



## Who We Are

### Background

CIPB starts with the premise that our democracy requires some space in our vast system of communications that is not controlled by the imperatives of power or profit. This would be space where program ideas are not driven by selling audiences to advertisers, controversial issues can be explored without censorship, and minorities can be served without concern for ratings. This age of increasing concentration of media ownership into fewer and larger corporate giants makes the need for alternative perspectives and sources of information even more crucial.

This was the mission envisioned for public broadcasting when it was founded in 1967: to provide an “alternative” that is “free of commercial constraints,” serve as “a forum for controversy and debate” and “a voice for groups in the community that may otherwise be unheard” so that we can “see America whole, in all its diversity.” Over the years, public broadcasting has offered many distinguished programs. Unfortunately, political and economic constraints have prevented this service from fulfilling its great mission. Worse, these pressures have become so endemic to the culture of public broadcasting that market considerations have become the driving force for programming.

### What We Do

CIPB is a grassroots campaign to put the public interest into public broadcasting. We seek for all citizens to be able to join the debate about our nation’s future.

At the national level, CIPB proposes an independently funded and publicly accountable Public Broadcasting Trust. CIPB also provides research and analysis to inform government policy. The CIPB national office functions as a catalyst and clearinghouse for the movement to reform public broadcasting. At the community level, CIPB supports chapter initiatives to democratize programming and governance at local public broadcasting stations.



## National Advisory Committee

**Robert K. Avery** is a Professor of Communications at the University of Utah, where he works with KUED-TV and KUER-FM. A former public broadcasting executive, he is a past Chairman of the National Association of Educational Broadcasters. Avery is also founding editor of the scholarly journal *Critical Studies in Mass Communications*. The most recent of his many writings appear in the 1999 edition of *A History of Public Broadcasting*.

**Ben Bagdikian** is former Dean of the Graduate School of Journalism, University of California at Berkeley. As a journalist, Bagdikian was honored with a Pulitzer Prize. As an author, he was a recipient of the George Foster Peabody Award for criticism of broadcast commentary. His books include: *The Information Machines* and *The Media Monopoly*.

**Jannette Dates** is Dean of the School of Communications at Howard University. She is Chair of the Black College Communications Association and a member of the Board of Directors of the Broadcast Education Association. Earlier, Dates served as Anchor and Executive Producer at Baltimore's WBAL-TV (NBC) and as a Public Affairs Panelist at Baltimore's WJZ-TV (ABC). Her latest work is *Split Image: African Americans in the Mass Media*.

**Barbara Ehrenreich** is an award-winning political essayist, columnist, and social critic. Her commentaries have appeared in *Time Magazine*, *The Nation*, *Harper's*, *Z Magazine*, and *Mother Jones*. Ehrenreich is a Guggenheim fellow and author of several books, including *Blood Rites: Origins and History of the Passions of War*, *Fear of Falling: The Inner Life of the Middle Class*, *The Worst Years of Our Lives: Irreverent Notes From a Decade of Greed*, and a novel, *Kipper's Game*.

**Henry Geller** served as Communications Fellow with the Markle Foundation from 1989 through 1998. From 1981 to 1989, Geller was Director of the Washington Center for Public Policy Research. From 1964 to 1981 his positions included Assistant Secretary of Commerce for Communications and Information and General Counsel at the Federal Communications Commission. Geller has served on the faculties of Northwestern University and Duke University.

**David Honig** is a communications attorney with offices in both Washington, D.C. and Miami Beach. He is founder and president of the Minority Media and Telecommunications Counsel, an organization that coordinates FCC rule-making and policy litigation on behalf of national minority organizations. Honig has published widely on communications issues and teaches civil rights litigation at the University of Miami School of Law.

**William Hoynes** is Chair of the Sociology Department of Vassar College. His Book, *Public Television for Sale: Media, the Market and the Public Sphere* was awarded the 1996 Goldsmith Prize from Harvard University's Shorenstein Center. Hoynes is coauthor of *Media/Society: Industries, Images and Audiences* and *By Invitation Only: How the Media Limit Political Debate*.

**Bill Kovach** has been in journalism for forty years, including eighteen with the *New York Times*. From 1979 to 1986, Kovach headed the Times's U.S. Washington Bureau. Previously he was editor of the *Atlanta Journal-Constitution*. Over the years, Kovach has supervised reporting projects that have won four Pulitzer Prizes. In 1999, he coauthored (with Tom Rosenstiel) *Warp Speed: America in the Age of Mixed Media*.

**Nancy Kranich** is President of the American Library Association and Associate Dean of Libraries at New York University. A freedom of information advocate, she sits on the advisory board of the National Security Archive in Washington, D.C. She has made more than 150 presentations and written more than 50 articles on media and democracy and related policy issues.

**Jerry M. Landay** is a Professor Emeritus in Journalism at the University of Illinois, where he still teaches "*Issues in Television*" to Chancellor's Honors students. Landay is a former news correspondent for ABC and CBS. He writes frequently on media and democracy issues for major national publications.

**Lewis H. Lapham** is an award-winning essayist, as well as Editor of *Harper's Magazine*, where he writes a monthly essay called "*Notebook*." Lapham has been a syndicated newspaper columnist and speaker at the nation's leading universities, as well as a commentator on NPR and CBC radio. He hosted and authored a six-part documentary series broadcast on public television and was the host and executive editor of *Bookmark*, a weekly PBS series.

**Edward L. McClarty** is Emeritus Dean of Telecommunications at Modesto College and a former California State University Professor of Communications. For ten years, McClarty served as Chair and Member of the California Public Broadcasting Commission. He also served nine years on the Board of Directors of KVIE-TV Sacramento.

**Henry Morganthau III** is an author and television producer. In twenty years at WGBH-TV Boston, he created and produced many documentaries and talk shows for the national network, winning Peabody, Emmy, UPI, EFLA and Flaherty awards. Earlier, Morganthau worked as a Television Producer for ABC, CBS and NBC and was Acting Program Manager at WNYC.

**Alvin Poussaint** is Director of the Media Center of the Judge Baker Children's Center in Boston. He is also Clinical Professor of Psychiatry at Harvard Medical School. An expert on race relations, Poussaint has authored many publications, including *Raising Black Children*. In 1997, he received a New England Emmy as Co-Executive Producer of *Willoughby's Wonders*.

**Willard D. Rowland, Jr.** is President and General Manager of Colorado Public Television (KBDI-TV) in Denver. He also is Professor and former Dean (1987-99) of the University of Colorado School of Journalism and Communications. Previously, Rowland served as Director of Research and Long-Range Planning for the Public Broadcasting Service.

**Danny Schechter** is Cofounder and Executive Director of Globalvision, an international television and film company. Through Globalvision, Schechter created and produced the series *South Africa Now* and also *Rights and Wrongs*. An Emmy Award winner with ABC's 20/20, he has directed seven independent films and is author of *The More You Watch, the Less You Know*.

**Bill Siemering** is on the Open Society Institute staff working with the Network Media Program. He served as a founding member and the first Director of Programming of National Public Radio and hired the initial program staff for "*All Things Considered*." While Vice President at WHYY-FM, Philadelphia, he helped build "*Fresh Air*" into a national program. He is a recipient of the Edward R. Murrow Award and a MacArthur Foundation Fellowship.

**Hedrick Smith** is a Pulitzer Prize-winning former New York Times, Washington and Moscow Bureau Chief and author of four best-selling books, including *The Russians and The Power Game: How Washington Works*. He has created, reported and hosted six PBS prime-time series. Inside Gorbachev's USSR, Smith's PBS series on perestroika, won the du-Pont Columbia Gold Baton and a George Polk Award in 1991.

**John Wicklein** is a former public broadcasting producer and executive. Wicklein now coaches editing and reporting for *The Washington Post* and other papers. A former editor and reporter for *The New York Times*, he has been a contributor to *The Atlantic Monthly*, *Columbia Journalism Review*, and *American Journalism Review*.

**Jack Willis** is Senior Fellow with George Soros's Open Society Institute. Most recently, he was President and CEO of Twin Cities Public Television. Before that, he was Vice President of Programming and Production for CBS Cable, CBS, Inc., and Director of Programming for Metromedia Producer's Corporation and WNET-TV New York. Willis's productions have won many awards, including seven Emmys.

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