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1. In one or two paragraphs, describe your work.

My work is an attempt to demonstrate how tight a hold propaganda—both commercial and political—has on our minds and culture, primarily, through the medium of TV. I approach this problem in several ways—mainly, by trying to spread the word about the increasing concentration and ownership of the means of information, and by teaching people to decipher the all-important images (programs having by now become a visual force above all).

2. One of the questions we hope to ask at the conference is how to engage and awaken the public's concern about sustainable consumption. What was it that helped you become engaged in this issue?

My interest in commercial advertising drew me to consider the large problems caused and/or worsened by the omnipresent pitch. Specifically, I'm quite concerned about the ways in which advertising purveys ecological ruination and individual unhappiness.

3. What do you most want to get out of this conference?

I hope to make connections, so as to broaden my own isolated effort to alert the American people about the unprecedented reach, within our system, of propaganda (which all too many of us tend still to think of as an alien, totalitarian phenomenon).

4. What strategies would you favor to foster a national consciousness about harmful consumption practices?

Introduction and unrepentant, critical voices into the media spectacle (which will necessitate a grassroots movement in favor of antitrust efforts against Viacom, Murdoch, Time-Warner, et. al.). Widespread introduction in media literacy. Ideally, a regular TV show on the latest winning images.

5. What book have you read recently that excited you and in a sentence or two, could you say why?

Harry Truman and The War Scare of 1948 (St. Martins, 1993). Superb, meticulous analysis (and reviewed almost nowhere) of a very successful propaganda drive mounted at the outset of the Cold War.

6. Working on an unpopular or largely unrecognized issue can be lonely and frustrating. What sustains you in your work?

Constant activity, broadcasting as well as writing, and a sense of humor

7. What do you most like to do when you aren't working?

Playing with my rock band, Church & State.