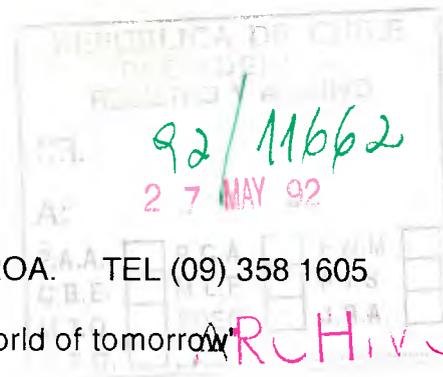


MEDIAAWARE



P.O. BOX 1354, AUCKLAND, NEW ZEALAND/AOTEAROA. TEL (09) 358 1605

" Because the media of today help build the world of tomorrow"

H.E. the President of the Republic of Chile,

Your Excellency,

Your representation at the UNCED conference offers a unique possibility . It is the possibility of world leaders combining resources to plan and implement the next 20 years of life on our planet.

Many important projects may be launched. It is vital for us all that these projects achieve their intentions.

We humbly request that you read the accompanying submission and actively support its inclusion into UNCED.

In short, we propose a whole new approach to the role of the media. This approach has the potential to help bring into reality the proposals of Agenda 21.

Perhaps no large-scale change in public attitude and action is possible without the use of the media in this way.

Yours sincerely,

Chairperson
MediaAware.

Argus de Lange
15.V.1992

MEDIA AWARE

P.O. BOX 1354, AUCKLAND, NEW ZEALAND/AOTEAROA. TEL(09) 358 1605

LETTER TO HEADS OF STATE GOING TO UN CONF. ON ENVIRONMENT AND DEVELOPMENT

Aware of the vital importance of the 1992 UNCED Conference and the ensuing Earth Charter and Agenda 21.

In the knowledge that the mass communications media exert a uniquely powerful influence on the perceptions, decisions and behaviour of individuals and that few major planetary changes are possible without the involvement of the media.

Concerned to see both the UNCED Conference the mass media achieve their full potential in the struggle to preserve and enhance our planet's environment.

Aspiring to achieve a more democratic and positive mode for the mass media to assist in the fulfilment of the social and environmental goals of UNCED.

We respectfully make the following submission -

that the role of the mass media is formally declared to be a vital factor in achieving the goals of UNCED

that every effort be made to incorporate this recognition of the mass media's vital role in all decisions reached, proclamations made and agendas set at UNCED

and that specifically the mass media of the participating nations be enjoined to:-

- a) assume a key and on-going responsibility for informing and educating the public about the many issues relating to environmental protection and provide an accessible forum where the issues involved are discussed
- b) encourage public support, enthusiasm and commitment for measures that protect and preserve the environment
- c) accept the task of monitoring government and institutions to ensure that agreements made and undertakings given at UNCED are really put into practice in an on-going manner
- d) arrange through meetings with government, NGO's and those who control the mass media to implement these functions and ensure that training, codes of practice, standards etc. guarantee that the above objectives are met.

One of the primary factors in the creation of the "global village" has been the extremely rapid and international disseminations of information via the mass media. The possibility exists for the media to act as a crucial tool in the achievement of a sustainable and protected environment for the children of this "village" to inherit.

MEDIANARE

Se dice a S E que su participación en la conferencia UNCED le ofrece la oportunidad única para implementar los próximos 20 años de vida en nuestro planeta.

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