

JDE Opening Remarks Quello Symposium, Washington DC
may 19th,

(click) I am delighted to be here today to explore and engage in a dialog on **(click)** Media Proliferation and Fragmentation and its challenges to regulation and free market.

It has been a privilege to watch the James and Mary Quello Center for Telecommunications Management and Law evolve from just an idea and its founding in 1998 to where it is today 11 years later. The center through its innovative programs has produced a body of thoughtful work which continues to guide students, entrepreneurs, business and policy leaders.

Before introducing our distinguished panel, I want to suggest a global perspective within which or discussions might fall.

Our world today is going through an economic meltdown and major societal shift. It is as if we hit a giant “RESET” button and it will take years for our economy to fully recover and a social order to evolve.

To add some historical perspective, I going to take you back to June 22, 1897 when a quarter of the world’s population was given the day off and paid for it. **(click)**

For you see that day was in celebration of Queen Victoria’s Diamond Jubilee – the 60th year of her rein. **(click)**

The British Empire began a slow decline accelerated by the Boer War and World War I.

So there is no guarantee that this great social experiment we created 233 years ago ... that we have risked our treasure and

blood for --- will last. Will we as the first Republic since the Romans go the way of other great societies ... will technology, Science and Innovation move us forward and Yes, save us from our current decline?

I would suggest that there are 5 cornerstones --- 5 pillars – 5 columns upon which our Freedoms rest and depend: they are: **(click)**

- A strong Defense
- A strong Economy
- An informed, educated electorate
- Social Justice
- Global Stability

And if we, as a free people, are not nourishing and aggressively investing in those corner stones, then we too may go the way of other once great societies.

40 years ago, our **public policy content regulatory paradigm** was being challenged and many questions being asked then, are being asked today. You see the cable television industry was expanding its distribution and creating new content while embracing the legacy broadcasting system. There are many parallels today. And while our panel will address many of those public policy questions, I want digress for a brief moment on an aspect of informing our society ... one of the 5 pillars ... and tell you the story of C-SPAN's origination 30+ years ago. **(click)**

Everything in our lives, every manifestation in the physical world starts as an idea. 30 Years ago in March 1979, we had the

passionate idea of opening our government up for the people ... and C-SPAN was launched.

The genesis of C-SPAN started at lunch one day in July 1977 ... at the Westpark hotel in Arlington overlooking the Potomac River with the Nation's capital in the background ... Brian Lamb, then the Washington Bureau Chief for Cablevision Magazine and I were musing about our cherished freedom's ... our democracy ... our government ... and our experience as naval officers in the Pentagon during the Vietnam War ... I had top secret clearances and saw firsthand how our government lied to fellow citizens in order to Justify and promote the war ...

I believed then -- as I do now -- if we are to risk our treasure ...and don't mean our money, but rather our sons and daughters, brothers and sisters, moms and dads ... then we the people should decide and base that decision on accurate, truthful information ...

So at lunch that fateful day in July 1977, Brian Lamb and I talked about how we might pick up the signal from the closed circuit cameras being installed in the House of Representatives and microwave the house proceedings to the cable system I was building across the river in Arlington ... and what if we got that signal up on a Satellite so other cable systems across the country could carry the House Proceedings ... and what if we got it into schools and colleges across the country ... so the next generation of our elected representatives could see what was going on in Washington ... see and hear the great debates ... or not so great debates.

... It was a revolutionary idea ... for you see not since the 1790s when the house gallery was opened to our ancestors had our congress added more outlets so the people could see or hear their debates.

Brian and I discussed at that lunch whether C-SPAN should be non-profit, funded by the cable industry as a public service and that there would be no stars ... no Walter Cronkites or Tom Brokaws ...rather the cameras would go on at the beginning of the House proceedings and off at the end ... with no commentary... so it is today – 30 years later -- for all C-SPAN covered events. It is to the great credit to Brian lamb's leadership and the cable industry's unswerving support over these past 30years, that C-SPAN has helped change public debate. **(click)**

Today, C-SPAN programs three channels 24/7 ... the House, the Senate and a channel of congressional hearings and other public events ... on the weekends C-SPAN programs Book TV and Book notes ... Today, C-SPAN serves 97 Million satellite/cable homes, has 270 employees and runs on an annual budget of \$54 million. I continue to serve on C-SPAN's board, Executive committee and chair its Finance and Audit committee.

C-SPAN and other cable channels started from an innovative idea and a passionate belief that accurate information provided to our fellow citizens will ensure the future of this evolving social experiment called democracy **(click)**

In 2008, C-SPAN launched the C-SPAN video archive with over 120,000 hours dating back to 1995. Anyone world-wide can search the C-SPAN and pull up any video clip – long or short form – of any public proceeding that C-SPAN Has covered.

It all started from an idea hatched over lunch one day. Just as ideas have created Google, face book , twitter, My Space, Hulu and so many other content innovations.

So here we are in the Digital Age of the 21st Century **(click)** a **great adventure in 0s &1s**

spawned by the convergence of: **(click)**

- High speed computer and super computers & chip miniaturization
- Graphical user interfaces
- Mass digital data Storage
- Satellite, Coaxial Cable, Fiber and wireless distribution systems and innovative platforms
- Broadcast technologies – Digital & HDTV, AND
- A host of Collaborative technologies

and remember what the digital age's THREE building blocks are: **(click)**

Technology**(click)**

Content, and **(click)**

Distribution **(click)**

This is the Digital Age Paradigm **(click)**

As we think about public policy toward Technology and content, remember there are but 5 basic-fundamental forms of Distribution: **(click)**

- Satellite
- Wireless – Broadcast, WI-FI, Wi-MAX
- Cable – Fiber Optic & Coaxial
- Telephone – twisted pair copper
- Package Goods – Atoms –

Both Cable and telephone are able to deliver broadband to an estimated to be 69 million out of the 114 Million TV Households.

It is this platform; Combined with: **(click)**

Internet2, **(click) regional** and state **wide-band** networks **(click)**

Knowledge Networks**(click)**

Colaboratories of all types **(click)**

This provides the foundation for scientific collaboration, commerce and social discourse to take place.

Which brings us to today's discussions:

The regulatory response to the proliferation of media outlets in recent decades has been diminished regulation of content, even as remaining content regulations have become more asymmetric: treating alternative platforms and delivery modes quite differently. The widely accepted notion of a marketplace of ideas holds that a larger number and diversity of media outlets contributes to a vibrant civic society and might justify even less regulatory

oversight. However, new research suggests that bias may matter more than could be documented in the past.

Our distinguished panel will explore conflicting observations for the future of content regulation.

Robert M. Entman is J.B. and M.C. Shapiro Professor of Media and Public Affairs and Professor of International Affairs at The George Washington University. He earned a Ph.D. in political science as a National Science Foundation Fellow at Yale, and an M.P.P. in Public Policy Analysis from the University of California (Berkeley). Prior to joining GW, Dr. Entman served on the faculties at Duke, Northwestern and North Carolina State.

Author most recently of *Projections of Power: Framing News, Public Opinion and US Foreign Policy* (Chicago, 2004), he is working on *Framing Failure* with GW colleagues Sean Aday and Steven Livingston, and his book *Scandals of Media and Politics* is scheduled for publication by Polity Press in 2010.

Gigi B. Sohn is the President and Co-Founder of Public Knowledge, a nonprofit organization that addresses the public's stake in the convergence of communications policy and intellectual property law. Public Knowledge seeks to ensure that the three layers of our communications system -- the physical infrastructure, the systems and the content layer -- promote fundamental democratic principles and cultural values including openness, access, and the capacity to create and compete.

Gigi serves as the chief strategist, fundraiser and public face of Public Knowledge. She is frequently quoted in the *New York*

Times, Washington Post and Wall Street Journal, as well as in trade and local press. Gigi also has had articles published in the Washington Post, USA Today, Variety, CNET and Legal Times, and writes blog posts for The Huffington Post. In addition, she has appeared on numerous national and local cable, broadcast television and radio programs, including the Today Show, Good Morning America, The McNeil-Lehrer Report, C-SPAN's Washington Journal and The Communicators and National Public Radio's All Things Considered and Morning Edition.

Gigi holds a B.S. in Broadcasting and Film, Summa Cum Laude, from the Boston University College of Communication and a J.D. from the University of Pennsylvania Law School.

Frank Pasquale is a Visiting Professor of Law at Yale University and Loftus Professor of Law at SHall University. Professor Pasquale joined Seton Hall after practicing law as an attorney at Arnold Porter LLP. Pasquale has written several scholarly articles on internet law and health law and has been quoted on these topics in the *New York Times, San Francisco Chronicle, Los Angeles Times, Boston Globe, Financial Times*, and many other US and European publications. He is the Associate Director of Seton Hall's Institute for Law, Science, and Technology.

Matthew Hindman joined Arizona State University in 2004. His research interests include American politics, political communication, and (especially) online politics. Matt received his Ph.D. in politics from Princeton University; prior to joining the department, he was a fellow at the Kennedy School of Government and at Harvard's Department of Government. His

first book, *The Myth of Digital Democracy*, has been published by Princeton University Press.