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1 2152437041 MGM TDMT PHILADELPHIA PA 04-29 0338P EST

GEORGE GERBNER
THE ANNENBERG SCHOOL OF COMMUNICATIONS
UNIVERSITY OF PA 3620 WALNUT ST
PHILADELPHIA PA 19104

THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

2152437041 TDMT PHILADELPHIA PA 13 04-29 0338P EST
PMS JANET LEE MILLER, CONFERENCE COORDINATOR MEDIA AWARDS &
CONFERENCE, DR 415-469-1626 RPT DLY MGM, DLR & FONE 415-469-2184, DLR
SAN FRANCISCO STATE UNIVERSITY
1600 HOLLOWAY AVE
SAN FRANCISCO CA 94132
HONORED AND GRATEFUL FOR PRECEPTOR AWARD. BEST WISHES FOR 31ST ANNUAL
MEDIA CONFERENCE.
GEORGE GERBNER
THE ANNENBERG SCHOOL OF COMMUNICATIONS
UNIVERSITY OF PA 3620 WALNUT ST
PHILADELPHIA PA 19104

15:40 EST

MGMCOMP

REGISTRATION FORM

☐ Professional
☐ Student

Name _____ <small>(last)</small>	Position _____	Home Phone _____
Company or School _____		Bus. Phone _____
Address _____ Street	City _____	State _____
		Zip _____

I will attend: WEDNESDAY 4/28 <input type="checkbox"/> 10A Opening Session <input type="checkbox"/> Alumni Lunch <input type="checkbox"/> \$5.50 Students/\$7.50 General <input type="checkbox"/> Vegetarian <input type="checkbox"/> Regular <input type="checkbox"/> 7P The World Report <input type="checkbox"/> 2:30P Women & Broadcasting	THURSDAY 4/29 <input type="checkbox"/> 9A Standards/Prac <input type="checkbox"/> 10:30A Radio <input type="checkbox"/> 1:15 Corp. TV <input type="checkbox"/> 1:30 Audio/Mil. Seller <input type="checkbox"/> 3:15P New Technology	FRIDAY 4/30 <input type="checkbox"/> 9A Syndication <input type="checkbox"/> 10:30A Hill St. Blues <input type="checkbox"/> 1:00P Cagney & Lacy <input type="checkbox"/> 2:30P Writing Wkshp <input type="checkbox"/> Directing Wkshp <input type="checkbox"/> 2:00P Producing Wkshp <input type="checkbox"/> Performance Wkp	SATURDAY 5/1 <input type="checkbox"/> Awards Ceremony (Tickets Req'd no extra charge)
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Reg No: _____	Ticket Nos: _____
Paid: _____	By: _____

Tear along this line

THE 31ST ANNUAL MEDIA AWARDS & CONFERENCE

APRIL 28—MAY 1, 1982 SAN FRANCISCO STATE UNIVERSITY

ON THE AIR:

POWER & PERSONALITY

When the first Broadcast Industry Conference convened at San Francisco State University as a campus radio station banquet in 1950, television was in its infancy—nation-wide network linkage hadn't been completed, and both color broadcasts and program retention on video tape were in development phases. Advance communications systems which relay information and entertainment via satellite directly to an audience able to retrieve this information from libraries in their own homes were futuristic visions shared by a small community of dreamers, engineers, and scientists. Both the Conference and the industry it was designed to examine have undergone tremendous changes since then.

The Conference, now in its thirty-first year, has been renamed the Media Awards & Conference. It has evolved into a forum where professionals, educators, and students gather for several days to discuss the issues and responsibilities which touch and influence an ever-widening global community.

The 1982 Conference theme, "On The Air: Power and Personality," explores the ethical considerations and program decisions confronting those presently in the broadcast industry as they meet the new challenges and responsibilities that the increasing power of the communication media demands.

WEDNESDAY, APRIL 28

9 AM Registration, McKenna Lobby

10AM OPENING SESSION, Knuth Hall

Paul F. Romberg, President, SFSU
A. James Bravar, Dean, Creative Arts
Caren Deming, Chair, BCA Department
Keynote: Todd Gitlin, author,

The Whole World Is Watching
How the American "power structure" manipulates our view of the Nation.

12:00 ALUMNI LUNCHEON

Barbary Coast, Student Union
Tickets: \$7.50 (General): \$5.50 (Students)

7PM The World Report, Studio ONE

A thirty minute television program with a well known guest expert on global communications. Be a member of the studio audience. Tickets required (no charge) because of limited space.

THURSDAY, APRIL 29

8:30AM Registration, McKenna Lobby

9AM MORNING SESSION

Standards and Practices: What Is It? Who Does It? Why it is Needed.

Paul Bogrow, VP, CBS Broadcast Standards
Maurie Goodman, VP, NBC Standards & Practices

10:30AM

Radio: Decision Makers & Deregulation: Where To From Here?

Programmers, personalities and citizens groups discuss the effects deregulation will have on the future of radio programming and profit.

AFTERNOON SESSION

1:50-3PM

Corporate Video: Creative, Diverse, Growing!
Representatives from major corporations, hospitals and independent production houses discuss applications of new video techniques.

1:30-4PM

The Evolution of a Million Seller.
Investigating the rocky road ahead for that potential hit record. People who make the decisions are together for the first time in a revealing open forum.

3:15-5PM

New Technology & Applications of Television. — Discussion and demonstrations of Direct Broadcast Satellites, Tele-Conferencing; Low Power TV and other recent technological developments.

FRIDAY, APRIL 30

9AM Registration, McKenna Lobby
Syndication, Knuth Hall

10:30AM MORNING SESSION, Knuth Hall
"Backstage with *Hill Street Blues*" — Having established itself a hit with the public as well as the critics, *Hill Street Blues* closes its second year on NBC with a record of sustained excellence rare in television. A hear-edged drama that is at times devastating, humorous and heart rending, *Hill Street* has a special chemistry all its own. Meet some of the principle people involved in creative this marvelous series.

David Anspaugh, Producer
Anthony Yerkovich, Writer
Georg Stanford Brown, Director
Betty Thomas, Actress

1PM AFTERNOON SESSION

"Backstage with *Cagney & Lacy*" — Georg Stanford Brown, director, and Tyne Daly, co-star, show clips and discuss their new program series.

2:30PM-4PM

Writing, producing, directing and performance workshops

SATURDAY, MAY 1ST

2PM AWARDS CEREMONY, Knuth Hall

Each year, the Conference presents awards for excellence in broadcasting through the oldest awards structure of its kind in the United States. Outstanding local radio, television and CA TV programs submitted in a national competition are voted *The Broadcast Media Award*, and individuals whose accomplishments have contributed to the highest industry standards are honored with the *Broadcast Preceptor Award*.

Broadcast Media Awards

Broadcast Preceptor Awards

Student Awards

KYA/KLHT Scholarship

Graduate Student Distinguished

Achievement Award

Victoria St. Clair Award

Benjamin Draper Memorial Prize

Albert Johnson Award

Champagne Reception Immediately Following
(Tickets Required, no charge)

Jack Hanson, KGO-TV, Master of Ceremonies

Principal Routes to San Francisco State University

FROM THE NORTH:

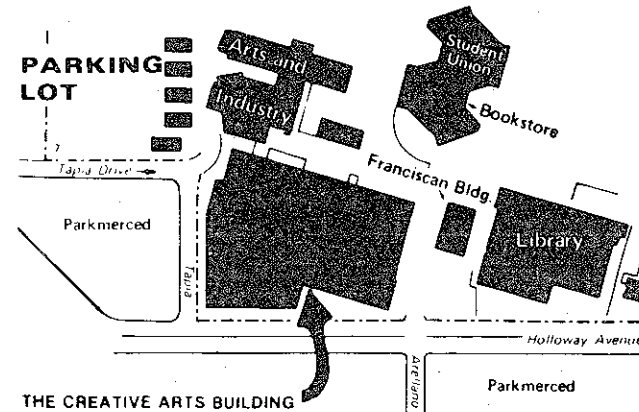
Take Highway 1 south to 19th and Holloway.

FROM THE EAST:

Take Route 80 across the Oakland-Bay Bridge to Route 101 south to Route 280 toward Daly City. Take 19th Avenue exit, bearing right onto Sagamore Boulevard to Brotherhood Way to Junipero Serra Boulevard north. Take Junipero Serra to Holloway Avenue, turn left onto Holloway.

FROM THE SOUTH:

Take Route 280 north, exit at 19th Avenue, Take Junipero Serra Boulevard to Holloway Avenue, turn left onto Holloway.



All programs take place in the school of Creative Arts. All conference participants must be registered: professionals, \$15 per day; students, no charge for general sessions.

One unit of academic credit is available through San Francisco State University and the Continuing Education Program by enrolling in BCA 327 (Sort no. 83743), and be meeting the following requirements: 1) Pre-conference meeting, Monday April 19, 4 pm, Knuth Hall; 2) attendance at Conference session; 3) Concise scholarly critique.

For additional information contact:

Janet Lee Miller or Mary Ann Abaurrea

Conference Coordinators

Media Awards & Conference

San Francisco State University

1600 Holloway Avenue

San Francisco, CA 94132

(415) 469-2184 or (415) 469-1626

Program is subject to change.

San Francisco State University APRIL 28 - MAY 1, 1982

31ST ANNUAL

MEDIA AWARDS & CONFERENCE

Broadcast Communication Arts Department School of Creative Arts
1600 Holloway Avenue, San Francisco, California 94132