

**cultural environment movement**  
***SOLIDARITY CONVENTION 99***

Athens, Ohio

**Board of Directors Meeting**

**AGENDA**

**March 25, 1999**

3:00 pm

Nominations of Board Members

Election of Officers

1998 Budget Figures

CEM Director ratification

Old business

New business

Adjournment

NOMINATIONS FOR BOARD OF DIRECTORS --- CEM BOARD OF DIRECTORS 1999

INCUMBENT BOARD MEMBERS:

1. **Renee Cherow O'Leary-Pres.**, Education for the 21st Century, Professor of Media
2. **Rose Dyson**, Toronto Based Consult.in Media Ed. - Bd.Member, Canadians Concerned About Violence in Education (C-Cave)
3. **Linda Fuller** - Professor, of Media, Worcester State College, Author of numerous books and articles on media and storytelling
4. **Paul Klite**, Director, Rocky Mountain Media Watch
5. **Kitty Lunn**, Dancer, Director, Artists with Disabilities
6. **Elaine Wynne**, storyteller and psychologist, Founder of Int'l. Family Storytelling Center

NEW NOMINEES:

7. **Robert Hackett**, Director, Newswatch, Canada; Prof., Simon Fraser Univ.
8. **Ann Simonton** - Director, Media Watch, Santa Cruz, Calif.
9. **Ardena Shankar** - Poet/film-maker, African-Amer.Cult.Worker, Facilitator, prejudice workshops
10. **Edmond Chibeau** - Video Artist/ professor at Eastern Connecticut U.  
Teacher of new technologies and altern.
11. **Mitta Spencer** - Prof.Emeritus, Erindale, U. Of Toronto/ Editor, Peace magazine; Dir., Science for Peace; Author, incl.book on separatism
12. **Jaques Brodeur** - Inventor of Annual Youth Vote in Canada -- 100,000  
Children choose most toxic and most positive programs
13. **Jerry Starr** - Dir., U.of W. Va.Center/Soc.Stud. Ed.; Dept of Sociology -Citizens for independent broadcasting
14. **Kusum Singh** - Prof./Comm.-St. Mary's-Cal.- teaches cult.studies, int'l comm. And human rights
15. **Aida Berrera** - Research, Asst. Prof. Of Comm & Media Studies, U of Ill, Pres., Tellmar Commun., Inc.
16. **Divina Frau-Meigs** - Organizer of Paris CEM Conference
17. **Elizabeth (Liz) Ablah** - Collaboration specialist, Illinois; Roads Girl Scouts Council; Content consult.  
REVIVING OPHELIA video
18. **Mark Lloyd** - (L.L.B.) Exec. Dir., Civil Rights Forum on Communication Policy, Producer & coordinator of Campaign for Better TV
19. **Liane Castner**- author, Breast Cancer: Poison, Profits & Prevention, activist, journalist
20. **Frank Lloyd**

## Executive committee nominations

The following people are nominated for officers and the executive committee:

President: George Gerbner

Chairman: Roy Eugene (Gene) Boggs

Sr. Vice President: Kathleen O'Reilly

Vice President: Nancy Snow

Secretary: Elaine Wynne

Treasurer: Linda Fuller

Members at Large:

Riane Eisler

Rose Dyson

Bob McChesney

Robert Hackett

NOTES FROM CEM COMMITTEE OF THE WHOLE MEETING, MARCH 25/99

*add old Bd members back*

I. Nomination of new board members:

The following people were nominated for presentation to the ~~plenary~~ *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 Custler*; *Jacques Brodeur*

This list was M/S/Capproved 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

*Action*  
*Policy*  
*Structure*  
*Funding*

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 member?

*Some ops*  
*Saya*  
*plenary*

## TO THE CEM BOARD

I feel that creating an agenda for action developed by working groups may have been of value to help define CEM. However, continuing to spend valuable convention time creating more action agendas would be much better spent actually working on many specific projects, forming committees, and related activities.

I propose that future CEM conventions allow groups and individuals to propose and create workshops, task forces, committees and projects as part of the planning of each convention so that the convention schedule which is sent out to advertise the convention will include these proposals, committees, etc. By organizing future conventions in this way, with lots of various activities, specific projects oriented toward direct action, more people are likely to be attracted to CEM conventions.

The entire process both of planning the convention and during the convention, should allow for much more input from individuals and groups, and more flexibility.

CEM should also consider opening the convention to individuals. If the number of attendees were to increase as a result of these changes, possibly the \$300 registration fee could also be lowered. Also requiring that the convention be by invitation only probably discourages large numbers of people from attending. This practice should be ended completely.

If CEM wants to be truly a movement, then it needs to basically be more direct action oriented, more open to the needs and wishes of its members, and affordable by larger numbers of people.

Mick Mic  
March 1999

3/24/99

# The CEM Committee of the whole

Present were: Danny Schechter, Ed Baker, Linda Bellamy,  
Linda Fuller, Larry Johnson, Elaine Wynne,  
Michael Morgan, Tom Gardner, Yabeya Kamalijorn  
and Robert Hackett.

Jacques Brodeur and Patricia Herdman presented an attractive invitation and request for CEM to host the next convention in Quebec City. The Bd recommended they begin to present the opportunity and respond in regard to ① accommodations ② cost ③ travel. Rose Dwyer will announce this invitation tomorrow.

Dan Schechter recommended that we begin to have a series of regional 1 day events to build membership -- to be located in cities around the U.S.

M.S.P. Board will dish both sides of the Pacific change issue to write a piece about the situation for the Monitor.

Board went over recommend for Bd members and rec. a 16 person list for the Plenary  
Elaine Wynne

*Approved*

**PROCEEDINGS FROM GROUP #14: STORYTELLERS IN A CULTURE OF  
STORYSELLERS**

**Co-Chairs:** Elaine Wynne and Larry Johnson

**Facilitator:** Krishna P. Kandath

**Participants:** Cheryl Phillips, Dennis Sipe, Adam Ward, and Sheila Scullin

Have you ever noticed in shows like *Cheers*, *Friends*, *Barney*, and *Mr. Rogers*, the characters gather in informal spaces. We long for such spaces to tell our stories. Do you have a place like this in your life?

**Goal:** Promote and support the decolonization of time and spaces in our cultural environments and our imaginations through electronic and non-electronic means (i.e., story-telling and other live art forms).

**Problem:** The colonization of time and spaces makes our cultural environments oppressive and alienates us from other people, the natural world, and ourselves.

**Working Solution:** We need to create and nourish private, public, and common spaces\* for telling our stories.

**Stages:** The following stages are proposed:

Current situation--We are alienated from our story-telling spaces/cultures

The need--We need to reclaim public and private spaces where we can talk to ourselves, other people, narrate our experiences through story-telling, and work on our relationships in the home and outside.

Definition of these spaces--Allows us to focus on story-telling and relationships.

Sites for action--(1) home (private spaces); (2) school, work, and religious and spiritual associations (public spaces); and (3) parks, coffeehouses, bookstores (common spaces).

**Specific Recommendations:** We should transform private, public, and common spaces to liberate our imaginations and decolonize our cultural environments.

**Suggested Models:** International Family Storytelling Center; the World Living Room Tour of the Performance Salon by Liberation Circus; Stuart's Coffee House; men's and women's groups; and cross-cultural exchanges.

\*For an analysis of cultural spaces, see the book *The Great Good Place*

*Co-chairs?  
Publishers*

TABLED

# Recommendations from Working Group # 12.

The U.S. military, industrial, academic complex has created a national economy in which weapons of mass destruction and popular culture laced with violence as a cheap industrial ingredient are the two major exports. To address this predicament not only for Americans but the world at large, we recommend the following strategies.

1. Critical examination of the political economy of the academy & its militarization through the
2. Establishment of ad hoc committees on university campuses involving faculty & students for the purpose of addressing and objecting to these conditions - the current ~~militarized~~ militarism in depts of science & technology based on research grants and other examples of the absorption of market place values into schools & universities in general.
3. Formation of and faculty support for a CEM student movement on university campuses throughout the world.
4. Address & publicize dichotomy whereby academics are discouraged from community activism because it detracts from 'credible' scholarship.
5. Encourage more funding allocation for media literacy curriculum development for schools in which the pervasiveness of military themes in early male culture is addressed & refuted.
6. More funding for conflict resolution strategies involving non-violence thru role model depictions in media education & entertainment that negate racism, sexism, classism, hate, antisemitism & bigotry.
7. More health based definitions of media violence harmful effects. (over) (Netta speaks to speak-time permitting)

8. Class action <sup>law</sup> suits against producers & distributors of extreme violence in popular culture, such as <sup>the</sup> recent law suit launched against Oliver Stone & others over film "Natural Born Killers".

i.e. Drive the price of violence as a cheap industrial ingredient up.

Use advertiser boycotts & public education ~~on~~ <sup>by</sup> focusing on investors in these mega budget productions out of Hollywood North & South.  
Submitted by Rose Dupon, Chair

No item - only as -  
Groups 3 + 12 + 14

Embryonated on  
advocacy

| <i>PROBLEMS</i><br>IN ORDER TO DEAL WITH ....  | <i>SOLUTIONS</i><br>CEM SHOULD ENGAGE IN ....                             |
|--|---|
| 2. silence and powerlessness of citizens; esp minorities                                 | effective channeling of people's discontent                               |
| 2. viewing people as mass of consumers, not citizens                                     | CEM coordinate letters to editors<br>a 1-900 number                       |
| 9. ambiguous effects of media ratings  | mutual support of activism and scholarship                                |
| 7. separation of activism and scholarship  | promote distribution of international media products and news             |
| -- not enough critical thinking  | <i>Joseph</i><br>adequate government funding of education                 |
| 6. not enough focus on international differences   | publicize the real costs  |
| 4. commercial sponsorship and advertising in schools (in exchange for corporate support) | avoid confrontation, promote tolerance ("tolerance sells")                |
| <b>2. many viewers will not agree with our values, assumptions, efforts</b>              | keep reminding people that the airwaves belong to them                    |
| 1. loss of recognition that the public owns the airwaves                                 | coalition with other organizations  |
| <b>1. CEM's isolation</b>  | enlist sympathetic pers from within the industry and include labor unions |
| <b>6. competition among activist groups for money</b>                                    | partnership with parents teachers, and unions                             |
| <b>5. CEM appears negative</b>   | increase coordination of funding  |
|  | focus on, and reward, positive productions, and media actions             |



|  |  |
|--|--|
| <p>3. abuse of 1st Amendment by irresponsible media corporations</p> <p>8. corporations have the same rights as individuals</p> <p><del>5. toxic programming</del></p> <p><b>4. isolation of CEM members</b></p> <p><b>3. lack of specific mobilization of youth</b></p> <p><b>Bold indicates points primarily for growth and strengthening of CEM</b></p> | <p>more class action litigations</p> <p>publicize studies of negative aspects</p> <p><del>commercial boycott of sponsors</del></p> <p>bank of resources and articles on important issues through website</p> <p>make membership lists available to members</p> <p>CEM student movement</p> |
|--|--|

BOARD - Elaine Ann  
BAKER

Robert 7:00 a.m.

9:30

Winton Hall - Welcome Pres. Glidden  
Sec. Korm - moderator

Intro BG. - Founding cos, "What is happening" again  
Thanks to our hosts Old Dept of Com

Visitors Cambridge, Norma Pecora, Michael Greenfield, Pat Davidson  
Mar of old CT Harmon & his associate - Gaul, <sup>Melrose</sup> announcements

Welcome. Energy, of human - cost distance, difficulty  
momentum, power. Why? Profit, why, to face the  
crisis time of our time - loss of cult, dividing  
underlying citizens choice - what is a good  
society. ~~How~~ Even more - corruption the  
process of human socialization.

what we know - or don't we know, not  
personally exp. but stories -  
child is born - fell → sell  
Niederstein - privileges / <sup>style values</sup> consumer & poor people  
absurd dichotomy that unites ~~creates~~  
that ~~is~~ tears at society apart.

Flashes

We are only game in town - <sup>Moral uper 300,000</sup>  
Need for action - ~~find~~ <sup>million</sup> ~~well~~ <sup>under down</sup> ~~well~~ <sup>well</sup>  
What to fund it -

## **RECOMMENDATIONS OF WORKING GROUP 1:**

### ***Who is Telling All the Stories? Telecommunications and Media Monopoly***

With the participation of Groups 5 (Religion), 6 (Ecology, Technology and the Information Superhighway), 7 (Labor under Attack), 8 (Global Village or Global Domination), and 9 (Children, Youth, Aging and the Family).

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*These recommendations reflect extensive discussion based on the results of the previous CEM meeting on anti-trust issues, regarding (a) enforcing existing regulations, (b) enacting new regulations, and (c) pursuing public education efforts.*

1. As an extension of this convention's theme of Solidarity, CEM should support key projects which already have some momentum, such as:

- a) the legal challenge to the '96 Telecomm Act: perhaps specifically focussed on digital channel giveaway, and/or station ownership caps;
- b) the campaign for independent public television;
- c) the Media Channel web site.

Methods of support could include:

- a) seed money or matching funds when available;
- b) publicity, both internally and with external constituencies;
- c) through regional mini-conferences (as noted in point 7);
- d) designating CEM members to act as liaison with these initiatives, and report back to CEM membership.

2. Continue and expand monitoring of (1) media content and (2) ownership patterns; expand CEM network and constituencies concerned with media ownership:

- a) co-ordinate with and help link complementary projects on these topics;
- b) identify, and connect with, other political action, watchdog, and media advocacy organizations;
- c) pursue and develop links with large organizations, such as religious congregations and trade unions, to disseminate media education materials and help them form media committees.

3 Expand use of the web and electronic technologies to share and disseminate information. (Use CEM as an archive/umbrella for research projects and for information on activism efforts).

- a) through the e-mail list for announcements (separate from list for debates);
- b) archive reports stored on CEM web page;
- c) set up regular online chats among members on selected topics;
- d) electronic and print newsletters.

4. Members should solicit volunteers (students and others) for activities such as:

- a) legal defense fund;
- b) monitoring projects;
- c) publications;
- d) community outreach.

5. Create a brief, accessible booklet that graphically illustrates media ownership concentration, what it means to ordinary citizens and their families, and how they can become involved with CEM. Similar booklets on other topics can also be created (e.g. on digital channels).

6. Each CEM member should strive to cultivate a journalist to help disseminate the CEM perspective on media concentration and other issues; also, funnel information to the Institute for Public Accuracy.

7. Regional events should be used to maintain focus on topics such as "Our kids are not for sale (and neither are we)"; or "sustaining a democratic FCC".

9. Distribute a listing of all Convention recommendations and proposals in the next Monitor, with a checklist for members to 'sign up' for particular tasks.

200

## Working Group 2

### Voices Against the Stream: Independents, Public Media, and Other Alternatives

- 1) To develop a strong and vibrant cultural environment movement, we need to encourage the participation of the full range of cultural workers, i.e. people working in the performing arts, visual arts, literary arts, and mixed media, in addition to television and film. The current language of the People's Communication Charter and the Agenda for Action seem to use the word "media" as an all-inclusive term for cultural activities. Since most people use the word "media" to refer exclusively to film and television, many potential supporters of CEM who read our literature, may not realize that we want to include them. Therefore, our working group recommends that we use the more inclusive phrase "arts and media" as often as possible in all CEM publications and resolutions. Also, we need to recognize that the struggle for the survival of the National Endowment for the Arts has many parallels to the struggle over the Telecommunications Act of 1996, and most non-profit arts organizations face the same commercial pressures as public television groups. Many arts organizations have been working on these issues, and CEM needs to find ways to build alliances with them. - collect  
Need -
- 2) To encourage as much activism as possible, CEM needs to find ways to help activists contact CEM members about specific initiatives. CEM should attempt to code its mailing list by areas of interest and should develop a policy about sharing the coded portions with activists. In future conferences, time should be scheduled for people to recruit colleagues for specific initiatives. Also, activists should be given opportunities to publish announcements about their work in the CEM newsletter. \*
- 3) In the planning for future conferences, there should be a "call for special interest working groups" so that members trying to initiate projects can get support and feedback.
- 4) We encourage members of CEM to contact the people in our working group for more information about the following activities:

Support

**The Public Broadcasting Trust** - Contact Jerry Starr, Center for Social Studies Education Phone: (412) 341-1967 E-mail: [jmstarr@aol.com](mailto:jmstarr@aol.com)

**Linking Public Access Television Stations Through the Internet** - Contact Mike Mic, President, Progressive Grass Roots, Worldwide Web/TV Network  
P.O. Box 627, Woodland Park, CO 80866  
E-mail: [pgwwtvn@bemail.com](mailto:pgwwtvn@bemail.com)

**Micro-Radio Stations and other Radio Issues** - Contact Jesse Walker  
Phone: (310) 391-2245 E-mail: [j\\_walker@earthlink.net](mailto:j_walker@earthlink.net)

**Funding for Women in the Arts & Media** - Contact Martha Richards, The Fund for Women Artists Phone: (413) 585-5968 E-mail: [Womenarts@aol.com](mailto:Womenarts@aol.com)

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March 1999