

## REPORT FROM ASILOMAR

The Cultural Environment Movement Board of Directors and invited guests held a retreat at the beautiful Asilomar Conference Center, California, November 15-17, 1996. Funding for the retreat was provided by a generous gift from Peter Buckley, former CEO and major shareholder of Esprit (Europe) and Esprit International, Co-founder and Director of the Center for Ecoliteracy, and involved in several nonprofit projects in education, environment, technology and trade.

The Board of Directors had been enlarged to reflect the coalition's diversity of people and organizations represented at the March, 1996, St. Louis Founding Convention. The retreat was the first meeting of the new Board. It was a bonding, energizing, and mobilizing experience. The participants gained a broader understanding of the challenge before CEM, of the wealth of experience and range of interests in the new leadership. The Board reached a consensus on priorities of issues and actions for the next three years.

The basic recommendation is that CEM promote gender balance and equitable and fair representation of all people in media perspectives, ownership and employment; oppose the monopolization of the cultural environment; and work for a diverse and healthy cultural environment for children, parents, and people of all countries.

This report relates the Order of Events and includes the minutes of the formal meeting of the Board that concluded the retreat. It ends with a 3-year plan. Budget estimates are available; offers and suggestions for funding are needed and appreciated. A list of Board members and other participants follows the report.

## ORDER OF EVENTS

The first session took place Friday evening after dinner at the Sonderling meeting room. All participants received a folder containing basic CEM documents and recommendations made by members and the Steering Committee formed at the Founding Convention.

I. During the introductions of participants' background and interests, a few issues were offered for further discussion:

The Screen Actors Guild, among other unions, cautions about policies that may threatened jobs in the industry.

The Women's Room recommendations of the Founding Convention need to be supported by everyone, not just women.

Outreach is the key to CEMs base objective of challenging the media monopoly.

CEM must be seen as the alternative to those activists who do not challenge the dominator model of society.

Quantifiable goals and immediate victories will help gain and energize supporters.

Local chapters of CEM at universities would be beneficial to the organization.

II. Task-groups were formed to structure discussion:

1. Bylaws Committee: Larry Wallack, Robert Sherman, Ed Baker, Eugene Boggs, Kathleen O'Reilly

2. Agenda Committee: Bill Fore, Joni Yamaguchi, Alex Nogales, Rick Crawford, Elvira Arcenas, Charles Bien, Brian Moir, Bernadette Barker-Plummer, Renee Cherow O'Leary, Peter Wirth

3. Convention Committee: Rose Dyson, Larry Johnson, Suzanne Barnard, Yahya Kamalipour

4. Nomination Committee: Elaine Wynne, Riane Eisler

5. Resource Committee: Renee Cherow-O'Leary, Peter Wirth

6. Women's Room Committee: Donna Allen, Riane Eisler, Bernadette Barker-Plummer, Elvira Arcenas

After a brief refreshment break, the committees gathered for preliminary discussion.

#### Saturday morning

I. Facilitator, Wendy Martyna, was introduced. She received her Ph.D. in social psychology from Stanford University, teaches psychology and women's studies and conducts workshops at the University of California at Santa Cruz and the Center for Non-Violence. She facilitated and summarized the day's discussion.

II. Kathleen O'Reilly presented the report of the Bylaws Committee. She noted that the existing bylaws were adequate to bring us to this point, but not to guide us in the future. Election procedures and organizational structure need to be reviewed and included in the bylaws. The Board retreat should clarify directions and emphases before the bylaws can be revised. Ms. O'Reilly agreed to work on the revision after the retreat, and to present a new draft to the Board within 60 days.

Joni Yamaguchi reminded the Board of the Steering Committee's recommendations for action included in the folders. O'Reilly responded that the recommendations were fine but the Steering Committee, as such, is "history."

Extended discussion followed. Specific proposals included the following:

1. A reward/censure awards program.
2. Using Board contacts to build the coalition.
3. A women's network.
4. CEM should investigate legal challenges to media monopoly.
5. CEM should promote gender balance and racial/ethnic diversity, meaning fair and roughly proportionate media casting, ownership and representation policies.
6. CEM should engage a fundraiser and develop a funding policy.
7. Board members need to take individual actions within the framework of CEM policy.
8. CEM should initiate a national Day of Action.

Saturday afternoon and evening

IV. Wendy Martyna's summary of the morning's discussion led to the following recommendations:

1. Children's and parents' issues should receive priority. The new FCC mandate for children's programming provides an opportunity for an awards program.
2. Continued media monitoring is important to provide a research base for CEM activity and advocacy on fairness and balance in the cultural environment.
3. A Task Force should be formed to explore the feasibility of legal challenges to media monopolization.
4. Organize a Peoples Media Inquiry -- a highly visible international tribunal to give awards and to publicize violations of the People's Communication Charter.
5. The *CEM Monitor* should be a regular (quarterly?) organ of CEM.
6. A materials clearinghouse and CEM resource catalogs should be developed.
7. Promote universal access to new communication technologies.
8. Failure of the market to deliver equitable service, and media monopolization are high priority issues.

After dinner, a formal meeting of the CEM Board of Directors was called to order. Minutes of the meeting, based on notes by Kate Duncan, follow.

MINUTES OF THE CEM BOARD OF DIRECTORS MEETING  
NOVEMBER 16, 1996

I. Meeting called to order by George Gerbner.

AGENDA:

1. Nomination and election of executive committee
2. Review and adoption of bylaws
3. Approval of action items and selection of committees to work on them.

Motion by Gene Boggs to approve the agenda. Bill Fore seconds. Motion passes unanimously.

II. George Gerbner reports that Debbie Smith is the new CEM headquarters staff person, and Kate Duncan will join as full-time staff in January, 1996. The CEM database has 4,768 entries, with new ones added daily. Sources of income are member contributions, occasional grants and gifts, and a modest (9-10 percent) overhead from research grants and contracts conducted by the Cultural Indicators project with CEM as the contracting party. The number of members representing organizations is 1,560 (a list of organizations was distributed to Board members). Funds on hand total \$82,308. Two major donations make up about half of this amount. The balance consists of 272 individual contributions averaging \$155 per person.

Gerbner notes that fundraising and a new mailing to members and organizations are major priorities. Funds on hand are sufficient for about 6 months.

III. Bylaws committee report by Kathleen O'Reilly. O'Reilly moves to "Establish a committee to include members of the Board, and such experts as the committee may identify, for the purpose of drafting revised bylaws, said draft to include an annotated description of the recommended language and the implications thereof. Be it further resolved that, having been circulated for individual Board comment and revised accordingly where appropriate, such revised draft will be submitted to an attorney/specialist for purposes of assuring conformity with D.C. and federal law. Such draft will be submitted by January 1997 for discussion and vote at the next Board meeting." Larry Wallack seconds. Motion passes unanimously.

Nominations for said committee: Kathleen O'Reilly, chair; Brian Moir; Gene Boggs; Nolan Bowie. Slate passes unanimously.

IV. Nominations committee report by Elaine Wynne. Wynne moves to elect 13 members to an Executive Committee, 5 of whom will subsequently be elected to executive office.

Substitute motion by Joe Kresse to present a slate of officers for approval by the Board, after which the Board will elect remaining members. Bill Fore seconds, substitute motion passes unanimously.

Nominating committee recommendations for executive officers:  
President: George Gerbner; Vice Presidents: Kathleen O'Reilly and Gene Boggs; Secretary: Joe Kresse; Treasurer: Linda Fuller.

Motion by Donna Allen to adopt recommendations as a slate. Bill Fore seconds. Motion passes unanimously.

Motion by Ed Baker to name 5 additional members to Executive committee. Nolan Bowie seconds. Motion passes unanimously.

Additional members nominated and voted on:  
Riane Eisler, Bill Fore, Sumi Sevilla Haru, Robert McChesney (tie); Elaine Wynne (tie); Rose Dyson (tie)

Motion by Charlie Bien to elect six members to override the tie. Bill Fore seconds. Motion passes unanimously.

V. A Diversity Oversight/Proportional Representation Committee is formed, with Co-chairs Riane Eisler and Larry Wallack; Nolan Bowie, Dorothy Butler Gilliam, Joni Yamaguchi, Robert Sherman, Donna Allen and Bernadette Barker-Plummer are members. Dorothy Gilliam describes similar efforts of African-American organizations of journalists and agrees to explore relationships and establish CEM liaison with them.

VI. George Gerbner moves that the first priority of CEM be fairness, equity and diversity in the media mainstream of the cultural environment. Gene Boggs seconds. 25 ayes, 1 nay. Motion passes.

VII. Yahya Kamalipour reports for the Convention Committee. CEM has an invitation from Purdue University-Calumet to hold a convention in May, 1998. (Another invitation to co-sponsor an International Conference on the Right to Communicate, including ratification of the CEM's People's Communication Charter, has been received From Divina Frau-Meigs, Sorbonne, Paris, exact date to be determined.)

VIII. Donna Allen moves that CEM establish a women's committee in support of CEM's goals; that CEM create links with local organizations toward support of CEM goals; and that CEM develop global participation and agendas. Motion passes unanimously.

IX. Donna Allen moves that CEM mandate race and gender parity with the population to include youth, elders, diverse cultures and people with disabilities within the CEM organization. Discussion follows, during which it is pointed out that while those are CEM's objectives, CEM cannot "mandate" who joins the organization. Elaine Wynne moves to table the resolution. Brian Moir seconds. 25 ayes, 1 nay. Motion passes.

The meeting adjourns at 11:00 p.m.

## BOARD MEMBER PARTICIPANTS AT ASILOMAR

Donna Allen. Founder of the Women's Institute for Freedom of the Press; former editor of the monthly *Media Reports to Women*; author of *Media Without Democracy and What to Do About It*.

Elvira Arcenas. Teaches Communication and Culture at the Pontifical Faculty of Educational Sciences "Auxilium" in Rome; writing a book on the history of communication study in the U.S.

C. Edwin Baker. On the faculty of the University of Pennsylvania Law School; former Visiting Professor at the Universities of Texas, Cornell and Harvard; staff attorney for the ACLU; author of *Advertising and a Democratic Press*.

Suzanne Barnard. Director of Public Relations and New Project Development, the Children's Division of the American Humane Association.

Charles Bien. Deputy Director, Environmental Division of the Department of Housing and Urban Development in Washington, DC.

Roy Eugene Boggs, Jr. On the faculty of the University of West Los Angeles Law School; member of the Board of Directors of the Screen Actors Guild, and SAG's Ethnic Equal Opportunities Committee.

Nolan Bowie. On the faculty of Temple University; former Visiting Senior Fellow, The Joan Shorenstein Center on the Press, Politics and Public Policy, Harvard University; former director of Citizen's Communication Center, Washington, D.C..

Rose Anne Dyson. Chair of Canadian Concerned with Violence in Entertainment (C-CAVE); member, *Peace Magazine* editorial Board; Board member, Canadian Association for the Study of Adult Education; Research Associate, LaMarsh Centre, York University; author of *Media Violence in Canada*.

Richard H. Crawford. On the staff of the University of California at Davis research center on computer security and policy; active in Computer Professionals for Social Responsibility; Privacy International; and on issues of environmental justice and corporate responsibility for the Sierra Club; author of "Computer-assisted Crises."

Riane Eisler. Cultural historian, Founder of the Los Angeles Women's Center Legal Program and the Center for Partnership Studies; author of *The Chalice and the Blade: Our History our Future* and *Sacred Pleasure: Sex, Myth, and the Politics of the Body*.

William F. Fore. Former Executive Director of the Communication Commission of the National Council of Churches; former President of the World Association for Christian Communication; Founder and Co-Chair of the National Coalition Against Censorship; author of *Mythmakers: Gospel, Culture and the Media*.

Dorothy Butler Gilliam. *Washington Post* columnist; Senior Fellow, J.F. Kennedy School of Government, Harvard University; immediate past President, National Association of Black Journalists; author of *Paul Robeson; All American*

George Gerbner. Founder and Chair of CEM; Dean Emeritus, the The Annenberg School for Communication, University of Pennsylvania; co-editor of *Invisible Crises: What Conglomerate Media Control Means for America and the World* and *Triumph of the Image; the Media's War in the Persian Gulf*

Larry Johnson. Co-Director of the Key of See Storytellers; winner of the Action for Children's TV National Achievement Award; founder of the OGP (Old Gardening Party) to keep the world safe for children, gardening, and storytelling

Yahya R. Kamalipour. Director of Graduate Studies, Communication and Creative Arts Department, Purdue University Calumet; editor of *Cultural Diversity and the U.S. Media*.

Joseph C. Kresse. Director, Foundation for Global Community; retired Partner, Arthur Andersen accounting firm, in charge of their accounting work with financial institutions in Southern California.

Brian R. Moir. Telecommunications attorney in Washington, D.C.; former staff attorney at the Federal Communications Commission

Alex Nogales. Chair, National Hispanic Media Coalition; CEO for Nogales Psychological Counseling; , Los Angeles; former writer-producer for KNBC-TV and KCBS-TV, three-times Emmy Award winner; President, Hispanic Academy of Media Arts & Sciences (HAMAS).

Kathleen F. O'Reilly. Former Executive Director of the Consumer Federation of America; Board Chair of the Center for Science in the Public Interest (CSPI); former consumer/legal correspondent for the NBC Today show.

Robert Sherman. Program Officer, Effective Citizenry, the Surdna Foundation; former Director, Community Relations Institute of the New York City Commission Human Rights and Consultant, the National Funding Collaborative on Violence Prevention.

Elaine Wynne. Co-Director of the Key of See Storytellers; winner (with Larry Johnson) of the grand prize in the Tokyo Video Festival; psychologist, teacher of community-based cross-cultural story-telling.

Lawrence Wallack. Founding Director, Berkeley Media Studies Group, the Western Consortium of Public Health, and the Prevention Research Center of the Pacific Institute for Research and Evaluation; on the faculty of the School of Public Health, University of California, Berkeley.

Joni Carley Yamaguchi. Musician and music therapist; former Executive Producer of "Working Together," an international children's program dedicated to building peaceful and sustainable global community.

#### INVITED GUEST PARTICIPANTS

Bernadette Barker-Plummer. On the faculty of the University of San Francisco; author of "News as a Political Resource: Media Strategies and Political Identity in the US Women's Movement."

Kathrine W. Duncan, conference staff. Intern in graphic design, news writing; editing book on CEM Founding Convention; CEM volunteer; full-time staff member starting January, 1997.

Renee Cherow-O'Leary, consultant. Educator; former Director of Market Research for the Children's Television Workshop; on the faculties of Ramapo College, City College of New York, New York University; author of *The State-by-State Guide to Women's Legal Rights* and editor of *Youth Research*.

Peter Wirth, consultant. Partner, GW Associates, public relations; author of "Mass Media - A Resource for Activists!"

## BOARD MEMBERS SENDING REGRETS

Bobby W. Austin. Director, African American Men and Boys Initiative, W. K. Kellogg Foundation.

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

Cynthia Bock-Goodner. University of Texas at Austin, Moderator of the CEMNET, and Web page, CEM's links to the Internet.

Joan Brown Campbell. General Secretary, the National Council of Churches; former Director of the World Council of Churches U.S. office; recipient of many awards including the YWCA's Woman of Achievement Award.

Paul Carton. Member, The Federal Information Exchange, Gaithersburg, MD.; formerly Special Assistant to the President, University of Puerto Rico; Senior Policy Analyst, National Center for Housing Management, Washington, D.C.

Lynn A. Curtis. President, The Milton S. Eisenhower. Foundation; Vice Chair, Partners for Democratic Change; Trustee, The Parliamentary Human Rights Foundation; former Executive Director, the President's Urban and Regional Policy Group.

Linda K. Fuller. Worcester College, Worcester, MA.; former Regional Chair, Alliance for Community Media; Author of *The Cosby Show; Audiences, Impact, Implications* and *Community Television in the United States*.

Cees J. Hamelink. Director of the Centre for Communication & Human Rights (Amsterdam; the Netherlands); immediate past president of the International Association for Mass Communication Research; author of *Cultural Autonomy in Global Communications*; and *The Politics of World Communication*

Sumi Sevilla Haru. Immediate past acting President and currently first national Vice President of the Screen Actors Guild; Executive Vice President of the Los Angeles chapter of the Asian Pacific American Labor Alliance; Vice President of the AFL-CIO.

Mary Lou Huchet. Princeton Public School, Princeton, NJ.; consultant on media literacy education.

David Honig. Founder and Executive Director of the Minority Media and Telecommunications Council; Director/Counsel of the Association of Black Owned Television Stations; Counsel for the NAACP, LULAC, and the National Rainbow Coalition

Kitty Lunn. Chair, Performers With Disability of the Actors Equity; member, AFTRA National Board; founder and Executive Director of the Infinity Dance Theater.

Sheldon Margen, M.D.. School of Public Health, University of California at Berkeley; Director of the California Wellness Foundation; advisor to numerous national and international agencies on food and nutrition; was a member of the Nestle Infant Formula Audit Commission

Daniel M. Mayeda. Co-Founder and Counsel to the Media Action Network for Asian Americans (MANAA); partner in a Los Angeles law firm specializing in litigation involving the media industries

Mark Crispin Miller. Director, Center for Media Studies, Johns Hopkins University, Baltimore, MD.; columnist, radio commentator; author of *Boxed In: The Culture of TV*, *Seeing Through Movies* and *Spectacle: Operation Desert Storm and the Triumph of Illusion*

Robert W. McChesney. University of Wisconsin-Madison; author of *Telecommunications, Mass Media, and Democracy: the Battle for the Control of U.S. Broadcasting, 1928-1935*.

Hamid Mowlana. Director, International Communication Program, School of International Service, the American University, Washington, D.C.; President, International Association for Mass Communication Research (IAMCR); author of *Global Communication in Transition*

Raul Romero. Labor Council of Latin American Advancement; Union Representative/Organizer, Local 399, Hospital & Services Employees Union, SEIU, AFL-CIO, Los Angeles

Connie Schuster. Founder and Director of Artists for Recovery; member of the Board of the Pennsylvania Mental Health Consumers' Association

Nancy E. Snow. On the faculty of Political Science and International Relations, New England College, Henniker, NH.; former Communications Coordinator, U.S. Information Agency; Intergovernmental Consultant on Population, Refugees and Migration, U.S. State Department; author of "The Crisis in Mobility."

Keyan Tomaselli. Director, Centre for Cultural and Media Studies at the University of Natal in Durban, South Africa; founder and editor of *Critical Arts* (a journal of cultural studies); author of *The Cinema of Apartheid; Race and Class in South African Film*.

Yassen N. Zassoursky. Dean, Faculty of Journalism, Moscow State University; Head of the editorial Board of 8-volume *History of American Literature*; Chair of the Commission on Teleradiobroadcasting, charged with licensing television and radio frequencies in the Russian Republic.