

GLOBAL VILLAGE

presents

**THE INDEPENDENT PRODUCER
AND
PUBLIC TELEVISION**

A Conference At

The Museum of Modern Art

Conducted in Association With

The Television Laboratory for WNET/Thirteen

March 15, 16, and 17

Funded by the National Endowment for the Arts,
The Corporation for Public Broadcasting,
The Rockefeller Foundation,
The Sony Corporation of America,
and the Members of Global Village

SCHEDULE OF EVENTS

WEDNESDAY, MARCH 15

9:30 AM

INTRODUCTORY REMARKS

John Reilly

Project Director; Executive Director, Global Village

INTRODUCTORY REMARKS ON BEHALF OF WNET/THIRTEEN, HOST PUBLIC STATION

Jay Iselin

President, WNET/THIRTEEN

INTRODUCTORY REMARKS ON BEHALF OF THE MUSEUM OF MODERN ART

Barbara London

Video Program, Museum of Modern Art

10:00 AM

BRIEF HISTORY AND ROLE OF INDEPENDENT PRODUCERS IN PUBLIC TELEVISION

John Reilly

10:20 AM

DISCUSSION OF THE RESOURCE BOOK PREPARED BY GLOBAL VILLAGE

Karen Mooney

Managing Editor, Videoscope; Associate Director, Global Village

10:30 AM

HISTORICAL PERSPECTIVE ON THE ROLE OF INDEPENDENT PRODUCERS AND PUBLIC TELEVISION

James Day

President, James Day Associates; Professor of Television, Brooklyn College

11:15 AM

**THE CORPORATION FOR PUBLIC BROADCASTING AND
PUBLIC TELEVISION PRODUCERS—
STATION AND INDEPENDENT**

David Stewart

*Assistant Director for Special Projects, Television Activities, Corporation
for Public Broadcasting*

12:00 NOON

**NEW YORK STATE COUNCIL ON THE ARTS' SUPPORT OF
INDEPENDENT FILM AND VIDEO ARTISTS**

Lucy Kostelanetz

*Deputy Director of Communications and Visual Arts,
New York State Council on the Arts*

12:30 PM

**REPORT BY THE CARNEGIE COMMISSION ON THE
FUTURE OF PUBLIC BROADCASTING**

Shiela Mahoney

Executive Director

Nick DeMartino

Consultant

1:00 PM

LUNCH BREAK

2:30 PM

TECHNOLOGICAL BREAKTHROUGHS

Stan Vanderbeek

Artist—Moderator

Dave MacDonald

General Manager, Special Projects, Sony Corporation of America

Ted Conant

Director, Schroder Technology

Bert Cowlin

Public Interest Satellite Association

4:00 PM

INTERNATIONAL PUBLIC TELEVISION

John Reilly

Moderator

Barbara Van Dyke

Administrative Director, International Film Seminars

Howard Klein

Director for the Arts, The Rockefeller Foundation

Eugene Katt

*Deputy Director of Television Activities, Corporation for
Public Broadcasting*

5:00 PM

RECEPTION HOSTED BY GLOBAL VILLAGE

7:00 PM

DINNER BREAK

8:30 PM

**A DECLARATION OF INDEPENDENTS: A PRESENTATION
BY THE ASSOCIATION OF INDEPENDENT VIDEO AND
FILMMAKERS**

Jeff Byrd

*Member of the Board, Association of Independent Video and Filmmakers,
Video Maker*

Jennifer Stearns

Film and Videomaker

9:00 PM

**PUBLIC TELEVISION/THE LOCAL PROGRAMMING
DILEMMA AND THE ROLE OF THE INDEPENDENT**

John Reilly

Moderator

George Perkins

Director of News Services, New Jersey Public Broadcasting Authority

Bernard Buck

TV Program Manager, WNYC/31, New York City

Donald Schein

President, WMHT, Schenectady

Wiley Hance

Executive Producer, WNED, Buffalo

Joyce Campbell

Program Manager, WETA, Washington D.C.

James Blue

Filmmaker, S.U.N.Y., Buffalo

THURSDAY, MARCH 16

9:30 AM

**SATELLITES: AN OPPORTUNITY FOR PROGRAMMING
INNOVATION**

John L. Reilly

Moderator

Richard Gingras

*Coordinator, Program Planning/Television Activities,
Corporation for Public Broadcasting*

Bert Cowlin

Public Interest Satellite Association

Ron Devillier

Division of Programming, The Public Broadcasting Service

Jean Rice

Community Video Satellite Project

Liza Bear

Artist

10:45 AM

WNET AND THE INDEPENDENT PRODUCER

—WNET PROGRAMMING

George Page

Director of Program Development and Broadcasting

Nelsa Gidney

Manager, Program Acquisitions

**—THE TELEVISION LABORATORY/WNET,
A REPORT WITH SCREENINGS**

David Loxton

Director

Carol Brandenburg

Associate Director

—THE INDEPENDENT DOCUMENTARY FUND

David Loxton

Project Director

Kathy Kline

Project Coordinator

12:30 PM

LUNCH BREAK

1:30 PM

**THE INDEPENDENT PRODUCER AND PUBLIC
TELEVISION**

John Reilly

Moderator

Crane Davis

Independent Producer

Julie Gustafson

Independent Videomaker; Associate Director, Global Village

Cliff Frazier,

*Administrator, Institute of New Cinema Artists,
Third World Cinema Productions*

Evan Kaiser

Association of Independent Video and Filmmakers

Peter Campus

Artist

2:45 PM

PROGRAMMING AND THE INDEPENDENT

Ed Emshwiller

Artist—Moderator

Robert Kotlowitz

Vice President and Director of Programming, WNET/Thirteen

Chloe Aaron

Senior Vice President, Programming, The Public Broadcasting Service

John O'Connor

The New York Times

3:45 PM

FUNDING AND THE INDEPENDENT

Dr. Gerald O'Grady

Director, Center for Media Study, Buffalo—Moderator

Brian O'Doherty

Director, Media Arts Program, National Endowment for the Arts

Barbara Kopple

Independent Filmmaker

Steve Rabin

*Assistant Director, Media Program,
National Endowment for the Humanities*

Lydia Silman

TV/Media Associate

Jean Firstenberg

The Markle Foundation

FRIDAY, MARCH 17

9:30 AM

**VIDEO AS A PUBLIC MEDIUM IN NEW YORK STATE:
RESPONSIBILITIES OF PUBLIC TELEVISION AND
NON-PROFIT INSTITUTIONS**

John Reilly

Moderator

Barbara Haspiel

Director of Communication Arts, New York State Council on the Arts

Lydia Silman

TV/Media Associate, New York State Council on the Arts

Barbara London

Video Program, Museum of Modern Art

Henry Baker

Executive Director, Synapse Video Center, Syracuse

David Dial

TV Manager, WXXI/21, Rochester

11:00 AM

THE DOCUMENTARY ON PUBLIC TELEVISION

John Reilly

Moderator

Jon Alpert

Downtown Community Television

Bob Thurber

Independent Filmmaker

Nancy Thurber

Independent Filmmaker

Donn Alan Pennebaker

Independent Filmmaker

12:30 PM

LUNCH BREAK

1:45 PM

EDITING FILM USING COMPUTER VIDEO TECHNOLOGY

Tom Klemesrud

Editor/Engineer, Synapse Video Center, Syracuse

2:15 PM

**USING CASSETTE SYSTEMS TO PRODUCE FOR
PUBLIC TELEVISION**

Julie Gustafson

Moderator

John Godfrey

Supervising Engineer, The Television Laboratory/WNET

Tom Klemesrud

Editor/Engineer, Synapse Video Center, Syracuse

4:00 PM

WRAP-UP OF CONFERENCE

John Reilly

This conference is part of "The Independent Producer, Public Television, and the New Video Technologies," a series of conference/workshops for independent producers and public television representatives. Each conference/workshop is conducted in association with a public television station. Funding for the series comes from The National Endowment for the Arts, The Corporation for Public Broadcasting, and the Sony Corporation of America.

John Reilly, Project Director
Karen Mooney, Project Coordinator
Julie Gustafson, Project Coordinator

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