio Venceremos (San Salvador, El Salvador), Tursak: Turkish Foundation of Cinema and Audio-Visual Culture (Istanbul, Turkey), the World Business Academy, and others.

Co-Chairs: Richard Barnett, Co-Director, Institute for Policy studies, Washington, DC

Nancy E. Snow, New England College, Henniker, NH;
Member, CEM Board of Directors

Conveners:

Veysel Batmaz, Director, Panajans Communications & Research LTD., Istanbul, Turkey

Hopeton S. Dunn, The Caribbean Institute of Mass Communication, The University of the West Indies

Cees Hamelink, Centre for Communication and Human Rights, University of Amsterdam, The Netherlands

Thomas W. Cooper, Emerson College, Boston, MA. Co-publisher, *Media Ethics*

Carlos E. Henriquez-Consalvi, Director, Radio Venceremos, El Salvador

Piere Andre Hervo, President, International Public Relations Association, Paris, France

Yong-Ho Kim, Deputy Head of Research, Korean Broadcasting Commission, Seoul, Korea

Jonghyun Kim, Seoul Broadcasting System, Korea

Divina Frau-Meigs, Sorbonne University, Paris, France

Thomas Guback, University of Illinois, Urbana

Mochtar Lubis, Chair, Obor Indonesia Foundation, Jakarta

Hyeon-Dew Kang, Director, Institute of Communication Research, Seoul National University, Seoul, Korea

Eddie Kuo, Dean, School of Communication Studies, Nanyang Technological University, Singapore

Kaarle Nordenstreng, University of Tampere, Tampere, Finland

Antonio Pasquali, Formerly Deputy Director of UNESCO's Free Flow of Information Department; Founder and Board Member, Council for Radio-Television Public Service, Caracas, Venezuela

Monroe Price, Editor of *Post-Soviet Media & Policy Newsletter*, Benjamin N. Cardozo School of Law, Yeshiva University, New York

Andrei Richter, Russian-American Press and Information Center, Moscow

Deanna Robinson, University of Oregon, Eugene

Carlo Sartori, University of Urbino, Rome, Italy

Elizabeth Safar, Director, Communication Research Institute, Central University of Venezuela; President, Council for Radio-Television Public Service, Caracas, Venezuela

Dov Shinar, The Open University School of Media Studies, Jerusalem, Israel

Balwinder Singh, Founder, General Secretary, Punjab Farm Journalists Association, Leicester, United Kingdom

Ranjit Singh, President National Literature and Arts Society, Ludhiana, India

Keyan Tomaselli, Director, Centre for Cultural and Media Studies, University of Natal, Durban, South Africa.

Janet Wasko, School of Journalism and Communication, University of Oregon, Eugene, OR

Emily Worthington and Brooks Jordan, Program Directors, World Business Academy, Washington, DC

Yassen N. Zassoorski, Dean, School of Journalism, Moscow State University

(9) Children, Youth, Aging, and the Family: Media from Cradle to Grave

Young people are represented in mainstream media as less than one-third of their proportion of the population and as troublesome but hardly ever as poor, in need, or in pain. Adolescent boys are portrayed as the most violent of all age groups, but rarely as the victims of violence which, in fact, they disproportionately are. Older characters are represented as one-fifth of their true proportion of the population. Villains are usually older and darker than heroes. The family is typically a middle-class consumer-oriented setting for stereotypic comic situations, and absent when the focus is on serious action. Saturday morning children's programs are generally the most stereotyped, hostile to parents and other adults (especially women), and exploitive.

This Working Group will address the problems of growing up, parenting, and productive aging in a cultural environment that is indifferent to the 14 million children born into poverty and that sets up its most vulnerable groups for more deprivation and punishment.

Organizations to be represented in this Working Group include the Alliance for Children and Television (Canada), the American Humane Association (Children's Division), Americans for Responsible Television, Children's Defense Fund, the Coalition for America's Children, the Center for Children's Media, the Center for Media Education, the Centre for Youth and Media Studies (Canada), Children's Creative Response to Conflict, and others (to be completed).

Co-Chairs: Suzanne Barnard, Director of Communications and Public Relations, American Humane Association, Children's Division, Englewood, CO

Cheryl Hirshman, Executive Director, Center for Children's Media, Boston, MA

Conveners:

J. Lawrence Aber, Director, National Center for Children in Poverty, Columbia University School of Public Health, New York, NY

Enola G. Aird, Director, Safe Start Campaign: the Black Community Crusade for Children, Children's Defense Fund, Washington, DC

Susan Nall Bales, Director of Children's Programs at the Benton Foundation; Founder of the Coalition for America's Children, Washington, DC

Caroline Bird, Author of *Lives of our Own; Secrets of Salty Old women*

- Cynthia Bock-Goodner, Chair, Council for Public Media,
Austin, TX. Member, CEM Board of Directors
- Jim Callahan. Director, Policy Center on Aging, Brandeis
University, Waltham, MA
- Paul Carton, Federal Information Exchange, Washington, DC,
Member, CEM Board of Directors
- André Caron, Director, Centre for Youth and Media Studies,
Montreal, Quebec, Canada
- Peggy Charren, Founder and former Director, Action for
Children's Television, Cambridge, MA
- Ilona K. Gerbner, former Director, Theatre Laboratory,
University of Pennsylvania, Philadelphia
- Alice Halsted, Executive Director, National Center for
Service Learning in Early Adolescence, City University of
New York
- Diane Levin, T.R.U.C.E (Teachers for Resisting Unhealthy
Children's Entertainment), Wheelock College, Boston, MA
- Madelaine Levine, psychologist, author, Kentfield, CA
- Richard Louv, author, *Childhood's Future* and *FatherLove*, San
Diego, CA
- Alan Mirabelli, Chair, Alliance for Children and Television,
Executive Director, Vanier Institute of the Family, Ottawa,
Canada
- Kathryn Montgomery, Co-director, Center for Media Education,
Washington, DC
- Edward Palmer, former Research Director, Children's
Television Workshop, New York City
- Annamarie Pluhar, Executive Director, The Television Project,
Washington, DC
- Terry Rakolta, Founder and Director, Americans for
Responsible Television, Bloomfield Hills, MI
- Vincent Schiraldi, Founder/Executive Director of the Center
on Juvenila and Criminal Justice
- K. M. Shrivastava, Indian Institute of Mass Communication,
New Delhi, India
- Jacquelyn Smith-Crooks, Executive Director, Macedonia Family
Life Center, Macon, GA
- Victor C. Strasburger, M.D., Chief of the Division of
Adolescent Medicine, University of New Mexico School of
Medicine, Co-editor of *Adolescents in the Media*
- Isaac Trevino, Jr., Corporate Fund for Children, Austin, TX
- David Walsh, Executive Director, National Institute on Media
and the Family, Minneapolis, MN

(10) Women And Men: Domination or Partnership?

Women are the universal "minority." In entertainment and news, they are underrepresented, sexually flaunted and commodified, and shown as victims. This Working Group of representatives and advocates will assess these and other distortions and their consequences for human partnership and development, and suggest action to counter them.

Organizations to be represented in this Working Group include the Center for Partnership Studies, the Communications Media Consortium, the Planned Parenthood Federation of America, Sexual Assault Program (City of Houston), the Women's Institute for Freedom of the Press, and others.

Chair:

Eleanor Novek, State University of New York, Cortland

Conveners

Donna Allen, President, Women's Institute for Freedom of the Press, Washington, DC

Kathy Bonk, Director, Communications Media Consortium, Washington, DC

Leah Binder, Senate Lobbyist, Planned Parenthood Federation of America, Washington, DC

Gail Dines, Wheelock College, Boston, MA, founding member and Editor of *Challenging Media Images of Women*.

Riane Eisler, cultural historian, author of *The Chalice and the Blade: Our History, our Future* and *Sacred Pleasure: Sex, Myth, and the Politics of the Body*. Pacific Grove, CA

Carol Gilligan, author, *In a Different Voice*. Harvard University Graduate School of Education, Cambridge, MA

Heidi I. Hartmann, editor, *U.S. Women in Struggle: A Feminist Studies Anthology*, American University, Washington, DC

David Loye, Co-founder and Co-director, Center for Partnership Studies, Pacific Grove, CA

Nell Noddings, author, *Awakening the Inner Eye: Intuition in Education*; *Caring, A Feminine Approach to Ethics and Moral Education*; *The Challenge to Care in Schools: An Alternative Approach to Education*; *Educating for Intelligent Belief or Unbelief*, Teachers College, Columbia University, New York

Jill Savitt, Communications Director, Ms. Foundation for
Women, Inc., New York

Diana Chapman Walsh, President, Wellesley College,
Wellesley, MA

Julia T. Wood, author, *Who Cares? Women, Care, and Culture*;
Gendered Lives: Communication, Gender, and Culture,
Southern Illinois University, Carbondale, IL

(11) Gender Issues And Sexual Orientation

Gender is culture's symbolic response to the biology of sexual differences. Meanings ascribed to these differences are used to organize production, reproduction, and consumption. Commercial mass media simplify, stylize, polarize, and amplify the stories cultures tell about gender differences. They frequently frame these stories within plots (whether news or drama) secured by compulsory heterosexuality and the pervasive sexualization of women. Caricatures that 'bash,' blame, shame, and defame gays and lesbians support these plots. Advertising uses this insecurity to mobilize markets for multi-billion-dollar cosmetic, fashion, diet, drug, therapy, 'fitness,' and entertainment industries. This Working Group will examine the meanings ascribed to gender and sexual orientation in the current cultural environment, and propose liberating alternatives.

Organizations to be represented in this Working Group include the Philadelphia Lesbian and Gay Task Force, GLAD, Media Watch USA, and others.

Co-Chairs: Rita Addressa, Executive Director, Philadelphia Lesbian and Gay Task Force, Philadelphia, PA

Sue Curry Jansen, Muhlenberg College, Allentown, PA,
author of *Censorship: the Knot That Binds Knowledge and Power*

Conveners:

Larry Gross, Chair, Philadelphia Lesbian and Gay Task Force, University of Pennsylvania, author of *Contested Closets: the Politics and ethics of Outing*

Catherine McNeeley, Director, Media Watch Canada, National Watch on Images of Women in the Media, Inc., Toronto, Canada

Ann Simonton, Director, Media Watch USA, Santa Cruz, CA

Jim Talbot, GLAD, Beverly Hills, CA

(12) Affirming Diversity, Equity, and Justice: African Americans; Latino, Asian, Native American and Other Ethnic and Religious Minorities

"Minorities" are not born. They are created by depriving some groups of their fair share of representation, resources, opportunities and power held by the dominant minority. "Business as usual" is affirmative action for white males in the "prime of life." Programs to rectify that inequity, feeble and timid though they are, are under attack. The Culture War, including the proposed rewrite of the Communications Act of 1934 eliminating existing legal protections, coupled with mega-conglomerate consolidation, pose the gravest threat ever to diversity of ownership, employment, representation and even token participation in media policy-making. Organizations that led the civil rights struggle and extended it to media diversity come together in three separate subgroups of this Working Group to fight back and reverse the tide.

African Americans

"Two nations, separate and unequal" has never been as visible in the cultural environment as after the civil rights setbacks of the 1990s and the polarizing media events of 1994-95. This Working Group will recommend action to counter media stereotyping, demonization, and image-manipulation.

Organizations to be represented include the Media Image Coalition of Los Angeles, the Minority Media and Telecommunications Council, the National Association for the Advancement of Colored People (NAACP), the National Political Congress of Black Women, and others (to be completed).

Co-Chairs: Nolan Bowie, Visiting Lecturer, John F. Kennedy School of Government, Harvard University; Shorenstein Center on the Press, Politics, and Public Policy, Cambridge, MA; Member, CEM Board of Directors

Brigette Rouson, The Annenberg School for Communication University of Pennsylvania, Philadelphia, PA; Member, CEM Board of Directors

Conveners:

Bobby W. Austin, Director, African American Men and Boys Initiative, Kellogg Foundation, Battle Creek, MI

Robert W. Bogle, President, *The Philadelphia Tribune*. Past President, National Negro Newspaper Publishers Association

Maurice Clifford, M.D., The HMA Foundation, Inc., Philadelphia, PA

Wilhelmina Reuben-Cook, Syracuse University School of Law, NY

Belva Davis, Urban Affairs Specialist, KRON, San Francisco, CA

Alan Hammond, III, Director, Media Law Project, New York Law Center,
 Wade Henderson, Director, NAACP, Washington, DC
 Ivan J. Juzang, President, Motivational Educational Entertainment (MEE) Productions, Philadelphia, PA
 Coretta King, President, the Martin Luther King, Jr. Center for Nonviolent Social Change, Atlanta, GA
 Garry A. Mendez, Jr., President, National Trust for the Development of African-American Men, Adelphi, MD
 Jerry Mondeshire, Publisher, *The Philadelphia Sunday Sun*
 Alice Palmer, State Senator, Illinois State Senate, Chicago
 Clay Steinman, Macalaster College, St. Paul, MN
 C. Delores Tucker, National Chair, National Political Congress of Black Women, Inc., Washington, DC
 Eddie Wong, Media Project, National Rainbow Coalition, Washington, DC

Latino Americans

With 12 percent of the U.S. population but only 1.1 percent in major media, Latino/Hispanic Americans are the most underrepresented and negatively presented group in entertainment and news. Organizations to be represented in this Working Group include the National Hispanic Media Coalition, LULAC, the Mexican American Political association, and others (to be completed).

Chair: Alex Nogales, Chair, National Hispanic Media Coalition, Los Angeles, CA

Conveners:

Gilbert Avila, Executive Administrator, Affirmative Action, Screen Actors Guild, Los Angeles, CA
 Armando Duron, General Counsel, National Hispanic Media Coalition, Los Angeles, CA
 Ilana Navaro, Outreach Coordinator, Media Network, New York, NY
 Eduardo Peña, FCC Counsel for LULAC, Washington, DC
 John Perez, Mexican-American Political Assoc., Los Angeles, CA
 Esther Renteria, National Hispanic Media Coalition, Los Angeles, CA
 Jose Luis Sedano, Board Member, Latino Scholastic Achievement Corporation, Los Angeles, CA
 Jerry Velasco, Nosotros/ National Hispanic Media Coalition, Hollywood, CA

Asian Americans, Native Americans, and Other Ethnic Groups

Americans of Asian/Pacific background are a rapidly growing segment of the U.S. population, but they are conspicuously absent as characters in programs and persons in the news. Other ethnic

groups, particularly Italians, are still often seen as gangsters, gigolos, and buffoons. Americans of Middle Eastern origin or religious affiliation are often targeted for hostile treatment. This Working Group unites their representatives, working for fair and equal treatment, against stigmatization and stereotyping, and even-handed coverage of the common goals of the majorities of all communities, including peace with security, justice, and self-determination in the Middle East.

Organizations to be represented in this Working Group include the Media Action Network for Asian Americans, Speranza, the American-Arab Anti-Discrimination Committee, the National Association of Arab Americans, the American Jewish Committee, the American Jewish Congress, and others (to be completed).

Co-Chairs: Daniel M. Mayeda, Esq., Liaison, Media Action Network for Asian Americans, Los Angeles, CA
Shalini Venturelli, School of International Service, American University, Washington, D.C.

Conveners:

Nicolas Addeo, Speranza, Asbury Park, NJ.
Guy Aoki, President, Media Action Network for Asian Americans, Glendale, CA
Ann Marie Beiluni, Media Affairs Director, American-Arab Anti-Discrimination Committee, Washington, DC
Donald S. Bustany, Co-Chair of Arab-Jewish Speakers Bureau, Past President of American-Arab Anti-Discrimination Committee, Co-President of Media Image Coalition, Los Angeles County Commission on Human Relations
Joan Drake, Policy Analyst, American-Arab Anti-Discrimination Committee, Washington, D.C.
Trang H. Duong, George Washington University, Washington, DC
Jerry Freedman-Habush, Regional Director, Americans for Peace Now, Los Angeles CA
Darrell Y. Hamamoto, author of *Monitored Peril: Asian Americans and the Politics of TV Representation*
Rita Hollingsworth, Media Action Network for Asian Americans, Los Angeles, CA
George Toshio Johnston, Co-Founder, Media Action Network for Asian Americans, Los Angeles, CA
Yahya R. Kamalipour, Purdue University, Editor of *The U.S. Media and the Middle East; Image and Perception*.
Robin Kim, New York City
Vera Marquez, State Director, LULAC, Garden Grove, CA
Ghada Mansour, Director, American-Arab Anti-Discrimination Committee, Washington, DC

Hamid Mowlana, President, International Association for Mass Communication Research; Professor and Chair, International Communication Program, American University, Washington, DC

Jack G. Shaheen, Southern Illinois University, Edwardsville, IL; author, *The TV Arab*

Harriett Skye, Public Affairs, Association on American Indian Affairs, New York City

Lena Jayyusi, Muwatin Palestinian Institute for the Study of Democracy, Ramallah

(13) War and Peace and the Cult Of Violence

Images of violence fill our homes and the minds of our children. This working group will address the meaning and driving forces behind this unprecedented flood of violent images and messages, and seek a liberating alternative.

Organizations to be represented in this Working Group include the American Pediatric Association, Anger-Insight-Resolution, the Coalition for Responsible Television (Canada), the Center for Substance Abuse Prevention, Canadians Concerned About Violence in Entertainment (C-CAVE), the National Coalition on Television Violence and others.

Co-Chairs: Paul J. Fink, Vice President, Intercare Behavioral Health, Philadelphia, Member, CEM Board of Directors

Rose Dyson, Chair, Canadians Concerned About Violence in Entertainment (C-CAVE), Toronto, Canada

Conveners:

Howard Berens, Center for Psychological Studies in the Nuclear Age, Newtonville, MA

Sissela Bok, Harvard Center for Population Development Studies; Distinguished Fellow, Harvard University, Cambridge, MA

Jacques Brodeur, Co-President, Coalition for Responsible Television, Vice-President, PACIJOU, Quebec, Canada

Jeffrey Cole, University of California at Los Angeles

Del Elliot, Center for the Study and Prevention of Violence, Boulder, CO

Stephen Gardner, Center for Substance Abuse Prevention, Washington, DC

Robert E. Gould, M.D., President, National Coalition on Television Violence, New York, NY

Barbara Hildt, Coordinator of Violence Prevention, the Medical Foundation, Boston, MA

Marcy Kelly, President, Mediascope, Studio City, CA

Douglas Kellner, Professor of Philosophy, University of Texas, Austin, author of *Television and the Crisis of Democracy* and *The Persian Gulf TV War*

David R. Kent, CPP Director, Premises Liability Defense
Information Center, Anchorage, AK

Karen Leander, Violence Researcher, Karolinska
Institutet, Department of International Health and
Social Medicine, Sundbyberg, Sweden

Robert Manoff, Director, Center for War, Peace, and the
News Media, New York, NY

Colleen Roach, Queens College, Editor of *Communication
and Culture in War and Peace*, New Rochelle, NY

Virginia Truitt Sherr, M.D., F.A.P.A, Psychiatrist,
Holland, PA, Member, CEM Board of Directors

Judith Thompson, Executive Director, Children of War,
New York

(14) Stories to tell, not only to sell

Those who have stories to tell, rather than only to sell, work to recapture their role in a media-dominated culture. This Working Group will represent the most creative members of the storytelling community responding to that challenge.

Organizations included in this Working Group include Key of See Storytellers, National Storytellers League, Northlands Storytellers Network, and others.

Co-Chairs: Larry Johnson, Co-founder and Co-director, Key of See Storytellers, Minneapolis, MN

Elaine Wynne, Co-founder and Co-director, Key of See Storytellers, Minneapolis, MN

Conveners:

Judith Black, Storyteller, Marblehead, MA

Susan DeLattre, Storyteller/Educator, Northlands Storytelling Network, Minneapolis, MN

Julie Kallio, Storyteller/Writer, "SOULSjourney," Northlands Storytelling Network, Plymouth, MN

January Kiefer, Founder/Director, StoryPerformances, St. Louis, MO

Bert and Noel MacCarry, Storytellers of Sanibel, Sanibel Island, FL

Paula Marti, Director of Communications, Catholic Diocese of New Ulm, Minneapolis, MN

Rose McGee, Storyteller/Poet/Diversity Trainer, Black Storytellers Alliance, Golden Valley, MN

Gary Melom, Storyteller/Writer, Minneapolis, MN

Lynn Rubright, Storyteller and Professor of Education, Webster University, St. Louis, MO

John Selders, Jr., Songwriter/ Composer/ Producer/ Musical Director/ Ordained Minister/ Associate Director, StoryPerformances, St. Louis, MO

Henrietta Smith, Storyteller and Professor of Library Science, University of Florida, Tampa

Kay Stone, Storyteller/Folklorist, Winnipeg, Canada

Marcie Telander, Licensed Psychologist, Storyteller/
Cultural Animator, Crested Butte, CO

Blake Travis, Storyteller/ Actor/ Musician Performer/
Project Development Coordinator, StoryPerformances,
St. Louis, MO

Ron Turner, Board Member, National Storytelling Assn.,
University of Missouri, Columbia

Jack Zipes, Storyteller/Author, Professor of German,
University of Minnesota, Minneapolis

(15) Advocacy: Communicating What Works

Examples and lessons of successful activity on the national, regional and local levels (complete description).

Organizations to be represented in this Working Group include Americans for Responsible Television, the Center for the Study of Commercialism, the Advocacy Institute, Citizens Action for Better Television (CABTV), the Milton S. Eisenhower Foundation, and others (to be completed).

Chair: Lynn Curtis, President, The Milton S. Eisenhower Foundation, Washington, DC; author of *The State of Families; Policy Based on What Works*

Conveners:

Michael Jacobson, Director, Center for the Study of Commercialism, Washington, DC

Larry Kirkman, Executive Director, Benton Foundation; author of *Strategic Communication for Nonprofits*, Washington, DC

Michael Pertschuk, Co-director, the Advocacy Institute, Washington, DC; Chair, Federal Trade Commission, 1977-1984; co-author of *The People Rising* (1989)

Charlotte Ryan, sociologist, Co-director of the Media Research and Action Project, Brandeis University; author of *Prime Time Activism: Media Strategies for Grassroots Organizing*, Waltham, MA

Louise Woodstock, Director, Communication for Change, Inc.