

①

Bridges

Power - inquiry / regul / distrib
knowing →

Howard Myrick - inequality; new partnership - gov't, federal
& academic, technocratic fantasy?

Democrat - public vs profit, gaps; spectrum use fees to
equalize opportunity

↑ Opportunity

Alan Steinman

Participatory & opportunities; local news - ad revenue
driven - what market can deliver? How can we
encourage media that's more than market service!

↑ Share

① Electronic own survey? fee → Congress → beholden both

? market - limited new opportunities for little too late
But socialization!

Public ocean → who waters? Dramatic / porous
LOVER PLASKING FIELD

REC strategies - demonstration, PR; Billboard; Auto safety gun control Tobacco swamp land

② Full page ad - \$ profit - revenue for
some sponsor - agreement

③ position paper, press conf, to public visibility
investor - partnership with seniors, disabled, etc)

Low cost

Tell them: Electronic legacy - we leave
family - impact on family global. one mission
convergence restructuring telecom. Content & advert merge
Marketing - content both content & advisory, trust - long term
existing monopolies - seamless transfer to digital
1996 telecom act - least monopoly | ATT Media div merge

②

Municipalities 2.9% of 11,524 local stations

↳ low income

② ATT-Media One Flew - Bought TCI
responsibility to create alternative system
to coexist with the commercial system
Chris & ② successful interviews

③ open interactive network, Audiences →
citizens! Reverse power of ownership of
networks to audiences.

With Falstreak

edit/pub. Digital Journalist, How to take
charge & change of this transformation.
Tell stories with new camera equipment at a
reduced price. More hours of programming - at
reduced cost, better equipment

what content? Story-teller. As media
grow bigger, they grow less capable (interested)
in compelling programming. Big corp. not willing
to spend \$ into program creation & distribution
\$ 900 million saved (times, more) by going on
the web; Web will be video driven; www graphical
env't, video-driven. One video goes on the web
print will decline. TV on web cheap

Feature
fantasy

Thousands are telling stories; RICH ENT - select

~~Process of socialization. New
JOURNALISM IS IRRELEVANT marketing
CREDIBILITY? Authenticity, Web
ROBEAN ERA - along - Before RR
explosion of user generated
adv → 1st Amendment
Ed Herman possession of the public space
Civil group, public entertainment media
democratized~~

(3)

Re Dealings to
Public Telecommunications (3)

Revised Consent laws

→ Problem of the consent of 1996
Public Interest

1862 - middle of civil war - land grant
land give away - use revenues for
improvement

NAB → 1996 - telecom act - free public spectrum
\$170 billion.

"Public interest, convenience & necessity"

[1st draft - 1960's define -] never been defined
Vision of communities served by public
broadcasting

Community allowance for joint use of res
public revenue - to make it democratic

How do we correct the balance - Post
Telecom 1996 put