

*The James L. Loper Lecture
in Public Service Broadcasting*

The New World of American Media

Delivered by
William F. Baker, Ph.D.
Chief Executive Officer,
Educational Broadcasting Corporation

*Monday, November 12, 2007
University of Southern California
Los Angeles, California*

USC ANNENBERG

SCHOOL FOR COMMUNICATION

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■ ■ ■ ABOUT THE SPEAKER



William F. Baker, Ph.D.
CEO, Educational Broadcasting Corporation

With a career that spans four decades in the industry, Dr. William F. Baker has taken a leading role in helping to shape American broadcasting in both the commercial and public sectors. Since 1987, he has served as chief executive officer of Educational Broadcasting Corporation, licensee of the PBS stations Thirteen/WNET and WLIW21 New York.

He previously served a dual role as president of Westinghouse Television Inc. (from 1979) and chairman of Group W Satellite Communications (from 1981) and, prior to that, held various positions in radio and television in Cleveland, Baltimore, Los Angeles and New York.

Baker received the 1987 Trustees Emmy Award of the National Academy of Television Arts and Sciences, given for outstanding contribution to the advancement of television; two duPont-Columbia University awards; and six other Emmys for his work as a producer. He has been inducted into *Broadcasting & Cable's* Hall of Fame and is a fellow of the American Academy of Arts & Sciences.

Baker is a member of the boards of the Public Broadcasting Service, Rodale Press and Freedom Communication Inc., among others, and is also on the advisory board of the National Park System. He was a PBS director from 1991 to 1997.

He received his B.A., M.A. and Ph.D. degrees from Case Western Reserve University, and he is the recipient of honorary degrees from St. John's University, College of St. Elizabeth, Long Island University, The New School and Seton Hall University.

■ ■ ■ ABOUT JAMES L. LOPER



James L. Loper
Director, USC Annenberg Program for the Study of Public Broadcasting

A veteran broadcaster and television industry executive, James L. Loper has been a visiting scholar and executive-in-residence at the USC Annenberg School of Communication since he retired as executive director of the Academy of Television Arts and Sciences in 1999. Loper spent almost 20 years in various positions at KCET, the Los Angeles public television station, including vice president and general manager and president-CEO. He was the founding chairman of the board of the Public Broadcasting Service and served three terms as PBS chairman during its formative years.

Dr. Loper has been involved with USC Annenberg since its founding and started the School's Program for the Study of Public Broadcasting. He earned his Ph.D. from USC and holds a master's degree from the University of Denver and a bachelor's degree from Arizona State University. He and his wife, Mary Lou, live in Pasadena, California. They have two children.

ABOUT THE LOPER LECTURE SERIES

Inaugurated on November 10, 2005, the James L. Loper Lecture in Public Service Broadcasting honors Dr. Loper's more than four decades of service to public broadcasting.

Previous lectures:

2006: "*Preserving Public Media in an Era of Change*"
William H. Kling, American Public Media

2005: "*A Public Trust Revisited*"
Mary G.F. Bitterman, the Bernard Osher Foundation

The New World of American Media

I'm honored to be here today to deliver the third annual Loper Lecture in Public Service Broadcasting. Jim Loper's contributions to this vital area of the broadcasting industry continue to be an inspiration to all of us who care about the quality and integrity of American media.

We have much to gain by looking back at Jim's career and the era in which he made his lasting impact on public broadcasting. During the early 1960s, when Jim was instrumental in establishing a noncommercial television station here in Los Angeles, public broadcasting was in its infancy. But in a world of three big networks, there was a well-defined need for community-based, not-for-profit television stations with strong educational missions.

Back then, public television stations were a unique facet in the American media-scape. Institutions like the outstanding KCET – which Jim Loper helped create and which he ran for so many years – provided a kind of programming found nowhere else. In those days of the famous “television dial,” where else could you turn to explore the cosmos, enjoy the opera, investigate history through the eyes of a scholar or learn to appreciate the wonders of fine art? While commercial media was increasingly preoccupied with



spectacle and light entertainment, public television created a space for intellectual, artistic and cultural pursuits, for ideas, depth and reflection. Public television was like a park in the midst of a boisterous city: A place to slow down, breathe, think, gain perspective.

So much has changed since then.

According to a Nielsen Media Research study from earlier this year, the average U.S. home receives 104.2 television channels. And in 2006, the average household tuned in to 15.7 of those channels for at least 10 minutes per week. Needless to say, that statistic alone is enough to describe a dramatically different media landscape from the one Jim Loper made his mark in. And, indeed, it's quite different from the environment that prevailed when I began my career as

a commercial broadcaster. Or even from what we saw at the beginning of this decade, for that matter. According to Nielsen, in the year 2000, the average home viewed 13.6 channels out of an available 61.4 channels.

So, with each passing year, the American viewer has access to an increasing number of television channels. And as the numbers grow, the audiences continue to fragment into smaller and smaller segments.

Certainly it's been a long time since we could think of public television as a sole alternative to a limited range of commercial outlets. Those days are gone forever.

Former FCC Chairman Newton Minow is famous for saying, “Television is a vast wasteland.” That was back in 1961. Well, as you can see, the notion of “vast” has certainly changed since his day – at least as far as the media landscape is concerned. As for the notion of “wasteland,” well, that's still up for debate.

Of course, the exploding number of television channels in itself is just part of the remarkable change we've been experiencing in this full-blown media revolution.

I probably don't need to run down the list of new outlets for programming that was for so many years exclusively the domain of that big box in the corner of our living rooms. Now, in addition to all the cable and satellite channels, we have podcasting, video over broadband and IP, devices like Slingbox, video on

mobile phones. There are DVRs, TiVO and video-on-demand. And, of course, we have streaming video on websites – with streaming HD video on the way. There are the websites of broadcast and cable outlets, and there are independent video-sharing sites. The most famous of these, as I'm sure you know, is YouTube, where viewers watch 100 million clips a day.

And if you want to wager that we'll be hearing about yet another new way to watch television this week or next, I certainly wouldn't bet against you.

Quickly – very quickly – these new forms of watching are making significant inroads into the dominance of the old model of television.

As we look forward through 2011, the latest numbers for broadcasters from Veronis Suhler Stevenson predict a compound annual growth rate of 35.3 percent in the areas of digital advertising and content. Meanwhile, in the areas of cable, satellite and Regional Bell Operating Company television service, Veronis Suhler Stevenson predicts a growth rate of 13.8 percent for VOD, 23.4 percent for DVRs, 48.2 percent for interactive television gaming and 99.6 percent for online and mobile.

One of the things these growth projections indicate is an accelerating shift from a top-down, producer-driven model to one that encourages

the participation of consumers in the creation and distribution of media.

This fundamental paradigm shift has taken the trend begun by the explosion of cable channels to its logical destination. With virtually an infinite number of media choices, audiences have become increasingly fractionated, chiseled down into tiny subgroups, spread far and wide across the Web, congregating in virtual communities that orbit around specific interests and agendas. These groups form and reform, dissolve and intersect with amazing fluidity. Unlike the well-defined demographics of the 20th century, today's audiences are in constant flux.

One of the most admirable attributes of this new media paradigm is its inherent sense of democracy. The spread of easy-to-use, relatively low-cost digital technology has made it possible for everyone to have a voice in the media today. Everyone can be a producer, a commentator, even a journalist.

And rather than depend on professional icons – the anchormen and established celebrities of days past – today's audiences have their own commentators. The vast majority of them are amateurs. But they speak the language of their audience and give them content that's personally tailored to their profiles. These are commentators who invite people to interact with them and create dialogue in a much more open and populist media experience.

This is the essence of the increasingly important media forms known as the social network and the blog.

One blogger – who goes by the name of Mickey Z. and sometimes finds himself reprinted in mainstream media – points out, “Blogs have replaced the dog-eared notebook into which we scribbled our deepest thoughts. Now, with a blog-inspired sense of community, we are baring our souls and finding that others share the same concerns – something we could hardly discover from traditional media outlets.”

I can personally relate to what Mickey Z. is saying. For the past year, I have been trying my hand at blogging. As a blogger, my goal is to help people stay informed and engaged with the media issues that are affecting us all today. Every weekday I post a “Media Briefing” at Blog Thirteen – which is hosted on Thirteen/WNET's website. In this briefing, I look at regulatory policy, mergers and acquisitions, legal developments. I follow technological advances, public-interest and consumer issues, and just about anything that's making news in the world of media.

I'm probably not the typical blogger, of course. Unlike most bloggers, I actually have access to a traditional broadcast signal. Nevertheless, blogging has been a remarkable experience for me. Not only do I get to delve deeper into the media issues that have been so influential in my

“ONE OF THE MOST ADMIRABLE ATTRIBUTES OF THIS NEW MEDIA PARADIGM IS ITS INHERENT SENSE OF DEMOCRACY. EVERYONE CAN BE A PRODUCER, A COMMENTATOR, EVEN A JOURNALIST”



life, I also get to participate in this burgeoning new type of media, where everyone can have a voice in the larger discussion.

I believe that discussion – that chorus of voices – is at the heart of a healthy democracy. It's always been the ideal of American media. But it hasn't always been a reality.

For most of the history of American broadcasting, media outlets have been run like businesses. There's nothing inherently wrong with that. A well-run business can be the source of great contributions to society. But the business model must include a public service component. The airwaves, after all, belong to the public, and the corporate licensees of those airwaves have always had at least a theoretical duty to give something back to society for being able to use those airwaves to make money. And with government regulations to keep broadcast-

ers mindful of their obligations, we had many years of balance between the pure profit motive and the pure public-service posture.

But during the last two decades of the 20th century, the emergence of a more laissez-faire attitude on Capitol Hill led to both horizontal and vertical consolidation and acutely increased competitiveness. With each new push by the commercial sector to monetize the airwaves, public service got trampled.

Fortunately, we've had public television as a counterbalance. In the days of only a few channels, public television, with its mission to educate, inform and serve the underserved, was the perfect alternative to the networks – playing an iconic role in our media universe.

But it was only one channel. And the wilderness has been expanding with dizzying speed. As the forests are cut down, public television's mission-driven, service-oriented brand

of media is increasingly standing all alone in the wasteland.

That's why what is happening today – the explosion of blogs and user-generated content – is so important. It is essential that today's media environment enable and encourage those many individual voices to be heard.

Indeed, this was always the idea of public television. A place where all voices could find time to be heard. A place where even unpopular ideas could be explored – without concern

53 percent believe the Internet presents “the greatest opportunity to the future of professional journalism” while 76 percent say “the Internet has had a positive impact on the overall quality of journalism.”

Moreover, a new survey finds that 101 million adult Americans now get most of their news from Web sites, while 35 million people rely on TV comedians and 8 million individuals turn to blogs as their main source of news.

According to Dale Peskin, a man-

“IT’S A GREAT IRONY THAT WE HAVE MORE PEOPLE THAN EVER PUBLICLY EXPRESSING THEIR OPINIONS, YET PERHAPS NEVER IN HISTORY HAVE WE BEEN SO ISOLATED FROM THE STORIES THAT REALLY MEAN SOMETHING IN OUR LIVES.”

about whether those ideas would earn advertising revenue.

In many ways, the current media revolution realizes the fundamental ideals of public television.

And Americans are embracing it. According to a We Media/Zogby Interactive poll, 55 percent of Americans say bloggers are important to the future of American journalism and 74 percent say citizen journalism will play a vital role. In addition,

aging director of iFOCOS, the organization that conducts the annual We Media conference, “We’ve arrived at a tipping point. A new definition of democratic media is emerging in our society.”

That being said, the media revolution is not a utopia. There are pros and cons. On the plus side, as I’ve said, everyone has a voice. On the minus side, well, everyone has a voice.

One of the problems we see today in the overall media picture is a lot of chatter and a lack of a coherent, overarching discussion that unifies us and moves us forward as a society.

In his book *The Cult of the Amateur*, Andrew Keen argues that all the blogs and wikis and video-sharing sites are undermining the expertise and authority of established media industry institutions, such as newspapers, publishing houses, record companies and TV studios.

Keen’s assertion is supported by a

in history publicly expressing their opinions, yet perhaps never in history have we been so isolated from, and unclear about, the stories that really mean something in our lives.

Writing recently in the *Columbia Journalism Review*, the investigative journalist Charles Lewis noted, “Never has there been a greater need for independent, original, credible information about our complex society and the world at large. Never has technology better enabled the instantaneous global transmission of



potentially troubling new study just out last week showing that 84 percent of journalists say they would use or already have used blogs as a primary or secondary source for articles.

Because of this proliferation of amateur, often anonymous reportage, our news now is “made up of hyperactive celebrity gossip,” says Keen.

Indeed, it’s a great irony that we have more people than ever before

pictures, sounds and words to communicate such reporting. But all this is occurring in a time of absentee owners, harvested investments, hollowed-out newsrooms, and thus a diminished capacity to adequately find and tell the stories.”

Lewis goes on to lament, “There simply are fewer and fewer professional reporters monitoring power in America and the world for American readers.”



USC Annenberg Dean Ernest J. Wilson III, left, William F. Baker and James L. Loper

Indeed, if there is one consistent victim of the combined trends of de-regulation, media consolidation and technological innovation, it is the quality of journalism.

As a columnist in the *Daily Utah Chronicle* put it recently, “It is beginning to seem like the term ‘news’ is used loosely with no connection to the related piece’s newsworthiness. As the television channels have moved to increase viewership, they have abandoned responsible reporting in exchange for entertainment purposes. The local television news has little meaningful information, and is instead filled with junk. Journalism is reaching new lows and is moving more and more and more toward tabloid-like reporting.”

That commentator may have been thinking about one of the most notorious moments in the history of local news. This past summer, KYTX, a

TV station in Tyler, Texas, hired a swimsuit model – without a day of journalistic experience – to anchor its newscasts. To make it even more problematic, the whole grand experiment was itself the subject of a reality TV show. Thankfully, the reality show was canceled after its first episode. It’s not clear what happened to the swimsuit model.

That’s an extreme example of where things are headed, of course. Much more sobering and controversial, perhaps, is Rupert Murdoch’s takeover of the *Wall Street Journal*. As Julian Friedland, an expert in business ethics, wrote recently in a column in the *Denver Post*, “What Murdoch has learned and embraced perhaps more than anyone is that in-depth investigative pieces are boring. What’s much more alluring is mixing news with opinion to provide a sense of debate no matter how far removed

either position is from actual facts. There’s nothing like a good fight to keep people’s attention. And keeping as many people’s attention...as long as possible is what matters to the bottom line.”

When I read those words, I take special pride in the fact that Thirteen/WNET in New York, the station I’ve had the privilege to lead for the past 20 years, has been producing a national PBS series called *Exposé: America’s Investigative Reports*. This acclaimed series – one of several in-depth public affairs series we produce – follows investigative reporters in the process of covering important stories. It’s a unique series that not only makes for fascinating television, but also helps us remember the fundamental contributions experienced, professional journalists make to our lives.

As the *Denver Post* columnist indicated, we are in real danger today of losing the kind of aggressive but responsible journalism that protects the interests of citizens. Under the pressure of continued consolidation in the media industry, newsrooms continue to close or be merged.

Many local newscasts – especially on the radio – are actually canned “centralcasts.” Eric Klinenberg, in his book *Fighting for Air*, looks at the dangers of this trend. When a train derailed near a small town in North Dakota in 2002, spilling deadly chemicals into the air, the Clear Channel station there was running

“POLICY-MAKERS AND THE PUBLIC NEED TO THINK ABOUT THREE KEY FACTORS THAT WILL INFLUENCE THE CURRENT AND FUTURE INTEGRITY OF THE MEDIA: EDUCATION, QUALITY AND INDEPENDENCE.”

on an automated repeater – a victim of station consolidation. Without anyone in the studio to go on the air and warn people to stay indoors, lives were endangered. A similar situation was noted during the terrible massacre at Virginia Tech last spring. Only one station of the four in Blacksburg had the ability to warn people of the unfolding crisis, because the other three were automated. These are dramatic but telling examples of how serious a matter media concentration can be.

This topic is even timelier than I imagined it might be when I was asked to speak here. As you probably know, the FCC is, at this moment, making a final push to relax limits on ownership of radio, television and newspaper outlets.

FCC Chairman Kevin Martin has made no secret of the fact that he wants to scrap the cross-ownership rules that prohibit one company

from owning a television station and a newspaper in the same market. Decisions are now expected by the end of the year, though protests by activists at recent hearings have been vigorous, and legislators and public-interest groups are raising red flags.

But the question must be asked. Given all I've been saying about the proliferation of channels and blogs and Internet outlets, should we really be so concerned if the traditional broadcast and print outlets are bought up and consolidated by larger corporations? Aren't those TV stations and newspapers just dinosaurs on their way to extinction?

The short answer is we should be very concerned.

Despite the rise of the Internet and mobile devices, broadcast outlets are, in the words of FCC Commissioner Michael Copps, "still primary, critical sources of information for the American public. Nearly 60 percent of adults watch local TV news each day and it remains the nation's most popular information source."

Copps proposes creating a more rigorous test for renewing station licenses, suggesting the following questions be asked:

"Did the station show programs on local civic affairs ... or set aside airtime for local community groups? Did it broadcast political conventions and local, as well as national, candidate debates? In an era when owners may live thousands of miles

from their stations, have they met with local community leaders and the public to receive feedback? Is the station's so-called children's programming actually, in the view of experts, educational?"

The last of these questions is worth pausing over. A recent study shows that from 1998 to 2006, "The average time devoted to kids' shows fell 70 percent ... at stations in eight markets that became part of a 'duopoly' or 'tripoly.' ... By contrast, children's programming fell 41 percent ... at stations that remained separate."

Those statistics are, of course, a validation of public television's non-commercial approach to children's programming.

Returning to the issue of news and public affairs, another recent report has shown an alarming rise in incidences of stations running video news releases as news segments on their newscasts. These pre-packaged video segments are essentially public relations tools created to promote products and company interests. They have legitimate uses as part of news coverage, when properly incorporated and disclosed. What we are seeing, however, are understaffed newsrooms simply throwing them on the air in place of real journalism. This is another example of the ways in which media consolidation is affecting the quality of journalism and media experiences in general.

In a statement two weeks ago,

FCC Commissioner Jonathan Adelstein lamented the state of the news media today. "It is also clear from our hearings that local issues that the electorate needs to know about are not being covered in a way that prepares voters to make educated decisions," Adelstein said. "In community after community, we hear from citizens that serious coverage of local and state government has been diminished. There is a virtual blackout of coverage of state and local elections. And while news operations say they have to slash resources, some are offering up to \$1 million for an interview with Paris Hilton. Real investigative journalism and thoughtful reporting have given way to an 'If it bleeds, it leads' mentality."

Is it any wonder that a recent poll conducted by the Pew Research Center found that a majority of Americans believe the news media are politically biased, inaccurate and don't care about them? And in the We Media/Zogby study I cited ear-

lier, 72 percent said they were dissatisfied with the quality of American journalism today.

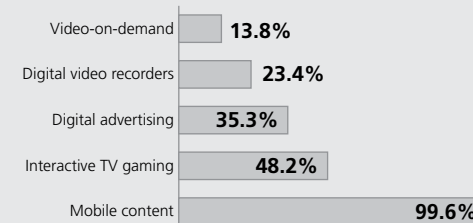
So where does all this leave us? As you can see, there are forces pulling in a number of directions. New technology is leading to an increasing number of media outlets. This is offering positive possibilities for freedom of expression and creativity. But this new democratization of the media has the downside of devolving into a lot of noise that makes no real sense for the society at large.

At the same time, audience fragmentation is putting unprecedented pressure on the financial models of traditional media sources. To counter that pressure, big media companies are trying to control new-media content and distribution at the same time they are pushing for further consolidation of television, radio and print.

Against that volatile backdrop, policy-makers and the public need

The media revolution continues

Projected growth through 2011



Source: Compound Annual Growth Rate, Veronis Suhler Stevenson Forecast

- **101 million** adult Americans get the news from Web sites
- **35 million** learn about current events from TV comedians
- **8 million** use Internet blogs to gather their news



Mary Lou and James L. Loper with William F. Baker

to think about three key factors that will influence the current and future integrity of the media, especially in its most important function: news and information.

First, education.

In a recent article, media scholar Herman Wasserman writes: “In a time where new media technologies emerge at dazzling speed, and optimistic observers foresee a sea of change in journalism as everyone with an Internet connection and a cell phone can now claim to be a journalist, ethics will increasingly become the criterion that sets journalists apart from dangerous dilettantes. But journalism education should go beyond skills – journalists should be taught how to interpret and contextualize events truthfully and meaningfully. Sending a grainy cell-phone picture of a shooting or of flooding may earn you the lofty title of citizen journalist, but in itself does not help you explain why it happened in such a way that it comes to

mean something in the lives of your audience.”

Indeed, we need to be clear about the limits of amateur journalism. Professionalism, training, experience and insight have important roles to play. The age-old practice of journalism – a practice rooted in the foundation of the United States – has not changed simply because the technology to deliver it has changed. The principles still apply. In fact, in this wild new world of media in which we find ourselves, those principles should apply more than ever. And we must demand that our news sources adhere to them.

Wasserman comments on this as well, writing, “The onus of responsibility is also shifting from journalists to audiences. ... Audiences need to understand the media production process and become critical media consumers. They should realize they are not passive sponges who have to soak up everything that comes their way – they are active participants in

the media process ... and should demand respect.”

Respect leads us to the second factor: quality. The two go hand in hand.

Anyone who has even vaguely paid attention to the development of television news over the past couple of decades understands the trend all too well. As Commissioner Adelstein noted: If it bleeds, it leads. Violent crime, disasters, death and mayhem are always the headlines, followed by entertainment gossip, weather and sports. That’s the so-called news.

That trend has been propagated by media companies that believe it’s what their audiences want.

Now here’s a surprise. The Project for Excellence in Journalism studied newscasts from more than 150 local television stations over a period of five years. And what they found is that people prefer quality over sensation.

Drake Bennett of *The Boston Globe* writes: “Viewers, the study found, are perfectly willing to watch stories on education policy or tax debates. In many cases they’ll tune in to those stories but flip away from a segment on a celebrity divorce or a deadly highway pileup. And they’ll consistently reward in-depth reporting with higher ratings than more cursory stories, no matter what the topic.”

Bennett adds: “The findings suggest that the shift to violence and voyeurism has left everyone worse

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off. Viewers, fed a diet of out-of-state car-chase footage, are left knowing less about issues, like the schools, that actually affect them. And the TV stations, in clumsily catering to an audience they misunderstood, may actually be sabotaging their own ratings.”

Imagine that! Audiences are intelligent after all. It’s a proposition that we in public television have pushed since the very beginning.

Finally, the third factor we should consider is independence.

One of the most vexing issues facing all media today – especially news media – is the compromising of editorial independence. Whether it be concerns about advertising revenues or political agendas, the media need to be insulated from the factors that may introduce bias and corrupt objectivity and quality.

Because we in public television are constantly struggling to raise money with no strings attached, we find ourselves in an especially challenging situation.

It needn't be that way.

All you have to do is compare us to the British Broadcasting Corporation. Federal funding for public broadcasting in America amounts to \$480 million a year. Meanwhile, in the United Kingdom, the BBC receives about \$8.75 *billion* a year. The difference is astounding.

And even that meager \$480 million we receive – the equivalent of \$1.53 per American per year – is a sum we have to battle for constantly.

About the price of a cup of coffee gets every American a year's worth of quality, commercial-free programming. Not to mention educational and community-outreach services that aren't found anywhere else.

You'd think every business leader and investor in the country would sit up and take notice. For a buck fifty, you get an assured source of thoughtful, educational, relevant, respectful, diverse media. No shouting, no scandal-mongering, no rampant commercialism. Just media Americans trust.

And trust it they do. For the past four years, a Roper poll has found that Americans consider PBS to be the nation's most trusted institution among nationally known organizations.

And whether we're producing a nationally respected public-affairs series or a humble blog, that bond of trust is something we are pledged not to betray.

When Jim Loper started out on his quest to create a new kind of broadcaster in Southern California, he was promoting that very idea of trust. And all these years later, amid all these dazzling changes in our world, the essential value of that kind of trust hasn't changed.

My belief is that if there's a model for good media in this crazy new world of American media, that pledge of trust should be at the heart of it.

Whatever transformations the media as a whole may make in the years to come – and there are dramatic ones waiting on the horizon, no doubt about it – public broadcasting can and must be guided by that core sense of trust.

I have no doubt that all of you in this room share my concern about the existence of media that make a meaningful contribution to our society. We are joined by millions upon millions of citizens across the land who feel the same way. Together we share the responsibility to keep that kind of media present and active in America. It is up to all of us to ensure that public broadcasting remains strong, independent and able to fulfill its unique role in our lives.

In this dizzying new world of American media, public media is – and will continue to be – more important than ever before.

Thank you.



ABOUT THE USC ANNEBERG SCHOOL FOR COMMUNICATION



Established in 1971 through the support of Ambassador Walter H. Annenberg, the USC Annenberg School for Communication is one of the nation's leading institutions devoted to the study of communication and journalism. Its location in the "multimedia mecca" of Los Angeles offers unparalleled opportunities for hands-on study and access to top professionals and intellectual leaders.

The USC Annenberg faculty includes renowned researchers, Pulitzer Prize- and Emmy Award-winning journalists, and leaders in fields including law, education, publishing, government, advertising and public relations.

USC Annenberg's 1,900 undergraduate and graduate students pursue degrees in communication, journalism (print, broadcast and online), public diplomacy and public relations. The School's alumni fill top posts not only in the media and communications industries, but also in government, education and nonprofit agencies throughout the world.

Augmented by dozens of research and public-interest projects and programs, including the Norman Lear Center, the Center for the Digital Future, the Knight Digital Media Center and the Charles Annenberg Weingarten Program on Online Communities, USC Annenberg has become a center for discussion among scholars and professionals in communication, public policy, media and education.



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3502 WATT WAY

LOS ANGELES, CALIFORNIA 90089-0281

annenbergschool.usc.edu