

Third International Women's Peace Conference  
Plan of Action Workshop – Media  
July 11<sup>th</sup>, 2007

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Agenda

- Introductions
- Past accomplishments
- Practical vision
- Lunch current reality
- Break strategic directions
- Personal commitment
- Reflection and closing

Purpose of Session

- To create processes that deliver human rights, build and sustain communities, countries and the world.
- Develop steps for implementation at the grass roots level.
- Individually commit to implement one action.

Introductions

- Name
- Where from
- Organization
- What brings you here to the media session?

Why are you here?

- |  |  |
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| <ul style="list-style-type: none"><li>➤ Promote peace more positively</li><li>➤ Be more strategic (about media)</li><li>➤ Hear others</li><li>➤ Use media, art to convey message of peace</li><li>➤ Personal interest</li><li>➤ Was assigned</li><li>➤ Social networks</li><li>➤ Look at media from other parts of the world</li><li>➤ Learn new ideas</li></ul> | <ul style="list-style-type: none"><li>➤ Concern over media “propaganda” vs. facts</li><li>➤ Sports vs. world news</li><li>➤ How can I change the local community?</li><li>➤ Current media appeals</li><li>➤ Report about conference</li><li>➤ Know more about media; more coverage</li><li>➤ Truth in visual media</li></ul> |
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Session Focus Question

As peace relates to media, what do we hope to see in place by the year 2010?

Media accomplishments, breakthroughs, successes

- Internet – facilitates women connecting globally
- Stories of Witnesses to War are told
- Blogs – expose bias, stories, inconsistency; keep story alive
- Moveon.org – unite
- Radio as a told where no electricity
- Worldwide telecast of global performances
- Women –run web sites and media
- Personal computer ⇨ publishing, credibility of “book” – in hands of more people
- Free newspapers – translations available
- Media speaking to power – represent people
- TYVO - pick my shows
- Proliferations of options – many ways to get
- Al Jazeera English – need more of
- More portable – podcasts, it fits our lives
- Campaign for Department of Peace – access
- Google – knowledge available to the world
- Entertainment
- Discussion group set up easy
- Investigative reporting
- Personal e-mail
- Progressive magazines
- C-span
- YouTube
- NPR; Diane Rehm (unbiased)
- Webinars
- Wall Street Journal and Fox News
- Live Earth
- Talk Radio
- Democracy Now

*Vision: Transition from sex, scandal & sport in the media to courage, creativity and compassion*

Vision Statements:

“We want a free media (print and electronic) that is impacted by our desires for a human rights culture; for accurate, relevant reporting of necessary information, for educational material that supports survival in ecological crises and for coverage of uplifting cultural and artistic events.”

“Transform media from 3 S’s to 3 C’s that inspires, educates and informs, with diverse ownership and voices, with a public that speaks out for these changes and supports the positive. A media that includes the why, how and relevancy, that speaks to power, and encourages accountable leadership to an informed populace.”

“Keep the Internet free from corporate control and excessive violence.”

## SWBD Analysis

### **Benefits**

#### Network

Connect/network  
Networking Communication  
Express on know NPR and local

#### Educate and Inform

Educate/promote  
Information and education  
Public safety information  
Shopping – access & scope

#### Raise Global Awareness

Enlarge world view  
Global view

### **Strengths**

#### Education

Discernment  
Education  
Recognized “expert” in a field  
Strong science background  
Arming children against danger of media

#### Organization

Organization  
Initiative  
Conviction

#### Communication

Cultural and linguistic diversity abilities  
Poetry  
Computer literacy  
Communication and language skills  
Communication (writing, art)  
Computer literacy  
Technical skills  
Networking (money, leadership, resources)  
Protection of children

Knowledge of local resources

Media and production expertise

Media expertise

Advertising

Producing materials

Tee shirt

Remind media ethics of responsibility

Regulations of media

Weaknesses

- No access to change (voice)
- Lack of access/political power
- Censored, misinformed
- Censorship
- Funding (donors)
- Time/travel constraints
- Lack of experience
- Technologically limited
- Energy limits
- Advertising
- Prejudice/slant/spin

Dangers

- Burnout
- Outing confidential sources
- Liberty endangered
- Normalizing and/or numbing the abnormal
- Ruin reputation
- Status quo
- Mind control
- Media teach our people the skills of war
- Time waste (reputation, fluff)
- Poor quality information
- Consumer culture
- Tyranny by materialism
- They honor the rich and the famous exclusively and dishonor people who have not made it in the American dream
- Threats to children (sex, violence, predators)
- Unattainable life standards: teaching children how to kill and to resolve conflict by examples of violence
- Sex & violence
- Pornography & sex culture
- Cyberterrorism (worms/virus, terrorist sites)
- Change the American Dream to a Nightmare

Action Planning Focus Question

As we look at our vision and the current reality, what actions do we recommend be done in the next 12-18 months?

### Strategic Directions

- 1) Network
- 2) Educate and Inform
- 3) Raise Global Awareness

### Action Plans

#### *Group*

- 1) E-mail campaigns to address (un)satisfactory Network Programming
- 2) Organize and Teach Classes on Media Improvement (Justice in a Global Economy)
- 3) Network with other Organizations interested in Media Quality

#### *Individual*

1. Feathered Pipe Foundation (F.P.F.)
  - 1.1. Articles
  - 1.2. Media kits
  - 1.3. Book on India
  - 1.4. Film made
2. New Ways of Being Foundation (N.W.O.B)
  - 2.1. Community peace media outreach
  - 2.2. Gather media
    - 2.2.1. Internet
    - 2.2.2. Print broadcast
    - 2.2.3. Website
3. Community spirit art project – outreach

#### *Individual*

Publish a Global Call to Action to help prevent child abuse and violence against children.

Protect and arm children against the dangers of the media

- 1) Remind media professionals of their practice and functions
- 2) Re-examine the governments' role in media regulation
- 3) Further the development of a human rights culture in the media through training and advocacy initiatives
- 4) Forbid the sale of violent video games to children

*Nadine – this last part references the material I put in the manila folder for you. I don't know that this has to be part of the media workshop; I think the woman who gave it to Gloria and me just wanted it added to the web site.*

*Individual (not part of original group, came in toward end and wanted to add this material)*

- Look for what unites use: if we could reduce the world's population to a village of precisely 100 people, with existing human ratios remaining the same, the demographics would like something like: (attachment A)
- Educate the media/public about the "Universal Declaration of Human Rights" and gift each delegate as they leave the 3<sup>rd</sup> International Women's Peace Conference with a copy of it (attachment B)