

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
or Sheila Witherington, same address, tel: 215 387 5303

WORKING GROUPS

The Founding Convention of the Cultural Environment Movement is an invitational working meeting of 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 the first time that this broad coalition will meet and consider an action program to address the problem of the monopolization, globalization, and general degradation of the cultural environment.

The main tasks of the Working Groups is to develop recommendations for action to be considered at the Convention. Each Working Group has a Chair or Co-Chairs and a list of Conveners. The Chairs and Co-Chairs solicit suggestions for action from the Conveners in each of the areas of the Working Group. (See below for more specific guidelines.)

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. They will address root causes as well as symptoms, systems of production, selection and distribution as well as other cultural manifestations.

ORGANIZATION OF THE WORKING GROUPS

The Chair and Co-Chairs of each Working Group have the following tasks:

1. Using whatever resources, experience, and consultations they 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 immediately, 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 results of these consultations into a single document, and send a copy to CEM at the above address.

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) Ecology, Technology and the Information Superhighway: Who Pays the Price?
- (7) Labor: Jobs, Work and Image
- (8) Global Village or Global Dominion? Cultural Integrity and Human Rights
- (9) Children, Youth, Aging, and the Family: Media from Cradle to Grave:
- (10) Women And Men: Gender Issues And Sexual Orientation
- (11) Affirming Diversity, Equity, and Justice: African Americans; Latino, Asian, Native American and Other Ethnic and Religious Minorities
- (12) War and Peace and the Cult Of Violence
- (13) Who's Telling All the Stories?
- (14) 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 (see below).

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

Laura J. Lederer, Director, Center on Speech, Equality and Harm, Minneapolis, MN

Conveners:

Patricia Aufderheide, American University, Washington, DC

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

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

Ruth Caplan, Coordinator, Economics Working Group,
Washington, DC

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

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

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

Peter Franck, Chair, Committee on Media Monopoly,
Disinformation and the First Amendment of the National
Lawyers Guild, San Francisco, CA

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

- Edward S. Herman, co-author, *Manufacturing Consent: The Political Economy of Mass Media*, author, *Beyond Hypocrisy: Decoding the News in an Age of Propaganda*
- 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*
- Herb Chao Gunther, President, Public Media Center, San Francisco, CA
- 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, *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.

Co-Chairs: Robert Lewis Shayon, Professor Emeritus, Annenberg School for Communication, University of Pennsylvania, Philadelphia

Joni Carley Yamaguchi, Producer, "Working Together" (Radio for Peace International), Bryn Mawr, PA

Conveners:

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

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

Carol Becker, Acting President, The School of the Art Institute of Chicago. IL

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

Lou Bransford, Public Service Satellite Consortium

Dennis W. Brezina, writer/artist

Bert Cowlan, Director of Research and Development, Public Service Telecommunications Corporation

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

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

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

Jim Hightower, progressive-populist radio commentator, Austin, TX, canceled by ABC upon its merger with Disney

- Marshall Herskowitz, creator, "thirtysomething," "My So-
Called Life," Bedford Falls Productions, winner of two Emmy
Awards, Humanities Awards, Santa Monica, CA
- Sut Jhally, Executive Director, Foundation for Media
Education, author of *Enlightened Racism*, Northhampton, MA
- Arthur Kanegis, President, Future Wave; Working for
Alternatives to Violence in Entertainment; writer, producer
- Norman Lear, writer, producer, Brentwood, CA
- Peggy Law, Executive Director, Institute for Social
Justice/National Radio Project, Tortola Valley, CA,
producing "Making Contact," a progressive alternative to
mainstream radio
- Robert E. A. Lee, Director, Real World Communications,
Baldwin, NY
- Paul Ryan, producer, 924 West End Avenue, #42, New York
- Danny Schechter, Vice Presidents and Executive Producer,
Globalvision, Inc., New York, NY
- 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, *Toxic
Sludge is Good for You! Lies, Damn Lies and the Public
Relations Industry*, Madison, WI
- Norman Solomon, columnist, co-author, *Unreliable Sources: A
Guide to Detecting Bias in the News Media*
- Brigitt Thompson, graphic artist, Baltimore, ML
- Amos Vogel, Professor Emeritus, Annenberg School for
Communication; author, *Film as a Subversive Art*, New York, NY
- Lawrence Wallack, School of Public Health, University of
California, Berkeley; Co-Director, Berkeley Media Studies
Group, author, *Public Health and Media Advocacy*
- Peter Wirth, GW Associates, public interest media, Syracuse, NY
- 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 too often present schools as a tax burden, the "blackboard jungle," and either having too many "frills" or being virtual "war zones." In fact, "students are far more at risk of death or serious injury when they are off schools grounds," found the Office of Technology Assessment (before it was shut down by Congress). 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, 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, 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

Benjamin R. Barber, Political Scientist, Rutgers, the State University of New Jersey, Co-Founder, "Schools for Sale" media literacy project; Director, Center for Living Democracy.

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

Judy Brandeis, Centre for Literacy, Montreal, Canada
Anne Breidenstein, President, Citizen Action for Better
Television, Ardmore, PA
Jacques Brodeur, Co-President, Coalition for Responsible
Television, Quebec, Canada
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
Lyn Lacy, Director, International Visual Literacy
Association, Minneapolis, MN
Dafne Lemish, The New School of Media Studies, Tel Aviv;
Chair of the Media Advisory Committee, Ministry of
Education, Israel
Marianne Manilov, Co-director in Oakland, CA, and Robin
Templeton, Co-director in Washington, DC, UNPLUG
Len Masterman, Nottingham University, England
Bob McCannon, Director, New Mexico Media Literacy Project
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
Jose Luis Sedano, Board Member, Latino Scholastic Achievement
Corporation, Los Angeles, CA
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 Tyner, Executive Director, Strategies for Media
Literacy, San Francisco, CA

(4) Health-Promotion and Damage-Prevention: the Cultural Frontier

The new frontier of health promotion and damage prevention is the cultural frontier. Most preventable illness, injury and death are culturally induced. The promotion and use of damaging products such as tobacco, alcohol, and other drugs, claim more victims than all other sources combined. Gun-control is futile while images of gun-toting heroes fill the cultural environment. A child sees about 5,000 car chases and other reckless driving scenes per year without ever a crash; automobile commercials show fast driving on beautifully slick and fog-bound winding mountain roads with no other traffic in sight -- all contributing to the slaughter on the highways. Media stigmatization of disability and mental illness with images of violence and horror hurt more people and families. Health professionals and all citizens have a responsibility for preventive action on the cultural front.

Two subgroups of this Working Group will recommend ways of reducing the cultural sources of such damage 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, Philadelphia Pediatric Society, Physicians for Social Responsibility and others.

Co-Chairs: Jesse Gruman, Executive Director, Center for the Advancement of Health, Washington, DC

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

Media-promoted Health-damaging Products and Practices

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

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

Alyse Lynn Boothe, Director of Communications, Center on Addiction and Substance Abuse at Columbia University, New York, NY

Indrani Fernando, Black Creek Anti-Drug Focus Community Group,

Margaret C. Fisher, President, Philadelphia Pediatric Society

- Deborah Galvin, Center for Substance Abuse Prevention,
Washington, DC
- George Hacker, Center for Science in the Public Interest,
Member, CEM Advisors
- David A. Harris, Program Officer, Charles Stewart Mott
Foundation, Flint, MI
- Jean Kilbourne, creator, "Still Killing Us Softly" and "Slim
Hopes," videos dealing with advertising images and women's
bodies; Boston MA
- Donald B. Louria, M.D., Chair, Department of Preventive
Medicine and Community Health, New Jersey Medical School,
Newark
- 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, *Targeting
Tactics in Selling Smoke; Youthful Aspects of 20th Century
Cigarette Advertising*, Vancouver, BC
- Mary S. Strong, Chair Emeritus, Citizens Committee on
Biomedical Ethics of New Jersey, and of Health Decisions,
Boston, MA

Illness and Disability

Conveners:

- Jean Arnold and Nora Weinerth, Co-chairs, National Stigma
Clearinghouse, New York, NY
- Ken Duckworth, M.D., Medical Director, Department of Mental
Health, Massachusetts Mental Health Center, Boston
- Linda Gibbs, Director of Psychogeriatric Services, Community
Living and Home Supports, Philadelphia, PA
- Kitty Lunn, Chair, Performers With Disability, Actors Equity;
Executive Director, Infinity Dance Theater; member, AFTRA
National Board
- D. J. Packham, Chair, Performers with Disabilities Committee,
SAG, Palmdale, CA
- Connie Schuster, Director, Artists for Recovery, Philadelphia
- Ira Zimmerman, Media Advocate, National Stuttering Project,
San Juan Capistrano, CA

(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. The religious right presumes to speak for religious people in general and grabs political power. 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 Interfaith Alliance, 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, former 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

Mike Maus, Director of Communication, National Council of Churches, New York

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

Anthony L. Pharr, attorney, United Church of Christ Office of Communication, Washington, DC

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

Rev. Herbert D. Valentine, Founder and Chair of The Interfaith Alliance, Washington, DC, formed to oppose the religious right

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

(6) **Ecology, Technology and the Information Superhighway:
Who Pays the Price?**

Technology, consumerism, the ecosystem, and information inequity present interrelated issues. Cultural representations of technology shape their applications. Equitable educational and social opportunities and sustainable societies require the full recognition of patterns of technology (including computerization) that are detrimental to physical, social and cultural environments, worldwide.

The combination of corporation-sponsored media and weakened public regulation prevents such recognition. Major polluters and promoters of wasteful consumption, transportation, energy use, and diet, control the mainstream of the cultural environment that shapes lifestyles and weights political choices. Shifting the blame, burden and cost to the consumers they create, market-driven media cannot tell the full story of the poisoning of the planet, the squandering of its resources, and the threat to the ecological balance on which we depend.

Neither can they tell the full story of who pays what price for what kinds of "progress." Technocratic fantasies promoted as solutions to social problems marginalize the information-poor, and isolate the information-rich from knowing the social and ecological costs of their media-induced lifestyles.

The subgroup on the Physical Environment will address the problem of the **cultural** environmental mainsprings of the degradation of the physical environment and the assault to human health and reproduction. No human being is safe from corporate/government pollution politics. Available alternatives are locked-out of public discourse. Action recommendations will focus on how to open up the discourse and work for ecological justice.

The subgroup on Rich and Poor on the Information Superhighway will develop a plan to call attention to social inequity and information poverty as issues of profound importance. It will propose action to reduce the knowledge gap as well as the information gap, to counter corporate disinformation, and to enhance access and equity in the use of communication technologies.

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, the Center for Cultural Activism, and others (to be completed).

The Physical Environment: Cultural Mainsprings

Co-Chairs: Charles Bien, Deputy Director, Environmental Review Division, U.S. Department of HUD, Washington, DC; Member, CEM Board of Directors

Margaret Morgan-Hubbard, Executive Director, Environmental Action Foundation, Takoma Park, MD

Conveners

- Carl Anthony, Urban Habitat Program, San Francisco, CA
- Liane Casten, President, Chicago Media Watch
- Barry Commoner, Director, Center for the Biology of Natural Systems, Queens College, Flushing, NY
- Pat Costner, Toxics Research Director, Greenpeace USA, Eureka Springs, AR
- Herman Daly, School of Public Affairs, University of Maryland, College Park
- Walter Enloe, Global Environment Studies at Hamline University, Former Principal of Hiroshira International School, St. Paul, MN
- Anthony Friend, Environmental Economics, Kingston, Jamaica
- Lois Gibbs, Director, Citizens Clearing House for Hazardous Waste, Falls Church, VI
- Andy Goodman, President, Environmental Media Association, Los Angeles, CA
- Andrew Hoerner, Center for Global Change, University of Maryland, College Park
- Grigsby Hubbard, Center for Cultural Activism, Washington, DC
- Mary M. and Robert M. Hunter, Principals, Yellowstone Environmental Science, Inc., Bozeman, MT
- 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
- Arjun Makhijani, Institute for Energy and Environmental Research, Takoma Park, MD
- Laurie Ann Mazur, writer on issues of environmental and social justice, co-author of *Marketing Madness; A Survival Guide for a Consumer Society*, Takoma Park, MD
- Vernice Miller, Environmental Justice, Natural Resources Defense Council, New York, NY
- Peter Montague, Editor and Publisher, *Rachel's Environment & Health Weekly*, Environmental Research Foundation, Annapolis, MD
- Richard Moore, Southwest Network for Environmental and Economic Justice, Albuquerque, NM

Mark Ritchie, Institute for Agriculture and Trade Policy,
Minneapolis, MN

Ted Smith, Silicon Valley Toxics Coalition, San Jose, CA

Diane Takvorian, Environmental Health Coalition, San Diego, CA

Anthony Thigpen, Environmental and Economic Justice, Los
Angeles, CA

Connie Tucker, Southern Organizing Committee for Economic and
Social Justice. Atlanta, GA

A. Ross Wilcock, Chair, Physicians for Global Survival,
Toronto, Canada

Larry Wilson, Highlander Environmental Project, New Market, TN

Leah Wise, Southern Regional Economic Justice Network,
Durham, NC

Rich and Poor on the Information Superhighway

Co-Chairs: 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, Philadelphia; Member, CEM Board
of Directors

Linda Billings, Department of Technical Journalism, Colorado State
University

Conveners:

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

Dineh Davis, University of Hawaii

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

Linda K. Fuller, Worcester State College, MA, author of
Community Television in the U.S.

Christopher T. Gates, President, National Civic League,
Denver, CO

Kim Gordon, President, Gordon/Garnier, St. Louis, MO

Ted Halstead, Executive Director, Redefining Progress, San
Francisco, CA

Elayne Harris, Harris & Associates, media analyst, Toronto,
Canada

Brenda Mathis, Educational Software Designer and Developer,
Cambridge, MA

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

- Jerry Mander, Senior Fellow, Public Media Center; author, *In the Absence of the Sacred: The Failure of Technology and Survival of the Indian Nations*, San Francisco, CA
- Ayesha Nichols, Minority Media and Telecommunications Council, Washington, D.C.
- Herbert Schiller, author, *Information Inequality*, La Jolla, CA
- Vicki Robin, President, New Road Map Foundation, Seattle, WA
- Dick Sclove, Executive Director, The Loka Institute, Amherst, MA, author of *Democracy and Technology*
- 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

Belva Davis, Vice President, American Federation of Television and Radio Artists, San Francisco, 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

Josie Marchese, Director, MediaWatch Toronto, Canada

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

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, DC

(8) Global Village or Global Dominion? 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), 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), National Literature and Arts Society (Punjab, India), Obor Indonesia Foundation, Open University School of Media Studies (Jerusalem, Israel), Radio Venceremos (San Salvador, El Salvador), the World Business Academy, and others.

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

Manjunath Pendakur, Northwestern University, Evanston, IL,
President, Political Economy Section of the International
Association of Mass Communication Research, author, *Canadian
Dreams & American Control: The Political Economy of the Canadian
Film Industry*

Conveners:

Richard Barnet, Co-Director, Institute for Policy Studies,
Washington, DC, author, *Global Dreams*

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

Victoria Bowtree, writer, editor, Forcalquier, France

Nicholas Bell, President, European Federation of Community
Radios, Forcalquier, France

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

Cees Hamelink, Centre for Communication and Human Rights,
University of Amsterdam, The Netherlands; author of *The
Politics of World Communication*,

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
- Hyeon-Dew Kang, Director, Institute of Communication Research, Seoul National University, Seoul, Korea
- Eddie Kuo, Dean, School of Communication Studies, Nanyang Technological University, Singapore
- Mochtar Lubis, Chair, Obor Indonesia Foundation, Jakarta
- Robert McChesney, University of Wisconsin, Madison, author of *Telecommunications, Mass Media and Democracy*
- Victor Menotti, The International Forum on Globalization, San Francisco, CA
- Kaarle Nordenstreng, University of Tampere, Finland, co-editor, *The Global Media Debate; Its Rise, Fall, and Renewal*
- Antonio Pasquali, former 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, *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; author, *The Big Sister; Television Around the World*
- 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
- K. M. Shrivastava, Indian Institute of Mass Communication, New Delhi, India
- Balwinder Singh, Founder, General Secretary, Punjab Farm Journalists Association, Leicester, United Kingdom
- Ranjit Singh, President National Literature and Arts Society, Ludhiana, India
- Slavko Splichal, University of Ljubljana, Slovenia; author, *Media Beyond Socialism: Theory and Practice in East-Central Europe*
- Keyan Tomaselli, Director, Centre for Cultural and Media Studies, University of Natal, Durban, South Africa.
- Richard C. Vincent, University of Hawaii, co-editor of *Towards Equity in Global Communication: McBride Report Update*
- Janet Wasko, University of Oregon, Eugene, author, *Hollywood in the Information Age*
- Emily Worthington and Brooks Jordan, Program Directors, World Business Academy, Washington, DC

(10) Women And Men: 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

Women are the universal "minority." In entertainment and news, they are underrepresented, sexually flaunted, commodified, and often shown as victims. Media frame stories, whether news or drama, secured by compulsory heterosexuality. 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 of representatives and advocates will assess these and other distortions and their consequences for human partnership and development. It 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 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, the Philadelphia Lesbian and Gay Task Force, GLAD, Media Watch USA, and others (see below).

Co-Chairs: Rita Addessa, 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

Richard Alfieri, ENTPRO, Inc., Los Angeles CA

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, *Challenging Media Images of Women*.

Riane Eisler, cultural historian, author, *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

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

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

Audrey Hope, creator/host, "Reel Women," a public cable
television show, New York, NY

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

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

Nell Noddings, author, *Caring, A Feminine Approach to Ethics
and Moral Education* and *The Challenge to Care in Schools:
An Alternative Approach to Education*, Teachers College,
Columbia University, New York

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

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

Jim Talbot, GLAD, Beverly Hills, CA

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) 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. "Business as usual" is affirmative action for the dominant minority, white males in the so-called prime of life. Programs to rectify that inequity, feeble and timid though they were, are under attack. New legislation freeing even mega-conglomerates from remaining restraints propose the biggest give-away of public assets in history and 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 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.

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

Brigitte Rouson, 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

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

Paula Matabane, Howard University, Washington, DC

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
Wilhelmina Reuben-Cook, Syracuse University School of Law, NY
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 over 9 percent of the U.S. population, Latino/Hispanic Americans are among the most underrepresented and negatively presented groups in entertainment and news. Organizations to be represented in this Working Group include the National Hispanic Media Coalition, and others.

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

Conveners:

Susana Almanza, Poder, Austin, TX
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
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.

Co-Chairs: Daniel M. Mayeda, Esq., Liaison, Media Action Network for Asian Americans, Los Angeles, CA

Linda Holtzman, Coordinator of Media Diversity Studies, Webster University, St. Louis, MO

Shalini Venturelli, School of International Service, American University, Washington, DC

Conveners:

Nicolas Addeo, Speranza, Asbury Park, NJ.

Guy Aoki, President, Media Action Network for Asian Americans, Glendale, CA

Donald S. Bustany, Co-Chair, Arab-Jewish Speakers Bureau; Past President, American-Arab Anti-Discrimination Committee; Co-President, Media Image Coalition, Los Angeles County Commission on Human Relations

Gwen Carr, Urban Indian Coalition, Chicago, IL

Joan Drake, American-Arab Anti-Discrimination Committee, Washington, DC

Trang H. Duong, George Washington University, Washington, DC

Jerry Freedman Habush, Regional Director, Americans for Peace Now, Los Angeles CA

Darrell Y. Hamamoto, author, *Monitored Peril: Asian Americans and the Politics of TV Representation* and *Nervous Laughter: Television Situation Comedy and Liberal Democratic Ideology*

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

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

Yahya R. Kamalipour, Purdue University, Editor, *The U.S. Media and the Middle East; Image and Perception*.

Selina Y. Khan, Esq., Counsel and Research Director, Minority Media and Telecommunications Council, Washington, D.C.

Robin Kim, Hill and Knowlton, Inc., New York City

Vera Marquez, State Director, LULAC, Garden Grove, CA

Hamid Mowlana, President, International Association for Mass Communication Research; Chair, International Communication Program, American University, Washington, DC; author of *Global Communication in Transition*

Peggy Saika, Asian Pacific Environmental Network, Oakland, CA

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

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

Sonny Skyhawk, Actor/Founder, Native American Indians in
Film, Pasadena, CA

Aleticia Tigerina-Jim, Red Path, Flagstaff, AZ

(12) 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 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), Canadian Association for the Study of Adult Education, {Peace Portfolio, Toronto, Canada; The Transformative Learning Centre, Toronto, Canada; the National Coalition on Television Violence, and others (see below).

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:

Sandra Ball-Rokeach, University of Southern California, Los Angeles

Cathy Barky, C-Cave (Canadians Concerned About Violence in Entertainment), Toronto, Canada

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

Rene Caron, President, PEACE (Positive Entertainment Alternatives for Children Everywhere), Montreal, Quebec, Canada

Jeffrey I. Cole, Director, Center for Communication Policy, Principal Investigator of the Television Violence Monitoring Project at UCLA, Los Angeles CA

Wendy Cukier, Chair, Gun Control Coalition, Toronto, Canada

Shirley Farlinger, Editorial Board, *Peace Magazine*, Toronto, Canada; author, *A Million for Peace*

Robert Elias, Editor, *Peace Review*, University of San Francisco

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

Eric Fawcett, President, Science for Peace, Canada

Johan Galtung, co-author of *Global Glasnost*

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

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

Patricia Herdman, Co-President, Coalition for Responsible Television, Quebec, Canada

- 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, *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
- Peter O'Neill, Director, Public Affairs and Strategic
Planning, CTV Television Network, Canada
- Anatol Rappaport, Chair, Peace Studies, University of
Toronto, Canada
- Colleen Roach, Queens College, Editor, *Communication and
Culture in War and Peace*, New Rochelle, NY
- Milton Schwebel, Editor, *Peace and Conflict: Journal of Peace
Psychology*, Rutgers University, New Jersey
- 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

(13) Who's Telling All the Stories?

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

(14) Advocacy: Communicating What Works

When a *New York Times* poll asked "What is the major obstacle about doing more?" (about the problem of high-risk youth in the inner city), over half of the respondents said "lack of knowledge." That is not true. Much is known about what does not work -- like "supply-side economics" and prison building. And a great deal is known about what does work both on the grass roots and on the national and international coalition levels. This Working Group brings together experienced and successful leaders, scholars and organizers to create a master list of recommendations for action on both of those levels.

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, *The State of Families; Policy Based on What Works*

Conveners:

Ann Beaudry, Founding Principal, Millenium Communications Group, Washington, DC

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

Arlene Goldbard, former Co-Director, Alliance for Cultural Democracy; partner in the cultural development consulting firm Adams & Goldbard, Ukiah, CA; co-author, *Crossroads; Reflections of the Politics of Culture*

David Honig, Executive Director, Minority Media and Telecommunications Council, Washington, DC

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

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

Louise Woodstock, Director, Communication for Change, Inc.