

I. Nomination of new board members:

The following people were nominated for presentation to the plenary:

- Robert Hackett; - Ann Simonton; - Ardena Shankar; - Edmond Chibeau; - Brian Murphy; - Jean Kilbourne; - Jerry Starr; - Janine Jackson, FAIR; - Denyse Grey-Felder; - Norman Solomon; - Aida Berrera; - ~~Metta Spencer~~; - ; Divina Frau-Meigs; - Mark Lloyd; - Liz Ablah; - Ed Herman; - Ramsey Clark; - Frank Joyce; - Daryl Alexander, *Liane Casten, Jacques Brodeur*



This list was M/S/C approved unanimously, as was the following list of people nominated for officers and executive committee:

- Pres. : George Gerbner (who urged the need to think of a successor ASAP) ←
- Chair: Gene Boggs
- Vice-Presidents: Kathleen O'Reilly; Nancy Snow
- Sec: Elaine Wynne
- Treasurer: Linda Fuller

Members at large: Riane Eisler; Rose Dyson; Bob McChesney; Robert Hackett

* Discussion ensued about how and whether such nominations should be linked to discussion and decisions about CEM's future priorities, activities, coalition-building and fundraising. Danny Schechter suggested the possibility of re-structuring the Board, dividing it into groups of task-oriented committees. Discussion re: distinction between a Board of people directly involved in running CEM, and an Advisory Cttee of 'luminaries'.

* The Budget statement was reviewed briefly; George Gerbner & CJ Hannon to meet to adjust anticipated revenues. Ensuring discussion identified fundraising as a necessary priority. George identified some of the obstacles CEM has encountered, eg. CEM falls outside the scope of most funders' guidelines; few funders want to challenge the media. So far, most funding comes from members. Discussion ensued re: a sustainable model for membership-based CEM funding, e.g. Amnesty International model, with loose chapters, an AGM, and a simple activity (letter writing) for supporters. There is an apparent consensus on the need to connect CEM's concerns with broader action-oriented coalitions or campaigns. In no order of priority, following are some of the points which emerged:

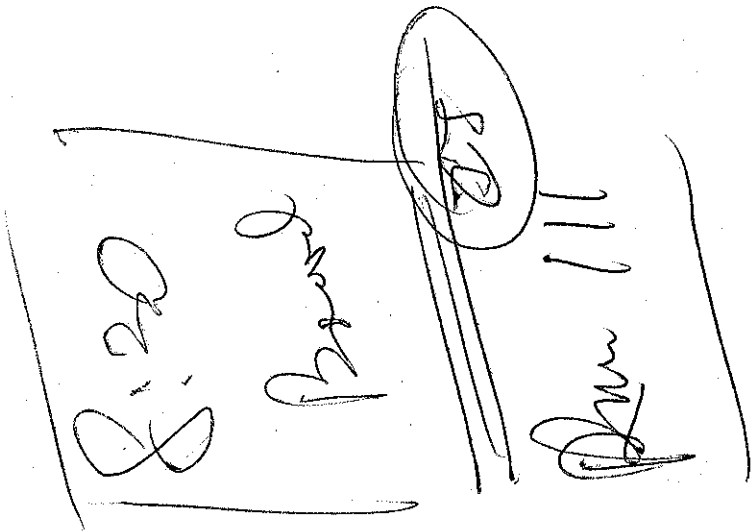
- diversity is both a strength and a weakness; CEM is somewhat diffused
- follow-up to founding convention's action plan has been limited (check it out with this convention's working groups)
- in the current situation, perhaps CEM needs a 1 or 3-point-plan, winnowing down the 25 presented from the first convention, eg. Save the Children, Campaign for Real News, Stop TV Violence -- drawing on real public cynicism about the dominant mass media
- is Common Cause-type model, eg. thousands of individual memberships, in which people buy in because they feel they are sending a real message
- CEM is a membership organization; members agree on a program but not on priorities; we can't condense the 25 points unilaterally without losing members
- the Board could at least prioritize these 25 action proposals
- should CEM adopt a minimalist approach of becoming a network with a periodic convention; or be a real organization which takes on some tasks
- a membership-funding base means setting up a direct mail list, which entails 2.5 years of losses, 5 years before you can identify and target big donors
- media literacy as a mainstream issue/possible focus; annual TV free week
- there are ways to use single issues to raise funds;
- need for a campaign focussed on achievable objectives, which can attract broad coalition and range of CEM's concerns
- there has to be a program of outreach & action
- none of this can be done without funding; there's no 'them', only 'us'. Perhaps board members should take personal responsibility for each raising funds.
- CEM could support Canadian govt's policy initiative re: preserving cultural shelf-space for Canadian magazines
- working groups at this convention could follow up Founding convention's action proposals, review how much has been done
- focus on increasing the number of members?

for diversity - Hackett's proposal on media ownership, employment
rep. b
2/1 - 1/3

New President Danny Schechter

full page ed

But industrially
SU Be produced
So. Africa
Yugo.



Public property
Treaties w/o rep
key areas to have
deducted from

Healthy road
rebuilding
Autofuel Cool
shall have no low power
power? citizens
Go to Block
to 57 per
Public
MOU