

[19] From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po
7/1/93 10
:22AM (1715 bytes: 34 ln)
To: aer at POST1, fgg at POST1, sarcen at POST1, sbarke at POST1,
sbinde at
POST1
Subject: CEM#45 Re: regional activity

----- Message Contents -----
1 Jul 1993 09:18:14 CDT
Date: Thu, 01 Jul 1993 09:18:14 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#45 Re: regional activity
To: cemnet: ;
Date: Thu, 01 Jul 1993 00:23:23 -0400 (edt)
From: fgg@asc.upenn.edu
Subject: CEM#42 Regional activity, FYI

Cynthia - re Bob Hackett's questions. I would be glad to go
when possible, especially if we could put together short
trip, several stops, and have expenses covered. Sept 16 is
possible, Oct. 14 a conflict, and Nov. 25 is Thanksgiving
Day in the US - so that's out. Other possible dates? George.

Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

[20] From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po
7/1/93 10
:26AM (2223 bytes: 48 ln)
To: aer at POST1, fgg at POST1, sarcen at POST1, sbarke at POST1,
sbinde at
POST1
Subject: CEM#46 Re: Study on women & minorities on TV

----- Message Contents -----
1 Jul 1993 09:21:19 CDT
Date: Thu, 01 Jul 1993 09:21:18 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#46 Re: Study on women & minorities on TV
To: cemnet: ;
Date: Thu, 01 Jul 1993 05:04:34 -0400 (EDT)
From: roach@qcvaxa.acc.qc.edu
Subject: RE: CEM#43 Re: Gerbner study on women and minorities on TV

Dear Ken,

I just came back from a trip abroad and thus missed any tv coverage of ted Turner's remarks on tv violence. But here is how the New York Times ("4 Networks Agree to Offer Warnings on Violence", June 30, 1993, pp.A1, B7) covered his remarks: "Nevertheless, support for stricter regulations is coming from unexpected places. Ted Turner, the cable television pioneer who founded the Turner Broadcasting System and Cable News Network, said broadcasters should be forced to adopt a rating system for violence and to adopt new blocking technology. 'Let's go with a rating system, let's go with a chip,' he testified before the House subcommittee last week. 'If the industry doesn't do it on its own, let's ram it down their throats.'" (p. b7).

Colleen Roach

Cynthia Bock-Goodner

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Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12

#4544) id <01H0HJMKIGE8HSJWIL@utxvms.cc.utexas.edu>; Tue,
13 Jul 1993 08:22:05 CDT
Date: Tue, 13 Jul 1993 08:22:05 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#50 Turkish study-Cultural Indicators about Family & TV
To: cemnet: ;
Message-id: <01H0HJMKIQ1UHSJWIL@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

From: IN%"batmaz%TRBOUN.BITNET@FRMOP11.CNUSC.FR" 13-JUL-1993
04:05:04.88
To: IN%"LPCL375@utxvms.cc.utexas.edu"
CC:
Subj: RE: CEM#49 Re: Colleen Roach's comments

Return-path: <@FRMOP11.CNUSC.FR:batmaz@trboun>
Received: from FRMOP11.CNUSC.FR by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id
<01H0HATESPLSHSKBWA@utxvms.cc.utexas.edu>; Tue, 13 Jul 1993 04:04:51
CDT
Received: from TRBOUN.BITNET by FRMOP11.CNUSC.FR (IBM VM SMTP V2R2)
with BSMTTP
id 0114; Tue, 13 Jul 93 11:04:22 GMT
Received: by trboun.bitnet (MX V3.1) id 30007; Tue, 13 Jul 1993
12:06:19 EDT
Date: Tue, 13 Jul 1993 12:06:12 -0400 (EDT)
From: batmaz%TRBOUN.BITNET@FRMOP11.CNUSC.FR
Subject: RE: CEM#49 Re: Colleen Roach's comments
Sender: batmaz%TRBOUN.BITNET@FRMOP11.CNUSC.FR
To: LPCL375@utxvms.cc.utexas.edu
Reply-to: batmaz%TRBOUN.BITNET@FRMOP11.CNUSC.FR
Message-id: <0096F6FE.9159B5A0.30007@trboun.bitnet>
Content-transfer-encoding: 7BIT

RE: CEM#40 Gerbner announces new study on
Women & Minorities

In Turkey, we (Dr. Asu Aksoy and me; as
PANAJANS Communication and Research Ltd.)
are undertaking a study of Cultural Indicators
about "Family and Television," sponsored by the
"Ministry of Women's Affairs-Family Research
Institution."
It is a two subPproject under the lines of the
Cultural Indicators paradigm: (1) Message System
Analysis of 5 channels of the Turkish TV; and (2)

Cultivation Analysis of 350 households from three cities of Turkey (\stanbul, Sinop and Afyon) representing the whole population of 60 million. We are about finishing the first part, and in July and August, we will cover the field work. The project's first draft is due on September 1993. Anyone who is interested in comparative analysis, we can provide the Turkish data. The first findings are a little bit contrary to what the USA data suggests, although 60 % of the Turkish TV is USA programs: Women tend to be more represented in the Turkish portion of TV programs. They are depicted younger and eager. Older women are pictured kind and respected. We do not have the final analyses yet, but it seems, in this part of the world, women are more a part of the TV world, and depiction of women resembles more accurately to the "real" world. No wonder, now we have the first woman prime minister in the history (equivalent to the President of the USA in terms of power usage, maybe more) among the Islamic Middle East countries! These first findings might change as the weight of the USA programs distort the overall findings. We did not look at the minorities issue in our analyses.

**
Cynthia Bock-Goodner
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Received: by ccm ail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-
12
#4544) id <01H0IXY8Y2SWHSKQXE@utxvms.cc.utexas.edu>; Wed,
14 Jul 1993 08:18:28 CDT
Date: Wed, 14 Jul 1993 08:18:28 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#51 Re: Turkish study
To: cemnet ;
Message-id: <01H0IXY8YCGIHSKQXE@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

RE: CEM#50 Turkish study-Cultural Indicators about Family & TV

Date: Wed, 14 Jul 1993 09:18:15 +0700 (SST)
From: Ray Funkhouser <FBAGF%NUSVM.bitnet@CUNYVM.CUNY.EDU>

Comment on the Turkish Cultural Indicators study -- Hooray! More comparative studies of national media (and media systems) are desperately needed. We now know plenty (info overload?) about the American system. What many who have never lived outside the US do not seem to realize, is that American mass media are unique in the world -- virtually 100% commercially controlled. Mass media systems do not have to necessarily follow the American pattern, and so far none do -- German, British, Iranian, Indonesian, Indian, etc are, for better or worse, different in both structure and content. However, American media organizations are doing their utmost to force the American pattern on as many other nations as will allow it. For example, one stipulation of increasing the quota on imports of Indonesian textiles is that Indonesia import more American media. Already, imported American movies have all but destroyed the Indonesian cinema industry. As the preliminary Turkish data suggest, TV can serve other purposes than simply to push consumption and consumer goods. Protestations about "press freedom" should be seen for what they so often are, i.e., a ploy by advertising interests to gain access to hitherto under-exploited foreign consumer markets.

Even if we can't, for the time being, tone down the consumerism of the US media, perhaps with a better perspective on other media systems, we can help to prevent rampant consumerism from spreading globally.

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

**

Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H0YNHIN0PCHSMIPR@utxvms.cc.utexas.edu>; Sun,
25 Jul 1993 14:12:34 CDT
Date: Sun, 25 Jul 1993 14:12:34 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#53 re: Turkish study-Cultural Indicators
To: cemnet: ;
Message-id: <01H0YNHINACYHSMIPR@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Wed, 14 Jul 1993 09:18:15 +0700 (SST)
From: Ray Funkhouser <FBAGF%NUSVM.bitnet@CUNYVM.CUNY.EDU>
Subject: RE: CEM#50 Turkish study-Cultural Indicators about Family & TV

Comment on the Turkish Cultural Indicators study -- Hooray! More comparative studies of national media (and media systems) are desperately needed. We now know plenty (info overload?) about the American system. What many who have never lived outside the US do not seem to realize, is that American mass media are unique in the world -- virtually 100% commercially controlled. Mass media systems do not have to necessarily follow the American pattern, and so far none do -- German, British, Iranian, Indonesian, Indian, etc are, for better or worse, different in both structure and content. However, American media organizations are doing their utmost to force the American pattern on as many other nations as will allow it. For example, one stipulation of increasing the quota on imports of Indonesian textiles is that Indonesia import more American media. Already, imported American movies have all but destroyed the Indonesian cinema industry. As the preliminary Turkish data suggest, TV can serve other purposes than simply to push consumption and consumer goods. Protestations about "press freedom" should be seen for what they so often are, i.e., a ploy by advertising interests to gain access to hitherto under-exploited foreign consumer markets. Even if we can't, for the time being, tone down the consumerism of the

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Cynthia Bock-Goodner
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Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H0Z5LPP3SWHSMNNG@utxvms.cc.utexas.edu>; Sun,
25 Jul 1993 22:51:07 CDT
Date: Sun, 25 Jul 1993 22:51:07 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#54 The Human Economy Newsletter
To: cemnet: ;
Message-id: <01H0Z5LPPDG2HSMNNG@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Mon, 26 Jul 1993 09:23:10 +0700 (SST)
From: Ray Funkhouser <FBAGF%NUSVM.bitnet@CUNYVM.CUNY.EDU>
Subject: RE: CEM#50 Turkish study-Cultural Indicators about Family & TV

(actually, this has nothing to do with the Turkish study)

Cynthia -- I wonder if your CEM list would be interested in hearing about "The Human Economy Newsletter." This is published by a group of "alternative economists" who subscribe to the E. F. Schumacher "small is beautiful" school of economics. Their primary goal is "sustainable development", meaning that they are highly critical of the growth ethic, etc. I have found them a good source of information regarding my current hobby horse, "consumerism". For others on the list, it might help them to place media issues in a (global) economic context. Anyhow, it isn't remarkably expensive. Anyone interested could contact:

Dr. Gerald Alonzo ("Lon") Smith
The Human Economy Newsletter
Economics Department
MSU 14, Mankato State University
P.O. Box 8400
Mankato, MN 56002-8400 U.S.A.

Best, Ray Funkhouser

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

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Received: by ccm ail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H137XTAMTYHSJ1XP@utxvms.cc.utexas.edu>; Wed,
28 Jul 1993 20:41:56 CDT
Date: Wed, 28 Jul 1993 20:41:56 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#55 updated TV Violence Profile and other newsgs
To: cemnet: ;
Message-id: <01H137XTAMU0HSJ1XP@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Hi Cynthia. News: We'll be releasing the new updated TV
Violence Profile Wednesday in cooperation with Sen. Paul
Simon in Washington DC. I will be speaking at the Aug. 2 TV
Violence conference in Los Angeles. My message is: More
freedom for creative people, less imposition of global
marketing formulas, is the best way to reduce violence. If
interested, join CEM. Trying our another new name:
DEMOCRACY IN MEDIA: THE CULTURAL ENVIRONMENT MOVEMENT. How
does that sound? Finally, after the violence conference in
LA (on Aug. 3) I will be meeting with reps of the creative
community and of the two unions that commissioned the Women
and Minorities study to explore their setting up a Coalition
for Media Diversity as a division of CEM. More later.
George.

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

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Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12

#4544) id <01H1382VVF3YHSJ1XP@utxvms.cc.utexas.edu>; Wed,
28 Jul 1993 20:45:52 CDT

Date: Wed, 28 Jul 1993 20:45:52 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#56 re: Turkish Study Cultural Indicators
To: cemnet: ;
Message-id: <01H1382VVOQOHSJ1XP@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

>Date: Tue, 27 Jul 1993 21:30:26 -0500 (CDT)
>From: dsolar@igc.apc.org (KALW-FM Radio)
>Subject: RE: CEM#53 re: Turkish study-Cultural Indicators
>
>>perhaps with a better perspective on other media systems , we
>can help to prevent rampant consumerism from spreadintg globally<
>
>it has spread to 30 percent of the global 4.5 billion,
>atr
>an average consumerism indedx of \$4,000 per year in rampant
>(vs "necessary" consumerism) consumerism
>yield x billion tons of pollution.
>media systems are only one way in which consciousness can be formed
>other is face to face, etc.
>good to hear from you in this regard
>how are you doing these days?
>do you have any knowledge of the
>cuban blindness epidemic that has made 30,000 blind in the past year?
>a creation of Cuba's socialsism or the US (cia) ?
>

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

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Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H172RXHVEOHSJFUQ@utxvms.cc.utexas.edu>; Sat,
31 Jul 1993 14:56:09 CDT
Date: Sat, 31 Jul 1993 14:56:09 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#57 Media and Violence *OPED* Resources
To: cemnet ;
Message-id: <01H172RXHVEQHSJFUQ@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Thu, 29 Jul 1993 10:35:15 -0700 (PDT)
From: Howard Frederick <hfrederick@igc.apc.org>

/* Written 11:42 am Jul 28, 1993 by hfrederick@igc.apc.org in
igc:media.issues *
/
/* ----- "Media and Violence*OPED*Resources" ----- */
>From mediavalues@igc.apc.org July 28, 1993
Making Connections
Media's Role in our Culture of Violence

By Elizabeth Thoman

When Deborah Prothrow-Stith, M.D., assistant dean of Harvard University's School of Public Health, begins one of her eloquent speeches on the growing crisis of violence as a public health issue in society, she often recounts the story of a young gunshot victim being treated in a Boston hospital emergency room. He expressed surprise that his wound actually hurt.

"I thought, boy, he's really stupid, anybody knows that if you get shot, it's going to hurt. But it dawned on me that what he sees on television is that when the superhero gets shot in the arm, he uses that arm to hold onto a truck going 85 miles an hour around a corner. He overcomes the driver and shoots a couple of hundred people while he's at it."

Facing the Facts

For decades, media writers, directors and producers have been trying to tell us that the violent content of the media they create also doesn't hurt, that is, that despite its glamour and impact, it plays no role in making this a more violent society.

They may have had a case earlier in this century when portrayals of media violence were less believable but today the proliferation of realistic-looking mayhem, assault and death makes for a totally

different situation. One expert believes that of the 25,000 murders committed in the United States every year (the greatest number of any industrialized country), at least half are due to the influence and desensitizing effects of media violence. At minimum, media violence may be most influential in modeling the use of deadly force as the primary, if not the only, way to solve problems and resolve interpersonal conflict.

Many blame media for the rise in violence, but of course that's not the whole story. It's also clear that overcrowding, pervasive life-long poverty, hunger, joblessness and drug addiction -- as well as the ready availability of guns -- also contribute to our skyrocketing homicide rate. But the media connection can no longer be ignored.

Some of the details of this connection might be questioned. Maybe the numbers could be debated. But the fact that a connection exists is hard to dispute. Which leads us to an inescapable conclusion: Something must be done.

For years, like other communicators, I believed that tolerating some things I didn't like in media--including depictions of violence--was the price we paid for a free and open public discourse.

Taking Action

Of course, our First Amendment protections are still important. But so are the thousands of lives being lost every year. The issue, I believe, is no longer one of protecting free speech but of protecting human life; it is not a question of censoring ideas but of changing behaviors that are endangering the health and safety of every citizen, young and old. If media is part of the problem, we think media literacy can contribute to the solution.

As American citizens, their Congressional representatives and the leaders of the media industry wrestle with the First Amendment issues involved in reducing the incidences of violence in public media, we must not overlook the powerful potential of media literacy education to reduce the impact and challenge the pervasiveness of violence in our media and popular culture.

There are, unfortunately, few published resources available for the task of media literacy education on the theme of violence, whether for children or adults. Therefore, at the Center for Media and Values, we are embarking on the development of a comprehensive community education resource package on media and violence that will meet this need.

This issue of Media&Values is the first of two on the subject and focuses primarily on "Making the Connections" between the violence on the screen and violence in the street. The next issue, subtitled, "Searching for Solutions" will explore the content of media violence, why the current rating system doesn't work and creative options for changing the climate for violence by both media producers and their audiences.

Together, the two issues will form the conceptual cornerstone of a multi-media package that will include a Leader's Guide packed with

innovative media literacy lesson plans and activities to use with children, young people and adults, a documentary video to use for community education, posters for public awareness and "take home" booklets for parents and caretakers.

This is a most ambitious undertaking for the Center. Though called to the task, we know we can't do it alone; it will require a community of interest and involvement to succeed.

Now more than ever, we invite your participation in the media literacy movement and encourage you to collaborate, co-sponsor or otherwise help us fund this significant educational resource. Working together we can develop the strategies and tools needed to rediscover the roots of a caring culture. It is possible. . . if we begin now.

**

Cynthia Bock-Goodner

LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

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Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H1730H65JQHSJFUQ@utxvms.cc.utexas.edu>; Sat,
31 Jul 1993 15:02:56 CDT
Date: Sat, 31 Jul 1993 15:02:56 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#59 Violence and Media *OPED* Resources 3
To: cemnet: ;
Message-id: <01H1730H65JSHSJFUQ@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Thu, 29 Jul 1993 10:36:01 -0700 (PDT)
From: Howard Frederick <hfederick@igc.apc.org>

/* Written 11:42 am Jul 28, 1993 by hfederick@igc.apc.org in
igc:media.issues *
/
/* ----- "Media and Violence*OPED*Resources" ----- */
>From mediavalues@igc.apc.org July 28, 1993

NEWS RELEASE

Date: July 21, 1993
Contact: Beth White, 310-559-2944

From the Screen to the Street. . .

Violence is Murdering Our Culture

Los Angeles Organization Announces Plans For Community Education
Project on Media and Violence

Los Angeles--Violence is out of control. A U.". homicide rate of
23,000 victims a year makes murder a major cause of death--and a
public health issue of major proportions.

And that's only the tip of the iceberg. More and more, fear of
rape, riot and assault keeps families indoors -- huddled in front of
TV sets, where, not coincidentally, they watch ever-increasing ratios
of real and fictionalized violence. Even drama, art, movies and
novels reflect an obsession with mayhem and murder.

In a bold publishing move, the Center for Media and Values
announces the publication of the first of two issues of Media&Values
magazine devoted to Media and Violence. They will serve as the
cornerstone components of a comprehensive multi-media education
program designed to use with children, youth and adults in schools,
after-school programs and clubs, family centers and adult education
programs.

Published today, *Media and Violence: Part One: Making the Connections*, (Summer, 1993 / #62), looks at how and why violence has so thoroughly infiltrated our media and our culture. Containing an overview of relevant research plus perspectives from psychologists, theologians, futurists, educators and public health advocates, it also includes practical projects to help individuals and families confront the impact of violence in daily media.

Part Two: *Searching for Solutions*, due for publication in early October, will explore alternatives to violent media.

"We have known that media violence is a contribution to aggression in society for almost 40 years," says John P. Murray, Ph.D., professor at Kansas State University and co-author of *Big World, Small Screen: The Role of Television in American Society*. "Media and Violence helps readers move beyond the endless debate." According to publisher and Center executive director, Elizabeth Thoman, the two issues will be followed by the publication of *Beyond Blame: Violence in the Media*, an innovative, comprehensive community education program applying the principles of media literacy education to violence reduction and prevention. The program -- still in the development stages -- will include lesson plans for children, teens and adults, a 30-minute awareness/motivational video, a teaching video, handouts, and additional collateral material. Also in the works is a public awareness campaign for schools, community groups and religious institutions.

"In the current controversy over media and violence," notes Thoman in the issue, "we must not overlook the potential of media literacy education to challenge and change the pervasiveness and impact of violence in our media and popular culture. The Center's approach moves beyond the blame, beyond the debate . . . to empower individuals of all ages who are daily bombarded by violent images from mass media and popular culture."

In contrast to expensive technological fixes or parental advisories that may be problematic, she explained, media literacy education is a workable solution that can be individualized for every age and economic strata. "Media literacy must be a necessary component of any effective program to reduce violence in our society and in each of our individual lives."

Blame is a most ambitious venture for us," she added, "one which we cannot accomplish alone. We need the commitment of individuals as well as other national groups to raise the funding needed to complete and implement this project which is of crucial importance to all of society, but especially for our children. "There are alternatives to media violence. And media literacy can help us find them."

The Center for Media and Values, founded in 1989, is the foremost publisher of print and electronic resources for media literacy education. A nonprofit membership organization, it has over 2000 members and a growing network of schools, churches and community groups committed to the media literacy movement.

Media and Violence Part I: Making the Connections is available

for \$5 each, plus \$1.50 postage and handling. Or receive it free with a new membership in the Center for Media and Values (\$30 for individuals, \$95 for local organizations). Bulk rates are also available. Call for information. Funding contributions and co-sponsorships for the Beyond Blame: Violence in the Media project are being accepted by the Center for Media and Values, 1962 S. Shenandoah St., Los Angeles, CA 90034. Phone: 310-559-2944. FAX: 310-559-9396.

For further information, contact:
Elizabeth Thoman at 310 / 559-2944

**
Cynthia Bock-Goodner
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Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H172UZSF88HSJFUQ@utxvms.cc.utexas.edu>; Sat,
31 Jul 1993 14:58:41 CDT
Date: Sat, 31 Jul 1993 14:58:40 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#58 Violence and Media *OPED* Resources 2
To: cemnet: ;
Message-id: <01H172UZSF8AHSJFUQ@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
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Content-transfer-encoding: 7BIT

Date: Thu, 29 Jul 1993 10:35:35 -0700 (PDT)
From: Howard Frederick <hfrederick@igc.apc.org>

/* Written 11:42 am Jul 28, 1993 by hfrederick@igc.apc.org in
igc:media.issues *
/
/* ----- "Media and Violence*OPED*Resources" ----- */
>From mediavalues@igc.apc.org July 28, 1993

BEYOND BLAME:
Media literacy as violence prevention
[this is a previous version of the OP-ED piece that appred in the L.A.
Times on July 25, 1993]

By Elizabeth Thoman

Beyond the blame . . . beyond the debate . . . are human beings
-- children, young people and adults of all ages -- who are daily
bombarded with violent images from the media and popular culture.

The parameters of this problem are complex and interrelated.
There are First Amendment concerns as well as public policies
resulting from years of deregulation of the media industry and the
erosion of the public interest standard in favor of marketplace
forces. And as so many observers point out, violence is the very
stuff of our fundamental mythologies, including the myth of the
American West.

While Hollywood may feed these myths, Hollywood did not start
them. Nor can Washington legislate them under the rug.

Violence cannot be sanitized out of our culture even if, as I
hope, gruesome and gratuitous violence becomes more and more
"politically incorrect" in popular entertainment. Over the decades,
we've seen the media industry self-censor many negative ideas and
images from the Amos 'n Andy stereotype of African Americans to the
depiction of alcohol, cigarettes and hard drugs. There are some

things that responsible writers and directors just don't do anymore. Excessive violence can be added to the list.

There will still be violence in the media, as in life, because there is evil in the world and human nature has its shadow side. There is also grinding poverty and substance abuse and meaninglessness which creates a seedbed for violence as way for some to cope with injustice. Such violence will find its way into the news and storylines of both high art and popular culture.

Nevertheless violence is a major health problem today and we must find workable solutions to prevent its further spread. Along with other remedies that might be developed, I believe that media literacy education must be a necessary component of any effective effort at violence prevention, for both individuals and society as a whole.

Media literacy, as defined in a 1992 report from The Aspen Institute, is the movement "to expand notions of literacy to include the powerful post-print media that dominate our informational landscape." In formal classrooms as well as informal groups, such as Scout troops or parenting groups, people of all ages learn to apply a variety of critical thinking skills to the thousands of images, words and sounds that bombard us daily. Although well established in many other countries, media literacy education is just beginning to emerge in the United States. It's about time.

I want to be clear that programs of media literacy do not excuse the storytellers of society from their share of responsibility for our cultural environment. But here are five ways that effective media literacy education can contribute to lessening the impact and incidence of violence in our lives.

1. Reduce exposure to media violence, particularly of the young, by educating parents and caregivers about the issue and helping them to develop and enforce age-appropriate viewing limits. How many times have you been to a movie "-rated for violence and seen children there? Adults, especially males whose viewing habits tend toward action-adventure, need to get the message that too much media violence can truly harm children. Parent organizations, churches, libraries and community groups that sponsor media literacy programs to help parents set viewing standards provide a valuable service for families -- and society.

2. Change the impact of violent images that are seen -- by deconstructing the techniques used to stage violent scenes and decoding the various depictions of violence in different genres -- news, cartoons, drama, sports and music. It is important for children to learn early on the difference between reality and fantasy and to know how costumes and camera angles and special effects can fool or mesmerize them. Research shows that critical skills of media literacy can be taught and, through guided practice, can become everyday habits for both children and adults. Media literacy activities need to be integrated into every learning environment -- schools, churches and temples, after-school groups and clubs.

3. Locate and explore alternatives to stories in popular media that focus on violence as the solution to interpersonal conflict.

Schools and day care centers, libraries and families (and don't forget grandparents) need to have collections of books and videos that provide positive role models to help counterbalance the actions and attitudes of today's "superheros." Through media literacy classes, parents can also learn to transform undesirable images from popular culture into opportunities for positive modeling. One father, for example, strategized to let his child watch Teen-Age Mutant Ninja Turtles, but only if the child would imagine a fifth turtle named "Gandhi." In later discussions they pursued how "Ninja Gandhi" might get the Turtles out of trouble without resorting to violence.

4. Uncover and challenge the cultural, economic and political supports for media violence -- militarism, greed, competition, dominance, structural poverty -- as well as the personal ways we may each be contributing to the creation or perpetuation of a mediated culture of violence. Media literacy education empowers viewers to ask hard questions of themselves, of others and of society, to "make the connections" between what they see on the screen and what they experience at home, at work, at school. Media violence is not isolated from other social issues facing us today and we must not forget that the root of our cherished freedom of speech was not the freedom to protect creativity but the freedom to challenge the political and economic status quo.

5. Break the cycle of blame and promote informed and rational public debate about these issues in schools, community and civic gatherings, religious groups and the media itself. The grim reality of our current situation demands that we ask two fundamental questions of ourselves as a society: 1) What kind of culture do we want our children to grow up in? 2) Can we continue to allow media makers to profit from products that are clearly contributing to a social condition that endangers public safety? These are volatile issues and an informed public is less vulnerable to extremist views or actions.

In a bold and ambitious undertaking, those involved in the emerging field of media literacy education are currently developing innovative educational programs, based on the principles of media literacy, to directly address the issues of violence in the media. There are alternatives to media violence. And media literacy can help us find them.

Elizabeth Thoman is the founder of Media&Values magazine and executive director of the Center for Media and Values, a non-profit membership organization in Los Angeles that develops teaching resources for media literacy education.

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

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Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12

#4544) id <01H18WB3XPN4HSJHWX@utxvms.cc.utexas.edu>; Sun,
1 Aug 1993 22:12:04 CDT

Date: Sun, 01 Aug 1993 22:12:04 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#60 Media and Violence *OPED* Resources 4
To: CEMNET: ;
Message-id: <01H18WB3XZAAHSJHWX@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"CEMNET"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

/* Written 11:42 am Jul 28, 1993 by hfrederick@igc.apc.org in
igc:media.issues *

/

/* ----- "Media and Violence*OPED*Resources" ----- */
>From mediavalues@igc.apc.org July 28, 1993

MEDIA ADVISORY FOR JULY 16, 1993

Los Angeles Publisher Announces Plans For Community Education Resource
on Media and Violence

WHO: Parents, teachers, political, local community and religious
leaders concerned about the impact and influence of media violence.

WHAT: Los Angeles-based Center for Media and Values publishes the first
phase of a comprehensive multi-media education program on media and
violence. Project will use principles of media literacy education to
create age-appropriate activities useful for children, youth and
adults in schools, after-school programs and clubs, family centers and
adult education programs.

WHEN: Off-press Friday, July 16: the Summer, 1993 issue of
Media&Values magazine: Media and Violence, Part One: Making the
Connections.

Contains an overview of relevant research plus perspectives from
psychologists, theologians, futurists, educators and public health
advocates along with practical projects to help individuals and
families confront the impact of violence in daily media.

Part Two: Searching for Solutions will be published in
September. Other components will be finalized in fall, 1993 as
funding allows.

WHERE: For a review copy of the issue and/or further details on the
project, call or fax: Center for Media and Values, 1962 S. Shenandoah
St., Los Angeles, CA 90034. % 310-559-2944; FAX: 310-559-9396.

WHY: In the current controversy over media and violence, we must not overlook the potential of media literacy education to challenge and change the pervasiveness and impact of violence in our media and popular culture. The Center's approach moves beyond the blame, beyond the debate . . .to empower individuals of all ages who are daily bombarded by the violent images of the mass media image culture.

ADDITIONAL INFO:

% Media literacy education is a new tradition of literacy for the 21st century. Although widespread in Australia, Canada and most of Europe, the movement to educate young people to the powerful "images, words and sounds" of mass media and popular culture is just emerging in the U.S. educational community.

% The Center for Media and Values is the foremost publisher of print and electronic resources for media literacy education. A nonprofit membership organization, it has over 2000 members and a growing network of schools churches and community groups committed to the media literacy movement.

**
Cynthia Bock-Goodner
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Received: by ccmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H1TJHBNMHS8WW28U@utxvms.cc.utexas.edu>; Mon,
16 Aug 1993 16:52:01 CDT
Date: Mon, 16 Aug 1993 16:52:01 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#61 Violence conference on CSPAN
To: cemnet: ;
Message-id: <01H1TJHBNMHU8WW28U@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
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From: IN%"IAMCRNET%RPITSVM.bitnet@tamvm1.tamu.edu" "A service of
IAMCR/AIERI" 16
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To: IN%"IAMCRNET%RPITSVM.bitnet@tamvm1.tamu.edu" "Multiple recipients
of list IA
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CC:
Subj: Violence on CSPAN

Return-path: <@TAMVM1.TAMU.EDU:IAMCRNET@RPITSVM.BITNET>
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#4544) id
<01H1THKLT7748WW1I6@utxvms.cc.utexas.edu>; Mon, 16 Aug 1993 15:56:33
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with BSMTTP
id 3195; Mon, 16 Aug 93 15:56:42 CDT
Received: from TAMVM1.TAMU.EDU (NJE origin LISTSERV@TAMVM1) by
TAMVM1.TAMU.EDU
(LMail V1.1d/1.7f) with BSMTTP id 0820; Mon, 16 Aug 1993 15:56:41 -0500
Date: Mon, 16 Aug 1993 16:53:04 -0400 (EDT)
From: George Gerbner <fgg@ASC.UPENN.EDU>
Subject: Violence on CSPAN
Sender: A service of IAMCR/AIERI
<IAMCRNET%RPITSVM.bitnet@tamvm1.tamu.edu>
To: Multiple recipients of list IAMCRNET
<IAMCRNET%RPITSVM.bitnet@tamvm1.tamu.edu>
Reply-to: A service of IAMCR/AIERI
<IAMCRNET%RPITSVM.bitnet@tamvm1.tamu.edu>
Message-id: <01H1THKXLX7VM8WW1I6@utxvms.cc.utexas.edu>
Content-transfer-encoding: 7BIT
X-To: A service of IAMCR/AIERI
<IAMCRNET%RPITSVM.BITNET@uga.cc.uga.edu>

Try to watch CSPAN Wed (8/18) 9:30 a.m. EST (check local
time) for our panel of the Los Angeles violence conference.
George Gerbner.

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

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Received: by ccm ail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H1YSEOSI808WWL0D@utxvms.cc.utexas.edu>; Fri,
20 Aug 1993 11:01:35 CDT
Date: Fri, 20 Aug 1993 11:01:35 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#62 First, there was Channel One
To: cemnet: ;
Message-id: <01H1YSEOTKSY8WWL0D@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
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Content-transfer-encoding: 7BIT

Date: Thu, 19 Aug 1993 02:07 -0500 (EST)
From: JON DARLING <JDA2@vms.cis.pitt.edu>
Subject: ESSAY: First There Was Channel One.... (LONG)

First, there was Channel One ...
The Expanding of Commercialism in Public Education

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Note: Some of the information in this piece was obtained from the following source: "New Radio Service will Broadcast Music and Commercials in Schools," _SCHOOL BOARD NEWS_ (published by the National School Boards Association, 1680 Duke Street, Alexandria, VA 22314-3407), August 17, 1993, Vol. 13, No. 15, p. 3. Anyone interested in more information about Star Broadcasting's new radio service to public schools should consult that article for more details.

The direct commercial invasion of publicly funded classroom space was pioneered by the Whittle Corporation's CHANNEL ONE. Now, a new commercial RADIO service to be operated by Star Broadcasting Company of St. Paul, MN is set to premier in at least 1,000 public schools in September 1993. Like Channel One, the Star radio service is "free" to those public schools that choose to sign a contract for the satellite service. Unlike Channel One, however, the Star radio service is not designed to be incorporated into

instructional time. Subscribing schools will be fed radio signals carrying music (soft rock, TOP 40, adult contemporary, or whatever format will be offered) into hallways and classrooms to entertain and to relax students. Schools will "broadcast" the satellite signal they receive from Star over their existing public address (pa) systems. How's that for a new twist on the old Musak elevator/mood music, idea?

According to the article in SCHOOL BOARD NEWS, the free music service will be paid for by a national pool of advertising revenues paid to Star Broadcasting (at an initial rate of \$200,000 for five ads a day over a 30 day period). Star's contract allows up to eight minutes of commercials per hour. Unlike Whittle's Channel One, under Star's radio system, local public schools will share a small part of the national revenue. Schools will also be allowed to sell up to two minutes of commercial time locally--and to keep all the local revenue that generates. This could become a significant source of new revenue for public schools. According to the article (page 3), Star's sales office claims that a school of 1,500 students can expect "to average as much as \$20,000 a year."

Practically every school has a public address system easily adaptable for carrying Star's programmed music and commercials. Of course, with an inexpensive adaptation of a standard PA system, districts interested in piping music through their schools can already play music off-air, or off tape (off records, off compact disks, etc.) through their existing PA systems -- and they can do it completely commercial free. I believe they do not do so now in large part because they see little educational merit in doing so. I fear they might jump on the bandwagon simply because they smell the lure of economic profits.

Is blatant commercialism in public schools a good idea?
Some people think so. I do not.

Based on my academic perspective as a sociologist who is interested in public education policy, my practical experience as an elected local policy

maker in public education, and what I know about the Channel One experience, I believe there is serious cause for concern in this new commercial invasion of the public schools. The issue of commercialism in public schools seems to have shaped up into two styles: <a> those within curriculum time and space, and those outside of curriculum time and space. A brief look at each follows.

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<A> Commercial Invasions of the Classrooms and the Curriculum: A
Brief
 Perspective
//
//

Regarding the commercial invasion of CLASSROOMS (as exemplified by Whittle's Channel One), approximately two years ago, the National PTA (Parent-Teacher Association) and the NEA (National Education Association) adopted a voluntary set of guidelines entitled "National Principles for Corporate Involvement in the Schools" (related to the much talked about notion of business/school partnerships). This policy states, in part, "selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust." Grace Foster, Vice-President of the California PTA, said "Our objection is that it cuts into the educational day. It is holding children hostage as a captive audience for their programming and advertising. It goes to the heart of the mission of public education, and that isn't to provide a target audience for advertisers." The National Association of Secondary School Principals, among other national educational groups, adopted a position specifically opposing the introduction of commercial activities into the classroom setting. These organizations view long-term contractual commercially-sponsored programming to be inappropriate learning experiences and activities. Several states (California, New York, and North Carolina) took legal action to curtail such commercial invasion of their public school classrooms.

Nonetheless, more than 10,000 of America's public schools (representing some 7 million children, approximately one-third of the nation's high school students) allowed the commercial invasion of publicly funded

instructional
time by Channel One in exchange for what was called "free" equipment,
some
slick programming, and some diversion. Imagine the greater lure
inherent in
being able to raise actual cash for the budget! Whittle's offer of
"free"
(see the footnote below) TVs, video recorders, and cabling of buildings
in
exchange for commercial access to students in classroom space (and
sometimes
in instructional time), proved to be a most attractive lure for many
schools
desperate for the technology and/or especially for the slick, televised
diversion during otherwise "useless" home room periods. In
Pennsylvania,
where the majority of the Commonwealth's 501 school districts are more
rural
than urban in character, as of May 1992, 54% of the Commonwealth's
districts
were signed up with Whittle.

While some serious research has already been done to measure the
educational impact and value of such ventures as Channel One (too
complex to
discuss in this message), a great deal more needs to be known. Some
critics,
and some researchers, of the "commercialism-of-the-curriculum" movement
have
claimed that there is reason to be concerned and that such programming
offers
dubious educational value. There have been claims (for example in a
1990
study by the Southern Educational Improvement Laboratory, "Tuning in on
Current Events") that most educators have failed to use Channel One
commercials as opportunities for "critical viewing" (also known as
"media
literacy"), despite the fact that most students reported that they
"believe
products advertised in schools are good for them." In addition, some
who
have studied Channel One's content have raised questions about the
"trivialization of substantive issues" in this country. Prof. John
Murray at
Kansas State University has asked whether professional educators really
ought
to shorten our society's understanding of complex issues further by
relying
on Channel One to teach about and to stimulate interest in the world
around
us. Prof. Jerome Johnston at the University of Michigan has found that
such
news broadcasts produce statistically insignificant improvements in
knowledge
among the students who view the broadcasts. Prof. Bradley S. Greenburg
at
Michigan State University showed that Channel One viewers evaluated

products advertised on Channel One "more highly" and expressed "more materialistic attitudes" than did students without the Whittle channel in their classrooms. Furthermore, Greenburg showed that Channel One viewers were not more interested in public affairs, news, or current events when compared to non-viewers of Channel One. George Gerbner, Dean Emeritus of the Annenberg School of Communications at the University of Pennsylvania and a respected, widely published researcher of television viewing by children, has shown that students who read newspapers are far more informed than students who receive their news from television.

The data I have seen suggest there is little educational value in using Channel One in the classroom. I believe that the "free" equipment was the primary lure that attracted so many schools to jump so quickly aboard the Channel One movement. The secondary reason seems to me to have been a blind faith (couched in obscure professionalism) that all that glitters is indeed educationally sound. Whittle came along with pizazz just when educators were at a low ebb of new ideas for instruction. Now, we face a new commercial venture in our schools which no one even claims has any curriculum value at all.

////////////////////////////////////
 Commercial Invasions of Hallways and Classrooms with
No Direct Impact on Instructional Time
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The new invasion represented in the Star Broadcasting concept will surely attract an even greater number of administrators and school boards looking for money. After all, they will argue, what's the harm? Unlike Channel One, the Star service will not encroach upon classroom instruction -- and we can make some vitally needed money. I believe public schools should not take the bait offered by Star's commercial venture. All that glitters is not gold. If playing commercials in school hallways to raise money for public education is really such a good idea, then perhaps we should raise much needed money for governmental budgets by erecting billboards in the national parks, or posting advertising bills in the public hallways of

Congress, or in our state capitol buildings, or in our local City Hall. Perhaps we ought to place ads in local public parks, or on the public commons.

The Whittle commercial initiative contained at least the pretense of holding significant curriculum value; however, motivation for adopting the Star Broadcasting concept will be driven primarily by the desire (need) to raise cold cash, and secondarily by the desire to set a relaxing, entertaining atmosphere in the building. I hope no one is fooled into thinking that this is what we need most in the great reform of American schooling. I hope few schools jump on this bandwagon. Improvements in instruction will not likely emanate from bringing commercials into the classroom.

Only time will tell how school officials will react to this newest commercial wrinkle to intrude into public schools. I confess I am really deeply worried about how they will react.

////////////////////////////////////
DISCLAIMER: The opinions and suggestions expressed in this message are my own. No content expressed herein may be deemed to be the opinion, perspective, or ideal of the University of Pittsburgh.

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* JON DARLING, Ph.D. -- Professor and Chair, Department of Sociology
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* University of Pittsburgh at Johnstown Johnstown, PA 15904
*
* 24-hour phone: (814) 269-2963 / 24-hour FAX: (814) 269-7255 (not private) *
* Internet: JDA2@vms.cis.pitt.edu
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Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12

#4544) id <01H2OLV7J1E88WZ5AN@utxvms.cc.utexas.edu>; Tue,
7 Sep 1993 22:35:47 CDT

Date: Tue, 07 Sep 1993 22:35:47 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#63 FYI - Electronic Media story

To: cemnet: ;
Message-id: <01H2OLV7KDMQ8WZ5AN@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
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>Date: Tue, 31 Aug 1993 15:54:32 -0400 (EDT)
>From: fgg@asc.upenn.edu

>
>
> If you get or can get access to the trade paper ELECTRONIC
> MEDIA, current issue (8/30/93) look for story about CEM,
> starting on page 40. It's a good (or at least benign)
> story. George.

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

**

From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H2OM0ZCVDK8WZ5AN@utxvms.cc.utexas.edu>; Tue,
7 Sep 1993 22:39:14 CDT
Date: Tue, 07 Sep 1993 22:39:14 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#64 Lines in the Sand
To: cemnet: ;
Message-id: <01H2OM0ZCVDM8WZ5AN@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

>Date: Thu, 19 Aug 1993 16:12:23 -0400 (EDT)
>From: fgg@asc.upenn.edu
>Subject: New Video

>
> I had the opportunity to view Lines in the Sand, a video produced
> by Griffin-Wirth Associates (702 South Beach, Syracuse, N.Y. 13210,
> \$21.95, with study guide \$37.95). Its powerful imagery shows as
well
> as tells the story behind the official version of the war in the
> Persian Gulf, a story of unprecedented slaughter. An indispensable
> teaching tool on that continuing Middle East conflict.
>

**
Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

**

From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H2OM6VQQ4W8WZ5AN@utxvms.cc.utexas.edu>; Tue,
7 Sep 1993 22:44:29 CDT
Date: Tue, 07 Sep 1993 22:44:29 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#65 (xpost from IAMCRNET) Vanderbilt Archives Online
To: cemnet: ;
Message-id: <01H2OM6VQQ4Y8WZ5AN@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

>Date: Fri, 27 Aug 1993 17:00:52 -0700 (PDT)
>From: Howard Frederick <hfrederick@IGC.APC.ORG>
>Subject: Vanderbilt Archives Online
>
>----- Text of forwarded message -----
>Date: 23 Aug 1993 09:27:36 -0500 (CDT)
>From: ELLIOTT MITCHELL <MITCHEEC@ctrvax.Vanderbilt.Edu>
>Subject: TV News Archive soon to be on-line
>
>Excerpted from the Vanderbilt Register , August 16-25
>
>by Jean P. Moore
>
>The Ford Foundation has contributed \$95,000 to the Vanderbilt
>Television News Archive, which on August 5 observed its 25th
>anniversary of service to scholars, journalists and others nationwide.
>
>The grant will be used to develop an electronic database for the
>Archive's Index and Abstracts, providing summaries of thousands of
>evening newscasts to millions of persons with access to Internet, the
>worldwide computer network that connects universities, government
>agencies and increasing numbers of corporate users, and perhaps to
>other electronic networks. The Archive-Internet link is expected to
>be
>in place in early 1994.
>
>"With the use of a national computer network, the Television News
>Archive and its Index and Abstracts will, within a few months, become
>directly accessible to the estimated 10 million Internet subscribers
>throughout the world," said Vanderbilt Chancellor Joe B. Wyatt. "As a
>high bandwidth digital network emerges in the not-too-distant future,
>I
>expect a network user to search the Index and Abstracts remotely, then
>electronically select, and receive news sequences from the Archive,
>all
>within a matter of moments."
>
>Established at Vanderbilt in 1968, the Television News Archive

>possesses the oldest and most extensive collection of U.S. networks'
>television newscasts and news specials. The ArchiveUs staff abstracts
>the contents of each broadcast and publishes the abstracts monthly in
>the Television News Index and Abstracts.

>

>As the major source of news for most Americans, the national news
>programming of ABC, CBS, NBC and in recent years CNN serves as the
>aural and visual history of the later Century for millions of people.
>Through the Archive, scholars and other researchers, students and
>members of the general public can hear, view, study and understand
>events and processes, as well as the coverage and impact of TV upon
>issues.

>

>Vanderbilt began recording the network news broadcasts during the
>1968 Democratic National Convention in Chicago at the urging of Paul
>Simpson, a Vanderbilt alumnus who was convinced of the significance
>of the nightly news broadcasts and the importance of their
preservation

>for retrospective study. Upon learning that no one, including the
three

>networks then in operation, was keeping copies of the programs,
>Simpson convinced then-Chancellor Alexander Heard that Vanderbilt
>should begin taping the news for future reference and study.

>

>What began as a modest effort to videotape the convention has grown
>to a collection of more than 28,000 videotapes of regular newscasts
and

>special broadcasts, including the national political conventions,
>coverage of the Gulf War, the Watergate hearings and other history-
>shaping events of the past quarter century. To watch the entire
>collection would require non-stop viewing, 24 hours a day, for more
>than three years.

>

>The use of electronic technology will enable users to search the
>Abstracts within 48 hours of TV broadcast, greatly reducing the
current
>lag time of six to eight weeks to produce and mail printed copies of
the

>Index and Abstracts. The increased timeliness of the product and ease
>of remote access will attract new users to the service [Jacqueline
Shrago,

>VanderbiltUs director of Technology transfer] said.

>

>

>--

>+ - - - - -

>| Elliott Mitchell Vanderbilt University Nashville, Tenn.
>| IN: mitcheec@ctrvax.vanderbilt.edu | BN: MITCHEEC@VUCTRVAX

>|

>| I had my bases covered but the game turned out to be football...

**

Cynthia Bock-Goodner
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**

Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H397IHE5PW01ANRQ@utxvms.cc.utexas.edu>; Wed,
22 Sep 1993 16:30:23 CDT
Date: Wed, 22 Sep 1993 16:30:23 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#68 Electronic Media story on CEM (text)
To: cemnet: ;
Message-id: <01H397IHEFD201ANRQ@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

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Electronic Media
August 30, 1993

New group seeks input on content
DIANE JOY MOCA, Staff reporter

BODY:

Hoping to have more influence on TV content, longtime TV violence
watchdog
George Gerbner has begun building a non-profit Cultural Environment
Movement.

Mr. Gerbner, a professor at the University of Pennsylvania's Annenberg
School
for Communications, says the cultural environment organiza-tion has
existed
forthe past two years,but until recently, he and others involved had
not been
actively organizing. That changed with the Aug. 2 National Council for
Families
& Television conference on TV violence. The group held its first West
Coast
meeting after the violence conference, with approxi-mately 30 people
attending.

Mr. Gerbner now says he expects to have a "professional organization"
in place
to administer Cultural Environment Movement affairs within six
months.

"We want to continue the momentum the conference created. It was the

first time
the industry sat down with community leaders and researchers and
academic
people to discuss an important question of cultural policy. This, we
consider
a turning point," Mr. Gerbner says.

Rather than resort to pressure tactics to try to influence TV, the
Cultural
Environment Movement seeks instead to gain more access to industry
figures and
expose them to the group's concerns.

Mr. Gerbner's immediate goals are to acquire funding, build up a staff
and
establish an office. "I hope within six months we can do that. We hope
to have
public announcement of our existence by then," he said.

Once that is in place, the group's mandate will be to strive to
"develop a
mechanism for public consultation and participation in cultural
decision-
making," he said.

"We're not focusing on one issue or a group of issues. We are
representing our
movement as a liberating alternative to the repressive movements in the
field,
Mr. Gerbner says.

"Our children are born into a home in which television--which is on 7
hours and
41 minutes a day--is an environment. Most stories they grow up with are
not
told by parents or at school or in the church or the community but by
this
pervasive element called television.

"By recognizing it is an environment, we have to make it as free, fair
and
diverse as it can be in a democratic society."

Representatives of the Screen Actors Guild and American Federation of
Television and Radio Artists say they're still considering whether to
join Mr.

Gerbner's organization, while agreeing that the group's goals have
merit.

"Through advocacy, women, seniors, people with disabilities and people
of
color will be better portrayed in the media, and that's to our
benefit,"
says AFTRA spokeswoman Pamm Fair.

She explained that AFTRA's union status sometimes limits its ability to
be
"pro-active."

From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H3U2FL0OUK019A6V@utxvms.cc.utexas.edu>; Thu,
7 Oct 1993 14:51:29 CDT
Date: Thu, 07 Oct 1993 14:51:29 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#71 Of Interest to those in Austin, TX
To: cemnet ;
Message-id: <01H3U2FL0OUM019A6V@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=ISO-8859-1
Content-transfer-encoding: QUOTED-PRINTABLE

Telecommunity Conference

Public TV and Universal Access: Bringing Home the Electronic Highway

On November 4 and 5, 1993, the Lyndon B. Johnson Library, the LBJ School of Public Affairs, the Public Broadcasting System, and the Alliance for Public Technology will hold a telecommunity conference to assess the past and future of public electronic media.

Thursday, November 4, will begin with a retrospective celebrating 25 = years of public television. Panelists, who will critically assess the contribution of PBS to education and to conveying public culture include Douglass Cater, aide to President Johnson; Shari Lewis, producer of children's programming; and Roger Resenblatt, Time Magazine and McNeil/Lehrer News Hour.

Thursday afternoon will focus on the potential of the new electronic = superhighway if its services were available in people's homes. Panelists will discuss present demonstration projects and future possibilities in the areas of health, jobs, and education. A final speaker = will discuss electronic curb cuts=Dlthat is, the ways in which efforts to assist the disabled will assist us all.

Friday will be devoted to a summit on telecommunications policy. Three panels including representatives from a variety of telecommunications media, consumers, and government will discuss the following questions:=20

1. From Highway to Home. Can we reasonably adopt a national goal of broadband services in the home? If yes, within what time? Will there be more than one or only one network? What will be the nature of the "last mile," that is, the portion of the network from the curb into the home?

2. Can We Live by Entertainment Alone? Does the present regulatory framework promote reaching the goal of broadband to the home? What should constitute universal service in the 21st century? Are there incentives for creating health, education, and other public services on the network? Will such public services emerge from an unregulated, co-

mpetitive information industry?

3. Who Pays for the Highway and Who Benefits? How do we ensure affordable access to the network for all? What role, if any, should government play in ensuring universal service? Is there any place for regulation? If so, what kind?

The conference is free and open to the public. It will be held at the LBJ Library in Austin, Texas. People who would like to obtain further information about hotels or the conference may request a brochure from Barbara Biffle, Lyndon B. Johnson Library, 2313 Red River Street, Austin, Texas 78705. 512-482-5137. More detailed substantive questions may be addressed to Susan G. Hadden. Internet shadden@emx.c.utexas.edu. Attached is a more complete program and an issues paper.

[13] From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po
6/21/93 2
:40PM (1535 bytes: 31 ln)
To: aer at POST1, fgg at POST1, sarcen at POST1, sbarke at POST1,
sbinde at
POST1
Subject: CEM#38 Re: Reality Ads

----- Message Contents -----
21 Jun 1993 13:35:42 CDT
Date: Mon, 21 Jun 1993 13:35:41 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#38 Re: Reality Ads
To: cemnet: ;

Date: Thu, 10 Jun 1993 18:05:44 -0700 (PDT)
From: Micha Peled <ma@igc.apc.org>
Subject: RE: CEM#31 Reality ads

I'm unclear from your message: Why did it bother you so much? I
feel no more manipulated by this ad than I do by most pathetic
attempts to convince me that I need a product.

Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

[14] From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po
6/21/93 3
:08PM (2631 bytes: 46 ln)
To: aer at POST1, fgg at POST1, sarcen at POST1, sbarke at POST1,
sbinde at
POST1
Subject: CEM#37 Re: Stop that *satellite* too!

----- Message Contents -----
Date: Mon, 21 Jun 1993 13:27:06 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#37 Re: Stop that *satellite* too!
To: cemnet: ;
Date: Tue, 15 Jun 93 09:35:52 SST
From: Ray Funkhouser <FBAGF@NUSVM.bitnet>
To: Cynthia Bock-Goodner <cmbg@ccwf.cc.utexas.edu>
Subject: Re: CEM#16 Stop that *Satellite* too!

Regarding the "Stop that Satellite" message-- every week Alastaire
(sp?) Cooke
(sp?) has a 15 minute program on BBC, "Letter From America". His
program last
week mentioned this scheme, plus another to breed fish in hatcheries to
carry
corporate logos on their gills -- Where else but America? Can't tell
at this
point whether either, or both, of these are just ideas floated out by
hungry
PR/ad firms to grab a bit of publicity for themselves with no intention
actual-
ly to carry them out, or if they are for real. Either way, what can

one feel,
but disgust? Similarly with the recent Benneton ad showing a
collection of
genitalia. But any attempt to combat, object, complain, etc, only
generates
more publicity for the perpetrators, as a columnist in the Singapore
paper
pointed out. Wonderful institution, the commercial "free" press.
Jerry
Mander's contention that TV is only suited for selling things certainly
applies
to the American media system, but other national media systems (e.g.,
the BBC)
suggest that it doesn't have to be that way. But, once a media system
"goes
commercial," how can it be turned around, short of total social
revolution?

Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

[15] From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po
6/21/93 3
:09PM (1611 bytes: 33 ln)
To: aer at POST1, fgg at POST1, sarcen at POST1, sbarke at POST1,
sbinde at
POST1

Subject: CEM#39 Last Action Hero Rocket
----- Message Contents -----
Date: Mon, 21 Jun 1993 13:56:07 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#39 Last Action Hero Rocket
To: cemnet: ;

Date: Mon, 21 Jun 1993 14:46:31 -0500 (EST)
From: Arthur Fried <AFRIED@psc.plymouth.edu>
Subject: "Last Action Hero" Rocket
To: CEM: ;

Did the rocket go up? I haven't heard anything about it and was just
wondering if you had. I did write to Dan Goldiner at NASA to
complain, about a
month ago, but never heard back from him. Did Gerbner? Did anyone?
Just curious....

Art

Cynthia Bock-Goodner
LPCL375@utxvms.cc.utexas.edu or cmbg@ccwf.cc.utexas.edu

Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H3U22GA8VK019A6V@utxvms.cc.utexas.edu>; Thu,
7 Oct 1993 14:43:16 CDT
Date: Thu, 07 Oct 1993 14:43:16 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#70 Of Interest to those in Chicago & Philadelphia
To: cemnet: ;
Message-id: <01H3U22GE9K2019A6V@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Please feel free to send me any announcements you might have concerning lectures or conferences of interest. Here are a few from GG. I would love to hear what other people are up to out there.
Cynthia

For those in the Chicago area:

George Gerbner will participate in a panel discussion on media at the HELP conference on handgun violence in Chicago, Ill. on Sunday Oct. 17, 2- 3 pm at the Guest Quarters Suite Hotel, 198 Delaware Pl., downtown Chicago. Those in the area who can attend are invited to join him for the first CEM Midwest organizing meeting immediately after the panel, at 3 p.m. Let him know if you or anyone you invite can make it (FGG@ASC.UPENN.EDU); all those attending must be on the registration list. Those attending the panel only will receive complimentary registration. Those who wish to attend all day or the entire conference (17th and 18th), contact Marion Milwee, Children's Memorial Hospital (organizers of the conference) at 312 880 3261.

For those in the Philadelphia area:

George Gerbner will address a meeting of the Physicians for Social Responsibility on Wednesday, Nov. 3 at 7 p.m. at the Temple University Hospital Auditorium, Rock Pavillion, Broad and Ontario streets, Philadelphia. Public invited. Title: "The Media: Weapon of Violence or Agent for Change?"
For more information call PSR at 215 898 6911.

Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H3AABF9IY801ABKQ@utxvms.cc.utexas.edu>; Thu,
23 Sep 1993 11:03:43 CDT
Date: Thu, 23 Sep 1993 11:03:43 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#69 Center for Media Education
To: cemnet: ;
Message-id: <01H3AABFDT9U01ABKQ@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

>Date: Wed, 22 Sep 1993 13:01:49 -0400 (EDT)
>From: Center for Media Education <cme@access.digex.net>
(Emily Littleton)

>"CME" stands for Center for Media Education. We are a not for profit,
public
>interest and advocacy organization located in Washington, DC. The CME
was
>founded in 1991. CME's mission is to promote the democratic potential
of the
>electronic media through public education, research, policy analysis,
and
>outreach to the press. CME is currently coordinating two major
projects:
>
>THE CAMPAIGN FOR KIDS' TV is aimed at improving the quality of
children's
>television, educating the public about the Children's Television Act,
and
>empowering parents and educators to deal more effectively with the
media. The
>Campaign for Kids' TV is the designated successor to Action for
Children's
>Television, which closed in 1992.
>
>THE INFORMATION INFRASTRUCTURE PROJECT is dedicated to fostering a
public
>interest vision for the information superhighway of the 21st century,
and
>educating the public, the nonprofit community, and the press about the
>critical public policy choices that will shape the new media system.
>
>As for myself, I am a recent graduate of Georgetown University in DC
and am
>serving as program assistant for the CME. Thank you again for adding
me to
>your list. Please do not hesitate to contact me for more information

Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H3WT1Q1ZXY01A4MK@utxvms.cc.utexas.edu>; Sat,
9 Oct 1993 13:55:44 CDT
Date: Sat, 09 Oct 1993 13:55:44 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#72 Call for Papers
To: cemnet: ;
Message-id: <01H3WT1Q29LK01A4MK@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

>Date: Fri, 08 Oct 1993 10:21:28 -0500
>From: Ann Preston <apreston@plains.nodak.edu>
>Subject: Call for Papers
>
>Call for Papers
>Red River Communication Conference
>April 20-21, 1994
>
>Theme: Manufacturing Culture
>
>Call for Papers: Research paper submissions are invited for the
eighth
>annual Red River Communication Conference hosted by the Department of
>Communication at North Dakota State University. The conference theme
is
>Manufacturing Culture. Contributions relevant to the production,
>maintenance and change of culture from professionals, faculty and
students
>in a wide range of interdisciplinary perspectives are welcome.
Publication
>of conference proceedings is planned.
>
>Submission Guidelines: for 10-minute papers, submit a 75-word
abstract.
>for full panels, include complete contact information for each
speaker,
>presentation titles, as well as an abstract for each, indicating the
main
>contact person for the proposed panel. All audio-visual needs must be
>submitted with your proposal. Send submissions to:
>
>Research Chair
>Red River Communication Conference
>Department of Communication
>North Dakota State University
>Fargo, ND 58105-5462
>

>Deadline: January 15, 1994
>

Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.2-12
#4544) id <01H3WT6ZV98Y01A4MK@utxvms.cc.utexas.edu>; Sat,
9 Oct 1993 14:04:27 CDT
Date: Sat, 09 Oct 1993 14:04:27 -0500 (CDT)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#73 V chip
To: cemnet: ;
Message-id: <01H3WT6ZVIW401A4MK@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

I attended a lecture this last Thursday night given by Amitai Etzioni (Communitarian author) and he said that the communitarians plan to support the "V chip" (violence chip) which parents can install in their televisions to keep violent shows from appearing on their sets. They see it as a way to enable parents to be parents in the sense that they can control what their child sees at home. I wonder what those of you out there think the impact of the V-chip could be. Do you think it is possible that it would discourage advertisers from sponsoring violent programs?
CB-G

[1] From: fgg at post1 10/9/93 5:51PM (1223 bytes: 15 ln)
To: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po, aer at
POST1,
sarcen at POST1, sbarke at POST1, sbinde at POST1
Subject: CEM#73 V chip

----- Message Contents -----

V-chip technocratic fantasy, copout, not even a bandaid, let
alone solution. Most viewers watch tv by clock, not
program. Programs change. Episodes not all the same. The
whole notion of CEM is that we have a cultural environment
that must be addressed at the source. Advocay of individual
solution is industry favorite because it passes
responsibility to viewer, protects industry through claiming
that it is now not their responsibility, and -- as they know
- will not work. Few people will buy it (those who need
it the least). People have a right to a free, fair, and
diverse cultural environment, and not just to gadgets to
"protect" them from our greatest potential resource. The
main danger is that it creates the delusion of a solution -
just diffusing and delaying move toward public participation
in policy making. g

Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)
id <01H9KI5CDOPS8WWK9J@utxvms.cc.utexas.edu>; Fri, 4 Mar 1994 09:29:22 CST
Date: Fri, 04 Mar 1994 09:29:22 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#96 Education v/s infringement of 1st amendment
To: cemnet: ;
Message-id: <01H9KI5CHZ1E8WWK9J@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu, sarcen@asc.upenn.edu, sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

SORRY FOR THE DELAY IN POSTING MESSAGES THIS WEEK. OUR MAIL QUEUES ARE BACKED UP AND SHOULD BE CLEARED IN 48 HOURS.
CYNTHIA

Date: Mon, 28 Feb 1994 16:06:50 -0500 (EST) From: Arthur Fried
<AFRIED@psc.plymouth.edu> Subject: Re: CEM#93 Re: CEM#92 Singapore responds...

A brief response to Ken Hirsch, who was kind enough to review my comments of the other day to Ray in Singapore: Yes, I am aware that the Supreme Court continues to place limits on certain categories of speech, most notably those it finds "obscene" (however that is defined) or constituting "a clear and present danger." My response was to the tone of Ray's message, which seemed to me to suggest that he thought the Supreme Court had gone too far in extending the right of free speech. (I believe his phrase was "beyond infinity.") I don't think that the Supreme Court has gone too far in this regard, and Ken's comments would seem to reinforce rather than contradict this belief of mine.

I don't think I was guilty of cultural chauvinism, either. I'm aware that different cultures need to pursue their destinies in different ways. I said that I would not want to see such practices undertaken here -- not that they were wrong for Singapore. I don't think I criticized Singapore, either, except to say that I would not want to live there.

Finally, am I a stooge for the news media? Maybe so -- I have a journalism background, and even though I haven't practiced journalism much for the past 20 years or so, some old habits of thought may remain. But if I continue to believe in many of the underlying tenets of American journalism, I certainly have little respect for the way that much of it is practiced in the U. S. today.

Which is a way of saying that our efforts to combat media violence (and all other forms of rampant commercialism) should be in line with

the best values of our political culture. We can learn a lot from other societies, but we should stay true to our own best principles. I would continue to insist that any solution that disorients or limits our First Amendment rights is not a good one for the U. S. It still isn't clear to me that that was what Ray was suggesting, but as I said, I was responding to what I took to be the dismissive tone of his message.

I have to run to class, but I would like to make one last point -- I honestly believe that it IS possible to educate people about the effects of violence in the media. I'm not condemning any of the approaches advocated by Ken, simply suggesting that as educators we should never give up the belief that people can be brought to understand their own best interests. I don't know how old he is, but I hope to see a change of attitude in MY lifetime, and I'm almost 50.

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*****
*****
CEMnet                      Information tool of the Cultural Environment
Movement

LPCL375@utxvms.cc.utexas.edu      Cynthia Bock-Goodner,
moderator
*****
*****
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[7] From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu> at SMTP-po
2/24/94 5:

46PM (6011 bytes: 116 ln)

To: aer at POST1, fgg at POST1, sarcen at POST1, sbarke at POST1,
sbinde at
POST1

Subject: CEM#91 Letter to Antitrust Division of Justice Dept.

----- Message Contents -----

Text item 1: Text Item

From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-
5 #4544)
id <01H99MTX6TOW8WYKW9@utxvms.cc.utexas.edu>; Thu, 24 Feb 1994
14:39:44 CST
Date: Thu, 24 Feb 1994 14:39:43 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#91 Letter to Antitrust Division of Justice Dept.
To: cemnet ;
Message-id: <01H99MTX98HU8WYKW9@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Dear CEMNETers: This fax letter, sent today, is FYI and use as you see
fit.

More such letters, in your own words, may help to alert some people to
a

perspective different from the conventional narrowly framed discourse
about

the "superhighway." If somebody has e-mail addresses for the Antitrust
Division and other relevant government offices, it would be useful to
communicate that, and any messages you send, to Cynthia

(lpcl375@utxvms.cc.utexas.edu) for further possible distribution
through

CEMNET. George.

February 23, 1994

Mr. Richard L Rosen
Chief, Communications & Finance Section
Antitrust Division, Room 8104
U.S. Department of Justice
555 4th Street, N.W.
Washington, DC 20001
Fax: 202 514 6381

Dear Mr. Rosen:

I released our recent study at the January, 1994, meeting of the National Association of Television Program Executives (NATPE) in Miami. We found that violent programs have consistently lower Nielsen ratings than comparable non-violent programs. The average rating of a sample of 104 violent programs aired during the past five seasons was 11.1, and their percentage share of the audience was 18.9. A comparable sample of 103 non-violent programs achieved a 13.8 rating and 22.5 share. The most highly rated programs are seldom violent. (I will be glad to send you a copy of the release.)

The question arises: Why, then, is violence commercially successful, despite its lack of general popularity? The reason is that it "travels well" on the world market dominated by a few global conglomerates. What violent programs lose on ratings, they more than make up by extending their reach of private and government broadcasting systems hungry for cheap product.

We found that the U.S. exports 30 percent more violent action series than are aired at home. Because of the oligopolistic nature of the television program production market (a few buyers order most series) most program producers can't break even on the domestic market. They are forced into syndication and foreign markets to make a profit. Therefore, they need an ingredient that "travels well:" requires no translation, speaks action in any language, and fits into a conventional pattern of many cultures. That ingredient is violence.

Formula-driven violent programs, sold cheaply to broadcasters in many countries, cause international embarrassment, evoke both domestic and foreign criticism, depress local industries, damage national cultures, and chill freedom of expression. Seventy-five percent of television station managers responding to a recent poll opposed violence on television and complained about their lack of control over programming. The Hollywood Caucus of Producers, Writers and Directors said in a statement issued in August 1993: "summit" conference on television violence: "We stand today at a point in time when the country's dissatisfaction with the quality of television is at an all-time high, while our own feelings of helplessness and lack of power, in not only choosing material that seeks to enrich, but also in our ability to execute to the best of our ability, is at an all-time low."

Violence is only the tip of the iceberg of global marketing formulas imposed on creative people and foisted on the children of the world. Greater freedom for creative people, more independent productions and greater diversity rather than more censorship can best reduce violence to its legitimate role and proportion, and slow down the global program assembly-line. If government has any role in that effort, it is to use the anti-trust laws to prevent total global control by a few, to respect the wishes of other countries that don't like to be the dumping grounds for our violent exports, and to think about the right of children to be born into a reasonable free and diverse cultural environment. What we need is a liberating alternative to the repressive formulas, bills, and proposals in the field.

A new international grass-roots citizens coalition, called the Cultural Environment Movement (CEM), is working for such an alternative and opposes centralized corporate as well as government control and

censorship.

On behalf of CEM, I urge you to consider the implications of the proposed mega-mergers not only on telecommunications and information access and equity but also on the everyday cultural environment of stories and images into which our children are born and in which we all live.

Sincerely yours,

George Gerbner
Professor of Communication and Dean Emeritus
Office tel. 215 898 6776 Fax: 215 898 2024
Internet: FGG@ASC.UPENN.EDU

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Information tool of the Cultural Environment

LPCL375@utxvms.cc.utexas.edu
moderator

Cynthia Bock-Goodner,

Received: by cmail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)
id <01H9AUGCQF3K8WZ6MU@utxvms.cc.utexas.edu>; Fri, 25 Feb 1994
11:28:51 CST
Date: Fri, 25 Feb 1994 11:28:50 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#92 Re: CEM#90 Singapore responds to violent video games
To: cemnet: ;
Message-id: <01H9AUGCR81E8WZ6MU@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Fri, 25 Feb 1994 11:32:29 -0500 (EST)
From: Arthur Fried <AFRIED@psc.plymouth.edu>
Subject: Re: CEM#90 Singapore reacts to violent video games

Dear Cynthia --

For Ray Funkhouser's information, the U. S. Supreme Court has extended First Amendment guarantees "beyond infinity" because of a basic belief that there should be no restraints on speech, personal convictions, the right to assemble and petition, etc., in a democracy. For all of my own opposition to violence in the media, I would not want to be part of any effort that scaled back those guarantees one iota. I don't know much about Singapore -- just what I read in Ray's messages and in the general media. It seems to be a well-regulated society -- far more so than ours will ever be. I wouldn't want to live in a society like that and I wouldn't to emulate their solutions to problems we also face. Our First Amendment freedoms provide us with powerful weapons against media violence. We can study it, speak out against it, form organizations to combat it. That process has begun and CEM is definitely part of it. Here's hoping that the Court expands its interpretation of the First Amendment BEYOND beyond infinity!

Art

CEMnet Information tool of the Cultural Environment
Movement

LPCL375@utxvms.cc.utexas.edu
moderator

Cynthia Bock-Goodner,

Received: by ccmil from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)
id <01H9F3WNHFV48WW2YP@utxvms.cc.utexas.edu>; Mon, 28 Feb 1994 12:43:18 CST
Date: Mon, 28 Feb 1994 12:43:18 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#93 Re: CEM#92 Singapore responds...
To: cemnet: ;
Message-id: <01H9F3WNJ1QA8WW2YP@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu, sarcen@asc.upenn.edu, sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Fri, 25 Feb 1994 23:54:53 -0800 (PST) From: "Ken Hirsch Ph.D.--Professor of Communication Studies--California State University--Sacramento--CALifornia--U.S.A." <KHIRSCH@nic.CSU.net>
Subject: Re: CEM#92 Re: CEM#90 Singapore responds to violent video games

Perhaps I misunderstand Professor Fried's information? Surely we are all aware that the Supreme Court has repeatedly indicated (the latest--last summer) that there are TWO "speech" (communication content) categories of unprotected-by-first-amendment material: 1) "obscene" material (whatever that is--supposed to be determined in the local community), and... material that presents a "...clear and present danger". This is usually indicated by the example of the person who yells "fire" in a crowded theatre, thereby causing injury and death among folks jamming up the exits, when in fact there is no fire. That communicator no longer enjoys the protection of the first Amendment, and can be prosecuted, successfully. The same lack of protection exists for persons who "incite to violence", that is, incite to violent riot. The fact that most demonstrators who fall into that category are not prosecuted, or if prosecuted, are soon released does not negate the categorization; the lack of follow-through prosecution usually results from the large number of e.g. instigators in counter-culture riots of the last three decades. There is not enough jail space and there are not enough bucks to fund the large number of trials.

--Thus, if I understand him correctly, Professor Fried repeats the position of the news media, which is the position the members of the media have successfully conned most adults in the USA to believe-- that there is NO communication content that is unprotected by the First Amendment. The consequence of this successful con job obviously is to remove from the realm of public consideration restrictions on media content imposed by the agents of the citizenry. My own conclusion is that media violence reform will not occur during my lifetime--it is too difficult to reverse the media successful misrepresentation. There are much more viable alternatives, should pressure groups choose to adopt them. (No, not writing letters nor boycotting sponsors--these have never worked over the long run.) Just

for openers, here are two I would offer to this set of discussants:

1) Make an estimate of the amount of money it costs taxpayers to fund emergency medical treatment of victims of mortal violence. (This must not overlook the cost to victims' families.), and tax all violence-containing video and film presentations to an amount accumulatinig to 1/2 the estimated taxpayer cost. (The justification for 1/2 is the Brian Centerwall research which indicates that about half the murders in USA, Canada, and South Africa are the consequence of the advent of television, in each of those nations--after a circa 15 year lag-time which corresponds nicely with the 17 or so years it takes most boy children to come to the age at which violence escalates to the stage of murder--that is, about 15 years after they first start watching substantial TV, circa age 2.)

2) Require all producers of TV and film violence to demonstrate, via double-blind controlled experiments, that each violence-conten t production causes no harm, prior to it being sold or rented. (The justification is that violence constitutes an enormous reduction of public health. When cures are offered by pharmacuetical producers, they are not allowed to market the cures until they have first demonstrated "no harm" and, als well, "efficacy", in double blind controlled experiemental research of high quality.

--Well, those of you who want to reform television violence-laden content, here is an opportunity to argue all the negative aspects of two potentially substantial means of change and, in among the "it can't work" and " oh, my, this seems overdramatic" and all the other types of negations folks bring up when challenged with material outside the culture's usual lattitudes of acceptance, perhaps find some positive, supportive means of trying out the means of change. I would like to read some argument informed by, not only the research on media violence, not only the corredt representation of the limits of first ammendment protections, not only fears that ANY restriction on media content will kill the press's "watchdog" function that supposedly protects us against the takeover of our government by tyrants, but also:

--comparison of costs --economic and social-- of continuation of the status quo, reforms acceptable to media (e.g. the labeling of violent TV so that parents can presumably regulate viewing in their home. Ed Donnerstein and I, and I suspect most of you, believe that the effect will be to get more viewership among children of such programs, as does indicating that a movie is racy via the current rating system.) If I have misunderstood Professor Fried's position, I will appreciate correction.

Kenneth Hirsch, California
State University-Sacramento.

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Movement

LPCL375@utxvms.cc.utexas.edu
moderator

Cynthia Bock-Goodner,

Received: by ccm ail from orange.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)

id <01H9F42RUG468WW2YP@utxvms.cc.utexas.edu>; Mon, 28 Feb 1994
12:47:08 CST

Date: Mon, 28 Feb 1994 12:47:07 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#94 Re: CEM#90 Singapore responds...

To: cemnet: ;
Message-id: <01H9F42RUPRC8WW2YP@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu,
sarcen@asc.upenn.edu,
sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"

MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Sat, 26 Feb 1994 08:59:58 +0700 (SST) From: Ray Funkhouser
<FBAGF@NUSVM.bitnet> Subject: Re: CEM#90 Singapore reacts to violent
video games

Cynthia -- Your short message raised many complex issues, as you must be aware. This is the first instance I know of the Singapore government making a big hoo- hah out of violence in the media, though the local press has discussed the issue in much same way that it is discussed in the US. Cinemas here show the usual batch of US violent movies -- Rambo, Terminator, etc, plus Hong Kong triad (i.e., gangster) movies, plus Hong Kong gong-fu (i.e., martial arts) films. Triad movies can be pretty gory, although the audiences coming out of them don't seem much affected by it (as compared to center-city audiences in the US). Gong-fu films are mostly exercises in choreography -- staged fisticuffs; also I might mention swordsman films -- guys in flowing robes flying through the air, etc., also non-violent violence. Mostly, the censors object to sexual portrayals, seeing them (correctly, perhaps) as threats to family values. Thus Playboy magazine and the rest of its ilk are banned here, ditto frontal nudity in cinemas. A lesbian kissing scene was chopped from Basic Instinct for the same reason. Movies rated R(A) -- A for artistic -- show short rations of boobs and butts, as, for instance, in The Piano. Social effects of violence in the media, specifically video games? Singapore's crime rate is comparable to Japan's, i.e., extremely low, by US standards. In a city of about 3 million residents and 5 million annual tourists, last year saw 58 murders (total, not per 100,000), 80 rapes, 1,008 robberies. However, crimes of "outraging modesty" and statutory rape were up, and particularly, instances of juvenile delinquency reportedly increased by 30%, to 1,878 juvenile offenders (mostly shoplifting and theft). Considering that Japan is much more lenient regarding pornography (they show just about everything, including sadistically violent sex, but absolutely not public hair -- figure that one out), but has if anything a lower crime rate than Singapore's, it's hard to draw any conclusions. So much depends on culture and social structure. What may have happened regarding the video games is that enough parents complained to their political representatives to precipitate action. Singapore has a

Received: by ccm ail from riscy.cc.utexas.edu
From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)
id <01H9I3EUE80WHSJOTA@utxvms.cc.utexas.edu>; Wed, 2 Mar 1994 16:04:23 CST
Date: Wed, 02 Mar 1994 16:04:21 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#95 Cost of violence
To: cemnet: ;
Message-id: <01H9I3EUHZ1UHSJOTA@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu, sarcen@asc.upenn.edu, sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
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Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

Date: Mon, 28 Feb 1994 20:25:34 -0800 (PST) From: Katherine Currie Isbister <isbister@leland.Stanford.EDU> Subject: Re: costs of violence

I would like to respond to the recent post that suggested including the actual monetary cost of violence to our society when criticizing violence in the media. I agree that we pay a price, but would like to express the concern that framing things in economic terms brings its own problems--it involves 'buying into' a value-structure that may hinder as well as help. It could help in the sense that we seem to respond best to 'cost' analysis as citizens of a capitalist society, but could hurt if one then tries to assert some values which transcend economic merit. The environmental movement has been navigating this powerful but troublesome metaphor use in recent years, with sustainable use and other concepts. It might be helpful to examine how well it has served their goals.

The marketplace of ideas and values can be a powerful metaphor, but we might not want to put everything up for sale or negotiation.

Katherine Isbister

CEMnet
Movement

Information tool of the Cultural Environment

LPCL375@utxvms.cc.utexas.edu
moderator

Cynthia Bock-Goodner,

Received: by cmail from orange.cc.utexas.edu
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X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)
id <01H9KI5CDOPS8WWK9J@utxvms.cc.utexas.edu>; Fri, 4 Mar 1994 09:29:22 CST
Date: Fri, 04 Mar 1994 09:29:22 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject: CEM#96 Education v/s infringement of 1st amendment
To: cemnet: ;
Message-id: <01H9KI5CHZ1E8WWK9J@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu, sarcen@asc.upenn.edu, sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
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CYNTHIA

Date: Mon, 28 Feb 1994 16:06:50 -0500 (EST) From: Arthur Fried
<AFRIED@psc.plymouth.edu> Subject: Re: CEM#93 Re: CEM#92 Singapore responds...

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Finally, am I a stooge for the news media? Maybe so -- I have a journalism background, and even though I haven't practiced journalism much for the past 20 years or so, some old habits of thought may remain. But if I continue to believe in many of the underlying tenets of American journalism, I certainly have little respect for the way that much of it is practiced in the U. S. today.

Which is a way of saying that our efforts to combat media violence (and all other forms of rampant commercialism) should be in line with

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From LPCL375@utxvms.cc.utexas.edu
X-Envelope-From: LPCL375@utxvms.cc.utexas.edu
Received: from utxvms.cc.utexas.edu by utxvms.cc.utexas.edu (PMDF V4.3-5 #4544)
id <01H9KLJXOPOG8WX4UM@utxvms.cc.utexas.edu>; Fri, 4 Mar 1994 11:01:52 CST
Date: Fri, 04 Mar 1994 11:01:52 -0600 (CST)
From: "C. Bock-Goodner" <LPCL375@utxvms.cc.utexas.edu>
Subject:
To: cemnet: ;
Message-id: <01H9KLJXVETE8WX4UM@utxvms.cc.utexas.edu>
X-Envelope-to: aer@asc.upenn.edu, fgg@asc.upenn.edu, sarcen@asc.upenn.edu, sbarke@asc.upenn.edu, sbinde@asc.upenn.edu
X-VMS-To: IN%"cemnet"
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII
Content-transfer-encoding: 7BIT

I have been meaning for some time now to send out some observations from the Telecommunity Conference: Bringing Home the Electronic Highway - Public TV and Universal Access, which was held here at the LBJ Library last November. I was waiting for the published volume to come out, or at least until I could get transcripts of some of the remarks available on-line, but it may not be for a while.

I could summarize the conference by saying that on one side there were the folks who felt that if we regulate the business/research/provider end of the equation, we would not be providing enough incentive for them to continue to make and provide the finest products possible. On the other side were the folks who felt that history has proven that without some type of regulation, people get left out, usually, minorities and people in lower income brackets. I wondered at the time how many conferences could be summed up in this way.

The first day of the conference was an ode to Public Broadcasting and two things from that day have stuck in my mind. The first was a criticism of PBS because local stations (particularly some in Florida) have been airing old Lawrence Welk Shows as part of their programming. The feeling being that PBS was not a suitable place for old commercial television. Naturally, it would be best if PBS were able to provide (and local stations could pickup) better programming geared to senior citizens, but at the time I remember thinking that at least they were attempting to meet the needs of that section of their audience. I have mixed feelings about it, prefer better programming for seniors, but wonder what others think.

The second thing which has stuck with me from that day was the closing remarks made by the journalist Roger Rosenblatt before lunch. He said that he felt that PBS should air ONLY public affairs programming. That the key

word in PBS was Public, and that other stations could do arts and entertainment and dramas, etc. He included Nova and Sesame Street as public affairs programming. He said that PBS should do news reporting that:

- 1) covers the news that is considered dead by network TV, like covering communism in Russia now that it had dissolved, looking back from this perspective,
- 2) covers the parts of the story that surround the "fireball," the part that doesn't catch the eye, and
- 3) doesn't always feel that it has to be understood to be reported.

Would anyone care to comment?

Cynthia

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Information tool of the Cultural Environment

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Cynthia Bock-Goodner,

X-Authentication-Warning: dojo.tao.ca: znet set sender to owner-znetupdates@tao.ca using -f
From: "Michael Albert" <sysop@zmag.org>
To: <znetupdates@tao.ca>
Subject: ZNet Commentary / Mokhiber and Weissman / The Real Thing / Jan 1
Date: Sun, 31 Dec 2000 22:21:22 -0800
MIME-Version: 1.0
X-Priority: 3 (Normal)
Importance: Normal
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Precedence: first-class
Status:

Happy New Year!

Okay, I added one last commentary for the Free Updates List. From tomorrow on, however, commentaries revert to going only to sustainers, again. Free Update recipients go back to getting two or three news updates a month, about change in ZNet. Z Sustainers donate monthly, quarterly, bi-yearly, or yearly to help finance ZNet, Z, and the sustainer commentary/forum program itself.

In appreciation, Sustainers receive the daily commentary, access to the online zine of around 600 commentaries and climbing, and access to the ZNet Sustainer forum system with about forty forums, 15,000 messages currently in the system -- and forums hosted by Chomsky, Zinn, Albert and a bunch of other commentary writers as well. Access to the forums, by the way, is by browser, news reader, or, if you wish, even email. The system is congenial, easy to use, and has no flaming or incivility.

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The Real Thing: Democracy as a Contact Sport By Russell Mokhiber and Robert Weissman

A few weeks ago, we received an invitation to attend an event at the Library of Congress.

Coca-Cola was about to make an "historic contribution" to the Library of Congress, and the Library, and Coca-Cola, were inviting reporters to cover the event. We accepted the invitation.

We learned from the morning papers that the "historic contribution" was a complete set of 20,000 television commercials pushing Coca-Cola into the American digestive system.

Remember the one where the kid hands Pittsburgh Steeler Mean Joe Greene his bottle of Coke, and in return, Mean Joe tosses the kid his football jersey? Or what about on a hilltop in Italy where the folks start sing "I'd like to buy the world a Coke and keep it company"?

The event was at the Great Hall of the Thomas Jefferson Building -- named after the Thomas Jefferson who, in 1816, wrote: "I hope we shall crush in its birth the aristocracy of our monied corporations which dare already to challenge our government to a trial of strength, and bid defiance to the laws our country."

Anyway, we pull up at the appointed hour (7:15 p.m. on November 29, 2000) at the Thomas Jefferson building, and there's a traffic jam created by stretch limousines blocking the entrance.

In addition to lowly reporters, the 400 or so guests included ambassadors, members of Congress, corporate chieftains and other dignitaries. Good thing we dressed up.

The Main Hall is this absolutely stunning room, with marble staircases. A string quartet is playing. Waiters are serving Coke in classic bottles. The food is fabulous -- lamb chops, trout, Peking duck. We rub shoulders with the Ambassador from Burma.

The "aristocracy of our monied corporations," as Jefferson put it, had taken over the place, and Coca-Cola wanted to make sure that everybody knew it.

After all, Coke could have just donated the ads to the Library and left it at that. But this wasn't about Coke's largesse. It was about public relations -- whether the public would view the company as a racist company (Coke had just agreed to pay \$192.5 million to settle allegations that it routinely discriminated against black employees in pay, promotions and performance evaluations) or a junk food pusher (consuming large quantities of sugared Coca-Cola has led to ours being one of the most overweight generations in history) -- or instead, a generous contributor to the Library of Congress.

James Billington, the Librarian of Congress, was called on to deliver good things to Coke, and he did. He turned over the keys of the Main Hall to Coke, and Coke decked the place out with its logo, stitched in red beside the logo of the Library of Congress. Television sets were placed throughout the hall, the better for the Ambassadors and members of the Democratic Leadership Council to check out the commercials.

Billington was selling the soul of the library to one of the world's most powerful corporations. In addition to the ads, Coke was establishing a fellowship at the Library for the study of "culture and communication" -- one fellow will receive \$20,000 a year for the next five years.

Gary Ruskin, director of Commercial Alert, was outside the event, protesting. "It is not the proper role of the taxpayer-financed Library of Congress to help promote junk food like Coca-Cola to a nation that is suffering skyrocketing levels of obesity," Ruskin said. "It is crass commercialism for James Billington to degrade Jefferson's library and founding ideals into a huckster's backdrop."

But without shame, Billington introduced Doug Daft, the president of Coca-Cola, who said that "Coca-Cola has become an integral part of people's lives by helping to tell these stories." Nothing about profits. Nothing about overweight kids. Nothing about racism.

After Daft spoke, the room went dark, and the ads ran on the television screens. Nostalgia swept the room. When the ads were finished, the lights went back on and the crowd cheered.

About 80 high school students, dressed in Coca-Cola red sweaters, filled the marble staircases and sang -- "I want to buy the world a Coke." Again, the crowd cheered. Doug Daft, standing downstairs, came back to the microphone to continue his statement. We were upstairs at this point, and we looked down at him and asked, in a loud voice -- "Why are you using a public library to promote a junk food product?"

The room went quiet. Library of Congress police charged up the marble staircase. Doug Daft put his hand to his ear and shouted back to us: "What did you say?"

In a louder voice, we shouted back: "Why are you using a public institution to promote a junk food product?"

The next thing we know, we are on the ground. The Library of Congress police had tackled us. Again, the crowd cheered -- not for our question, but for the tackle.

We were dragged downstairs, past the Ambassador from Burma, and hauled outside, where police officers from the District of Columbia were waiting for us.

Out of the Thomas Jefferson building came running a man from Coke. "This is a private event," the man from Coke told the police. "I'm from Coca-Cola."

At first, the police wanted nothing to do with the man from Coke. But the man from Coke insisted. They huddled.

Apparently, the man from Coke didn't want us arrested for asking an obvious question. Apparently, the man from Coke didn't want a public trial. The man from Coke was standing up for our First Amendment rights to ask his boss a question.

The police said we were to leave the grounds. And we weren't to come back. Ever.

Russell Mokhiber is editor of the Washington, D.C.-based Corporate Crime Reporter. Robert Weissman is editor of the Washington, D.C.-based Multinational Monitor. They are co-authors of Corporate Predators: The Hunt for MegaProfits and the Attack on Democracy (Monroe, Maine: Common Courage Press, 1999).