

# SOCIAL VENTURE NETWORK FALL CONFERENCE

Media and Communications

October 6-9, Santa Monica, CA

## AGENDA

### SUNDAY, OCTOBER 6, 1996

12:00-6:00PM	Registration	Front Lobby
5:30-6:30PM	New Member Reception with <b>Laury Hammel</b>	Lower Pool Deck
6:30-7:45PM	Dinner	Arcadia Ballroom B/C 5th Floor
8:00-9:30PM	OPENING Communications, Culture and Commerce A discussion moderated by <b>Eric Utne</b> , Founder/Chair of the <i>Utne Reader</i> , with <b>George Gerbner</b> , Dean Emeritus, The Annenberg School for Communication; Founder/Chair of the Cultural Environment Movement, <b>Oren Lyons</b> , and <b>Sarah Pillsbury</b> , Producer, Sanford/Pillsbury Productions	Arcadia Ballroom A 5th Floor
10:00PM - on	Late Night with SVN (cash bar)	Palisades D, 5th Floor

### MONDAY, OCTOBER 7, 1996

6:30-7:30AM	Meditation with <b>Jai Lakshman</b>	Palisades C, 5th Floor
7:00-8:30AM	Breakfast	Riva Cafe, 4th Floor
8:45-11:00AM	Quaker Style Meeting	Arcadia Ballroom B/C 5th Floor
11:15AM-12:45PM	PLENARY I: A Global Village? Trends, Options and Opportunities in Media and Communications <i>(Where are developments in media and technology taking us, how will those developments affect us, and what can we do about it?)</i> Moderated by <b>Edward Dugger III</b> , President/CEO, UNC Ventures, Inc. <b>Esther Dyson</b> , Chairman, The Electronic Frontier Foundation <b>Don Hazen</b> , Executive Director, AlterNet/Institute for Alternative Journalism <b>Kalle Lasn</b> , Editor, <i>Adbusters</i> <b>Nancy Woodhull</b> , Executive Director, Media Studies Center, and Senior Vice President, the Freedom Forum	Arcadia Ballroom A 5th Floor
1:00-2:00PM	Lunch	Arcadia Ballroom C & Foyer, 5th Floor
1:15-4:00PM	BREAKOUT: <u>Telemedia Technologies &amp; an Educated, Participatory Democracy</u> Moderated by <b>Chuck Blitz</b> , with <b>Ira Arlook</b> , <b>Esther Dyson</b> , <b>Don Hazen</b> , <b>Hazel Henderson</b> , <b>Bruce Katz</b> , and <b>Kalle Lasn</b> (bring your lunch)	Palisades B, 5th Floor
2:30-4:00PM	<b>BREAKOUT SESSIONS</b> <u>Restorative Development Initiative</u> <b>Rebecca Adamson</b> , <b>Kenny Ausubel</b> , <b>Sebia Hawkins</b> , <b>Oren Lyons</b> , <b>John Mohawk</b> , and <b>Greg Steltenpohl</b>	Palisades A, 5th Floor

	<u>Organizing Meeting for Business Leaders for Sensible Priorities</u> <b>Ben Cohen and Richard Foos</b>	Catalina A, 4th Floor
	<u>Spiritual Perspectives on Business Life</u> <b>Ram Dass</b>	Palisades C, 5th Floor
	<u>Venture Capital to Service Communities</u> <b>Peggy Dulany and Roberto Mizrahi</b>	Palisades D, 5th Floor
	<u>Children and Media</u> <b>Susan Douglas, Danny Grossman, Henry Labalme, Marianne Manilov, Raffi and Lois Salisbury</b>	Catalina B, 4th Floor
	<u>Finding the Marketing High Ground: Socially Responsible Advertising and Your Ideological Niche</u> <b>Kevin Lynch and Martha Shaw</b>	Catalina C, 4th Floor
	<u>I Wanna Tell You My Story</u> <b>Cornelia McDonald</b>	Malibu, 7th Floor
4:00-5:30PM	<b>BREAKOUT SESSIONS</b>	
	<u>Urban Economic Development</u> <b>Ben Cohen, Edward Dugger III, and Joe James</b>	Palisades A, 5th Floor
	<u>Spiritual Perspectives on Business Life</u> <b>Ram Dass</b>	Palisades C, 5th Floor
	<u>Socially Responsible Public Relations</u> <b>David Fenton and Lynne Franks</b>	Malibu, 7th Floor
	<u>Creating Socially Responsible Alternative Media</u> Moderated by <b>Jay Harris</b> , with <b>Mark Donohue, Don Hazen, Janine Jackson, Jay Michael Levin, Alex Lightman and Kathy Lo</b>	Catalina B, 4th Floor
	<u>Globalizing SVN</u> <b>Walter Link and Eric Leenson</b>	Palisades D, 5th Floor
	<u>Have A Nice Day. Four Words That Could Start A Revolution</u> <b>Pacey Markman and Bill Zimmerman</b>	Palisades B, 5th Floor
	<u>The Internet: Was it Good for You?</u> <b>Katie Paine</b>	Catalina A, 4th Floor
	<u>Fundraising on the Internet</u> <b>Mal Warwick</b>	Catalina C, 4th Floor
6:00-7:30PM	Dinner	Arcadia Ballroom B/C, 5th Floor
8:00-9:30PM	PLENARY II: Socially Responsible Practices in the Entertainment Industry <i>(Exporting culture has been called the largest industry in the United States. What issues confront socially responsible leaders in this business?)</i>  Moderated by <b>Linda Goldstein</b> , President, Original Artists <b>Lara Berghold</b> , Executive Director, Hollywood Women's Political Committee <b>LeVar Burton</b> , Producer/Director, Eagle Nation Films <b>David Crosby</b> , Musician <b>Moctesuma Esparza</b> , E/K Entertainment, Producer, <i>The Ballad of Gregorio Cortez, The Milagro Beanfield War, and Gettysburg</i>	Arcadia Ballroom B/C, 5th Floor
10:00PM-12:00AM	E-Town, with Special Guests <b>Karla Bonoff and Tabu Ley Rochereau</b>	Arcadia Ballroom 5th Floor
12:00AM-on	SVN Unplugged (with cash bar)	Palisades D, 5th Floor

**TUESDAY, OCTOBER 8, 1996**

6:00-7:00AM	Meditation with <b>Jai Lakshman</b>	Palisades C, 5th Floor
7:00-8:30AM	Breakfast (Roundtable Discussion: SVN Spring '97 Conference Planning)	Riva Cafe, 4th Floor
9:00-10:30AM	<b>PLENARY III: The Local Village: Think Globally, Communicate Responsibly</b> <i>(Socially Responsible Business Communications: advertising, p.r., stakeholder communications.)</i>  Moderated by <b>Danny Grossman</b> , co-Founder/President, Wild Planet Toys <b>David Fenton</b> , President, Fenton Communications, Inc. <b>Michael Kieschnick</b> , President & COO, Working Assets Funding Service <b>Kevin Lynch</b> , Founder & CEO, Lynch, Jarvis, Jones, Inc. <b>Katharine D. Paine</b> , Founder & CEO, Delahaye Group, Inc.	Arcadia Ballroom B/C, 5th Floor
11:00AM-12:45PM	<b>PLENARY IV: Mass Media: Manufacturing Perceptions of Reality</b> <i>(How does mass media, electronic and print, influence our perceptions of our world, our communities, our businesses, each other and ourselves. How does this inform our business decisions. What should we know and what can we do?)</i>  Moderated by <b>Rebecca Adamson</b> , Founder & President, First Nations Development Institute <b>Susan Douglas</b> , Author, <i>Where the Girls Are</i> <b>Janine Jackson</b> , Research Director, Fairness and Accuracy in Reporting (FAIR) <b>Donna Red Wing</b> , Director of Community Affairs, The Gay & Lesbian Alliance Against Defamation (GLADD) <b>Lois Salisbury</b> , Executive Director, Children Now	Arcadia Ballroom B/C, 5th Floor
12:45-5:00PM (Don't Miss It!)	<u>Urban Tour of LA: Community-Based Economic Development &amp; Job Creation Programs</u> <b>Gary Stewart</b> and the <b>Liberty Hill Foundation</b> (lunch included)	(Meet in front of hotel)
1:00-2:00PM	Lunch	Arcadia Ballroom A & Foyer, 5th Floor
2:30-4:30PM	<b>BREAKOUT SESSIONS</b>  <u>The Standards Process</u> <b>Ram Dass, Lynne Katzmann, Walter Link, and Rena Shulsky</b>  <u>Sales, Distribution and Marketing: Emerging Opportunities for Successful Business/Non-Profit Partnerships</u> <b>Jed Emerson, Prem Glidden, and Gary Mulhair</b>  <u>Circle of Women</u> <b>Crystal Forthomme</b>  <u>Business Problem Solving</u> <b>Gary Hirshberg and Mac McCabe</b>  <u>Lucid Dreaming</u> <b>Stephen LaBerge</b>  <u>Circle of Men</u> <b>Craig Neal</b>  <u>Politics in the Media: Money Talks, Democracy Walks</u> <b>Doug Phelps and Wendy Wendlandt</b>	Catalina C, 4th Floor Catalina A, 4th Floor Palisades D, 5th Floor Palisades C, 5th Floor Palisades B, 5th Floor Palisades A, 5th Floor Catalina B, 4th Floor
4:30-6:30PM	PRODUCT EXPO (set-up: 2:00-4:30)	Arcadia Ballroom A & Foyer, 5th Floor

TUESDAY, OCTOBER 8, 1996 (continued)

- 5:00-6:00PM SPECIAL OFFERINGS  
(Members sharing current projects with other members)
- Larry Andreini:** Clean Environment Company: Manufacturing Challenges, Management Opportunities Palisades A, 5th Floor
- John Ince:** Earth Aid: Visioning Session for Earth Aid and the Passage to the New Millenium Palisades C, 5th Floor
- Richard Rose:** Opportunities in the Hemp Industry Palisades D, 5th Floor
- 7:00-9:00PM Dinner Arcadia Ballroom B/C, 5th Floor
- 9:30PM - on Late Night with SVN Palisades D, 5th Floor

WEDNESDAY, OCTOBER 9, 1996

- 8:30-10:30AM Brunch Arcadia Ballroom A, 5th Floor
- 11AM-12:30PM Closing Session Arcadia Ballroom B/C, 5th Floor