

Subject: Re: Adbusters & EcoNet  
Cc: hfrederick@igc.org

> From FGG@asc.upenn.edu Fri Sep 20 18:51:42 1991  
> Rick - thanks for your meaty message. I am backed up right now  
> but will try to reply ASAP. Meanwhile give me a mailing address  
> where I can send a draft prospectus of CEM. George G.

Sorry for not replying sooner -- I just discovered your email cast ashore on an orphan system here. Just when the network got settled down from the last "upgrade", somebody had to go rearrange things again. (Sigh)  
Supposedly, email sent to:

crawford@cs.ucdavis.edu

will find me regardless of changes in network domain naming conventions.

Anyway, the most recent CEM version I have was from EcoNet media.issues, posted there by Howard Fredericks around 5/21/91. My surface address for more recent CEM material is:

Rick Crawford  
2804 Ganges Ave.  
Davis, CA 95616

I'm now auditing a graduate seminar in Theory of Mass Communications here with Dr. Rina Alcalay. Having no formal background in media criticism until discovering Adbusters 2 months ago, I feel very lucky to have accidentally stumbled on a local mentor just when a local media guide can do the most good. Dr. Alcalay just introduced us to News That Matters, by Iyengar and Kinder. Next week we'll cover Health and Medicine on Television, and Living with Television: The Dynamics of the Cultivation Process, that you wrote in conjunction with Gross, Morgan, and Signorielli.

Are you familiar with Dr. Alcalay? So far, my impression is that her ethics are sound (she turned down a big \$\$ offer to design a campaign selling beer to Latinos), and her heart seems to be in the right place (she has done some mass media campaigns for Planned Parenthood). She said she had heard of the Media Foundation, but apparently has never seen an issue of Adbusters (I'll remedy that deprivation soon ;-)

Sorry for adding to your email backlog, but here are 3 other facts that might be relevant to a "Grand Multi-media/channel Strategy" tying together Adbusters, FAIR, EcoNet, the Center for the Study of Commercialism, etc:

- \* Noted Sierra Club leader David Brower apparently was so incensed at the negative social and environmental impacts of TV that he devoted an hour-long speech to that topic, despite the fact that it was totally unrelated to the avowed purpose of that particular conference (environmental law at Stanford, about 3 years ago).
- \* Believe it or not, Davis, Calif (my present home of ~ 50,000) is apparently going to become (in April 1992) the first community in the US to be hooked up via ISDN (Integrated Services Digital Network).
- \* Another unique aspect of Davis ==> it has the highest per-capita membership in the Sierra Club of *any* city in the entire US!

Now Sierra Clubbers tend to be wealthier than average, and could afford the cost of ISDN services if they thought there was something worthwhile to be gained. With 64K baud access to EcoNet, and the capability of direct email communication with the homes of 2600 local members, I have a vague sense that there might be powerful possibilities for fundamental (albeit incremental) social change.

It may be that high \*density\* of a \*local\* communication web will allow people to override their socialization that "TV \*is\* reality". In addition to a somewhat radical voting majority on the local Sierra Club board, we also have sympathetic people running the local Public Access Cable TV channel.

My department (Computer Science) is putting together various research proposals and seeking funding from Pacific Bell and DEC. I'm far more interested in trying to get \$\$ from some government agency or non-profit foundation to begin collecting baseline data and doing "experiments" in electronic democracy. This is still a vague idea on my part, but it seems there \*might\* be an opportunity here to develop some leverage and form a seed crystal of non-commercial, pro-environmental public values.

Well, I've got to get some sleep before spreading the CEM gospel at a Sierra Club conference this weekend. Let me know if any of these ideas seem viable and worth pursuing.

-rick

\* BREAK \*\*

CRAWFORD

Return-Path: <crawford@kongur.eecs.ucdavis.edu>

Received: from iris.eecs.ucdavis.edu [128.120.57.20] by ASC.upenn.edu ; 20 Sep 91 02:34:54 EDT

Received: by iris.eecs.ucdavis.edu (5.57/UCD.EECS.7.0)

id AA12015; Thu, 19 Sep 91 23:34:41 -0700

Received: by kongur.cs.ucdavis.edu (4.0/3.15)

id AA03940; Thu, 19 Sep 91 23:34:45 PDT

Date: Thu, 19 Sep 91 23:34:45 PDT

From: crawford@kongur.eecs.ucdavis.edu (Rick Crawford)

Message-id: <9109200634.AA03940@kongur.cs.ucdavis.edu>

To: fgg@asc.upenn.edu

Subject: Adbusters and EcoNet

Hi,

I just recently discovered Adbusters, and asked them how EcoNet figured in their grand strategy. Because nobody at Adbusters seemed aware of EcoNet, I was digging into obscure (to me) EcoNet conferences in order to advise them on how to make the best use of that resource. Then I discovered your 5/20/91 draft manifesto for a CULTURAL ENVIRONMENT MOVEMENT in media.issues.

I recognized your name from some Adbusters articles, and also from a recent article in Common Cause magazine that described you as an advisor to the Center for the Study of Commercialism.

I've been aware of (and depressed by) what I consider "cultural pollution" ever since my teens, but figured there was no way to change that. I'm 37 now, and just finished a MS in computer science. Although my "job" is doing part-time computer research, I'm spending most of my time and efforts helping some physicists with air pollution monitoring, and being an environmental activist (Sierra Club, Greenpeace, NRDC, etc).

I'm enough of a realist to understand that we've got to aggressively "sue the bastards" to enforce current environmental laws, and we've also got to increase the pressure on elected officials so they pass even better environmental legislation. Unfortunately, when I see polls showing that 80% of Americans claim to be "environmentalists" (hypocrites), this tells me that the forces behind Bush/Sunnunu have succeeded in pulling off a greenscam of the first magnitude. The commercial forces are succeeding to an astonishing degree in fooling most of the people most of the time. When not only public opinion, but also public \*values\* are so easily manipulated, it's only a matter of time before the existing, (already inadequate) environmental laws are weakened even further.

Perhaps I'm too sensitive to polling results, but an AP story in a 7 Aug. paper really shocked me. Gallup did a survey for the Wheat Foods Council and found that:

Only 51% of Americans know that "white" bread is based on wheat, but 48% think that \*oatmeal\* is produced from wheat!

Now I understand why it's so tough to get Americans motivated to protect the natural resource base --- most have neither direct experience with, nor any conception whatsoever of, natural phenomena. It's not just the computer nerds who are enthralled by "virtual reality", it's 90% of the American sheep, uh, I mean consumers.

So I guess, in a nutshell, my position is that I was already resigned to the American people going meekly to the commercial slaughterhouse, but I can't stand by and allow this abomination to infect every other human culture and destroy/enslave all nonhuman species as well.

So what do I want from you? Well, for a start:

1. Please put me on your emailing list for the Cultural Environmental Movement. My preferred address is ==> crawford@cs.ucdavis.edu , although I do occasionally check mail on EcoNet to ==> rcrawford .

2. How do you, Adbusters, F.A.I.R., EcoNet, the Center for the Study of Commercialism, and perhaps Ralph Nader's Public Citizen fit together into a grand strategy? (Easy question, tough answer.)
3. I came up with the idea of airing Adbusters' un-commercials for free on public access cable TV, and using that exposure to generate funds from the public to pay for commercial air time. What do you think?
4. This stuff is extremely important to any genuine, thinking environmentalist -- why hasn't there been massive, simultaneous publicity in the magazines of all the "Big 10" environmental organizations? Are you purposely keeping a low profile for the time being?
5. What about initiating a class-action lawsuit against some school district that allowed itself to be bribed by Whittle Communications? Demand that students only view "Channel One" if it is embedded in an hour-long program of media criticism that teaches them how to deconstruct (or Whittle-down :- ) each specific segment.

I've been thinking about media wars a lot since I first saw an issue of Adbusters 6 weeks ago. But I figure your perspective is a lot more seasoned than mine. Help me out -- I want to get results, rather than just spinning my wheels and wasting my energy and (little remaining) optimism. Thanks.

-rick

RICK CRAWFORD

I agree that the voluntary "colloquium" is a separate undertaking, not aimed at the same purposes as pro-sem.

I am sharing this message with all Standing Faculty.

-- Charlie

\* BREAK \*\*

File name = SP/RICK

Return-Path: <crawford@cs.ucdavis.edu>  
Received: from ivy.cs.ucdavis.edu [128.120.56.118] by ASC.upenn.edu ; 11 Apr 92 01:42:24 EDT  
Received: by ivy.cs.ucdavis.edu (5.57/UCD.CS.1.1)  
id AA05510; Fri, 10 Apr 92 22:42:03 -0700  
Date: Fri, 10 Apr 92 22:42:03 -0700  
From: crawford@cs.ucdavis.edu (Rick Crawford)  
Message-id: <9204110542.AA05510@ivy.cs.ucdavis.edu>  
To: FGG@asc.upenn.edu  
Subject: re: promoting the CEM

Hi George, just got your msg re Boston Phoenix Whittle article.

Re Dave "Ratmandu", your original message includes his text, then says,

> (annotation added by FGG)

>

> Rick: What do you think? George.

First, I didn't see \*any\* annotation (in CAPS or otherwise), so I can only comment on the text he sent you, recent email he sent me, and public stuff he's posted to usenet.

First, he seems to be a prolific "disseminator" of progressive social and political ideas. Interestingly, I also have the passage below which I \*think\* Dave wrote (it's quite consistent with his writing style), but I lost the usenet header to it ...

> what is needed, in this day of a shrinking freedom of speech, is the  
> "freedom to reply"--to have absolutely open and unrestricted free  
> access to the media in the way that only the very rich and the  
> corporations enjoy at the close of twentieth century 'murka.

--ratitor

> professor and civil rights lawyer David Kairys discusses how our current-day  
> sense of what "freedom of speech" means is a very different kettle of fish  
> from the adoption of the Bill of Rights in 1791. excerpts from the follow-  
> ing article outline some of his key points:

The celebration of free speech gains wide attention in our media only when it is formulated generally, or when used to condemn repressive practices in "enemy" countries. In this country, most people believe freedom of speech was established when the Bill of Rights was adopted in 1791 more or less as we know it today. But, in fact, no right of free speech as we know it existed until a basic transformation of speech law occurred between 1919 and 1940. This essay focuses on that history and on the current Supreme Court's attempts to dismantle free speech as we now know it.

The labor movement fought to attain the most effective means then available for reaching and organizing working people-- leafletting, assembling and demonstrating in public places, picketing and door-to-door canvassing. But now we receive ideas and information almost exclusively from television, radio, newspapers and magazines. The scope of our speech rights has been

frozen while technological and social changes have rendered them seriously obsolete.

from the December 18-24, 1991 issue of "IN THESE TIMES:"

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The Bill of Rights 200th Anniversary  
The evolution of free speech  
By David Kairys

David Kairys, a longtime civil rights lawyer, is professor of law at Temple University. He edited and co-authored the 1990 revised edition of "The Politics of Law," from which this essay was derived.

[ etc., essay reprinted in full, from which "ratitor" excerpted the above ]

So, to answer your Boston Phoenix question, "What do you think of Dave's proposal?", Dave seems to be an effective disseminator, so if he wants to work with us, that sounds good to me. One potential negative --- if he is widely known on Usenet as a "leftist", that in itself might color the reception of all CEM material, including articles that try to be non-partisan/non-political (if such be possible). Then again, perhaps we can counter that by drumming up support from some notorious right-wing Usenet personality as well ;-)

So my intuition says working with Dave should be a net plus.

One general caution though: We'll need to write up a "communications policy" for people like me, Dave, Fen Labalme, and hopefully soon many others who will be disseminating "official" CEM articles. We/they should be free to preface such articles with their own opinions and interpretations, but should probably include a disclaimer that:

\*They do NOT speak for CEM, as a whole\*.

I think the strength of CEM already is that, as a \*coalition\*, it speaks with many voices and perspectives, yet there are underlying coherent themes. CEM's power, its "more-than-the-sum-of-its-parts" aspect stems from getting people to realize that underlying all these various manifestations there is a \*coherent body of thought\*, and one that resonates quite strongly with what's structurally dysfunctional about modern industrial societies.

Disseminators should be free to add their own voices, but NOT to lay claim to the underlying message itself. (Because all of us are still in the process of articulating that message.)

-rick

Return-Path: <crawford@cs.ucdavis.edu>  
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Received: by ivy.cs.ucdavis.edu (5.57/UCD.CS.1.1)  
id AA06382; Sat, 11 Apr 92 04:11:16 -0700  
Date: Sat, 11 Apr 92 04:11:16 -0700  
From: crawford@cs.ucdavis.edu (Rick Crawford)  
Message-id: <9204111111.AA06382@ivy.cs.ucdavis.edu>  
To: FGG@asc.upenn.edu  
Subject: CEM Advisors / Jerry Mander

Hi George, some old business, and some new...

> From FGG@asc.upenn.edu Thu Apr 2 06:05:29 1992  
>  
> No advice just thanks for help, payoff coming but don't hold your  
> breath... Will re-send fax, have a good trip. Incidentally, what  
> affiliation or location should we list for you as Advisor? George.

I had been thinking "UC DAVIS", but CEM's advisors look top-heavy with academics already. It now occurs to me that "SIERRA CLUB" would be better --- gives CEM more balance, breadth, even legitimacy in some people's eyes. I'm a member in several env. orgs, but Sierra Club is the only one in which I wear any official hats. What do you think?

Also, for Hamelink's affiliation, should I list, "PRESIDENT, INT. ASSOC. MASS COMM. RESEARCHERS"? and for Herb Schiller, "UC SAN DIEGO"?

New business: Jerry Mander has been promoting many basically sound ideas about mediated experience, corporate hegemony, and the quality of daily life ever since his 1978 Four Arguments for the Elimination of Television, in which he cites your work. I'm curious whether you 2 have ever been in touch, and about mutual benefit if he were to become a CEM Advisor.

I just sent him CEM manifesto, Whittle piece, Boston Phoenix, etc. 2 days ago. He said he'd never heard of CEM before (so Advisor is a bit premature).

If you're interested, I enclose below a draft (comments welcome) of an article for local newspapers regarding his talk here.

-rick

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Jerry Mander to Speak at UC Davis Sun. May 3

Noted environmental author and philosopher Jerry Mander will speak on campus, presenting themes from his recent book, In the Absence of the Sacred: The Failure of Technology and the Survival of the Indian Nations. The talk will be on Sun. 3 May in 198 Young Hall from 7:30 - 9:30 PM.

Jerry Mander's initial environmental work focused on the impact of mass media and advertising. For several years, he was the head of a large San Francisco advertising agency, but eventually quit in disgust when he could no longer reconcile his work promoting Fortune 500 companies' environmentally damaging products with his desire to produce free public service announcements benefiting peace, social justice and the environment. He went on to found the Public Media Center --- the largest non-profit advertising agency in America.

Jerry Mander's public service media spots promoting environmental causes were extremely significant (such as his 1960's work with David Brower to save the Grand Canyon from hydroelectric dams by placing full-page ads

in the N.Y. Times). But his most valuable contributions to the environmental movement are his ideas about the role of technology and the impact of corporate structures on our experience of daily life.

Mander's work shows how Marshall McLuhan was too timid in his claims --- today, it can truly be said that for the majority of individuals living in Industrial Society, \*technology and the media have become the environment\*! As outlined in the Winter issue of Whole Earth Review, Jerry Mander will describe how corporate organizational structures and machinery have altered the \*nature\* of modern human experience. As employees in an Industrial Society, technology pervades every aspect of our lives --- we live inside a series of machines, and we are paid to perform tasks that promote the growth and reproduction of those machines that envelop our lives. Daily, we interact directly with smaller machines --- computers and fax machines --- via certain skills we have learned. Those skills determine our economic worth, and our status in the Industrial Society. Thus, in industrial cultures, machines are becoming the ultimate arbiters that measure our worth as human beings.

In the \*tyranny of the free market\*, is there any place for non-monetary, intrinsic values of nature, and for traditional human values? Come hear Jerry Mander Sun. 3 May for an eye-opening discussion of the non-neutrality of technology. Journalists, film workers, scientific researchers and engineers are especially encouraged to attend. Admission will be \$3 at the door. If time permits, several new TV \*uncommercials\* produced by Adbusters will be shown!

Return-Path: <crawford@cs.ucdavis.edu>  
Received: from ivy.cs.ucdavis.edu [128.120.56.118] by ASC.upenn.edu ; 12 Apr 92 08:57:00 EDT  
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id AA07608; Sun, 12 Apr 92 02:32:59 -0700  
Date: Sun, 12 Apr 92 02:32:59 -0700  
From: crawford@cs.ucdavis.edu (Rick Crawford)  
Message-id: <9204120932.AA07608@ivy.cs.ucdavis.edu>  
To: FGG@asc.upenn.edu  
Subject: re: CEM Advisors / Jerry Mander

Hi George, fine to list my affiliation as both UC Davis and Sierra Club.

I have not yet heard anything about Schiller's talk. I'm not sure who has the CEM signup sheet -- it could be Judi Clark or Jim Davis from Berkeley CPSR, or perhaps Peter Franck has it.

BTW, I spoke with Dave "ratmandu" over the phone. He seems intelligent, and is certainly very animated. Jerry Mander's recent book, In The Absence of the Sacred: The Failure of Technology and the Survival of the Indian Nations appears to be having quite an influence on his thinking. I haven't read it, but from what Dave says, Jerry has taken some of "my" ideas and run with them! I'll look forward to meeting Jerry, and will read his book --- in my copious free time ;-(

-rick  
\* BREAK \*\*

File name = SP/TOCM

Carolyn: I teach courses of discovery. I provide a framework for analysis, we have weekly exercises (in 4 areas: message systems, media policy, consequences of long-term exposure to stable structures, and writing proposals, reports, and critiques. I give a handout each week noting the agenda, the readings (usually articles and reports from journals that I duplicate and pass out), and the exercise for the week. The framework does not mention substantive topics (like Asian, etc.); that is up to student choice. Aside from the weekly exercises (resulting usually in 1-page reports from each student each week turned in on Friday and return with comments Monday or Tuesday), the work includes a full proposal for study at midterm and final report (in-class and written) of the investigation at the end. The handouts also depend on the progress and interests of a particular class. I collect them at the end (though I distribute an outline at the first meeting). Even though none of this mentions substantive topics, I can give you the outline and/or collected handouts for this semester if that would be of use. George.

\* BREAK \*\*

File name = SP/TOELLEN

Thanks for info, look forward to material. You can send press law in Russian too, if you have it. I am working with a visiting scholar, semiotician-linguist, head of Journalism at U of Kiev, very bright person (incidentally, looking for another year's visiting job - can teach several types of courses, etc. - should I ask him to send you CV, etc?) and he can translate for me. Also, thanks for hard copy info when it arrives. I would appreciate your sending me any mss you send out for publication so we have that context. +++ Sorry about foot hope it's over soon. +++ I agree about Doris G. So far ASC has made no senior appointment... +++ As to Moscow - YZ promised to send press lay copy in English but has not yet done so. My only other interest is personal accounts of media policy and/or experiences during the August coup, so if you see or know of anything, thanks! As they say

CRAWFORD

From theory to practice, "Living in the Image Culture" is the complete and timely survival kit for not only living but mastering the powers and perils of our new cultural environment. George Gerbner.  
\* BREAK \*\*

File name = SP/MM

Michael: Very quick reading and reaction to Perse et al because it's now or never, even if on the run.

p. 2: ... television viewing is RELATIVELY nonselective. I.e. heavy viewers are less selective than light viewers -- obvious, but some cannot get it through thick heads! See Signorielli article, Lin Sun thesis on cult. and selective viewing.

On cable you make all the good points. Conventional uncritical thinkers cannot accept the fact that more channels do not necessarily make for more diversity. Julie Dobrow also wanted to argue against her data. Stress heavy viewer plus cable resonance. The strange conclusion about cult being explained by selective exposure (same old hobby-horse) is not only oxymoronic but also moronic! Desperate attempt to rescue and or force old thinking onto new data.

To bad you say you "find the study to be stimulating and important." In fact it is confusing and obfuscating all the issdues it touches. Don't give it any encouragement. We have regretted that in the past. Cheers. george.  
\* BREAK \*\*

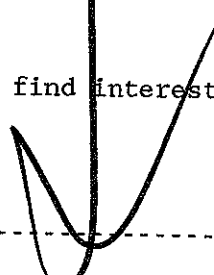
File name = SP/NET

Return-Path: <mmorgan@titan.ucc.umass.edu>  
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Received: by titan.ucc.umass.edu (5.57/Unix3.0-C)  
id AA26524; Sun, 10 May 92 21:48:03 -0400  
From: mmorgan@titan.ucc.umass.edu (Michael Morgan)  
Message-id: <9205110148.AA26524@titan.ucc.umass.edu>  
Subject: Y'all made USENET!  
To: FGG@asc.upenn.edu (George Gerbner), sut.jhally@comm.umass.edu (sut jhally),  
justin.lewis@comm.umass.edu  
Date: Sun, 10 May 92 21:48:03 EDT  
X-Mailer: ELM [version 2.3 PL11]

George, Sut, and Justin:

Attached is a USENET article you may find interesting.

Cheers,  
Michael



Article 128 of alt.news-media:  
Newsgroups: alt.news-media,alt.activism,misc.activism.progressive,alt.rodney.king  
From: rhcrawford@ucdavis.edu (Rick Crawford)  
Summary: .. even if the content is ostensibly Marin Luther King or Rodney King,  
tts or South-Central LA

Wa

Originator: rich@pencil.cs.missouri.edu  
Keywords: political economy of mass media; self-fulfilling biased images;  
ence, racism, and sensati

viol

Sender: news@mont.cs.missouri.edu  
Organization: Department of Computer Science, University of California, Davis  
Date: Fri, 8 May 1992 20:37:42 GMT

Subject: The Media \*ARE\* the Message

The riots sparked by the Rodney King verdict remain surprising to some. Others (such as one of the jurors) knew all along that "they" were just waiting for an excuse to loot. A quote from an anonymous juror:

"I think \*they\* would have been incited to riot [even] had we voted the policemen guilty. I just cannot tie the not-guilty verdict into that action. I think it was just waiting for something to happen so \*they\* could go out and vandalize and destroy people's lives and their property." (San Francisco Chronicle, 1 May 1992, D1)

Perceptions of a "violent world syndrome" as the norm [Gerbner1, Gerbner2] (and a willingness to engage in violence) should not be surprising, since the average US child witnesses 8,000 murders on TV before graduating from \*primary\* school, along with 100,000 other acts of assorted violence [APA].

Nor should it be surprising that affluent whites believe blacks have already achieved equality of opportunity. According to the San Francisco Chronicle (4/29/92 --- \*morning of King verdict\*) a recently-completed study by Univ. of Mass. communications professors Sut Jhally and Justin Lewis studied social perceptions arising from The Cosby Show's portrayal of an affluent black family. Although the study was funded by Cosby himself, the conclusions were devastating. The sound byte quoted from Jhally was, "If black people fail, then white people can look at the successful black people on "The Cosby Show" and say they only have themselves to blame".

Note that even if the anonymous juror quoted above had \*never\* personally watched The Cosby Show, her social beliefs could nevertheless plausibly be attributed to indirect TV viewing, refracted through interpersonal contacts who \*had\* viewed The Cosby Show personally. Note further that the interview with Jhally and Lewis occurred \*before\* the King verdict.

The only surprising thing to me is how long the warnings of Gerbner and other scholars have been ignored. I recently discovered (thanks to Ed Miner) yet another bit of very old evidence that seems quite relevant, especially in an election year. What criteria, what "news values", are used by mass media in selecting events, story frames, and spokespersons for broadcast?

The following is from an article in the May "World Monitor" by Daniel Schorr, a lifelong broadcast journalist who is currently a senior analyst at National Public Radio. The article, entitled "Confessions of a Newsmen", is a veteran's expose on media news, particularly television. The focus is on the voracious appetite of TV journalists for the sensational.

The following excerpt contains a timely (-less?) statement made by yet another King --- the Reverend Dr. Martin Luther King --- following a news conference in 1968, which Daniel Schorr covered. Schorr writes:

... I came to this news conference with a CBS camera crew prepared to do what TV reporters do -- get the most threatening sound bite I could in order to ensure a place on the evening news lineup. I succeeded in eliciting from him phrases on the possibility of "disruptive protest" directed at the Johnson administration and Congress.

As I waited for my camera crew to pack up, I noticed that Dr. King remained seated behind a table in an almost empty room, looking depressed. Approaching him, I asked why he seemed so morose.

\*\*\*\*\*

\*\*\* "Because of you", he said, "and because of your colleagues  
\*\*\* in television. You try to provoke me to threaten violence,  
\*\*\* and if I don't, then you will put on television those who do.  
\*\*\* And by putting them on television, you will elect them our leaders.  
\*\*\* And if there is violence, will you think of your part in bringing  
\*\*\* it about?"

\*\*\*\*\*  
I never saw Dr. King again. Less than two months later he was  
assassinated. ...

[ Pause for reflection ]

One final bit of evidence. For the first time in months, I watched TV  
the Friday night after the verdict. I avoided my local PBS station  
(KVIE -- due to their extreme selection bias), and instead tuned in a  
fuzzy image of KQED in San Francisco. A group of local journalists  
were discussing the King aftermath. One of the participants, a black man,  
stated that he had personally observed several demonstrations in the  
San Francisco Bay Area, including some looting. He stated that although  
the vast majority of looters and demonstrators were white, the TV footage  
that \*actually aired\* from those events focused almost exclusively on  
small isolated groups of \*black\* looters ("news values", dont'cha know).

In an information-rich society (measured by quantity, but clearly not quality),  
tuning one's personal filters certainly seems appropriate to some degree.  
However, when 96% of the worldwide daily wire service volume is controlled  
by just \*5\* transnational news agencies [UNESCO], their pre-filtering will  
skew the world view that reaches us, even if our own filters are purely random.  
The news is not "sanitized for \*our\* protection", although the interests of  
certain power structures and ideologies generally do receive protection.

[Gerbner1] G. Gerbner, L. Gross, N. Signorielli, and M. Morgan (1980)  
"Aging with Television: Images on Television Drama and Conceptions  
of Social Reality", Journal of Communication, 30(1), pp. 37-47.

[Gerbner2] G. Gerbner, L. Gross, M. Morgan, and N. Signorielli (1980)  
"The 'Mainstreaming' of America: Violence Profile No. 11",  
Journal of Communication, 30(3), pp. 10-29.

[APA] "Big World, Small Screen: The Role of Television in American Society"  
(1992) American Psychological Association (5-year study by blue-ribbon panel).

[UNESCO] "World Communication Report" (Paris, UNESCO, 1989), pp. 136-141.

\* BREAK \*\*

File name = SP/SOCPROB

Return-Path: <16491DAM@msu.edu>

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Received: from MSU.BITNET by msu.edu (IBM VM SMTP R1.2.2MX) with BSMTMP id 6932; Mon, 11 May 92  
10:30:49 EDT

Received: by MSU (Mailer R2.08 PTF008) id 9215; Mon, 11 May 92 10:30:48 EDT  
Date: Mon, 11 May 92 10:30 EDT

To: fgg@asc.upenn.edu

From: "Merry.Morash" <16491DAM@msu.edu>

Subject: Review of Manuscript 5570R

Dear Professor Gerbner,

Thank you for your review of Ms. #5570R and for your support of Social

[31] From: crawford@cs.ucdavis.edu (Rick Crawford) at SMTP-po 1/18/93 8:04PM (12  
30 bytes: 29 ln)  
To: fgg at POST1  
Subject: forwarding your IGC email

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

Received: from lan.asc.upenn.edu by cc:Mail (1.30/SMTPLink)  
From: crawford@cs.ucdavis.edu Tue 19 Jan 1993 00:00  
X-Envelope-To: fgg@lan.asc.upenn.edu  
Return-Path: <crawford@cs.ucdavis.edu>  
Received: from ivy.cs.ucdavis.edu ([128.120.56.118]) by lan.asc.upenn.edu\*  
id AA01408; Mon, 18 Jan 93 20:04:51 -0800  
Date: Mon, 18 Jan 93 20:04:51 -0800  
From: crawford@cs.ucdavis.edu (Rick Crawford)  
Message-Id: <9301190404.AA01408@ivy.cs.ucdavis.edu>  
To: fgg@lan.asc.upenn.edu  
Subject: forwarding your IGC email

I checked with IGC, and they \*do\* have an email auto-forward feature.  
But users can not enable it themselves. Instead, send email to:

support@igc.apc.org

and ask them to auto-forward all future email to your UPenn address.  
BTW, the return address on your email now explicitly says "lan":

fgg@lan.asc.upenn.edu

I don't know whether your old, non-lan address will work or not.

BTW, if you have a \*lot\* of email in your IGC box, they will charge  
you every month for the disk storage.

-rick

CRAWFORD

>Why is it wrong for Unabomber to take over the pages of a newspaper,  
>when those same pages routinely are turned over to a large-scale  
>Cambodian Carpet-bomber like Henry Kissinger, to print his  
>self-serving columns that promote his consulting firm's  
>paying clients -- the Butchers of Beijing?

>  
>These "agonizing" editorial decisions routinely are determined  
>by power relations, rarely by journalistic ethics.  
>The daily newspaper, like the history book,  
>is only supposed to be written by the "winners".

>  
>  
>-rick       crawford@cs.ucdavis.edu  
>            UC Davis Computer Security Group  
>            <http://seclab.cs.ucdavis.edu/Security.html>

>  
>            Rick Crawford  
>            2804 Ganges Ave.  
>            Davis, CA     95616  
>  
>            916/758-5604 (H)  
>            916/754-8380 (W)

Window: 37 - 60   Lines: 58   Edit: ↑ ↓ →   Help: F1   End: ENTER

[81] From: crawford@cs.ucdavis.edu at SMTP-po 9/18/96 10:27PM (2253 bytes: 49 ln )  
To: lkfuller@javanet.com at SMTP-po  
cc: fgg at POST1  
Subject: Re: CEM Coordinating Council

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

Text item 1: Text Item

Received: by ccm ail from toadflax.cs.ucdavis.edu  
From crawford@cs.ucdavis.edu  
X-Envelope-From: crawford@cs.ucdavis.edu  
Received: from ivy.cs.ucdavis.edu by toadflax.cs.ucdavis.edu (4.1/UCD.CS.2.6)  
id AA18592; Wed, 18 Sep 96 19:23:47 PDT  
Received: by ivy.cs.ucdavis.edu (5.65/UCD.CS.2.6)  
id AA09298; Wed, 18 Sep 1996 19:23:43 -0700  
Date: Wed, 18 Sep 1996 19:23:43 -0700  
From: crawford@cs.ucdavis.edu  
Message-Id: <9609190223.AA09298@ivy.cs.ucdavis.edu>  
To: lkfuller@javanet.com  
Subject: Re: CEM Coordinating Council  
Cc: fgg@asc.upenn.edu

Hi folks, attempting to catchup on flood of email after some time offline ...

RECOMMEND A PROCEDURE FOR THE RECONSTITUTED CC TO ELECT A STEERING COMMITTEE TO SUCCEED THE PRESENT SC, AND FOR THE SC TO ELECT THE THREE BOARD REPS.

Here's a selection procedure that might be expensive and time-consuming, because it could have several iterations --

1. Call for nominations, to consist of brief bios, photos (to ID diversity), brief statements of positions/priorities, and phone numbers.
- 2a. Circulate those to all CC, and
- 2b. Ask for additional nominations, if there is insufficient diversity.
- 2c. Re-circulate, if necessary, to include additional nominations.
4. CC members vote ... for how many choices ??? Should old SC decide?
5. Newly elected SC may solicit additional appointees for purposes of diversity (with respect to individual and/or organizational geography, gender, class, race, age, ethnicity, and/or positions/priorities).
6. SC could use a similar procedure to elect their 3 Reps to Board.

I'm hoping 2b&c won't be necessary, and also hoping that by the time we shrink the number of people involved (steps 5 and 6), that a fair amount of 1-on-1 phone dialog can occur. If need be, we could offer up to a \$10 reimbursement for low income SC members' CEM phone bills.

Since its always good to have options, maybe Linda or Mary Lou can suggest some other alternatives.

-rick

[86] From: crawford@cs.ucdavis.edu at SMTP-po 9/21/96 11:48PM (1579 bytes: 33 ln )  
To: fgg at POST1  
Subject: brief bio

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

Text item 1: Text Item

Received: by ccm ail from toadflax.cs.ucdavis.edu  
From crawford@cs.ucdavis.edu  
X-Envelope-From: crawford@cs.ucdavis.edu  
Received: from ivy.cs.ucdavis.edu by toadflax.cs.ucdavis.edu (4.1/UCD.CS.2.6)  
id AA23034; Sat, 21 Sep 96 20:45:46 PDT  
Received: by ivy.cs.ucdavis.edu (5.65/UCD.CS.2.6)  
id AA09719; Sat, 21 Sep 1996 20:45:46 -0700  
Date: Sat, 21 Sep 1996 20:45:46 -0700  
From: crawford@cs.ucdavis.edu  
Message-Id: <9609220345.AA09719@ivy.cs.ucdavis.edu>  
To: fgg@asc.upenn.edu  
Subject: brief bio

Hi George, here's short bio.

-rick-

-----  
Rick Crawford does research at UC Davis on computer security and policy, and teaches a course on Information Age Ethics. He works with groups such as Computer Professionals for Social Responsibility and Privacy International to highlight the importance of the cultural and social justice dimensions of technological "progress". Crawford is an activist and theorist on issues of environmental justice and corporate responsibility for Sierra Club.

Recent publications include:

- \* "A Brief Perspective on Technology and Democracy",  
broadcast 10/12/95 by radio station KQED-FM in San Francisco
- \* "A Matter of Justice", in  
"Voices for Environmental Justice", Sierra Club, v.1, n.1, March 1996
- \* "Computer-assisted Crises", in "Invisible Crises", ed. by  
George Gerbner, Hamid Mowlana, and Herbert I. Schiller. Westview, 1996

[69] From: crawford@cs.ucdavis.edu at SMTP-po 10/12/96 11:43PM (1044 bytes: 27 1 n)

To: fgg at POST1

Subject: Re: date of Board retreat

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

Text item 1: Text Item

Received: by ccmil from toadflax.cs.ucdavis.edu

From crawford@cs.ucdavis.edu

X-Envelope-From: crawford@cs.ucdavis.edu

Received: from ivy.cs.ucdavis.edu by toadflax.cs.ucdavis.edu (4.1/UCD.CS.2.6)

id AA13482; Sat, 12 Oct 96 20:35:22 PDT

Received: by ivy.cs.ucdavis.edu (5.65/UCD.CS.2.6)

id AA23217; Sat, 12 Oct 1996 20:35:22 -0700

Date: Sat, 12 Oct 1996 20:35:22 -0700

From: crawford@cs.ucdavis.edu

Message-Id: <9610130335.AA23217@ivy.cs.ucdavis.edu>

To: fgg@asc.upenn.edu

Subject: Re: date of Board retreat

Hi George, congrats on getting funding.

I \*can\* attend (probably not all 3 days, but I won't know until I see agendas for both my 2 time conflicts)

I \*can\* share a room, but allergic to tobacco, so \*must\* be non-smoking.

I \*can\* cover my xport cost.

No special diet. I'll eat anything except cigarettes ;-)

-rick

[93] From: crawford@cs.ucdavis.edu at SMTP-po 1/29/97 11:46PM (1106 bytes: 26 ln )

To: fgg at POST1

Subject: Re: Invis Crises

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

Text item 1: Text Item

Received: by ccmil from toadflax.cs.ucdavis.edu

From crawford@cs.ucdavis.edu

X-Envelope-From: crawford@cs.ucdavis.edu

Received: from ivy.cs.ucdavis.edu by toadflax.cs.ucdavis.edu (4.1/UCD.CS.2.6)

id AA12095; Wed, 29 Jan 97 20:41:19 PST

Received: by ivy.cs.ucdavis.edu (5.65/UCD.CS.2.6)

id AA27577; Wed, 29 Jan 1997 20:41:19 -0800

Date: Wed, 29 Jan 1997 20:41:19 -0800

From: crawford@cs.ucdavis.edu

Message-Id: <9701300441.AA27577@ivy.cs.ucdavis.edu>

To: fgg@asc.upenn.edu

Subject: Re: Invis Crises

> "Media Analysis" ... Wanna see the course outline?

Sure George; several students seem aimed towards that direction, so it's my job to give the people what they want ;-)

> Did you see UTNE READER piece in current issue? Must see - or I'll  
> fax to you. George

No, just checked their www, but no online access. Plz put my name on cover sheet, and fax to 916/752-4767. Thanks.

-rick