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FUNDERS

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**CENTER
FOR
MEDIA EDUCATION**

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The Center for Media Education (CME) is a nonprofit 501(c)(3) organization founded in 1991. CME's mission is to promote the democratic potential of the electronic media through public education, research, policy analysis, and outreach to the press. CME is currently coordinating two major projects:

The Campaign for Kids' TV is aimed at improving the quality of children's television, educating the public about the Children's Television Act, and empowering parents and educators to deal more effectively with the media. The Campaign for Kids' TV is the designated successor to Action for Children's Television, which closed in 1992.

The Information Infrastructure Project is dedicated to fostering a public interest vision for the information superhighway of the 21st century, and educating the public, the nonprofit community, and the press about the critical public policy choices that will shape the new media system.

CO-DIRECTORS

Jeffrey Chester has been a press and public affairs consultant specializing in the use of media to promote public policy initiatives. A former journalist and independent producer, Mr. Chester has reported extensively on information technology and communications policy. He developed and managed the national media campaign which led to the creation of the federally-funded Independent Television Service (ITVS).

Kathryn C. Montgomery, Ph.D. is a leading expert on television and media, whose book, *Target: Prime Time* (Oxford University Press, 1989), is the key work on the relationship between advocacy groups and network entertainment television. A former professor of film and television at the University of California, Los Angeles, she has been a media consultant to a number of nonprofit organizations and government agencies.

ACTIVITIES

Educating nonprofits — Through briefing sessions, special reports and alerts, CME educates a wide range of nonprofit organizations about telecommunications developments. CME is also working collaboratively with such groups as: the American Library Association, the National PTA, the Black Child Development Institute, National Council of La Raza, the National Association of Artists Organizations, and Public Citizen.

Outreach to the press — CME works daily with print and electronic media to improve press coverage of media policy issues. Stories have been generated across the country in such media outlets as *The New York Times*, the *Los Angeles Times*, *USA Today*, *Newsweek*, CNN, *CBS Evening News*, and *Entertainment Tonight*.

Tracking telecommunications developments — CME tracks and analyzes developments in the media industries and the public policy arena on an ongoing basis. Policymakers regularly contact CME for information on a variety of media issues.

Public interest representation — CME files comments on behalf of public interest and consumer groups in regulatory proceedings at the Federal Communications Commission and the Federal Trade Commission.

Policy research and development — CME conducts research on a variety of media policy issues, and is working with a network of leading academics and scholars to develop a research policy agenda for the emerging electronic media system.

1992-93 HIGHLIGHTS

Released a report on TV station compliance with the Children's Television Act. The report generated extensive press coverage and led to oversight hearings in Congress and FCC action to strengthen its rules.

Wrote *Media in Transition*, a report analyzing recent technological and policy developments for the nonprofit and independent film and video communities (funded by National Video Resources).

Conducted a series of briefing sessions to alert the foundation community to the swift technological and policy changes taking place in the electronic media.

Published *The Information Superhighway and the Reinvention of Television*, arguing for strong public interest principles in Federal policies for the emerging telecommunications infrastructure.

Filed comments with the FCC calling for special rates to ensure affordable access for nonprofits to cable television leased access channels and to future video dialtone systems.

Initiated a series of policy roundtables for organizations working in the areas of telecommunications and information technology — including the National Education Association, Communications Workers of America, American Library Association, and Computer Professionals for Social Responsibility.

Launched the *Maryland Campaign for Kids' TV*, the first statewide outreach to educate communities about the Children's Television Act. CME has partnered with Baltimore-based Advocates for Children and Youth to conduct this effort.