

Global Telecom
Syllabus &
UN-SPAN
proposal
to
follow...



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UN-Span A C-Span for the United Nations

This proposal offers an outline of various stages to create a service which provides the UN with comprehensive media exposure - online, radio and television. The project is inspired by and modeled on the successful and influential C-Span network, which provides in-depth coverage of U.S. political affairs.

This proposal is based on a two-and-a-half year exploration initiated by the Fund for New Priorities in America and the War & Peace Foundation, both Non Governmental Organizations (NGOs) at the UN. As a result of a series of meetings with the Department of Public Information at the UN with Mr. Samir Sambar and members of his staff, we were encouraged to pursue this project to determine the availability of initial seed money financing the support of Network and Cable TV and radio facilities, as well as the required budgetary estimates.

Background: The C-Span Model

More than twenty years ago, C-Span was begun to provide live, uninterrupted coverage of Congress, including House and Senate proceedings, hearings and news conferences. The cable TV industry financed the project largely as a public relations effort to ensure harmonious relations with Congress.

Over the years C-Span has expanded to include two full-time channels available throughout most of the US and sometimes even carried on European television. The channels run 24 hours a day, with replays of most events. The service has expanded to include seminars; conferences; displays; campaigns; interviews with authors, journalists, commentators and politicians; parliamentary proceedings in Britain and other Commonwealth nations; and - in what has become the most popular feature of the service - daily live discussions on the political news in which the guests take phone calls from the public. The annual budget for C-Span services is now just over \$20 million.

Update

The UN has become more active in its media outreach. Recently, the UN set up two Internet Web Sites to provide information and background on the UN. New York City has opened one of its public channels to carry regular live coverage of proceedings in the General Assembly, the Security Council and some UN news conferences. At other times, the channel runs short UN-produced news clips and lists on screen current UN activities and services. Maurice Paprin of the Fund for New Priorities in America and Kevin Sanders of the War & Peace Foundation have pursued the UN-Span project and propose that the present efforts now be consolidated and restructured as the first step toward an independent UN-Span.

Phase 1

The first phase can be broken down into three steps:

Step 1

Establish an arrangement with New York City to expand its commitment to the UN from the presentation of occasional features to 24-hour programming, and to rename the channel UN-Span. Additional time would be filled by replays of current UN proceedings and reports, together with information on the UN Web Sites and an initially limited amount of special programming - inhouse interviews, background reports, etc. A full-time Program Director would be assigned to supervise and arrange the programming in cooperation with the UN Department of Public Information, as well as act as reporter, interviewer and host.

Step 2

A UN-Span Web Site would be established to provide information on programming and links to other related sites worldwide. A new "radio" service would be developed to take advantage of the most recent developments in broadcast quality online audio. Such a service would be available not just to the millions of people worldwide who have access to the Web, but also to radio stations around the world which would be encouraged to regard the Web Site as a news service on which they could monitor UN developments and whenever they wish, simply take an audio feed to include in their broadcasts. In the event of a crisis or important ongoing UN event, radio and television stations around the world could take the audio program "Live." This service would require a fulltime Web Manager to maintain and update on a daily basis.

Step 3

After the UN-Span project is up and running smoothly and efficiently in New York City, we recommend that its penetration be increased via satellite hook-ups. Normal commercial satellite rates would be prohibitively expensive; however, as a non-profit entity working in cooperation with UN broadcasting services, UN-Span should be able to make arrangements through the UN for free satellite time on one of the many satellite services. (There is presently a glut of TV channel space).

The initial budget for Phase 1 - including salaries and expected start-up expenses - is \$255,000.00 (See Budget on separate page).

Phase 2

As soon as funding is available, the TV service could be expanded to include camera coverage of NGO meetings and other UN events beyond the General Assembly and Security Council, much as C-Span has done with Congress. Such independent camera facilities would also make possible interviews with participants and commentators. This would require purchase of additional equipment and significant editing costs, as well as substantially expanding the staff to include camera operators, a TV editor and a TV director.

Phase 2 could be achieved over a two-month period after funding has been secured and steps one, two and three have been put firmly in place. Coverage of this quality, minimal though it would be, would be sufficiently attractive that some commercial cable and satellite systems would consider paying for such a service to be part of their programming "bundle."

The expected annual budget for Phase 2 is \$820,000.00 (See Budget on separate page).

How to Begin

We propose the establishment of the project under the co-sponsorship of the Fund for New Priorities in America and the UNA. We believe that a seed money fund of \$500,000 is required to cover the first year costs of operating the UN-Span under the guidelines established in Phase 1 of our plans while simultaneously providing a nest egg to begin building the project toward its Phase 2 operations. As evidence of serious commitment, the co-sponsors would be expected to contribute an initial \$50,000 each and commit to raise the balance of \$400,000 within six months).

We also propose the establishment of a Media Support Committee for UN-Span to be co-chaired by major Media figures (e.g., Ted Turner, Rupert Murdoch) and to be comprised of representatives from all major networks and cable stations. This committee will lend us their years of experience in the broadcast world as well as acting as visible, vocal champions of the concept of the UN-Span.

Budget for UN-Span and Website - Phase 1

Program Director	\$70,000.00
Web Manager	40,000.00
Benefits/Taxes (30%)	33,000.00
News Desk Expenses	50,000.00
Equipment Purchase (Tape Machine, Tapes, Computers)	53,000.00
Supplies	4,000.00
Miscellaneous	5,000.00
Total Cost	\$255,000.00

Budget for Phase 2

Program Director	75,000.00
Web Manager	43,000.00
TV Director	60,000.00
TV Editor	35,000.00
Camera Operators (2 @ 35,000)	70,000.00
Benefits/Taxes (30%)	84,900.00
News Desk Expenses	54,000.00
Editing Facility Charges	365,000.00
Equipment Purchase (2 Camera, Tapes)	18,000.00
Supplies	8,000.00
Miscellaneous	7,100.00
Total Cost	\$820,000.00

GLOBAL TELECOMMUNICATIONS - BTMM 333

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Office Hours: Thursdays 4:30-5:30 & 8:50-9:15 and MWF 10:30-11:30 & 12:30-1:30 by appointment

GOALS:

To define the major technology, policy, and economic issues in global telecommunications from an international perspective

To better understand the interdependence of nations, multinational corporations, and governments as they relate to global telecommunications and international communication networks

To gain a better understanding of domestic and international communication information trade policies as they affect the information collection, processing, and distribution in specific regions and countries

To see the world from behind someone else's eyes.

EXPECTATION AND EVALUATION:

This is a writing intensive course, therefore, students will be expected to write papers, both short papers on a regular basis throughout the course as well as a final term paper consisting of 10-12 pages on a topic discussed in class or presented in the assigned readings or videos presented in class. All papers submitted to be read and graded must be doubled-spaced and typed and turned in on time. Always include your last name first, then your given name, then your student identification number. Always cite any authority or qualified source that you rely upon as the basis of any statistical data or factual matter presented to support any statement of fact or opinion that is not yours personally. Give appropriate credit to the experts you quote from and/or the book, report, document or record used to support or establish the truth of the matters asserted in any of your papers. This allows any subsequent reader of your papers to verify any questionable statements as well as provide future researchers the opportunity to cover similar ground and thus, adds to the knowledge base concerning your specific topic. To accomplish this, you may use either footnotes, endnotes, or include the required citations in parentheses.

The topic selection and your reasons for selection of your term paper is due on October 3rd. An outline of your term paper is due on October 24th. Your term paper is due at the beginning of class on November 21st. There will be no class on November 28 due to the Thanksgiving holiday. Your term paper will be graded and returned to you on December 5th at the beginning of class. Students will make presentations of their papers on December 5th and 12th, the final class meeting. During this final class session, we will review materials covered during the course in order to prepare for an in-class final examination. Since Hanukkah begins at sundown on December, anyone wishing to celebrate this holiday may wish to make an appointment earlier on this day. If the final exam is scheduled for this day, with due notice and approval, the exam may be taken at another time convenient to all parties.

Short Papers: Writing assignments will be given each week requiring students to submit on the following week a one to one and a half page paper on a topic presented in class. Geerally, students will be able to choose to write on one of two topics relevant to this course. Or you may write about both A. and B. in your short paper. For example, the first written requirement, due September 26, is to write a paper (not shorter than one full page and not longer than a page and a half, typed and doubled-spaced) on either of the following questions:

- A. What groups within the United States make up the so-called "information poor" or "information have-nots" and what do they have in common with nation-states that would also qualify as "information have-not nations?"

and/or

- B. What is ment by the term, "equitable access," and how should the nations of the world go about achieving equitable access as a goal, if indeed, this ought to be a goal?

Among the required reading materials for this course, you might want to consult a couple of papers that I have written and have included for the course:

"Equity and Access To Information Technology," (pp.12-31) and "WARC: Third World Positions and Achievements (143-151)." We will discuss the papers and the readings during the next week's class. Participation in class discussion will account for about 25% of your term grade.

REQUIRED READING FOR THE COURSE:

"Buddhist Economics," E.F. Schumacher, in *Technology and the Future*, Albert H. Teich, Editor, St. Martin's Press, 1990. (8 pages)

"Who Is Them?," Robert B. Reich, *Harvard Business Review*, March-April 1991. (12 pages)

Technology Revolution Study: Communications and Knowledge-Based Technologies For Sustainable Human Development, Report to the Assistant Administrator and Director, Bureau for Policy and Programme Support, United Nations Development Programme, 30 April, 1996. (56 pages)

Quotation of Lester C. Thurow from his book, *The Future of Capitalism*, MIT Press, 1995. (1 page)

Introduction form *Jihad vs. McWorld*, Ben Barber (11 pages)

"Equity and Access To Information Technology," Nolan Bowie, *Annual Review*, Institute for Information Studies, 1990. (19 pages)

"Beyod Universal Service: Characteristics of Americans without Telephones, 1980-1993," Jorge Reina Schement, *Telecommunications Policy*, Vol. 19, No. 6, 1995. (19 pages)

"Who Owns McWorld?: The Media Merger Frenzy," chapter in *Jihad vs McWorld*. (7 pages)

"The Lords of the Global Village," Ben Bagdikian, *The Nation*. (8 pages)

- "The Globalization of Telecommunications and Information," Linda Garcia. (8 pages)
- "Telecommunications Technology For the Twenty-First Century," Richard Solomon. (9 pages)
- "Information Flows On the Global Infobahn," Joel Reidenberg. ((9 pages)
- "Trends In the Global Traffic of Television Programs," Tapio Varis. (6 pages)
- "Policies For the National and Global Information Infrastructures," William Drake. (17 pages)
- "Communications For The Less Developed Countries," William Drake. (9 pages)
- "WARC: Third World Positions and Achievements," chapter in *World Communications*, George Gerbner and Martha Siebert. (8 pages)
- "National Information Infrastructure: The Potential Downside," Annenberg Washington Program. (13 pages)
- "The Unfinished Revolution: The Crisis of Our Age," William Drake. ((5 pages)
- "Developing National Information Policies," Arthur Bushkin and Jane Yurow. (4 pages)
- "IT 200: National Information Technology Policy," National Information Technology Committee, 1995. (28 pages)
- "Glossary of Acronyms and Special Usages," Sidney W. Head, *World Broadcasting Systems: A Comparative Analysis*. (11 pages)
- "The New World Information Order," Mustapha Masmoudi, (6 pages)
- "Broadcasting and Freedom" re "Free Flow Doctrine,," "New World Information Order (NWIO) Issues," Sidney Head. (10 pages)
- "Transatlantic TV Flow: Another look at Cultral Cost-Accounting," Denis McQuail, in *Trading Culture: GATT, European Cultural Policies and the Transatlantic Market*, Boekman Foundation 1996. (15 pages)
- "Principles for Global Telecommunications Systems," Anne Branscomb, *World Communications*. (6 pages)
- "Control of the Legal Infostructure," Anne Branscomb, *Who Owns Information*, 1995. (8 pages)
- "Building the Global Information Highway: Toll Booths, Construction Contracts, and Rules of the Road," Peter Cowhey, chapter in *The New Information Infrastructure*, 1995. (14 pages)
- "Why the Global Village Cannot Afford Information Slums," Bruno Lanvin, chapter in *The New Information Infrastructure*. (9 pages)
- "Building a Global Information Society," Kenneth Robinson and Charles Firestone, Report of the Aspen Institute Roundtable on International Telecommunications, July 26-30, 1995. (43 pages)