

To: "David Demers" <ddemers@wsu.edu>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: Center for Global Media Studies
Cc:
Bcc:
X-Attachments:

Dear David:

I will be pleased and honored to serve on the executive board along with the distinguished members (many of who are good friends). George.

George:

I'm emailing for two reasons: (1) to thank you for your recent "Scholarly Milestones" essay, and (2) to invite you to becoming a charter member of the executive board of the Center for Global Media Studies, a nonprofit corporation that I recently created.

I just finished writing a book, titled "Global Media: Menace or Messiah?" (Cresskill, NJ: Hampton Press, in press), which applies my corporate structure theory to the global media organizational level. I have been thinking about creating a Center for research on global media systems for over a year now.

I am a self-starter and this Center would be an opportunity for me to exercise a number of my skills and abilities. I also hope will help contribute to solving some problems associate with global communications.

At any rate, on paper, the Center now exists as a nonprofit corporation chartered through the state of Delaware (where most corporations are created because of tax advantages). The official name is Center for Global Media Studies Inc. At the end of this email you will find a draft of the Center's organizational goals. I would appreciate your input, but it is not necessary. More importantly, I would like to know if you would be a member of the executive board. I believe you would be a real asset -- not only do you know the literature on global communications, you also are well-connected internationally and have an unparalleled record of scholarship.

The duties of executive board members have not been spelled out. However, they will not involve a great deal of extra time. At a maximum, I would appreciate your advice and guidance, and, if possible, attendance to the executive board meeting once a year (although attendance is not mandatory, at this point -- I am more interested in advice and guidance, and much business can be transacted through the web).

Thus far, five other close colleagues and friends have agreed to serve on the board -- Melvin DeFleur of Boston University, Deb Merskin (my wife, who is a professor of advertising at University of Oregon), Alex Tan of Washington State University (director of the program), K. "Vish" Viswanath of The Ohio State University, and Kak Yoon of Washington State University (who directs an international advertising program. All three of the latter scholars conduct resesarch on international or global communications.

My goal is to seek highly visible scholars, professionals and government officials to fill out the executive board. Ideally, the list would include people like C. C. Lee (U of Minnesota), Hamid Mowlana, James Halloran, Ev Dennis, Alan Albarran (editor of Journal of Media Economics), James Lull, and Ev Rogers, and more scholars from other nations. I have some other scholars in mind, but I would appreciate your suggestions.

The top 10 or 15 global media corporations also would be invited to send a representative (preferably a vice president or higher). I also intend to get world-wide representation from various governments as well as UNESCO. I plan to attend the IAMCR meeting in Germany this summer.

The board would be relatively large, but I suspect at least half of them could not show up for an annual executive board meeting. I would like to schedule the first one in September or October, but that may be too ambitious.

My goal over the next month is to seek additional board members, and then I will make application for grants from a number of private foundations. The long-term goal is to make the Center self-supporting, through grants and the sale of Center-produced goods and materials (books, pamphlets, newsletters, a scholarly journal, lecture fees, conference proceeds, etc.). I would also like to provide executive board members with some yearly stipend.

I know this is ambitious, but my innards tell me to move forward. I believe the key is putting together a strong executive board, which will lend credibility and legitimation to the organization. So, having said that, I would very much appreciate your feedback. And, speaking for the other members of the executive board, we would be honored if you would join. Again,

this role will not take a great deal of extra time and attendance to the annual executive board will not be mandatory. Thanks.

-Dave

GOAL STATEMENT

Center for Global Media Studies

2513 NW Short Drive

Pullman, Washington 99163-5614 USA

509-332-6507 (phone) / 509-332-2458 (fax)

E-mail: ddemers@wsu.edu

The Center for Global Media Studies is a nonprofit corporation (charter on file in the state of Delaware) founded by David K. Demers, a communications professor at Washington State University. The primary goals of the Center are to:

! Serve as a clearinghouse for information on global media corporations and global communications.* This includes archiving information about global media from major news media and professional and scholarly publications, publishing a newsletter and a scholarly journal about global communications issues and organizations, and maintaining a web site that links users to information about global media.

! Organize and sponsor international conferences on global media and global communications to spread knowledge and to improve communication between scholars and professional media workers. Special emphasis is on the role of global media as agents of social control and social change, and how global media may help alleviate inequities in the distribution of information and knowledge around the world.

! Provide funding for applied and theoretical research on global media systems. The long-term goal is to make grants available to public and private groups and individuals conducting research on global media organizations and global communications.

! Seek and maintain alliances with scholars who conduct research on global media and with other media organizations and associations, in order to facilitate the exchange of ideas and information. These alliances will be fostered and maintained through interpersonal and mediated communication.

! Offer products and services to the public to generate revenues for the Center. This includes selling books and original research materials on global media and global communication, and offering speaking and consulting services to private and public institutions or groups. The goal is to make the Center self-supporting.

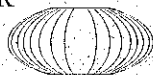
In the long run, the bulk of funding to support the Center will come from private sources and from the sale of goods and services. A board of directors composed of media executives, academics and governmental officials provides policy recommendations for the Center.

Dr. Demers, executive director of the Center, has written numerous articles and books on the sociology of media organizations, including *Global Media: Menace or Messiah?* (Cresskill, NJ: Hampton Press, in press). He also is editor of *Mass Communication & Society*, a peer-reviewed scholarly journal published by the Association for Education in Journalism and Mass Communication.

*For purposes here, global media are defined as organizations engaged in the production and dissemination of mass mediated messages in two or more nations. Yearly revenues identify the largest global media.

David Demers, editor and assistant professor
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Southern Methodist University

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Dr. Kasisomayajula Viswanath
The Ohio State University

Dr. Maria Williams-Hawkins
Ball State University

Dr. Lars Willnat
The George Washington University

Dr. Kak Yoon
Washington State University

March 30, 1999

Dr. George Gerbner
Temple University
234 Golf View Road
Ardmore, PA 19003

Dear George:

Enclosed you will find a DRAFT copy of a brochure that the Center will use to promote itself. Please proof your brief biography and email or mail me any changes. In some cases, I did not have complete background information on some of the board members, so please forgive any oversights. Also, please proof the enclosed background questionnaire and complete the back side if you have not already done so. We need this information for our files and the accountant.

PLEASE RETURN THESE FORMS BEFORE APRIL 14.

Thank you.

Dave

Global media
cover the world

...

We cover
global media

CENTER
FOR
GLOBAL 
MEDIA STUDIES

GOALS

The CENTER FOR GLOBAL MEDIA STUDIES is a nonprofit, nonpartisan corporation* whose primary goals are to:

- *Provide funding and assistance for applied and theoretical research on global media corporations and global communications.*
- *Serve as a clearinghouse for information about global media corporations, global communications, and international communications.*
- *Organize and sponsor international conferences for the purpose of disseminating knowledge about global media and global communications and improving communication between scholars and professional media workers.*
- *Seek and maintain alliances with media organizations and with scholars who conduct research on global media corporations and global communications.*

SERVICES

The CENTER also:

- *Offers research consulting services for private and public organizations;*
- *Publishes a newsletter about global communications;*
- *Markets books on global communications;*
- *Maintains a bibliography on global communications;*
- *Monitors changes in global media organizations.*

*Donations to nonprofit corporations are tax deductible.

EXECUTIVE BOARD

An executive board of directors provides policy recommendations for the CENTER's executive director, **David Demers**, an associate professor of communication at Washington State University. Dr. Demers (Ph.D. University of Minnesota) has written numerous articles and books on the sociology of media organizations, including *Global Media: Menace or Messiah?* (Hampton Press). His research has earned six top paper awards since 1990.

Debra L. Merskin, an associate professor of journalism and communication at the University of Oregon, is associate director of the CENTER. Dr. Merskin (Ph.D. Syracuse University) conducts research on race and gender representations in the media. Her work has appeared in the *Journal of Communication Inquiry*, *Howard Journal of Communication*, and *Journalism & Mass Communication Quarterly*.

Alan B. Albarran is associate dean in the Meadows School of the Arts at Southern Methodist University. Dr. Albarran (Ph.D. The Ohio State University) is author or editor of three books, including *Global Media Economics* (Iowa State University Press), and numerous journal articles. He has lectured in Spain, Germany, Sweden, Great Britain, Italy and Finland. He is also editor of *The Journal of Media Economics*.

Lee B. Becker is director of the James M. Cox Jr. Center for International Mass Communication Training and Research at the University of Georgia and also is a professor there. Dr. Becker (Ph.D. University of Wisconsin) is author or coauthor of two books, more than 60 journal articles and 20 book chapters. He is the recipient of the Distinguished Research Award at The Ohio State University.

Fiona Chew is associate professor of television, radio and film at Syracuse University. Dr. Chew (Ph.D. University of Washington) was research director of KCTS-TV in Seattle and has served as a consultant to the MacNeil-Lehrer Newshour, the Children's Television Workshop, and the Public Broadcasting System.

Melvin DeFleur is a professor of communication at Boston University. Dr. DeFleur (Ph.D. University of Washington) is author or coauthor of a dozen books or monographs, including *Theories of Mass Communication* (Longman), which has

been translated into seven languages, and *Milestones in Communication* (Longman). He has published nearly 50 journal articles and twice was a Fulbright Professor to Argentina.

Rose A. Dyson is a media education consultant and chairs the Canadians Concerned About Violence in Entertainment. Dr. Dyson (Ed.D. University of Toronto) also is an external research associate to the LaMarsh Centre at York University and is an executive board member of the Cultural Environment Movement. Her doctoral thesis on television violence and public policy will be published as book.

Oscar H. Gandy Jr. is professor of communication and Herbert I. Schiller Information and Society Term Chair at the University of Pennsylvania. Dr. Gandy (Ph.D. Stanford) is a social structural theorist and is author of the *The Panoptic Sort* (Westview), *Communication and Race: A Structural Perspective* (Edward Arnold and Oxford), *Beyond Agenda Setting* (Norwood), and more than 30 journal articles.

George Gerbner is Bell Atlantic Professor of Telecommunication at Temple University. Dr. Gerbner (Ph.D. University of Southern California) is well-known for his "cultivation" research on television. He also is founder and chair of The Cultural Environment Movement, and is author of numerous articles and books, including *The Global Media Debate: Its Rise, Fall and Renewal* (Ablex).

Richard A. Gershon is associate professor of telecommunications management at Western Michigan University. Dr. Gershon (Ph.D. Ohio University) specializes in the fields of satellite and cable communication. He is author of *The Transnational Media Corporation: Global Messages and Free Market Competition* (Lawrence Erlbaum), which won the National Cable Television Museum's 1998 Book of the Year Award.

Chin-Chuan Lee is professor of mass communication at the University of Minnesota. Dr. Lee (Ph.D. University of Michigan) is director of the China Times Center for Media and Social Studies and has published numerous articles and books, including *Media Imperialism Reconsidered* (Sage), *Voices of China* (Guilford), *China's Media, Media's China* (Westview).

Mercedes Medina is a lecturer in global audiovisual markets and audiovisual business at the University of Navarra, Spain. Dr. Medina (Ph.D. University of Navarra) recently contributed a chapter titled "The Impact of European Media Groups in

the Spanish Television Market" to *Evolving Media Markets: Effects of Economics & Policy Changes* (Turku School, see below).

Robert G. Picard is professor and director of the Media Group at the Turku School of Economics & Business Administration in Finland. Dr. Picard (Ph.D. University of Missouri-Columbia) is author or editor of 11 books, including *Evolving Media Markets: Effects of Economics & Policy Changes* (Turku School) and *The Newspaper Publishing Industry* (Allyn & Bacon).

Alexis Tan has served as director of the Edward R. Murrow School of Communication at Washington State University for more than a decade. Dr. Tan (Ph.D. University of Wisconsin) and his students have done research in more than seven countries. He is author or coauthor of numerous articles and books, including *Mass Communication Theories and Research* (MacMillan).

Kasisomayajula Viswanath is associate professor of journalism/communication at The Ohio State University. Dr. Viswanath (Ph.D. University of Minnesota) conducts research on the role of communication in social change. He is author or editor of numerous articles and books, including *Mass Media, Social Control and Social Change: A Macrosocial Perspective* (Iowa State University Press).

Maria Williams-Hawkins is associate professor of telecommunications at Ball State University. Dr. Williams-Hawkins (Ph.D. The Ohio State University) has studied broadcasting in Morocco, South Africa, Namibia and the Netherlands, and recently wrote a chapter on Australian broadcasting for *Global Media Economics* (Iowa State University Press).

Lars Willnat is an assistant professor in the School of Media and Public Affairs at The George Washington University. Dr. Willnat (Ph.D. Indiana University) also taught at the Chinese University of Hong Kong. He has published numerous book chapters and articles, including one for *Mass Media in the Asian Pacific* (Multilingual Matters Ltd.).

Kak Yoon is associate professor of communication at Washington State University. Dr. Yoon (Ph.D. Michigan State University) is director of an international professional training program in advertising. His research has appeared in *Journal of Marketing Communications*, *Journal of Current Issues & Research in Advertising*, and *Mass Communication & Society*.

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Summer 1999

Dear media executive, scholar, librarian, or editor:

The CENTER FOR GLOBAL MEDIA STUDIES INC. — a newly chartered nonprofit, nonpartisan organization devoted to studying and disseminating information about global media and global communications — is proud to provide you with this packet of materials, which includes:

- two press releases, one announcing the formation of the CENTER and the other summarizing the results of a computer analysis of media executive compensation;
- a complimentary copy of *Global Media News*, our quarterly newsletter;
- a copy of our book catalog, which lists more than 100 titles focusing on global media, international communications, communication technology or global communications.

Proceeds from the sale of these books are used to help fund the nonprofit goals of the CENTER. A 10-percent discount on book purchases also is available to "associate members" of the CENTER (see back of this page).

In addition to studying and disseminating information about global media, the CENTER also provides consulting services to media corporations and academic institutions. Our executive board is composed of top researchers with expertise in every major area of mass communication processes and effects. More detailed information about the CENTER, its goals and the executive board members can be found on pages 2, 16 and 17 in the enclosed newsletter.

As we enter the 21st century, I hope you will join me and the members of the executive board in our quest to understand the role and function of global media and global communications. As always, if you have questions or comments, please contact me.

Respectfully yours,



David Demers, Ph.D.
Executive Director

**Become an *associate member* of the
CENTER FOR GLOBAL MEDIA STUDIES,
and get these great benefits:**

- Free subscription to *Global Media News*, our quarterly newsletter (\$38 value)
- 10% off the 100+ titles in our book catalog
- 50% off registration fees for our 2001 international conference, "*Global Communications in the 21st Century*"
- Mail and e-mail updates on grants and news about the Center
- Your contribution is tax deductible

**And you'll also be contributing to a worthwhile cause
— the quest to understand the impact of global communications systems!**

Select one:

- Yes, please sign me up for a **one-year membership** for \$48. *(Note: Non-U.S. subscribers please add \$10 to cover postage. U.S. funds only.)*
- Yes, please sign me up for a **two-year membership** for \$90.

Optional:

- I am also enclosing an **additional tax deductible contribution** in the amount of \$ _____.

Payment / Select one:

- My check or money order made out to *Center for Global Media Studies* is enclosed (please do not send cash).
- Please bill to my: MasterCard Visa Card

Card Number: _____ Expiration Date: _____

Exact name on card: _____

Billing address for card (if different from below): _____

Signature: _____ Phone _____

Title (circle one): Dr. Mr. Ms. Mrs. Miss

Name _____ Title _____

Name of Department, Business and/or University _____ Phone _____

Street Address _____

City, State, Country and Postal Code _____ E-mail address _____

Please fax this form to 509-332-2458, or e-mail information to <member@cgms.org>, or mail to Center for Global Media Studies, 2513 NW Short Drive, Pullman, WA 99163-5614

THANK YOU!



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For Immediate Release — Story #1

New Nonprofit Center to Study Global Media

“Global media cover the world ... We cover global media.”

That is the motto of the Center for Global Media Studies Inc. — a new nonprofit, nonpartisan organization whose purpose is to study and disseminate information about global media corporations and global communications.

“Most of the news and entertainment programming that people around the world consume comes from global media corporations like Time Warner, The Walt Disney Company, the British Broadcasting Corporation and The News Corporation,” said Dr. David Demers, executive director of the Center. “Yet the public and political leaders know relatively little about these corporations or the impact they are having on people or public policy. The primary goal of CGMS is to raise awareness about these corporations and to study the role and function they play in the world today.”

Demers, who is also an associate professor of communication in the Edward R. Murrow School of Communication at Washington State University, said an executive board composed of 17 mass communication scholars from four countries provides policy recommendations for CGMS (see list at left). “We have, in my opinion, the most prestigious collection of international mass communication scholars in the world,” Demers said. “I am very pleased to be associated with them.”

CGMS publishes a quarterly newsletter, called *Global Media News*, which is the most comprehensive source of information about global media in the world, Demers said. Its premier issue features a story from Steve Bell — a former ABC Good Morning news anchor who is currently a professor of telecommunications at Ball State University — about the impact of global media on authoritarian political systems.

Demers said CGMS also sponsors original research. Its first study examined the relationship between the amount of compensation paid to top media executives and their organization’s bottom-line performance. The study found no relationship between compensation and profits, or between compensation and stock prices (see back of page and/or *Global Media News*, Summer 1999, p. 3).

Demers said CGMS also is planning to sponsor an international conference on “Global Communications in the 21st Century” in the fall of 2001. The Center offers associate memberships to individuals. Donations are tax deductible. The executive board is planning to meet in Chicago in June 2000. A web site for the Center is available at <www.cgms.org>.

Media Executive Compensation Study: It's Size, Not Performance, that Counts

The typical media corporation top executive earned \$14 million over the last three years, and many of them argue they deserved it.

But a new study sponsored by the nonprofit, nonpartisan Center for Global Media Studies Inc. shows that compensation is unrelated to the bottom line.

"The profitability of a media corporation or the value of its stock has no bearing on the amount of compensation its top executive earns," said Dr. David Demers, director of the study and executive director of CGMS. "It's size, not job performance, that counts. Larger companies tend to pay more regardless of profitability or shareholder return."

Demers said the findings contradict the executives' argument that job performance justifies high levels of compensation. But he said the findings also fail to support the position of corporate critics, who argue that corporations can boost profits by paying their executives more.

"Quite simply, executive compensation and the bottom line are unrelated when the entire industry is taken into account," Demers said. "Instead, the findings support some post-industrial theories, which contend that professional managers seek to maximize organizational growth, partly because this can boost executive pay and power."

The study is based on a re-analysis of data from the "49th Annual Executive Pay Survey," which was published in the April 19, 1999, issue of *Business Week*. The magazine and Standard & Poor's Compustat collected the data from government reports and from public records for 365 of the largest public corporations from 1996-98. The magazine concluded that pay "doesn't always" match performance.

But Demers said the CGMS study took the analysis a step farther, employing correlation and regression analysis to determine whether there is a statistical relationship between compensation, performance, and/or company size (i.e., total

sales) for 26 of the largest public corporations engaged in publishing, broadcasting, or telecommunications.

Demers said the data show that shareholder return and return on equity have virtually no effect on compensation. However, total sales is a modestly good predictor of total compensation. Basically, for every \$100 million increase in company sales, a top corporate executive's pay increases by \$44,000. Additional analysis showed that for every one percent increase in total sales, total compensation for executives increases by about one-half percent.

Demers said these findings support theories which contend that professional managers often place more importance on maximizing growth of the organization than on short-term profit maximization.

"To be sure, growth may benefit owners in the long-run," Demers said. "But managers often stand to gain a great deal in the short run. Growth helps fend off hostile takeovers, explain-away low profits, increase managerial power, make stockholders more dependent upon management, and, of course, increase managerial pay. Indeed, this study shows that growth is the surest way to increase top executive pay."

A full report of the study and its data are available in the summer 1999 issue of *Global Media News*, the official newsletter of the Center for Global Media Studies — a nonprofit, nonpartisan corporation whose major goals are to disseminate information about and study global media and global communications.

-30-

For more information, contact Dr. David Demers at 509-332-6507 (voice), 509-332-2458 (fax) or email <demers@cgms.org>.

David Demers

From: "David Demers" <demers@cgms.org>
To: "Albarran, Alan (Journal of Media Economics)" <albarran@unt.edu>; "Becker, Lee B." <lbecker@arches.uga.edu>; "Chew, Fiona" <cmrfchew@syr.edu>; "DeFleur, Mel" <defleur@bu.edu>; "Dyson, Rose" <rdyson@oise.utoronto.ca>; "Gandy, Oscar" <ogandy@pobox.asc.upenn.edu>; "Gerbner, George" <ggerbner@nimbus.temple.edu>; "Gershon, Richard" <GERSHON@wmich.edu>; "Lee, CC" <leexx010@umn.edu>; "Medina, Mercedes" <mmedina@unav.es>; "Picard, Robert" <robert.picard@tukkk.fi>; "Tan, Alex" <alextan@mail.wsu.edu>; "Williams-Hawkins, Maria" <mhawkins@bsu.edu>; "Willnat, Lars" <lwillnat@gwu.edu>; "Yoon, Kak" <kyoon@mail.wsu.edu>
Cc: "Kim, Tae-hyun" <thk311@wsu.edu>
Sent: Friday, January 19, 2001 9:16 AM
Attach: callforpapers.wpd; callforpapers.doc
Subject: Proposal for conference

Dear CGMS board members. Attached you will find details for our proposed conference and call for papers (July 19-20, 2002). I would appreciate very much your feedback. We have tentatively made arrangements at the Ridpath Hotel in downtown Spokane. It's not New York, but Spokane has grown dramatically in the last few years and offers ample entertainment, dining, shopping, and recreational activities (including a downtown park and other activities nearby, such as mountain hiking, camping, boating, sailing, and one of the world's great golf courses at Coeur d'Alene). July is a beautiful month (dry and sunny). Also, if you would encourage your libraries to subscribe to "Global Media News," that would help our resources greatly. I'll offer a free ride on my 28-foot sailboat (Lake Pend Oreille, in Northern Idaho) to anyone who can get their library to subscribe (of course, I'll offer a free ride to anyone else as well). So far we have two nominations for the two vacant positions on the board. Any other nominations? Thanks. --Dave P.S. GESCA Ltd. of Canada is donating \$3,000 to CGMS -- \$1,000 more than we originally thought. We thank them.

Dr. David Demers
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Abstract for Conference and Call for Papers

Conference Title: The Future and Implications of Global Mass Media
Sponsor: Center for Global Media Studies
Proposed Location: Ridpath Hotel, Spokane, Washington
Proposed Date: Friday and Saturday, July 19-20, 2002

The most controversial trend in the mass communication industry today is the growth of global media. A dozen media corporations alone account for more than half of the \$275 billion (U.S.) in yearly worldwide revenues generated by the communications industry. The three largest companies — AOL Time Warner, The Walt Disney Company, and Vivendi Universal — alone account for more than a third of all sales.

This concentration of ownership, according to global media critics, represents a major threat to good journalism and democratic principles. Critics argue that global media are less likely to publish information that offends powerful groups and elites, because that kind of content could alienate advertisers, news sources or consumers and could reduce profits. This, they argue, reduces diversity in the so-called *marketplace of ideas*.

Despite these concerns, the public and public policy makers know relatively little about global media corporations. This is the case even though global media corporations produce most of the news and entertainment content that people in the world consume.

The purpose of this conference and call for papers is to help fill void. More specifically, scholars and citizens around the world are being asked to:

- *Identify trends in the history, growth and development of global mass media systems.* What is the history of global media organizations or the industry as a whole? What cultural and structural factors have influenced or led to the development of global media systems? How have global media grown and changed? Who owns global media? How does that ownership affect content? What will global media systems be like in the future? Whose interests will they serve?
- *Examine the effects of global mass media systems on the distribution of knowledge and information across groups, cultures, and nations.* How does information flow around the world? What role and function do global media systems perform for people and organizations? What impact do global media systems have on the flow of information and the so-called marketplace of ideas? What role do global media play in the generation of knowledge and information gaps? What is the impact of knowledge gaps? What implications do global media have for the distribution of power around the world?
- *Identify ways to reduce or eliminate gaps in knowledge and information across cultures, nations and groups.* What kinds of cultural or social structural changes are necessary to create greater information equality around the world? How can people, groups and nations facilitate such changes? What kinds of political changes are necessary to implement changes in media systems? How realistic are such changes given the nature of free-market economics? What role has

UNESCO and other groups played, if any, in helping to reduce knowledge gaps and equalize knowledge across nations and groups? What role can they play in the future?

- *Examine the impact of the Internet on the development and dissemination of news and information around the world.* What impact is the Internet having on the centralization or decentralization of knowledge around the world? Will these trends continue? What impact are the Internet and new technologies having on global media systems? What implications will these trends have for power-gaps between people, groups and nations?

Paper submitted will be subjected to a double-blind peer-review process coordinated by the Center for Global Media Studies. Authors of the top papers will be asked to submit them for publication in a book to be distributed by the Center for Global Media Studies. Authors will retain the copyright. CGMS is a non-profit 501(c)(3) corporation. Proceeds from the book, if any, will be used to help CGMS achieve its goals of disseminating information about and studying global media systems.

Papers should follow APA style and should be no longer than 25 pages, including references and illustrations. The deadline is September 1, 2001. Please submit four copies to:

David Demers, Executive Director
Center for Global Media Studies
Edward R. Murrow School of Communication
Washington State University
Pullman, Washington 99164-2520
509-335-5608
demers@cgms.org

Tentative Agenda

Day 1 — Friday, July 19, 2002

Morning

Registration
Reception and coffee
Paper session #1 (topic and participants to be determined)

Lunch

No formal plans

Afternoon

Paper session #2 (topic and participants determined by paper submissions)
Panel session #1 (topic and participants determined by paper submissions)

Dinner

First guest speaker (prominent scholar or media official; to be determined)

Day 2 —

Morning

Reception and coffee
Panel session #2
Paper session #3

Farewell Luncheon

Second guest speaker to be selected

Afternoon (if necessary)

Paper session #4
Paper session #5

Final

David Demers

From: "David Demers" <demers@cgms.org>
To: "Youm, Kyu" <Youm@asu.edu>; "Yoon, Kak" <kyoon@mail.wsu.edu>; "Weaver, David" <weaver@indiana.edu>; "Wanta, Wayne" <Wanta@jou.ufl.edu>; "Wasko, Janet"

For Immediate Release -- February 2001

Global Media Are Focus of Conference

The Center for Global Media Studies is soliciting abstracts or papers for presentation at a 2002 conference that focuses on the "future and implications of global mass media." Top papers will be published in a book.

The conference is scheduled for July 19-20, 2002, at the Ridpath Hotel in downtown Spokane, Washington. The deadline for paper submissions is November 1, 2001. Abstracts of 3-5 pages are acceptable, but final papers must be completed at least one month before the conference.

The abstracts or papers may examine any aspect of global mass media, such as (1) recent mergers and acquisitions; (2) trends in the history, growth and development of global mass media systems; (3) the effects of global mass media systems on the distribution of knowledge and information across groups, cultures, and nations; (4) ways to reduce or eliminate gaps in knowledge and information across cultures, nations and groups; and (5) the impact of the Internet on the development and dissemination of news and information around the world.

All approaches and methods, including critical and social science approaches, are welcomed. Papers that are written for a broad audience (i.e., for policy makers and the public) are also encouraged.

Papers will undergo to a double-blind peer-review process coordinated by the Center for Global Media Studies, a nonprofit corporation. Authors of the top papers will be asked to submit them for publication in a book to be distributed by the Center after the conference. Authors will retain copyright. Proceeds from the book will be used to help CGMS achieve its goals of disseminating information about and studying global media systems.

Final papers should follow American Psychological Association style and should be no longer than 25 pages, including references and illustrations. Authors should submit four copies of an abstract or completed paper before November 1, 2001, to Dr. David Demers, Executive Director, Center for Global Media Studies, Edward R. Murrow School of Communication, Washington State University, Pullman, Washington 99164-2520 (509-335-5608) demers@cgms.org. The Center's Web site is www.cgms.org.

For more information, contact:

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 232 Murrow Center
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 509-332-6507 or 509-335-5608 (voice)
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George - Here's that email - Dave

Revised 3/15/01

David Demers

From: "David Demers" <demers@cgms.org>
To: "Albarran, Alan (Journal of Media Economics)" <albarran@unt.edu>; "Becker, Lee B." <lbecker@arches.uga.edu>; "Chew, Fiona" <cmrfchew@syr.edu>; "DeFleur, Mel" <defleur@bu.edu>; "Dyson, Rose" <rdyson@oise.utoronto.ca>; "Gandy, Oscar" <ogandy@pobox.asc.upenn.edu>; "Gerbner, George" <ggerbner@nimbus.temple.edu>; "Gershon, Richard" <GERSHON@wmich.edu>; "Lee, CC" <leexx010@umn.edu>; "Medina, Mercedes" <mmedina@unav.es>; "Picard, Robert" <robert.picard@tukkk.fi>; "Tan, Alex" <alextan@mail.wsu.edu>; "Williams-Hawkins, Maria" <mhawkins@bsu.edu>; "Willnat, Lars" <lwillnat@gwu.edu>; "Yoon, Kak" <kyoon@mail.wsu.edu>
Sent: Tuesday, March 06, 2001 9:13 AM
Subject: Nominations

Greetings executive board members.

We have two nominations for the two openings on the executive board.

Scott Robert Olson is Dean of the College of Communication, Information, and Media, and Professor of Communication Studies at Ball State University. The cultural effects of the global media have been the primary focus of his research from his dissertation until the present.

He has received \$810,000 in grant awards from various sources including the U.S. Department of State, the National Science Foundation, and the U.S. Agency for International Development. Through one of these awards he was able to establish the first School of Communication in Poland, a program that after ten years still graduates fifty students annually.

Olson's most recent books are "Hollywood Planet: Global Media and the Competitive Advantage of Narrative Transparency" (1999, Lawrence Erlbaum Associates) and "Komunikacja w Organizacji i Zarzadzaniu" ("Business and Management Communication," 1997, Wroclaw [Poland] Polytechnica Press).

In the past 15 years, Olson has published ten journals articles on the global media and related intercultural issues in venues such as "The Journal of Communication," "The Journal of Film and Video," and "Critical Studies in Mass Communication." He serves as a member of the Editorial Board of the journal "Critical Studies in Media Communication" and has been a reviewer for the journal "Communication Theory" and for the SUNY Press Communication Series.

He has published fifteen book chapters on international issues in scholarly press publications in the U.S., China, and Poland, and has delivered 70 refereed or invited papers at conferences in Brazil, Canada, Germany, Ireland, Korea, Poland, Taiwan, and the United States. His consulting work is similarly global in scope and includes among others the Hyundai Motor Corporation, Polska Telewizja Kablowa (Polish Cable Television, Inc.), the Technical University of Wroclaw, the Public Television Service of Taiwan, PROFES Consulting, The University of Gdansk, and the Biuro GFMP Consulting Group.

His Ph.D. is in Radio-Television-Film from Northwestern University (1985).

The other nominee is Caroline Pauwels, a professor and researcher at the University of Brussels. I do not have a biography for Caroline, because she has been having trouble with her e-mail. I will get that to you as soon as possible. In the meantime, would you like to confirm the appointment of Scott? (In the absence of objections, we will confirm his appointment for three years).

Thanks.

Dave

Dr. David Demers
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