



THE PRESIDENT'S COMMITTEE ON THE ARTS AND THE HUMANITIES

Honorary Chairman: First Lady Laura Welch Bush
Chairman: Adair Wakefield Margo

A SYMPOSIUM ON FILM, TELEVISION, DIGITAL MEDIA AND POPULAR CULTURE

May 23-24, 2006

FACT SHEET

WHEN: Tuesday, May 23: 9:00 AM – 1:00 PM
Wednesday, May 24: 9:00 AM – 1:00 PM

WHERE: University of Southern California School of Cinema-Television
Carson Stage, 850 West 34th Street, Los Angeles, California

Parking: Available in USC Parking Structure B (\$7.00 all day). Proceed on foot past Lyon Center and Lucas Building to Carson Stage (4-story, light brown).

Directions: From the I-10 North (Santa Monica Freeway), exit Hoover Street. Turn right (south) to Jefferson Boulevard. Right on Jefferson. Left into USC Gate 8 and Parking Structure B.

From 110 South (Harbor Freeway), exit Exposition Boulevard. One block west to Figueroa Street. Right on Figueroa. Left at next intersection on to Jefferson. Left into USC Gate 8 and Parking Structure B.

WHO: **The President's Committee on the Arts and the Humanities.**

In collaboration with the American Film Institute, Academy of Television Arts And Sciences, the City of Los Angeles Department of Cultural Affairs, Western States Arts Federation, and hosted by the University of Southern California School of Cinema-Television.

WHAT: The Symposium addresses the achievements of film, television, digital media, and popular culture; the role of technology; and opportunities for enhanced international collaboration and exchange. Popular culture defines the American character for both good and bad, here and abroad. The creative forces shaping popular culture and its influence around the globe will be examined through panels.

- Popular culture: telling America's and others' stories.
- The creative process, production, and distribution, in the United States and abroad.
- International collaboration and exchange.

The President's Committee and its public and private partners will use the Symposium as an opportunity to explore future international programming and collaboration.

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Participants include: Debbie Allen (actress/director/choreographer); Gilbert Cates (Academy Awards; *Collected Stories, A Death in the Family*; Producing Director Geffen Playhouse); Lionel Chetwynd (*Hanoi Hilton; Ike: Countdown to D Day; Miracle on Ice*); Bruce Cole (Chairman National Endowment of the Humanities); Elizabeth Daley (Dean, USC School of Cinema-Television), Suzanne de Passe (Motown; *Lady Sings the Blues; Lonesome Dove*); Jean Picker Firstenberg (Director and CEO, American Film Institute); Andy Garcia (*Lost City; Oceans 11; Godfather III*) Dana Gioia (Chairman, National Endowment for the Arts); Steven D. Lavine (President, California Institute of the Arts); Adair Wakefield Margo (Chairman, President's Committee on the Arts and the Humanities); Louise Oliver (US Ambassador to UNESCO); Alina Romanowski (Deputy Assistant Secretary of State); Anne Radice (Director, Institute of Museum and Library Services); Philip Roman (Animation Producer/Director), Gary Sinise (*CSI New York; Forrest Gump*; Co-founder Steppenwolf Theatre; Co-founder Operation Iraqi Children); Penelope Spheeris (*Kid and I, Crooked E: Truth about Enron, Posers*), and Joel Surnow (*24; Miami Vice*).

Other participants include: Nicholas DeMartino (Senior Vice President, Media & Technology, American Film Institute); David Jensen (Vice President for Business Development and Client Services, Zetools); Karen Herman (Director, Production & Research, Archive of American Television); Frank Hodsoll (Former Chairman, National Endowment for the Arts under President Reagan); Bill Ivey (Former Chairman, National Endowment for the Arts under President Clinton); Tara McPherson (Chair, Critical Studies Program, USC School of Cinema-Television); Janet Murray (Professor and Director of Graduate Studies, Information Design, & Technology Program, Georgia Institute of Technology); Michael Renov (Associate Dean and Chief Academic Officer, USC School of Cinema-Television) and Michael Rosen (Executive Producer, Archive of American Television)

WHY: Film, television, and digital media are key ingredients of popular culture. They are ubiquitous, here and abroad. They tell the stories of our and others' cultures. They influence the ways we see ourselves and others, and the ways others see us. Artists and business people, in a creative cluster headquartered in Los Angeles, come from all over the world. They reach audiences everywhere. The best celebrated of them are better known than most political leaders. The United States is not alone in this enterprise, but our popular culture is one of the world's vernaculars.

The artists and business people of film, television, and digital media transcend nationality, and their creative process knows no geography. Understanding that process and the challenges faced here and abroad is important. Much of what is accomplished by these artists and entrepreneurs affects cultural perceptions and realities everywhere. This has political and economic, as well as cultural, consequences. And, through the eyes of this global creative community, audiences can experience stories and cultures from around the world and artists can share what they love and what concerns them.

The Symposium will illuminate ways in which the creative communities of film, television, and digital media – here and abroad – can further collaboration and exchange of stories and ideas among peoples worldwide. In what Tom Friedman calls a *flat world*, the power and consequences of film, television, digital media, and popular culture are worth examination. So too are the challenges and opportunities of enhanced international exchange and collaboration in their production and distribution.

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President's Committee on the Arts and the Humanities (PCAH) is a bipartisan council established by Executive Order in 1982 that works with each administration to incorporate the arts and the humanities into White House objectives. The President's Committee has a vital national interest in cultural and scholarly programs that increase our understanding of other cultures and peoples. The President's Committee plays a leadership role in cultural cooperation through the exchange of ideas, information, art, and other aspects of culture among nations and peoples. The PCAH seeks to connect Americans with each other and the rest of the world through its programs focusing on international exchange and cooperation, youth learning, preservation, and honoring of cultural excellence.

American Film Institute (AFI) was created in 1967 with Gregory Peck as its first Chair (following President Lyndon Johnson's statement of need in 1965). AFI is today chaired by Sir Howard Stringer (Chair and CEO of the Sony Corporation) and led by Jean Picker Firstenberg (its Director and CEO). At the 25th anniversary celebration of the National Endowment for the Arts, President George H. W. Bush noted that AFI had "nurtured and celebrated the art of the moving image" and in so doing "has had an immense impact on the mind and soul of America." AFI's mission is to provide leadership in screen education and the recognition and celebration of the art of film, television, and digital media.

Academy of Television Arts & Sciences was founded in 1946, just one month after network television was born. It is a nonprofit, 14,000-member-strong organization, devoted to the advancement of telecommunications, arts, and sciences, and to fostering creative leadership in the telecommunications industry. In addition to recognizing outstanding programming through its annual Emmy® Awards, the Television Academy presents numerous membership activities, professional development seminars, and publishes *emmy* Magazine. Established in 1959 as the charitable arm of the Television Academy, the Academy of Television Arts & Sciences Foundation utilizes the resources of the Television Academy and the artistry of television to preserve and celebrate the history of the medium, while educating and guiding those who will shape its future. The Foundation is responsible for the Archive of American Television, as well as Educational Programs & Services, such as the College Television Awards, Faculty Seminar, Fred Rogers Memorial Scholarship, and its renowned student internship program.

USC School of Cinema-Television was established in 1929 as a collaboration between USC and the Academy of Motion Picture Arts and Sciences, offering the first film degree program in the country. The School is now led by Dean Elizabeth M. Daley and offers programs in animation and digital arts, critical studies, film and TV production, interactive media, and screen and television writing. Since 1965, only two years have passed when a graduate did not receive a nomination for an Academy Award.

The City of Los Angeles Department of Cultural Affairs (DCA) aims to enhance the quality of life for Los Angeles' 3.8 million residents and 24.3 million annual visitors by creating partnerships that leverage public dollars to generate and support high quality arts and cultural experiences. The Department of Cultural Affairs ensures access to those experiences through programming, marketing and development, grant-making, communication, and building relationships with community partners.

Western States Arts Federation is a nonprofit arts service organization dedicated to the creative advancement and preservation of the arts. Based in Denver, Colorado, WESTAF fulfills its mission to strengthen the financial, organizational, and policy infrastructure of the arts by providing innovative programs and services to artists and arts organizations in the West and nationwide.