



Advocacy Groups and The Entertainment Industry

CONFERENCE

FEBRUARY 19, 1997

SANTA MONICA, CALIFORNIA

AMERICAN CINEMA FOUNDATION

UCLA CENTER FOR COMMUNICATION POLICY

CENTER FOR THE STUDY OF POPULAR CULTURE



Advocacy Groups and The Entertainment Industry

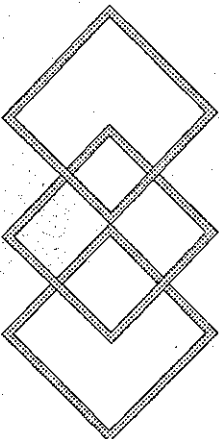
Conference Schedule
February 19, 1997
Santa Monica, California

Hotel/Conference Facility:

Loews Santa Monica Beach Hotel
1700 Ocean Avenue
Santa Monica, California 90401
310-458-6700

SCHEDULE SUBJECT TO CHANGE

- 8:15 a.m. **Registration and Continental Breakfast**
Foyer, Second Floor
- 9:00 a.m. **Welcoming Remarks**
Arcadia Ballroom, Second Floor
- Jeffrey I. Cole, Director, UCLA Center for Communication Policy
Cathy M. Siegel, Executive Director, American Cinema Foundation
- 9:20 a.m. **Overview**
Alfred Schneider, Former Vice President, Policy and Standards, Capital
Cities/ABC, Inc.
- 9:40 a.m. **Conversation I**
Host: Jim Moret, Co-Anchor, CNN's *Showbiz Today*
Participants: Peggy Charren, Founder, Action for Children's Television
Lionel Chetwynd, Writer/Producer/Director
Andrew Kaplan, Executive Vice President, Columbia
TriStar Television



10:15 a.m.

Panel One: Advocacy Groups' Perspective

Moderator: George Vradenburg III, Entertainment and Media Practice,
Latham & Watkins

Panelists: Guy Aoki, Co-Founder and past President, Media Action Network
for Asian Americans

Chastity Bono, Entertainment Media Director, Gay and Lesbian
Alliance Against Defamation

Sandra Carter, Vice President of Programs, LA Urban League

Joe Hicks, Executive Director, MultiCultural Collaborative

Laurence Jarvik, Cultural Studies Fellow, Capital Research Center

Alex Nogales, National Chair, National Hispanic Media Coalition

Jack Shaheen, Professor Emeritus of Mass Communications,
Southern Illinois University

11:15 a.m.

Conversation II

Host: Geoffrey Cowan, Dean, Annenberg School for Communication,
University of Southern California

Participants: Barbara Brogliatti, Senior Vice President, Worldwide
Publicity, Promotion and Public Relations, Warner Bros.

Roland McFarland, Vice President, Broadcast Standards and
Practices, Fox Broadcasting Company

David Neuman, President, Walt Disney Television

Jay Winsten, Director, Center for Health Communication,
Harvard School of Public Health

11:55 a.m.

Conversation III

Host: Stephen Weiswasser, President and CEO, Americast

Participants: Ted Harbert, former Chairman, ABC Entertainment

Carol Monroe, Senior Vice President Program Services, Fox Kids
Networks, Worldwide

Charles Rosin, Executive Producer, Columbia TriStar Television

12:30 p.m.

Lunch

Arcadia Ballroom, Second Floor

Speaker: Tony Jonas, President, Warner Bros. Television

2:00 p.m.

Conversation IV

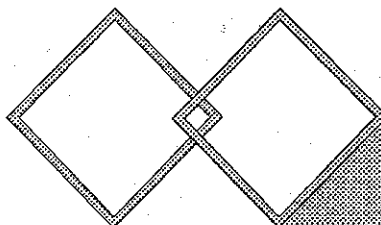
Host: Cathy M. Siegel

Participants: Arthur Berger, Director of Public Relations & Communications,
American Jewish Committee

William Donohue, President and CEO, Catholic League for
Religious and Civil Rights

George Gerbner, Dean Emeritus, Annenberg School
of Communication, University of Pennsylvania

Jennifer Perry, Executive Director, Children's Action Network



2:40 p.m.

Panel Two: Entertainment Industry Response

Moderator: Sonny Fox, Senior Vice President, Population Communications International

Panelists: Carol Altieri, Vice President, Program Practices, Westinghouse/CBS, Inc.

Susanne Daniels, Executive Vice President, Primetime Series, The WB Television Network

Gilbert Cates, Producer, and Artistic Director, Geffen Playhouse
Rex Heinke, Partner, Gibson, Dunn & Crutcher

Terri Tingle, Senior Vice President, Standards and Practices and Public Affairs, Turner Entertainment Group

3:40 p.m.

Conversation V

Host: Rabbi Gary Greenebaum, Western Regional Director, American Jewish Committee

Participants: Richard Jennings, Executive Director, Hollywood Supports
Ted Baehr, Chairman, The Christian Film and Television Commission

Stewart Kwoh, President and Executive Director, Asian Pacific American Legal Center of Southern California

David Lehrer, Director of the Pacific Southwest Region, Anti-Defamation League

4:15 p.m.

Conversation VI

Host: Mickey Gardner, Law Offices of Michael R. Gardner

Participants: David Horowitz, President, Center for the Study of Popular Culture

Gary Lieberthal, Former Chairman and CEO, Columbia TriStar Television

Alan Nierob, Executive Vice President, Rogers & Cowan

4:45 p.m.

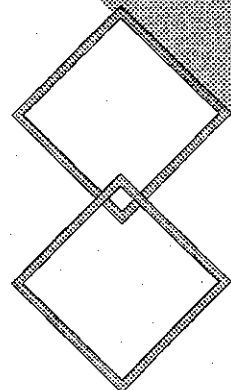
Conversation with: Peter Lund, President and CEO, Westinghouse/CBS, Inc.

Host: Jeffrey I. Cole

5:15 p.m.

Reception

Foyer, Second Floor



CONFERENCE

SPONSORS

UCLA Center For Communication Policy & American Cinema Foundation

UCLA Center for Communication Policy

The Center for Communication Policy is actively interested in governmental, institutional and individual policy in all areas of mass media. The Center is committed to research in and development of policy in an environment in which rapid technological, social and cultural growth create special challenges with regard to national and international communication. The Center is responsible for the UCLA Violence Monitoring Project based on an agreement with the four major broadcast networks. Center conferences include the Superhighway Summit with the Academy of Television Arts & Sciences, Religion and PrimeTime Television with the American Cinema Foundation and an annual national media conference with Children Now and Stanford University. The Center is currently preparing multi-media issues materials for the third time for Vice President Albert Gore's annual Family Reunion conference. Internationally, the Center is planning projects with several countries in Asia and with Canada and Italy. All of the Center's activities represent a commitment to issues shaping our world and resulting in policies to improve quality of life.

American Cinema Foundation

The American Cinema Foundation's mandate is to nurture and reward television and feature film projects which address fundamental social values, support and strengthen the concepts of the common good and common culture, and promote democratic pluralism and inclusion. The American Cinema Foundation was born out of a desire to provide institutional support for creative artists whose interests lie less in violence and gratuitous sexual exploitation than in the vision of a better America. The Foundation's projects include an annual national themed feature film and television screenwriting competition open to student and non-student writers, the American Forum Theater series showcasing directed readings of scripts in development for the industry, the Conference on Advocacy Groups and the Entertainment Industry with the UCLA Center For Communication Policy and the E Pluribus Unum Awards for television programs and feature films which deal with fundamental social values in a manner which acknowledges their importance to society.

CO-SPONSOR

Center For The Study Of Popular Culture

The Center for the Study of Popular Culture was founded in 1988 by Peter Collier and David Horowitz to strengthen the cultural foundations of a free society. The Center focuses on three areas: education, media and individual rights. The Center publishes books and three magazines: *Heterodoxy*, *The Report Card* and *The Defender*.

BIOGRAPHIES



Carol Altieri

Vice President, Program Practices
Westinghouse/CBS, Inc.

Carol Altieri joined CBS in 1969 as a secretary in the Press Information Department. Five years later, she became a Program Practices Editor, responsible for Children's Programs, Feature Films, Specials, Sports and Series development. Altieri was transferred to Los Angeles in 1979 as Senior Editor and was primarily responsible for acquisition and editing of feature films and screenplay pre-buys. After serving as Manager of Administration for two years, she became Director of Prime Time, dealing with network series, movies for television, mini-series, theatricals, and drama development. In August 1984, Altieri was named West Coast Vice President for Program Practices, overseeing the clearance of programs originating on the West Coast as well as the administration of television program labeling and other content policy issues.

Guy Aoki

Co-Founder and past President
Media Action for Asian Americans

Guy Aoki (ah-OH-kee) is co-founder and past President of Media Action Network for Asian Americans, the only organization solely dedicated to monitoring the media and advocating positive and balanced portrayals of Asian Americans. In 1993, Aoki led the nationwide media campaign against the film *Rising Sun*. Under Aoki's guidance, in 1995, KKBT-FM agreed to stop its practice of imitating well-known Asian Americans with fake Asian accents and in 1996, Aoki got Bill Handel and KFI-AM to apologize for Handel's comments about not wanting to see "slanted eyed figure skaters winning all the time." Aoki also helped organize Jesse Jackson's protest over the exclusion of minorities in the industry during the Oscar protest. Aoki writes a bi-weekly column in the *Rafu Shimpo* newspaper, *Into the Next Stage*, about media images and Asian Americans.

Arthur S. Berger

Director of Public Relations & Communications
American Jewish Committee

Arthur S. Berger has been Director of Public Relations & Communications of the American Jewish Committee since March 1995. Prior to this position, he served as a senior United States foreign service officer for twenty five years. Berger's foreign service career took him to Uganda, Ethiopia, Brazil, and Israel. In these positions, Berger explained United States' policy in the Middle East to audiences throughout the region and in this country. Following his 1982-1986 posting as spokesman for the U. S. Embassy in Tel Aviv, Berger was appointed Public Affairs Advisor to the Bureau of Near Eastern and South Asian Affairs at the Department of State. From 1989-1990, Berger headed the United States Information Agency's Publications Division which published a number of periodicals for overseas distribution. He is the recipient of the Meritorious Honor Award for his extensive speaking activities on behalf of the Department of State.

Chastity Bono

Entertainment Media Director
Gay and Lesbian Alliance Against Defamation

Chastity Bono, writer and former spokesperson for the Human Rights Campaign, is now the Entertainment Media Director for the Gay and Lesbian Alliance Against Defamation (GLAAD). In this capacity Bono is GLAAD's lead representative in dealings with entertainment industry professionals and is responsible for developing strategies which address the gay and lesbian communities' concerns. She is in charge of designing public forums and educational events that focus on lesbian, gay, bisexual and transgender trends unfolding within the entertainment industry.

Barbara S. Brogliatti

Senior Vice President
Worldwide Television Publicity, Promotion & Public Relations, Warner Bros.

Barbara S. Brogliatti came to Warner Bros. via Lorimar and Norman Lear's Embassy Communications. Her current wide-ranging responsibilities include being in charge of worldwide publicity, promotion and public relations for all of Warner Bros.' television production and distribution entities, including Warner Bros. Television, Warner Bros. Animation, Witt-Thomas-Harris Productions, Hanna-Barbera, Telepictures Productions, Time Telepictures Television, Warner Bros. Domestic Television Distribution, Warner Bros. Domestic Pay-TV, Cable and Network Features Distribution and Warner Bros. International Television Distribution. Brogliatti's duties also encompass handling the press for public affairs matters related to the television industry and the studio, including regulatory, civic and legal concerns. She is a member of the Academy of Television Arts & Sciences, the Directors Guild of America, the Publicists Guild, the Board of Directors of KIDSNET, the Steering Committee for the Los Angeles Free Clinic and the Board of Directors of the American Cinema Foundation.



Sandra S. Carter

Vice President, Programs
Los Angeles Urban League

Sandra Carter, Vice President of Programs for the Los Angeles Urban League since 1985, is a native of Southern California and a product of the Los Angeles Unified School District. Prior to becoming Vice President of Programs, Carter spent eight years as the Director of the Los Angeles Urban League's Data Processing Training Center - the only center of its type in the country totally funded by private industry. In 1982 Carter received the first Educational Award from the Los Angeles Basin Equal Opportunity League. She is active in a number of community and civic organizations including The Los Angeles Regional Coalition of Service Providers, Southern California Association of Governments, The Mayor's Task Force of South Central Los Angeles, United Teachers of Los Angeles and the California Entrepreneurship Education Task Force. Carter is a graduate of Long Beach State University with a Bachelor of Arts Degree in Sociology.

Gilbert Cates

Producer and Artistic Director
Geffen Playhouse

Gilbert Cates is currently producing the 69th Annual Academy Awards - his sixth time producing the Oscarcast. He is also the Producing Director of the Geffen Playhouse and Dean of the UCLA School of Theater, Film and Television. Cates' numerous credits include creating the *Hootenany* television variety series, producing and directing the Academy Award nominated *I Never Sang For My Father*, and producing and/or directing television dramatic specials such as the Emmy Award winning *To All My Friends On Shore*; *Johnny, We Hardly Knew Ye*; *Absolute Strangers*; *In My Daughter's Name*; *Consenting Adults* and *Do You Know The Muffin Man?* (for which Cates received Emmy nominations for Best Director). Cates has received the N.A.A.C.P. Image Award as Television Producer of the Year and the Christopher Award for *I Never Sang For My Father*. He served two terms as President of the Directors Guild of America.

Peggy Charren

Founder
Action for Children's Television

Peggy Charren is founder of Action for Children's Television (ACT), a national child advocacy organization founded in 1968. Located in Cambridge, Massachusetts, the 10,000-member nonprofit organization worked to encourage program diversity and eliminate commercial abuses in children's television. ACT promoted awareness of issues relating to children's television through national conferences, publications, public education campaigns, dialogue with broadcasters, and petitions to federal regulatory agencies. More than 60 million people belong to organizations which support ACT's goals, including the American Academy of Pediatrics, Consumers Union, the National Education Association and the National PTA. Charren has also authored several books and articles on the subject of children and television.

Lionel Chetwynd

Writer, Director, Producer

Lionel Chetwynd's writing credits include: *Ruby Ridge: An American Tragedy*, *Kissinger and Nixon*, and *The Man Who Captured Eichman*. Among his other credits are *The Apprenticeship of Duddy Kravitz* for which he received an Academy Award Nomination for Best Screenplay Adaptation, the Emmy Award winning *Joseph* program and Emmy nominated *Moses* program of the *Bible Series*, and the Emmy nominated *Sadat*, which received an NAACP Image Award nomination as well. Chetwynd also has been nominated for a Gemini Award and Writers Guild of America awards. Chetwynd's current projects include a feature film for Imagine Entertainment called *Vatican II*. Chetwynd is President of the American Cinema Foundation, has been a member of the faculty of New York University's Graduate Film School, and has lectured on screenwriting for both the Frederick Douglass Center in Harlem and UCLA.

Jeffrey I. Cole

Director

UCLA Center for Communication Policy

Jeffrey Cole has been on the UCLA faculty for the past 21 years and serves as the Director of the Center for Communication Policy. Cole is the Principal Investigator of the widely praised Network Television Violence Monitoring Project which in 1995 and 1996 issued annual reports to the television networks, Congress and the nation. In May of 1994, 1995 and 1996 the Center co-authored with *U.S. News and World Report* national surveys examining attitudes and values of decision makers in the entertainment industry. In January 1994, the Center co-sponsored "The Superhighway Summit" with keynote speaker Vice President Albert Gore and the leaders of most of the nation's major media companies. Cole also helped plan Vice President Gore's July 1995 and 1996, conferences on "Family and the Media" and "Family and the Workplace," and produced the films that opened the conferences. In addition to his role at the Center, Cole was recently named Co-Director of the UCLA Center for Digital Innovation which will coordinate and develop all new media for UCLA.

Geoffrey Cowan

Dean, Annenberg School for Communication

University of Southern California

For the past 20 years, Geoffrey Cowan has been active in almost every facet of the communication world - as a public interest lawyer, academic administrator, best-selling author and award winning teacher, playwright, television producer, and government official. Since November 1996, he has been Dean of the USC Annenberg School for Communication, which includes the University's School of Journalism, as well as all of its communication programs. Cowan is Professor of Journalism and Law in the School of Journalism, and jointly holds a professional appointment in the USC Law School. Prior to becoming Dean, Cowan served as the 22nd Director of the Voice of America, a post he was appointed to by President Clinton in March 1994. Cowan authored the best-selling book *The People vs. Clarence Darrow: The Bribery Trial of America's Greatest Lawyer* and is the Emmy Award winning television producer of the movie *Mark Twain and Me*.

D**Susanne Daniels**

Executive Vice President, Primetime Series
The WB Television Network

Susanne Daniels, as Head of Prime Time Series for The WB Television Network, is involved in all facets of the creative process - from the initial pitch to concept development and finally to production. Having been with the fledgling network since its inception, she is responsible for the development of all of The WB's Network's new Fall 1996 series. She was also instrumental in developing several of The WB's first hit series and the network's first drama. Prior to joining The WB Television Network, Daniels spent two years at the Fox Broadcasting Company as Director of Comedy Development.

William A. Donohue

President and CEO
Catholic League for Religious and Civil Rights

President and CEO of the Catholic League for Religious and Civil Rights, William Donohue is also the publisher of the Catholic League Journal, *Catalyst*. Dr. Donohue is an adjunct scholar at the Heritage Foundation and serves on the board of directors of the National Association of Scholars and its New York State chapter board. He is the author of three books and many articles including *Twilight of Liberty: The Legacy of the ACLU*. Dr. Donohue serves on the board of advisors of the Washington Legal Foundation, and on the boards of the Rockford Institute Center on the Family, the Educational Freedom Foundation and the Society of Catholic Social Scientists. He appears as a frequent guest on television and radio speaking on civil liberties and social issues.

F**Sonny Fox**

Senior Vice President
Population Communications International

Sonny Fox has enjoyed a career in television that spans more than 40 years, serving as host and producer of some of the medium's most popular programs. Holding executive positions in television, including Vice President of Children's Programming at NBC and Chairman of the Board of the National Academy of Television Arts & Sciences, Fox was also the host of the popular game show *The \$64,000 Challenge*, and the children's show *WONDERAMA*. Currently, he serves as the Senior Vice President of Population Communications International, which is dedicated to changing cultural norms through the mass media regarding personal attitudes towards family size, family planning and the role of women worldwide. He has organized three "summits" in the United States, bringing together the most important creative and producing talents working on the "soap opera" and talk show worlds with experts on critical issues. Fox is a former president of the Academy of Television Arts & Sciences.



Michael R. Gardner

Law Offices of Michael R. Gardner

Michael R. Gardner is an attorney in Washington, D.C. who manages a communications entertainment law firm, the Law Offices of Michael R. Gardner, P.C. The law firm, founded in 1990, specializes in policy and regulatory aspects of domestic and international communications law, as well as entertainment law. The firm represents corporations and associations involved in new technologies, programming, broadcasting, telephone and cable interests before the Federal Communications Commission, the Congress and agencies of the Federal Government. Since 1982, Gardner has also served as the *pro bono* Chairman of the United States Telecommunications Training Institute, a non-profit international training initiative which he founded in 1982. He is currently an adjunct professor at Georgetown University where he teaches a course entitled "The Modern American Presidency."

Rabbi Gary Greenebaum

Western Regional Director
American Jewish Committee

Rabbi Gary Greenebaum has served as the Western Regional Director of the American Jewish Committee since 1990. In 1993, Mayor Richard Riordan appointed Rabbi Greenebaum president of the Los Angeles Board of Police Commissioners and he served in that capacity for one year. Rabbi Greenebaum served as a member of the Police Commission for a second year and resigned in 1995 when the City Council voted to overturn the Police Commission's reprimand of Chief Willie Williams without ever reading the facts of the case. Rabbi Greenebaum has served as a Board Member of many civic organizations including: Rebuild Los Angeles (RLA), the Los Angeles Police Department's Professional Advisory Committee on Human Relations Training, LEARN, the SMARTeam of the L.A. Festival and the Coalition of 100. In addition, he has been a member of the Executive Committee of the Southern California Board of Rabbis and chaired its Interreligious Committee. He is a graduate of the University of California, Irvine and the Hebrew Union College.

George Gerbner

Dean Emeritus, Annenberg School of Communication
University of Pennsylvania

Before becoming an independent researcher and teacher, George Gerbner was both a Professor and Dean of the Annenberg School of Communication, University of Pennsylvania. He is responsible for a variety of U.S. and international research projects regarding media effects and impact. Gerbner is the Founder and Chair of the Cultural Environment Movement and was formerly editor of the *Journal of Communication* and chair of the editorial board of the International Encyclopedia of Communication. He has recently published a new book titled *Invisible Crises: What Conglomerate Media Control Means for America and the World*.



Ted Harbert

Former Chairman
ABC Entertainment

Ted Harbert is the former Chairman of ABC Entertainment. In that position Harbert was responsible for ABC Entertainment and directly oversaw the division's finance and business affairs areas. Harbert also oversaw late night programming and the network's production ventures, including DreamWorks, Brillstein-Grey Communications and Jim Henson Productions. Harbert originally joined ABC in 1977 and rose in the ranks to become Executive Vice President, PrimeTime, ABC Entertainment from 1989-1993. He served as President of ABC Entertainment until assuming his post as Chairman in June 1996. As President he was responsible for all prime time and late night entertainment programming on the ABC Television Network.

Rex S. Heinke

Partner
Gibson, Dunn & Crutcher

Rex Heinke is a partner in the law firm of Gibson, Dunn & Crutcher LLP and is Co-Chair of its Intellectual Property Group. He received his B.A. from the University of the Witwatersand in 1971 and his JD from Columbia University School of Law in 1975. Heinke specializes in trial and appellate litigation with particular emphasis on First Amendment issues such as defamation, privacy and prior restraints. Among the clients he has represented are the *LA Times*, NBC, Paramount, the *Wall Street Journal*, Fox, *The New York Times*, and *Newsweek*. Heinke is the author of *Media Law* published by the Bureau of National Affairs, a leading treatise on the legal problems of journalist and the media. He is also a member of the Editorial Advisory Board of the *Media Law Reporter*.

Joe R. Hicks

Executive Director
MultiCultural Collaborative

Joe Hicks is a native of Los Angeles, California, and is a product of the neighborhoods of South Central LA. He is the former Publications/Media Director of SEIU Local 660, the largest union of public service workers in LA County and served as the Communications Director of the ACLU of Southern California. Most recently, Hicks was the Executive Director of the Southern Christian Leadership Conference of Greater LA. Currently he is the Executive Director of the MultiCultural Collaborative, a privately-funded race and human relations organization. Hicks is currently at work on a book about United States race relations.

David Horowitz

President

Center for the Study of Popular Culture

In addition to his work at the Center for the Study of Popular Culture, David Horowitz is a best-selling author and magazine editor. With co-author Peter Collier, Horowitz has written *The Rockefellers: An American Dynasty* (1976), *The Kennedys: An American Drama* (1985), *The Fords: An American Epic* (1987), and *The Roosevelts: An American Saga* (1994). Their 1989 book, *Destructive Generation: Second Thoughts about the Sixties*, chronicled the legacy of the New Left and its effects upon American politics and culture. Horowitz's newest book, *Radical Son*, is an autobiography recounting his political and personal journey published by Free Press this month. Horowitz earned his Bachelor's degree from Columbia University and a Master's degree from the University of California at Berkeley. He received a Guggenheim Fellowship in 1978 and the Teach Freedom Award from President Reagan in 1990.

Arianna Huffington

Nationally Syndicated Columnist

Chair, Center for Effective Compassion

Arianna Huffington is a nationally syndicated columnist and author of six books including *The Female Woman*, *The Gods of Greece*, *Picasso: Creator and Destroyer*, and *The Fourth Instinct*. She is also the chair of the Center for Effective Compassion. Originally from Greece, Huffington moved to England when she was sixteen and graduated from Cambridge University with an M.A. in Economics. While at Cambridge, she was president of the famed debating society, the Cambridge Union. In December 1993, Huffington began hosting the live talk show, *Critical Mass*, which aired until December 1994 on National Empowerment Television. During Campaign '96, Huffington teamed up with Al Franken to provide political coverage for Comedy Central during the Republican and Democratic conventions, as well as on election night. She is currently developing a new television show with comedian Harry Shearer.

**Laurence Jarvik**

Cultural Studies Fellow

Capital Research Center


An author and filmmaker, Laurence Jarvik has just written *PBS: Behind the Screen*, an independent account of America's public broadcast network which will be published this winter by Prima Publishing. His documentary feature *Who Shall Live and Who Shall Die?* is in the collection of the United States Holocaust Museum and was shown in American theaters, international film festivals and on PBS stations. Jarvik is currently a cultural studies fellow at the Capital Research Center in Washington, D.C., where he edits *Foundation Watch* and *Culture Watch*. Jarvik has testified before Congress, regarding the National Endowment for the Arts and the Corporation for Public Broadcasting. He has written for *Heterodoxy*, *The New York Times*, *The Los Angeles Times*, *American Film*, and *Newsday* among other publications.

Richard Jennings
Executive Director
Hollywood Supports

Richard Jennings is Executive Director of Hollywood Supports, the organization founded by entertainment industry leaders to counter workplace fear and discrimination in the entertainment industry on the basis of HIV status and sexual orientation. He previously served as the first Executive Director of the LA chapter of GLAAD, a media-watch and media-education organization that he co-founded in the fall of 1988. Jennings served as co-chair of the Media Image Coalition of Minorities and Women and was also co-president of Lawyers for Human Rights: the Lesbian and Gay Bar Association of Los Angeles. Jennings was a practicing attorney for twelve years, including positions at O'Melveny & Myers and Paramount Pictures. He is a graduate of Stanford University and Columbia University School of Law.

Tony Jonas
President
Warner Bros. Television

Tony Jonas is President, Warner Bros. Television, a position he has held since July, 1995. Warner Bros. is the leading supplier of primetime series for networks including such top-rated shows as *ER*, *Friends*, *Suddenly Susan*, and *The Drew Carey Show*. Prior to being named President, Jonas served as the company's second highest ranking executive maintaining overall responsibility for drama, comedy and reality series development activities. He originally joined Warner Bros. (then Lorimar Television) in 1989 as Senior Vice President, Drama Development where he supervised development on Emmy Award winning dramas including *I'll Fly Away*, *Homefront* and *Sisters*. Prior to this, Jonas was Vice President, Development at Disney Television; senior executive in charge of development for Winkler/Rich Productions at Paramount; Vice President, Dramatic Series and Long-Form Programming for MGM/UA Television; Director of Dramatic Series for Paramount Pictures Television Group; and Director of Dramatic Series for Aaron Spelling Productions.



Andrew J. Kaplan
Executive Vice President
Columbia TriStar Television

Andrew J. Kaplan, Executive Vice President of Columbia TriStar Television Group (CTTG), oversees all areas of operations for Columbia TriStar Television, as well as the company's international productions, interactive television operations, and the highly profitable, top-rated syndicated programs *Wheel of Fortune* and *Jeopardy!*. Working with CTTG President, Jon Feltheimer, Kaplan also manages Sony Pictures Entertainment Television Group's distribution deals with Brillstein-Grey Entertainment, HBO Independent Productions, and the Group's joint ventures with Franklin/Waterman Entertainment and documentary producer Trans Pacific Films.

Robert H. Knight

Director of Cultural Studies
Family Research Council

As the Director of Cultural Studies at the Family Research Council, Robert H. Knight examines cultural issues such as censorship, arts funding, homosexual activism, trends in TV and movies, the media and the role of public interest groups. He wrote, produced and directed the FRC video documentary about Dr. Alfred C. Kinsey, *The Children of Table 34*. A 1989-1990 Hoover Institution Media Fellow, Knight was a journalist for 15 years, most recently with the *Los Angeles Times*, where he worked as a news editor and writer for seven years. He has appeared on numerous television and radio broadcasts including *CBS Evening News*, *NBC Nightly News*, *ABC World News Tonight*, *CNN News and Crossfire*, and NPR's *All Things Considered*. Knight has a Master's degree and a Bachelor of Science degree in political science from American University in Washington, D.C.

Stewart Kwoh

President and Executive Director
Asian Pacific American Legal Center of Southern California

Stewart Kwoh is the President and Executive Director of the Asian Pacific American Legal Center of Southern California. He is also an instructor at UCLA for "Asian Americans and the Law". Kwoh earned his Bachelor of Arts and Juris Doctor degrees at UCLA. He is a board member of the Asian Pacific Americans for a New LA and the National Asian Pacific American Legal Consortium. In addition, he is a member of the Chancellor's Community Advisory Commission at UCLA, and an active member of Bank of America's Social Policy Advisory Committee and AT&T's Consumer Advisory Panel. Kwoh also helped initiate the MultiCultural Collaborative, a committee of 11 minority organizations dedicated to developing a comprehensive plan for human relations improvement in Los Angeles.

**David A. Lehrer**

Director of the Pacific Southwest Region
Anti-Defamation League

David Lehrer is completing his eleventh year as the Director of the Pacific Southwest Region of the Anti-Defamation League and has served with the League since 1975. A Phi Beta Kappa graduate of UCLA with a B.A. in Political Science, Lehrer attended UCLA Law school and earned a Juris Doctor degree in 1973. During his tenure with the Anti-Defamation League he has helped draft legislation that has dealt with issues as diverse as the Arab boycott of Israel, paramilitary training in California, and hate crimes. He is a leading expert on extremist group activities and inter-group relations.

Gary Lieberthal
Former Chairman and CEO
Columbia TriStar Television

As Chairman and CEO of Columbia Pictures Television for seven years, Gary Lieberthal generated \$700 million in operating profit, making it more profitable than all Sony Picture Entertainment's other business combined. Under his leadership, CPT produced 4,000 television episodes, including the highest-rated series on each of the four networks, and launched 15 off-network series into syndication. In strategizing new opportunities for Sony's future, he created a second production company, TriStar Television. When Lieberthal retired in 1992, CPT owned two of the three all-time top grossing off-network series, as well as the number one rated daytime show for four straight seasons. CPT was the only company providing programming to all four networks.

Margaret Loesch
Chairman and CEO
Fox Kids Networks, Worldwide

Margaret Loesch became the founding President of Fox Children's Network in March 1990. In this capacity, she oversaw the development and execution of the Fox Children's Network, a cooperative venture of Fox affiliates, providing stations with original animated and live-action children's programming on weekdays and Saturday mornings. Her responsibilities include all facets of broadcast operations, the kids membership group, The Fox Kids Countdown, and the newly formed in-house creative unit, StoryMakers. In January 1996, Loesch became Chairman and CEO of Fox Kids Networks Worldwide and her responsibilities were expanded to include the international expansion of the Fox Children's Networks, currently throughout Latin America, Australia and the United Kingdom.

Peter A. Lund
President and CEO
Westinghouse/CBS, Inc.

Peter A. Lund was named President and Chief Executive Officer, CBS, Inc. in November 1995, following the merger of CBS and Westinghouse Electric Corporation. He is responsible for all CBS operations, including CBS Entertainment, CBS News, CBS Television Stations, CBS Sports, CBS Enterprises and the CBS Television Network. Lund joined CBS in 1977 as Vice President of the CBS owned AM radio stations and made his foray into television when he became Vice President, Station Services, CBS Television Stations in 1979. He later went on to become President of CBS Sports and CBS Television Stations. Previous to the merger between CBS and Westinghouse, he had been President, CBS/Broadcast Group, since February, 1995.

M**Roland McFarland**

Vice President, Broadcast Standard and Practices
Fox Broadcasting Company

Roland McFarland, a veteran of 25 years of network programming experience, joined Fox in 1993 as Director of Broadcast Standards. He became Vice President, Broadcast Standards, Fox Broadcasting Company in October, 1994. In this key policy-making position, he is responsible for overseeing broadcast standards for Fox's prime time, late-night, and children's programming, as well as ongoing comedy and drama development and on-air promotions. Prior to joining Fox, McFarland worked as Senior Editor and Manager of Broadcast Standards for ABC, overseeing more than 10,000 hours of network programming.

Jim Moret

Co-Anchor
CNN's *ShowBiz Today*

Jim Moret logged nearly one thousand hours on-air serving as CNN's lawyer-turned-anchor leading the O.J. Simpson trial coverage. He currently serves as co-anchor of CNN's *Showbiz Today* and prior to that served as the network's senior entertainment correspondent. Moret is a frequent guest on CNN's *Larry King Live* and has been named substitute host of CNN's daily legal-affairs program *Burden of Proof*. Moret has also anchored and reported for *CNN Presents*, the network's Emmy Award-winning newsmagazine showcasing original documentary programming. Prior to joining CNN, Moret anchored 20th Century Fox's *Entertainment Daily Journal*, a syndicated entertainment-news strip.

N**David A. Neuman**

President
Walt Disney Television

David A. Neuman, President, Walt Disney Television, is responsible for the development and production of network series, movies and specials. He supervises the ongoing production of current Touchstone Television comedy series, including *Home Improvement*, *Ellen*, *Brotherly Love*, *Boy Meets World*, *Unhappily Ever After*, *Life's Work*, and *Homeboys in Outer Space*, as well as the hour-long drama *Dangerous Minds*. Neuman also is guiding the development and production of the Walt Disney Television movie franchise, which will debut in the fall of 1997, featuring updated versions of early Disney Film classics and branching out into 17 original two-hour movies. Neuman was previously President of Programming for the in-school Channel One Network.

Allen Nierob

Executive Vice President
Rogers & Cowan

As the Executive Vice President of Rogers & Cowan's Entertainment Division, Alan Nierob has worked with a number of celebrities including Mel Gibson, Kim Basinger, Daryl Hannah, Ann Margret, Alec Baldwin, Victoria Principal, Robert Wagner, Ali McGraw, Danny Sullivan, Bridget Fonda, Ray Liotta, Dana Carvey, Ozzie Smith and Giorgio Armani. He has represented celebrity clients in connection with their endorsements and creation and marketing of various products, such as Victoria Principal's skincare line, Principal Secret. He also handles public relations and marketing for celebrity authored novels and other projects.

Alex Nogales

National Chair
National Hispanic Media Coalition

Alex Nogales is National Chair of the National Hispanic Media Coalition, an organization dedicated to improving the levels of employment of Latinos in media, as well as eradicating the negative stereotyping of Hispanics in film, television and radio. He also serves as Chief Executive Officer for Nogales Psychological Counseling, a mental health facility, and is the current President of the Hispanic Film Project. A graduate of UCLA with a degree in Film and Television, Nogales went on to work as a writer at KNBC-TV and became a full-time producer at KCBS TV in 1978. During his 13 year tenure as a producer at KCBS he received three Emmy Awards for the shows *Kid Quiz*, *At Issue* and *Trouble-shooter*.

**Jennifer Perry**

Executive Director
Children's Action Network

Jennifer Perry has been Executive Director of the Children's Action Network (CAN) since its inception in 1990. By mobilizing the Hollywood community and marshaling the immense power of television and films, CAN informs the public about the needs of children and reaches millions of people with examples of concrete action individuals can take to make a difference in children's lives. As a clearinghouse for the entertainment industry on children's issues, CAN has assisted writers in researching topics varying from child custody cases to teen suicide. In conjunction with the Writers Guild of America, CAN distributes recent news articles to over 2,000 writers, producers, and directors, keeping the entertainment industry informed on children's issues.

R

Charles Rosin
Executive Producer
Columbia TriStar Television

A Los Angeles native, Charles Rosin has been a television writer/producer since 1980. He has penned nine television movies and his series credits include *Breaking Away*, *St. Elsewhere*, and *Remington Steele*. He received an Emmy nomination for his work on *Northern Exposure*, and from 1989-1994, he was the Executive Producer of the first 144 episodes of *Beverly Hills, 90210*. He is currently producing *Soul Mates*, a one-hour pilot for Columbia TriStar Television and the Fox Broadcasting Company.

S

Alfred R. Schneider
Former Vice President, Policy and Standards
Capital Cities/ABC, Inc.

In April of 1991, Alfred R. Schneider retired from the position of Vice President, Policy and Standards, Capital Cities/ABC, Inc., a post he had held since 1983. An adjunct professor at Fordham's University Graduate School of Business Administration at Lincoln Center, New York, he teaches a course in Broadcasting and Social Policy, alternating with *The Press, The Law and The Corporation*. An executive with 35 years of experience in the broadcasting business, Schneider possesses particular expertise in policy, administrative and legal matters.

Jack G. Shaheen
Professor Emeritus of Mass Communications
Southern Illinois University

Jack G. Shaheen, a CBS news consultant on Middle East Affairs and Professor Emeritus of Mass Communications at Southern Illinois University, is also an internationally acclaimed author and media critic. A former TV news reporter, he regularly appears on national programs such as *Nightline*, *Good Morning America*, *48 Hours*, and *The Today Show*, where he discusses stereotypical images of various racial and ethnic groups, primarily Arab and Muslim caricatures, and explains why such portraits persist and provides significant solutions.

Cathy M. Siegel
Executive Director
American Cinema Foundation

Cathy Mendelson Siegel, a graduate of Stanford University and Hastings Law School, practiced entertainment law for 15 years. In addition to serving as Executive Director of the American Cinema Foundation, Siegel hosts a nationally syndicated cable television show for the Jewish Television Network. She is also a vice-president of the Jewish Community Foundation, a trustee of the Center for Early Education, and a member of the Board of Directors of the American Jewish Committee, where she served as the first woman president of the Los Angeles Chapter.

T**Terri Tingle**

Senior Vice President, Standards and Practices and Public Affairs
Turner Entertainment Group

Terri Tingle is Senior Vice President of Standards and Practices and Public Affairs of the Turner Entertainment Group. She heads Standards and Practices and oversees all public affairs and community relations for TEG and serves as Executive Producer of *Feed Your Mind!*, an award-winning educational program for children. She has also been recently appointed to the Television Ratings Oversight Monitoring Board. Tingle was named the 1987 Communications Woman of Achievement by the American Women in Radio and Television. She served as National Trustee of the National Academy of Television Arts and Sciences from 1988 to 1992, and as president of the local Atlanta chapter from 1986 to 1988.

V**George Vradenburg III**

Entertainment and Media Practice
Latham & Watkins

George Vradenburg is a partner in the Los Angeles offices of Latham & Watkins, where he is co-chair of the firm's Entertainment and Media Industry Practice Group. Previous to Latham & Watkins, Vradenburg was at the vanguard of two broadcast networks during critical periods of the industry from 1980 to 1994. At CBS, Inc., he was Senior Vice President and General Counsel and oversaw the defense of the *Westmoreland* case, as well as the Ted Turner, Jesse Helms and Ivan Boesky acquisition challenges. In 1991 Vradenburg was hand-picked by Barry Diller to join Fox, Inc. as Executive Vice President, counseling Fox on its development of a fourth network, expansion of its satellite and other cable channels, broadcast affiliate acquisitions, and programming coups, including the signing of the National Football and Hockey Leagues to Fox.

W**Stephen A. Weiswasser**

President and Chief Executive Officer
Americast

Stephen A. Weiswasser is President and Chief Executive Officer of Americast which is a joint venture of Ameritech, Bell South, GTE, SBC Corporation, Southern New England Telephone and the Walt Disney Company and is responsible for providing programming services and other content for distribution by these telephone companies. Weiswasser became President and Chief Executive Officer of Americast in November 1995 after concluding a ten-year career at Capital Cities/ABC, Inc., where he served as Senior Vice President of the company and was responsible for centralizing and expanding the company's activities in new and emerging technologies.

Jay Winsten

Director, Center for Health Communication
Harvard School of Public Health

Jay Winsten is Associate Dean and Director of the Center for Health Communication at the Harvard School of Public Health. The Center's mission is to mobilize the immense power of mass communication to motivate positive behavior change and contribute to informed public policy. The Center's best-known initiative, the Harvard Alcohol Project, conducted in collaboration with Hollywood studios and leading television networks, demonstrated how a new social concept—the designated driver—could be rapidly introduced through mass communication, promoting a new social norm that the driver does not drink. Launched in 1988, the project represented the first large-scale effort to incorporate health messages within dialogue of Hollywood scripts. A new initiative, with ABC, CBS and HBO as initial partners, uses mass communication strategies to recruit mentors for at-risk adolescents.

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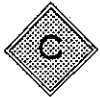
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