

Date: Fri, 11 Jun 1999 16:42:30 -0400
From: Jacques Brodeur <brodeur.jacques@ceq.qc.ca>
X-Accept-Language: fr
MIME-Version: 1.0
To: ggerbner@nimbus.ocis.temple.edu
Subject: Brainstorming about 2001 CEM Convention
Status:

Dear George, Please, be generous with my english.

My contacts to find partners to host the 2001 CEM convention are getting ready to give me answers. These partners are:

- Laval University Information and Communication Department, Florian Sauvageau and Jacques Deguise;

- Laval University Law Faculty, Marie-France Chabot;

- Centrale de l'enseignement du Québec, Alain Pélissier, secrétaire-trésorier (teachers union);

- Canadian Teachers Federation, Heather-jane Robertson and Damian Solomon;

- Coalition for Responsible television, Patricie Herdman and Jacques Brodeur;

- Positive Entertainment Alternatives for Children Everywhere, René Caron, président.

-CCAIVE, Rose Dyson and Valerie Smith.

The **focus** of the Convention should turn around a few ideas that I already discussed with my wife Patricia Herdman.

It seems to us that these suggestions would rise interest and mobilize the academics, the activists and the public.

1. Québec is the only province in Canada reducing the freedom of speech of the broadcasters and the advertizers.

The law voted by the National Assembly in 1976 forbids publicity directed at 13 years old.

The lobbyists of the industry kept repeating that the lack of sponsorship would starve the producers and the broadcasters, thus depriving french speaking children of quality programming.

25 years later, Montréal kids still benefit a wider variety of programs and a better quality as well.

Research has proven it. André Caron, University of Montréal, directed the research and should participate our convention.

The Québec minister of Cultural Affairs would enjoy doing presentation in front of our convention.

This particular legal experience puts Québec in a situation of being able to adress the issue of child abuse by the advertizing industry. Is censorship good when controlled by the industry and bad when controlled by the government.

Are there forms of censorship by commerce that parents should be aware of?

That law was challenged up to the Supreme Court of Canada by the toy industry. The Court stated in favor of "protecting vulnerable audiences against sophisticated marketing processes" and declared the law constitutional.

This is no fiction. This is reality. **The right of abusing children, is there such a right?**

2. Citizenship is a key issue today in education. The Superpower of the global marketing industry tries to reduce human beings to consumers, especially the young. In that vision, people become buyers and barely have so-called "consumers rights". Democracy therefore becomes a romantic fantasy that interfere with business. The power of governing bodies must be dissolved, rules must be erased.

The 2001 CEM convention must emphasize the power of responsible citizens.

Particularly young citizens who should play an important role in the CEM convention. **Consumerism versus the global citizen.**

3. Cultural diversity should also become an important piece of the puzzle for that event. In every country, people see their local and national cultural sovereignty loose its value. In the meantime some local profit makers consider their own culture

as old fashion and turn it into an object of ridicule. They feel modern and cool to promote the global culture, as part of globalization of the economy. GATT and NAFTA influence should be addressed and become part of our debates. Holding this convention in Québec and addressing cultural diversity in the capital of the french culture of America makes it a very symbolic encounter.
Global protection of cultural diversity, or **Globalization of cultural diversity** sounds nice to me.

How could we sloganize these 3 focus points: children, citizens and respect of cultures.

1. Marketing Superpowers Abusing Children of the World.
 2. Globalization of the Economy vs Globalization of Awareness.
 3. Consumers or Citizens.
 4. The Invasion of the Global Culture and the Protection of our Children's Future.
 5. The Rights of Children Facing the Marketing Strategies.
 6. Globalization of the Medias' Responsibility.
 7. Globalization of Censorship and Child Security.
 8. Media: Less Information, More Entertainment.
 9. Child Intoxication in the Entertainment Age. (Connects directly with Littleton, Jonesboro, Montréal Polytechnique,...)
 10. Children and Commercial Censorship.
 11. Children Vulnerability at Prey by Marketing Superpredators.
 12. Young Consumers and Old Abusers.
 13. Young Citizens Facing Superpredators.
 14. Vulnerable citizens and Experienced Abusers.
 15. The Entertainment Industry Favourite Prey, Children.
- My personal vote goes to no. 9 , 13 and 14.

**The Global Mobilization
CEM Convention, Québec 2001**

To: Brian Linson <blinson@aol.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Fwd: Brainstorming about 2001 CEM Convention
Cc:
Bcc:
X-Attachments:

Brian - please read and send comments, if any. g

Date: Fri, 11 Jun 1999 16:42:30 -0400
From: Jacques Brodeur <brodeur.jacques@ceq.qc.ca>
X-Accept-Language: fr
MIME-Version: 1.0
To: ggerbner@nimbus.ocis.temple.edu
Subject: Brainstorming about 2001 CEM Convention
Status:

Dear George, Please, be generous with my english.

My contacts to find partners to host the 2001 CEM convention are getting ready to give me answers. These partners are:

- Laval University Information and Communication Department, Florian Sauvageau and Jacques Deguise;
- Laval University Law Faculty, Marie-France Chabot;
- Centrale de l'enseignement du Québec, Alain Pélissier, secrétaire-trésorier (teachers union);
- Canadian Teachers Federation, Heather-jane Robertson and Damian Solomon;
- Coalition for Responsible television, Patricie Herdman and Jacques Brodeur;
- Positive Entertainment Alternatives for Children Everywhere, René Caron, président.

-CCAIVE, Rose Dyson and Valerie Smith.

The focus of the Convention should turn around a few ideas that I already discussed with my wife Patricia Herdman.

It seems to us that these suggestions would rise interest and mobilize the academics, the activists and the public.

1. Québec is the only province in Canada reducing the freedom of speech of the broadcasters and the advertizers.

The law voted by the National Assembly in 1976 forbids publicity directed at 13 years old.

The lobbyists of the industry kept repeating that the lack of sponsorship would starve the producers and the broadcasters, thus depriving french speaking children of quality programming.

25 years later, Montréal kids still benefit a wider variety of programs and a better quality as well.

Research has proven it. André Caron, University of Montréal, directed the research and should participate our convention.

The Québec minister of Cultural Affairs would enjoy doing presentation in front of our convention.

This particular legal experience puts Québec in a situation of being able to adress the issue of child abuse by the advertizing industry. Is censorship good when controlled by the industry and bad when controlled by the government.

Are there forms of censorship by commerce that parents should be aware of?

That law was challenged up to the Supreme Court of Canada by the toy industry. The court stated in favor of "protecting vulnerable audiences against sophisticated marketing processes" and declared the law constitutional.

This is no fiction. This is reality. The right of abusing children, is there such a right?

2. Citizenship is a key issue today in education. The Superpower of the global marketing industry tries to reduce human beings to consumers, especially the young. In that vision, people become buyers and barely have so-called "consumers rights".

Democracy therefore becomes a romantic fantasy that interfere with business. The power of governing bodies must be dissolved, rules must be erased. The 2001 CEM convention must emphasize the power of responsible citizens. Particularly young citizens who should play an important role in the CEM convention. Consumerism versus the global citizen.

3. Cultural diversity should also become an important piece of the puzzle for that event. In every country, people see their local and national cultural sovereignty loose its value. In the meantime some local profit makers consider their own culture as old fashion and turn it into an object of ridicule. They feel modern and cool to promote the global culture, as part of globalization of the economy. GATT and NAFTA influence should be addressed and become part of our debates. Holding this convention in Québec and addressing cultural diversity in the capital of the french culture of America makes it a very symbolic encounter. Global protection of cultural diversity, or Globalization of cultural diversity sounds nice to me.

How could we sloganize these 3 focus points: children, citizens and respect of cultures. 1. Marketing Superpowers Abusing Children of the World.

2. Globalization of the Economy vs Globalization of Awareness.
3. Consumers or Citizens.
4. The Invasion of the Global Culture and the Protection of our Children's Future.
5. The Rights of Children Facing the Marketing Strategies.
6. Globalization of the Medias' Responsibility.
7. Globalization of Censorship and Child Security.
8. Media: Less Information, More Entertainment.
9. Child Intoxication in the Entertainment Age. (Connects directly with Littleton, Jonesboro, Montréal Polytechnique,...)
10. Children and Commercial Censorship.
11. Children Vulnerability at Prey by Marketing Superpredators.
12. Young Consumers and Old Abusers.
13. Young Citizens Facing Superpredators.
14. Vulnerable citizens and Experienced Abusers.
15. The Entertainment Industry Favourite Prey, Children.

My personal vote goes to no. 9 , 13 and 14.

The Global Mobilization
CEM Convention, Québec 2001

Date: Wed, 30 Jun 1999 16:05:52 -0400
From: Jacques Brodeur <brodeur.jacques@ceq.qc.ca>
X-Accept-Language: fr
MIME-Version: 1.0
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
CC: brodeur.jacques/CEQ@ceq.qc.ca, Brian Linson <blinson@aol.com>, florian.sauvageau@com.ulaval.ca
Subject: Re: Dates
Status:

O.K. with me. A shorter conference simply means less work and worries for us here in Québec. Bye!

George Gerbner a écrit :

> Dear Jacques: Thanks you for the recommendation. It seems to me that few
> people can take off from Thursday to Sunday. An optimal schedule would be
> arriving Friday for a dinner and reception, and possibly evening session,
> starting the full day meeting Saturday morning (local and some other people
> can arrive in time for that) and going on till Sunday lunch, after which
> most people can still arrive home that night. Please let me (and Brian --
> see cc above) know asap if you agree. George.

>Dear Jacques...how wonderful to hear this news! I will forward this to
 >George...keep up the interest and the good work...continue to update us on
 >progress...could you write a piece on this location and more about Quebec
 >City for the Monitor...deadline for stories is 4-30-99...and Monitor will
 >include all convention info...cj
 >

04/1-418 622 8383
 H 1-418 627 0644

418 → 649 8888

BROD BUA JACQUES @ CEF, QC, CA

CB FUS