This issue of *The Democratic Communique* is primarily devoted to the preliminary program for the UDC's 1993 Conference, "Media, Culture and Popular Hegemony: A Pan American Dialogue," to be held December 2-6 at the International School of Film and Television (EICTV) in San Antonio, Cuba. Anyone who has not registered but plans to attend needs to do so immediately, so that the necessary travel and visa arrangements can be completed.

Those interested in showing videos at the conference should bring a copy with them. A sign-up sheet for showing times will be at the conference site, and a schedule will be posted.

**In order to get your name on the list for a visa** (and to reserve a room at the school), you must register and pay for room and board by Nov. 5. Although all conference participants must pay the full registration fee (US$100 for UDC members, $150 otherwise; students $50 for UDC members, $75 otherwise), the room and board fee can be pro-rated at US$50 per day. *All registration payments and materials should be directed to UDC Treasurer Jackie Byars at Wayne State University.*

Charter flights from Miami to Havana are handled by Marazul Tours (800-223-5334), who will not issue a ticket until your visa is approved. Alternately, there is scheduled service to Havana from Canada and Mexico. We will run a bus between the Havana airport and the school. When you register, please include your flight arrival and departure times so they can plan ahead. There will also be transportation into Havana for the Film Festival (Dec. 1-10). Details will be available at the conference.

Noted author Gabriel Garcia Marquez will deliver the keynote address at the conference's Saturday evening session.
Emerging Cable Monopoly: In what the New York Times bills as the biggest corporate takeover in history (assuming the Federal Trade Commission allows it to go through), Bell Atlantic’s proposed $33 billion take-over of cable giant Tele-Communications Inc. raises the clear possibility of a single firm dominating every aspect of the cable industry. Bell Atlantic recently beat federal regulations that would have prohibited telephone companies from offering cable television service. TCI is the biggest cable system operator in the U.S., and owns stakes in several cable program services including Turner Broadcasting (23 percent) and the Discovery Channel (49 percent). TCI was already in the process of re-absorbing Liberty Media (spun off from TCI in 1991 to evade regulatory concerns), which owns minority stakes in what the Times describes as “a slew of cable programming services” including Black Entertainment Television (18 percent), the Family Channel (15 percent), and 22 percent of QVC Network.

A chart in the Oct. 14 New York Times (D10) illustrates the corporate behemoth in the making. QVC, operator of the U.S.’s largest home shopping channel (and in the process of buying out rival Home Shopping Network), has joined with Cox Enterprises, Advance Publications (Newhouse), and Bell South in an effort to buy Paramount (ﬁlms, television, book publishing, sports teams, etc.). Bell Atlantic is in the process of buying a substantial chunk of a Mexican telephone company. And, of course, the public gets squeezed out the bottom.

No Private Lives: A recent Boston Globe series of this title examines the threat the emerging information in-

dustries pose to individual privacy. The four part series by staff reporter Larry Tye ran Sept. 5 – 8, beginning on page 1 each day. The ﬁrst installment was subtitled “Data Rape: Privacy under assault in the information age”; the second, “The list makers: How marketing giants dissect our private lives”; the third, “Fighting back: Europe draws a line while America lags”; the ﬁnal, “Decisions to Make: How can privacy be saved?” While the series breaks little if any new ground for those studying this area, it does offer a wealth of anecdotal evidence of the problem, and of public concern over information privacy.

Labor History Calendar: The 1994 Solidarity Forever calendar features 14 photos from U.S. and world labor history and hundreds of notes marking important dates in labor history. $7.50 from: IWW, Box 204, Oak Park IL 60303-0204.

Global Communication and International Relations: by Howard Frederick. Wadsworth, 1993. From p. 97: “There has arisen a worldwide metanetwork of highly decentralized computer networks that democratize information flow, break down hierarchies of power, and make communication from top to bottom just as easy as from horizon to horizon. The Association for Progressive Communication is the world’s first computer communications system dedicated solely to peace, human rights and environmental preservation.” Copies are available for $25 post-paid from the APC (proceeds benefit its participation at the UN World Conference on Human Rights): 18 De Boom St., San Francisco CA 94107 (email: apcadmin@igc.apc.org, include credit card information).

Telecommunications, Mass Media and Democracy: The Battle for the Control of U.S. Broadcasting, 1928-1935. This book by Robert McChesney addresses the broadcast reform movement of the era and its ultimately unsuccessful battles with the radio lobby and the regulators who served it. Published by Oxford University Press.

Communication and Democracy: edited by Slavko Splichal and Janet Wasko. Examines theoretical and practical obstacles to democratic communications raised by new communication technologies. Published by Ablex.

Democratic Communications in the Information Age: by Janet Wasko and Vincent Mosco. Explores ownership and control of the means of communications and the use of communication resources by social movements. Published by Ablex.

Illuminating the Blindspots: Essays Honoring Dallas W. Smythe: edited by Janet Wasko, Vincent Mosco and Manjunath Pendakur. 19 articles celebrating and building upon Smythe’s work in political economy, audience analysis and international communication, many by UDCers. Published by Ablex.
Preliminary Program

1993 UDC Conference

Media, Culture and Popular Hegemony: A Pan American Dialogue

Thursday Dec. 2
- Registration
- Dinner
- Opening Reception

Friday Dec. 3

9 - 10:30 am  Session 1

Panel A: UDC Project Proposal

"Museum of the Word: Popular Media in the New El Salvador"
Organizer: Emperatriz Arreaza Camero, University of Zulia, Venezuela

Panel B: Control of Technology

"The Privatization of Information: State and Industry Interests in the National Research and Education Network"
Carrie Russell, University of Arizona

"Telecommunications Policies in the U.S. and Canada: Lessons for Developing Nations"
Gerry Coulter, University of Saskatchewan

"Persuasion, Ideology and Metaphor Analysis"
Chris Richter, Ohio State University

Panel C: Media, Culture and Environments

"The Critique of Media: Nature and Culture"
Mike Budd, Florida Atlantic University

"Commercial Hegemony and Environmental Identity"
Clay Steinman, Macalester College

Panel D: Media Negotiations of the U.S. Health Care Crisis

"Blaming Patients: Media Representations of Health Care Reform"
Stewart Auyash, Ithaca College

"Fetal Tissue: Reproductive Rights and Activist Amateur Video"
Patricia Zimmerman, Ithaca College
10:45 am - Noon  Session 2: Plenary Session

Noon - 1 pm  LUNCH

1:15 - 2:45 pm  Session 3:

Plenary Session–Cuban Film
Alfredo Guevara, ICEAC, Institute of Cuban Cinema
Licina Delores Caloinc, Director of EICTV, International School of Film and TV
Daniel Torres, Cuban Filmmaker
Santiago Alvarez, Cuban Documentary Filmmaker

3 - 4:30 pm  Session 4

Panel A: Workshops and Projects:
“Lesbian and Gay Issues in Democratic Communication”
Organizer: Kate Kane, DePaul University

Panel B: Comparative and International Communication
“Unmanageable Cultures: Popular Struggles in China and Brazil”
James Lull, San Jose State University
“Alternative Press in Puerto Rico: Analysis of Seventeen Experiences”
Max Duenas-Guzman
“The Alternative in Search of its Identity”
Michel Senecal, Universite du Quebec

Panel C: The Film Malcolm X: Black Culture and Popular Hegemony
“The Brand X and Post Negritude Frontiers”
Mark Reid, University of California-Davis
“Xcluding Gender: Sexism, Racism and Coalitions of Oppression”
Angela R. Record, University of Arizona
“Spike Lee and Malcolm X: Critical Reflections on ‘Do the Right Thing’ and ‘Malcolm X’”
Douglas Kellner, University of Texas
Respondent: Henry Bourgeois, University of Florida

Panel D: The Politics of News: Critical Content Analyses
Susan Smith Reilly, Miami University
“Shedding Objectivity: Press Coverage of Cuba”
William S. Solomon, Rutgers University
“Building Hegemonic Blocs: Elite Press Coverage of the North American Free Trade Agreement”
Ronald V. Bettig, Penn State University

Dinner
Evening Cuban Film—Alvarez Retrospective

Saturday Dec. 4
9 - 10:30 am Session I

Panel A: Challenging the "New World Order":
Initiatives for Popular Hegemony

“The NWICO Movement: An Update on the McBride Round Tables”
Colleen Roach, City University of New York-Queens

“New Order or Old? World Distribution of Communication Technologies”
Richard C. Vincent, University of Hawaii

Panel B: Cultural Rebellion in Latin American Film

“Rebel Women in Central American Documentaries”
Alfonso Moises, University of Arizona

“Visions of Conquest: The Quicentenary and Its Legacy in the Contemporary Cinema of Mexico”
David Maciel, University of New Mexico

“Bourgeois Ideology and Pseudo-Feminism in ‘Like Water for Chocolate’”
Ana Perches, University of Arizona

“Gender, Ethnicity and Class: A Reading of The Hour of the Star”
Cileine Zemetis, Ohio State University

Panel C: Issues in Video Production

“Home Canned Goods: An Inquiry into Rural Culture”
Sheila Witherington, University of Pennsylvania

“Border Performance/The Politics of Production”
Johannes Birringer, Northwestern University

“Video-Active Productions: Theory and Practice”
Roger Bailey, St. Lawrence University

Panel D: Challenging Voices:
Communication Strategies for Counter Hegemony

“Strategic Interaction: The Development of Media Strategies by the National Organization of Women, 1966-1976”
Bernadette Barker-Plummer, University of Pennsylvania

“Talking Back to the Hype: Young African Americans Construct a Counter Hegemonic Voice”
Eleanor M. Novek, University of Pennsylvania

“Communication Strategies and Political Capacitation: How Philippine Health NGO’s Were Able to Enter the Formal Health Policy Arena”
Mary Bessie Lee, University of Pennsylvania

“Cultural Resistance & Social Change: What is Missing From the Equation?”
Sheila Collins, University of Pennsylvania

Respondent: Mark Schulman, New School for Social Research
10:45 am - Noon Session 2

Plenary Session—Cuban Radio
Licina Josefia Bracero, Vice-President and Director of Radio, ICRT
Licina Gladys Fernandez Cabezas, Prof. of Radio, Havana University
Amando Gordova, Director of PM Radio, Pabla Milones Foundation
Licina Gladys Perez, Award Winning Radio Journalist, Radio Progreso
Armaldo Coro, News Director, Radio Progreso

Noon - 1 pm LUNCH

1:15 - 2:45 pm Session 3

Plenary Session—Cuban Television
Juanito Hernandes Diaz, Vice-President & Director of Television, ICRT
Urina Caballa, Producer, Cuban Television
Others to be named

3 - 4:30 pm Session 4

Panel A: Multiculturalism, Popular Hegemony & Pedagogy
“Communications Pedagogy and Political Practice”
Lisa Henderson, University of Pennsylvania
“Women, Audiences and American Independent Film”
E. Diedre Pribram, Penn State University
“The Introductory Course and the ‘Ethnically Embarrassed’ Text: Toward a Multicultural Approach to Teaching American Film History”
Jeanne Hall, Penn State University
“Authorizing Discourses: Looking in to the ‘Mirrors of the Heart’”
Isabel Molina Guzman, University of Pennsylvania
“Let Me Speak!: Can the U.S. press cover a multicultural subject?”
Angharad Valdivia Nahuel, Penn State University

Panel B: International Communication Order: A UDC Working Group
Organizer: Colleen Roach, CUNY-Queens

Panel C: Empowering and Disempowering Technology
“The New Technologies as Cultural Tools: A Case Study”
Sheila Smith-Hobson, City University of New York- Lehman College
“A Cultural Study of Character Representations in Home-Based ‘Edutaining’ CD-Interactive Stories for Children”
Sheila Witherington, University of Pennsylvania
“Possibilities and Pitfalls of the Camcorder Revolution”
Robyn Holland, Concordia University
Panel D: Critical Media History
Bonnie Brennen, State University of New York at Geneseo
Jon Bekken, State University College at Cortland
Hanno Hardt, University of Iowa
Robert McChesney, University of Wisconsin-Madison
Robert Craig, Syracuse University

Dinner
Evening Keynote Address—Gabriel Garcia Marquez

Sunday Dec. 5
9 - 10:30 am Session 1
Panel A: The Politics of Film
“On Location at Old Tuscon: The Periphery's Value to the Center”
Mary Beth Callie, University of Arizona
“Making Contact: Working with the White Mountain Apache on the Production of Indian Summer”
Rob Sabal, University of Arizona
“Rediscovering the 'Discovery': Three Analyses from Venezuelan and U.S. Perspectives”
Emperatriz Arreaza-Camero, University of Zulia, Venezuela

Panel B: Television and Audiences
“Resistance or Complicity?”
Aileen Estrada Fernandez, Universidad del Sagrado Corazon
Anthony Fernandez-Brooking, Universidad del Sagrado Corazon
“Family Television Viewing in Mexico: The Subaltern Experience”
Patrick Murphy, Ohio University

Panel C: Popular Control of Media: Cross National Experiences
“Democratic Communication and Citizen Controlled Media: A Comparative Analysis”
Clemencia Rodriguez, Ohio University
“Zoom Black Magic Liberation Radio: The birth of the micro radio movement in the USA”
Ron Sakolsky, Sangamon State University
“Media Non-professionals Participation and Control in the Television Production Process: A Study of the BBC Community Programmes Unit”
Korula Varghese, University of Reading, UK
Emperatriz Arreaza-Camero, University of Zulia, Venezuela
Panel D: Feminist Critique of Media

“The Reality of Hyperfantasy”  
Christine Mattley, Ohio University

“Locating the Public Sphere in Feminist Media Criticism: On Resisting Consumption and Producing Public Life”  
Lisa McLaughlin, University of Iowa

“Mediated Violence Against Women and the Production of Everyday Fear”  
Julianne Piddick, Concordia University

“Closing One Ear to Hear Myself, Opening the Other to Hear Other Women: A Conversation About Women and Voice with Radio Pirate Woman (Eire) and the Colectiva Radio Feminista (Peru)”  
Dorothy Kidd, Simon Fraser University

10:45 am - Noon Session 2
Plenary Session—Cuban Journalism
Arnoldo Hutchison, Prensa Latina, Dean, School of Journalism, Havana University  
Journalists from major Cuban publications

Noon - 1 pm LUNCH

1:15 - 2:45 pm Session 4
Panel A: Identity and Image Appropriation in Advertising and Film

“Advertising Aids”  
Mitchell Stevens, Northwestern University

“Reading Advertising to Gays”  
Art Stone, New Art Examiner

“The Advertising Strategies of Benetton”  
Elspeth Kydd, University of Toledo

“The Hegemony of Contemporary Liberalism within Popular Culture”  
Darrell Moore, Swarthmore College

Panel B: Critical Perspectives on Popular Music

“Bad Rap: Reestablishing Hip-hop as a Postmodern Musical Expression from the Edges”  
Margaret Olsen, Tulane University

“Towards a Semiology of Heavy Metal”  
Ramon Rosario-Luna, Universidad de Puerto Rico

“‘Rock Nacional’, Popular Culture and the Cultural Imperialism Debate”  
Javier Santiago Lucerna, Universidad de Puerto Rico
Panel C: Critical Perspectives on Pedagogy and History

“Deconstructing the Eighteenth Century Myth of the ‘news’ paper
Gerald Noonan, Wilfrid Laurier University

“Critical Media Literacy: Three Counter-Hegemonic Practices”
David Sholle, Miami University

Panel D: Workshop: “Teaching Broadcast History”
Organizers: Kate Kane, DePaul University
Jackie Byars, Wayne State University

4:45- 6 pm Final Plenary—Cuban Music
Licina Marina Rosario, Dean, Cuban Conservatory of Music
Jorge Gomez, Leader, Grupo Moncada
Alberto Fella, Director of Music, Casa de las Americas
Enrique Zayas Bringus, Elgrem, Cuban Record Company
Cesar A. Gomez, Director, Cetner for Cuban Popular Music
Pablo Melendez, Leader, Grupo Synthesis

Dinner

Evening Cuban Baile (Dance)

Buses will return conferees to the Havanna airport Monday morning
Conferences:

Advertising on the Internet is the topic of a public discussion being conducted through Nov. 30 over the cni-modernization Internet discussion forum. The hosts seek contributions on questions such as: How might advertising be offered on the Internet in a way that meets legitimate needs while not becoming the digital analog of junk mail? Would advertising interfere with other uses or invade the privacy of Internet users? etc. (Most of the questions assume the desirability of advertising in some form, UDCers might well adopt a different position.) To join this conversation send the following 1-line message to listproc@cni.org: subscribe cni-modernization <your name, first name last>

Democracy and Public Broadcasting: The Accountable Public Broadcasting Project (Box 525518, San Francisco CA 94142, 415/255-8689, email: lvspv@igc.apc.org), the Labor Video Project and the Committee to Save KQED are sponsoring a conference on the present status and future of public broadcasting in San Francisco Nov. 6. The conference will examine the history of public broadcasting, media monopolization, and the coverage of commercial and public broadcasting in recent years. These affect democracy; and what can be done to challenge PBS' current goals and directions.

LaborTech 1994: The fourth annual LaborTech Conference has been rescheduled for May 6-8 at the University of Minnesota in Minneapolis. LaborTech zeroes in on how labor can use the new communication technologies (computers, telecommunications, cable, etc.) with a variety of hands-on workshops, reports from efforts from around the U.S. and the world. For information: John See, Labor Education Service, 271 19th Ave. South #437, University of Minnesota, Minneapolis MN 55455. email: jsee@csom.umn.edu

Media and the Environment: This conference (sponsored by the AEJMC's Mass Communication & Society Division) will bring together educators, journalists and scientists to explore the relationship between the mass media and the environment. The conference will be April 7-9, 1994, at the University of Nevada's Reno campus. Research papers on topics related to the conference theme from all theoretical and methodological approaches are invited. Submissions must be postmarked on or before January 3, and cannot exceed 20 pages of text. Four copies to: Sharon Yoder, Journalism, California State University at Chico, Chico CA 95929-0600. For program information: David Coulson, Journalism, University of Nevada, Reno NV 89557-0040 (702/784-6898).

Communication Technology & Democracy: Developments and uses of community media is the theme for a conference to be held October 28-30, 1993, at Northwestern Michigan College in Traverse City. Presentations will address control of and access to the communication infrastructure, computer networks, the right to communicate, and related topics. For information: Bob Russell, Neahtawanta Research and Education Center, 1308 Neahtawanta Rd., Traverse City MI 49684. (616) 223-7315, email: neahtawanta@igc.org

MacBride Round Table: will meet Jan. 20-23 in Honolulu's Sheraton Waikiki Hotel (reasonably priced housing is also available). Johan Galtung is scheduled to speak at the opening session. The deadline for submission of abstracts on issues of communication equity, communication flow, communication and human rights, NWICO and related issues has been extended to Oct. 31. For information: Richard Vincent, 2560 Campus Rd., Communication, University of Hawaii, Manoa, Honolulu HI 96822 (email: rvincent@uhunix.uhcc.hawaii.edu)

Midwest Journalism History Conference: April 8-9, 1994, Missouri School of Journalism, Columbia. Michael Schudson will give the opening address. Three copies of papers on any aspect of mass media history may be submitted by Feb. 1 to: Zoe Smith, Box 838, School of Journalism, University of Missouri-Columbia, Columbia MO 65205.

Constructing the "Americas": Televised Versions of Gender, Politics, and Culture in Latin America is the topic of a conference at the Tisch School of the Arts at New York University Oct. 29-30, 1993. The program includes screenings and discussion from the "Americas" series (10/29, 7 p.m.) and panels on representations of gender and revolution (10/30, 9:30 am-5:30 pm). Admission is free.

Call for Papers:

Media-Mediated AIDS: Linda Fuller is seeking prospective contributors for a volume addressing media-related AIDS issues. Proposals for chapters on AIDS feature films, posters, theater and made-for-TV movies have already been received; examples of other possible topics include news, radio (talk shows, call-ins, interviews), celebrity events, comic strips, soap operas, advertising, new communication technologies, bibliographies, etc. Those interested in contributing to this volume are invited to submit a short abstract by Dec. 1 (or earlier). Final essays (25 pages maximum, including notes and references) will be due by March 1. Send to: Linda Fuller, Media Dept., Worcester State College, 499 Main St., Wilbraham MA 01095.

Communication in the New Millenium: Communic
tion Technology for Humanity is the theme of the International Association for Mass Communication Research’s July 3-8 1994 conference in Seoul, Korea. The International Communication section invites extended abstracts (up to 800 words) which must be received no later than Jan. 15 1994 be regular or electronic mail. Authors of accepted papers will be notified by Feb. 15, and will be expected to submit the final version of their paper by March 20. Address correspondence and submissions to: Howard Frederick, School of International Service, The American University, Washington DC 20016 (email: hfrederick@igc.apc.org). Panels include International Relations & Technology, International Conflict, the MacBride Movement, Communication and Cultural Industries, Computers and International Communications, Telecommunications Policy in Asia, Olympism and Global Civil Society, etc.

Manufacturing Culture: The 8th annual Red River Communication Conference(April 20-21, 1994, Fargo, North Dakota) invites papers on the production, maintenance and change of culture from professionals, faculty and students. For papers submit a 75-word abstract; for full panels include complete contact information for each speaker, presentation titles (and abstract for each), and indicate the convenor. Submissions should be sent by Jan. 15 to: Research Chair, Red River Conference, Dept. of Communication, North Dakota State University, Fargo ND 58105-5462.

Editor's Note:

Our next issue will feature coverage of the UDC Conference, and is tentatively scheduled to go to press at the end of January. If you are interested in submitting articles on that or other topics, please get them to me by January 15th to allow time for translation and production. Subsequent issues will follow every three months (or so) during 1994, as we hold to our quarterly publication schedule.

As always, I welcome your comments and suggestions (as well as your copy) for the Communiqué, whether in person at the UDC conference or by postal or electronic mail.

I apologize for the lack of book reviews in this issue. Although I held this issue back for several days awaiting promised reviews, they did not arrive. Book reviews should return to our pages in the near future.

—Jon Bekken

Conference Information...

UDC is handling visas for those who register on time. Visas for entry into Cuba can also be handled by travel agents. Registration for the conference is proof enough of academic activity to allow U.S. citizens entry. U.S. law allows citizens on a scholarly expedition to spend up to $100 per day on expenses.

Because of shortages, you are encouraged to bring little items such as audio cassettes, office supplies, pens, soap, etc. as gifts; however, there is a 40 pound weight limit (not including carry-on luggage). Excess baggage is taxed at $2 per pound.

1994 Conference Proposals

The Conference will include a business meeting, at which we will fill several openings on the UDC Steering Committee, and consider proposals/offers to host the 1994 Conference. Anyone interested in hosting this or later UDC gatherings is encouraged to look into the feasibility of doing so and bring details to Cuba so that we can decide on a site. (If you are unable to attend, but are interested in hosting the UDC in 1994 or in the future, please send as many details as possible so your offer can be presented to the meeting.)

We also encourage people to consider running for the UDC Steering Committee. Steering Committee members (half are elected at each conference to staggered two-year terms) generally meet once a month by teleconference and agree to take charge of one or more tasks for the organization. Of special interest are French and Spanish speakers, book-keeping experience, or computer/mailing list expertise.

Conference registrations should be sent to UDC Treasurer Jackie Byars, Dept. of Communication - 585 Manoogian Hall, Wayne State University, Detroit MI 48202. Registration is $100 for UDC members, accommodations at the conference site (the International School of Film and TV) are $200 for four nights' lodging and all meals. Additional conference information is available from Bill Barlow at 703-519-7894.

MOVING?

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Join UDC: the Union for Democratic Communications! Benefits: The Democratic Communiqué, plus the membership directory. All members (and only members) receive the directory.

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Je veux que mon nom soit inclus dans le Répertoire des membres
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