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FOR IMMEDIATE RELEASE

Media Cultivating Cultures of Peace

CHAPEL HILL, NC (September 8, 2024) — Celebrating peace by supporting the United Nations International Day of Peace (Sept 21), this year's [PeaceCast 2024](#) will feature selected "best of" videos - "All-Stars" that aired on PeaceCast TV from 2016 through 2023 during the annual PeaceCasts.

Aligned with this year's U.N. Peace Day theme, ***Cultivating Cultures of Peace***, [PeaceCast TV](#) has streamed peace-related content for over a decade with their online platform. PeaceCast TV is a media resource showing people empowered by feeling peace in their lives and making a better world in their communities. Solutions to our most pressing problems implicate peace and stewardship of planetary resources. Thus, the eclectic style of PeaceCast TV programming, which creates a wide umbrella or broad content platform to make visible its mission, to show that **peace is fundamental - and fun, inspiring, entertaining, dynamic, humane, personal and possible!**

Media is a powerful educational and cultural force for social change and development of personal identity; and has an important role to play in supporting cultures of peace worldwide. Alternatives to mainstream media fare is needed to develop audience demand for programming that supports cultures of peace. The question is, how to shift market demand towards the kind of media content that supports cultures of peace?

Dr. Mary Beth Oliver, Bellisario Professor of Media Studies and Co-Director of the Media Effects Lab at Penn State notes, "Over the years, media scholars have focused on the harms that media may cause, such as stereotyping, aggression, and unhealthy behaviors. We are now discovering that the media can also be a powerful force in elevating people to a higher good. Media can inspire us, touch our hearts, and help us to feel a greater connection with others. Focusing on the positive power of media to bring us together is an essential direction for scholars, viewers, and the industry; and indicates an important role of media in cultivating cultures of peace worldwide."

Established in 2010, PeaceCast TV is an international, all-volunteer association that scales up to present its annual PeaceCast to celebrate peace by supporting the International Day of Peace (Sept 21st). PeaceCast TV is non-religious and non-political, streaming video content from many fields of human endeavor to show the fundamental necessity of peace.