



February 21, 1990

Mr. Kevin Athari
Editor, Broadside
George Mason University
Room 253, SUB 1
4400 University Dr.
Fairfax, VA 22030

Mr. Athari,

Please find enclosed information regarding C-SPAN, the Cable Satellite Public Affairs Network, and Brian Lamb, C-SPAN's founder, chairman, and chief executive officer.

Mr. Lamb has been invited by Robert Conley, GMU's Journalist-in-Residence, to speak before a Communication Department's class entitled "Foreign Correspondence."

The class focuses on media coverage of international issues and foreign political bodies. It is made up of 42 upperclassmen, 40 percent of whom are international students.

Mr. Lamb will discuss C-SPAN's coverage of the British and Canadian House of Commons, as well as the network's plans to cover more legislative bodies from around the world in the future.

In April, C-SPAN will cover the European Parliament in Strasbourg, France as well as televise live Viewer Call-in programs from Berlin focusing on the changes in Eastern Europe.

If you are going to do a story on Brian Lamb's visit to your campus, and would like more information on C-SPAN or to arrange an interview with Mr. Lamb, please call me at 737-3220.

Sincerely,

Kristin Wennberg
Press Coordinator

C-SPAN

Tenth Anniversary
1979-1989

February 6, 1990

To: Brian Lamb
From: Mary Holley
Re: College Speaking Engagements

You are scheduled to speak to three college classes over the next couple of months. Below you will find brief descriptions of the speaking engagements, including course titles, dates, times, and places. I have coordinated with Joanne to make sure that these dates/times fit into your busy schedule. If I have omitted any necessary data, please let me know and I will fill in the blanks.

February 27: 3:00-4:15

Course: "Foreign Correspondence"

School: George Mason University

Professor: Robert Conley, Journalist-in-Residence

Comments: The class focuses on media coverage of international issues and foreign political bodies. The class is made up of 42 upperclassmen, 40 percent of whom are international students. Professor Conley hopes you will discuss C-SPAN's international plans for the future, and your feelings on global awareness among journalists.

March 6, 1990: 11:00-12:15

Course: "Introduction to Political Communication"

School: George Washington University

Professor: Jarol Manheim, Professor of Political Communication

Comments: This class is made up of 25 upper-level political communication majors. Prof. Manheim invited you to join the class at this point in the course focusing on political coverage of Congress. Topics for discussion include who actually uses the House/Senate feeds; has the public's perception of Congress changed since the House went on TV; is the televised image of Congress an accurate one?

March 14, 1990: 9:00-11:00

Course: "Broadcast News: Management and Content"

School: Columbia University Graduate School of Journalism

Professor: Lois Bianchi, Adjunct Professor

Comments: This class, with 18 graduate students, has a series of speakers come and discuss various areas of the communication industry. This semester's speakers include Robert Seigenthaler, Larry Grossman, and others representing broadcast television, public television and radio. Ms. Bianchi called to invite you because she wants the students to hear about how C-SPAN operates. Questions she mentioned that interested her were: Does C-SPAN make money? How do we decide what to cover? What non-news factors play a role in what gets on the air? The class is quite informal and will include a brief time for you to address the group and the bulk of time for Q-and-A.

I will put together information on each individual appearance a week or so before you are scheduled to address the class. This will include logistical information such as where you will meet the professor, etc. Please let me know if you have any questions or comments. Thanks in advance for your cooperation.

CC: Linda Heller, Joanne Wheeler

First Journalist-in-Residence Supports Revolution Sweeping Mass Media

By George Soules

A self-avowed "creature of the deserts," former NBC News and *New York Times* foreign correspondent Robert Conley once found himself pinned down under heavy gunfire in the Garden of Gethsemane during Israel's Six Day War of 1967. Today he finds himself with a classroom assignment as George Mason's first journalist-in-residence.

The Communication Department position is similar to other professor-in-residence programs, according to department chairman Don Botreau. The one-year appointment is sponsored by the Voice of America (VOA), where Conley worked as a creator and director of several innovative programs to train foreign broadcast journalists.

An enthusiastic proponent of the technological revolution sweeping mass media, Conley sees evidence that the recent social and political upheaval in China and Eastern Europe results from improved access to western democratic thought relayed via satellite communications and micro-chip technology. The "collapse of socialism," he says, reflects the reality that "once you have computers, you can't control information."

disciplinary course with the Department of Public Affairs, "Newswriting and Reporting," and "Broadcast Journalism."

Not surprisingly, given his free-wheeling personality, Conley eschews traditional lectures, preferring a "guided inquiry tutorial" teaching style, something akin to the Socratic method. He also believes in infusing his classes with "energy" by inviting outside experts to talk about their specialties. The Washington bureau chief of Reuters, the art director of the *Washington Post*, and officials with *USA Today* and IBM have made guest appearances in his classrooms.

Global Communications

"Communications is changing so fast," says Conley, "that there really is no textbook." For his "Communications Revolution" course, student teams have been assigned the task of compiling bodies of information on the various subjects that constitute or influence mass communications: television, telecommunications, global media, and the law.

"Globalism is the direction everything is going in, and the confirmation is this university," adds Conley. The "multi-cultural aspect" of George Mason's student body, he says, "is a preview of the world we will live in."

Conley's desire to integrate himself into and the surrounding community has already been demonstrated, according to Don Botreau. Last month he addressed a symposium at George Mason's School of Law on "The Illusion of Illusion." Botreau also says that

Conley has attended faculty curriculum meetings and is helping to arrange a number of "joint programs," such as an English-Communication seminar series, "Text in the Community." A recent offering examined the nature of revolution as it is reflected in the work of the Mexican writer Carlos Fuentes.

This spring Conley is teaching "Journalism as Literature" in conjunction with the English Department, and "Advanced Reporting with the *New Yorker* magazine," and "Foreign Correspondents."

Correspondent Comes Home

After almost 20 years as a print and "on air" television correspondent reporting from such far flung places as the Khyber Pass in Afghanistan, the deserts of North Africa, Rome, and the Persian Gulf, Conley returned to the United States in the late 1960s and became one of the founders of National Public Radio (NPR). During his tenure with NPR he put the premier newsmagazine "All Things Considered" on the air.

After Congress created a separate charter for the VOA in 1976, making it an independent, objective news broadcasting service, Conley was invited to help "energize and modernize" its broadcasts. In that spirit he created several programs that stressed the importance of giving foreign broadcasters-in-training a better understanding of the cultural differences of the countries where they would be assigned. "No foreign correspondent can function without an understanding of languages and culture," he says.



Photo by Carl Z...

Robert Conley, Communication

His last project at VOA, of which he is particularly proud, involved the creation of a "University in Residence" that fostered exchange programs with British Broadcasting Service, Canadian Broadcasting Corporation, Radio Beijing, and NHK, the Japanese broadcasting company. And it was through this experience making contacts with local universities that Conley became familiar with George Mason, a university he says is on its own "journey of discovery."

Handwritten notes on a pink sticky note:
Kevin Athari
Broadcast
GMMU
Rm. 253
3081 Fairfax
4100 University Dr. 22030

First Journalist-in-Residence Supports Revolution Sweeping Mass Media

By George Soules

A self-titled "creature of the deserts," former NBC News and New York Times foreign correspondent Robert Conley once found himself pinned down under heavy gunfire in the Garden of Gethsemane during Israel's Six Day War of 1967. Today he finds himself with a classroom assignment as George Mason's first journalist-in-residence.

The Communication Department position is similar to other professor-in-residence programs, according to department chairman Don Boileau. The one-year appointment is sponsored by the Voice of America (VOA), where Conley worked as a creator and director of several innovative programs to train foreign broadcast journalists.

An enthusiastic proponent of the technological revolution sweeping mass media, Conley sees evidence that the recent social and political upheaval in China and Eastern Europe results from improved access to western democratic thought relayed via satellite communications and micro-chip technology. The "collapse of socialism," he says, reflects the reality that "once you get into computers, you can't control information."

Conley hopes to impart to his students an understanding of how modern communications systems work and how to use them. "One of the reasons I'm here," he says, "is that it forms a nice bridge between the worlds of research, analysis, and study, and the functioning world of the journalist."

This fall Conley is teaching three classes: "The Communications Revolution," an inter-

disciplinary course with the Department of Public Affairs, "Newswriting and Reporting," and "Broadcast Journalism."

Not surprisingly, given his free-wheeling personality, Conley eschews traditional lectures, preferring a "guided inquiry tutorial" teaching style, something akin to the Socratic method. He also believes in infusing his classes with "energy" by inviting outside experts to talk about their specialties. The Washington bureau chief of Reuters, the art director of the *Washington Post*, and officials with *USA Today* and IBM have made guest appearances in his classrooms.

Global Communications

"Communications is changing so fast," says Conley, "that there really is no textbook." For his "Communications Revolution" course, student teams have been assigned the task of compiling bodies of information on the various subsets that constitute or influence mass communications: television, telecommunications, global media, and the law.

"Globalism is the direction everything is going in, and the confirmation is this university," adds Conley. The "multi-cultural aspect" of George Mason's student body, he says, is "a preview of the world we will live in."

Conley's desire to integrate himself into Mason and the surrounding community has already been demonstrated, according to Boileau. Last month he addressed a symposium at George Mason's School of Law on "The Politics of Illusion." Boileau also says that

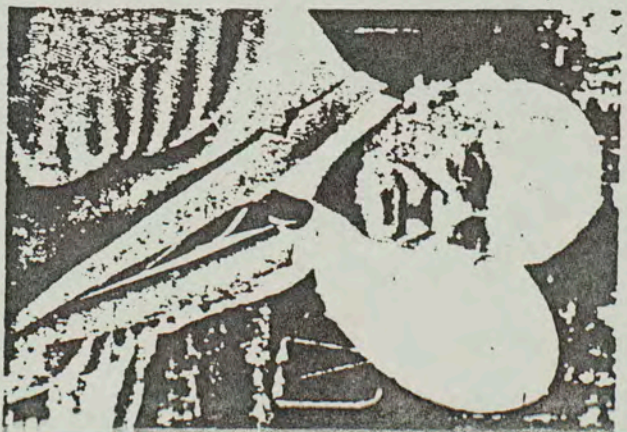
Conley has attended faculty curriculum meetings and is helping to arrange a number of "joint programs" such as an English-Communication seminar series, "Text in the Community." A recent offering examined the nature of revolution as it is reflected in the work of the Mexican writer Carlos Fuentes.

This spring Conley is teaching "Journalism as Literature" in conjunction with the English Department, and "Advanced Reporting with the *New Yorker* magazine," and "Foreign Correspondents."

Correspondent Comes Home

After almost 20 years as a print and "on air" television correspondent reporting from such far flung places as the Khyber Pass in Afghanistan, the deserts of North Africa, Rome, and the Persian Gulf, Conley returned to the United States in the late 1960s and became one of the founders of *National Public Radio* (NPR). During his tenure with NPR he put the premier newsmagazine "All Things Considered" on the air.

After Congress created a separate charter for the VOA in 1976, making it an independent, objective news broadcasting service, Conley was invited to help "energize and modernize" its broadcasts. In that spirit he created several programs that stressed the importance of giving foreign broadcasters-in-training a better understanding of the cultural differences of the countries where they would be assigned. "No foreign correspondent can function without an understanding of languages and culture," he says.



Robert Conley, Communication

His last project at VOA, of which he is particularly proud, involved the creation of a "University in Residence" that fostered exchange programs with British Broadcasting Service, Canadian Broadcasting Corporation, Radio Beijing, and NHK, the Japanese broadcasting company. And it was through this experience making contacts with local universities that Conley became familiar with George Mason, a university he says is on its own "journey of discovery."