

INPUT

88

Philadelphia
A NEW DECADE

**INTERNATIONAL PUBLIC TELEVISION
SCREENING CONFERENCE**

SPONSORED BY THE PHILADELPHIA INPUT 88 ALLIANCE

WHYY, INC.

THE ANNENBERG SCHOOL OF COMMUNICATIONS,
UNIVERSITY OF PENNSYLVANIA

TEMPLE UNIVERSITY SCHOOL OF COMMUNICATIONS AND THEATRE

INTERNATIONAL HOUSE OF PHILADELPHIA,
NEIGHBORHOOD FILM/VIDEO PROJECT

INPUT

INTERNATIONAL PUBLIC TELEVISION SCREENING CONFERENCE

SPONSORED BY THE PHILADELPHIA INPUT 88 ALLIANCE

THE ANNENBERG SCHOOL OF COMMUNICATIONS
UNIVERSITY OF PENNSYLVANIA

TEMPLE UNIVERSITY SCHOOL OF COMMUNICATIONS AND THEATRE

INTERNATIONAL HOUSE OF PHILADELPHIA
NEWSPAPER PHOTO/VIDEO PROJECT

May, 1988

Dear Delegate,

Welcome to INPUT 88, the beginning of "A New Decade" for the conference and its participants. It seems appropriate that we should start off the next ten years of INPUT with something different. This year INPUT will include some non-television professionals who are often the subjects of our programs. We are sure that opening up this new avenue of communication can only have beneficial results for television and INPUT.

Before we start thinking about the next ten years however, let's concentrate on this INPUT. Thanks are due to all the volunteers associated with INPUT 88. Everything from policy to program selection is made by people in a voluntary capacity with support from their home broadcasting institution. Remember, without these dedicated individuals there could be no INPUT. Special thanks must go to our colleagues at WHYY, your hosts for INPUT 88.

Finally, remember that this is your conference. The organizers lay the groundwork; it's up to you to make it happen. We need your full participation to make INPUT 88 a prelude to great things for ten more years.

Mike Fentiman
President
INPUT International Board

MAY 1-8, 1988 · PHILADELPHIA, PENNSYLVANIA USA

INPUT

INTERNATIONAL PUBLIC TELEVISION SCREENING CONFERENCE

SPONSORED BY THE PHILADELPHIA INPUT 88 ALLIANCE

WHYY, INC.

THE ANNENBERG SCHOOL OF COMMUNICATIONS,
UNIVERSITY OF PENNSYLVANIA

TEMPLE UNIVERSITY SCHOOL OF COMMUNICATIONS AND THEATRE

INTERNATIONAL HOUSE OF PHILADELPHIA,
NEIGHBORHOOD FILM/VIDEO PROJECT

May, 1988

Dear Delegate,

Nothing much to report from Berlin. The wall is still standing and so is SFB. Stern and almost dour mother Hoffman supervised us children playing the "selection game." Our valiant shop stewards and shop stewardesses--a majority of six against five for the first time--did their best as usual.

The rules for choosing the programs have been tightened and made almost foolproof. With better results? This has to be proved. After all, the Berlin group can only choose from what is offered them. The final answer on how things are going with INPUT is yours.

In fact, I have only heard complaints. "INPUT slides down toward a fairly ordinary festival," or "Selections are not as good as they used to be," and "Old INPUTs were much more lively events." I am asking myself: "Can this be true? Or is it only a trick of the memory that things past have an exaggerated emotional impact on us?"

In the lucid introduction that Howard Klein has written for the American Video Festival--the best description of INPUT ever made--our President Emeritus says: "INPUT has brought together thousands of producers, directors and writers, and enabled them to form international contacts previously denied them. Perhaps INPUT's most important contribution to world culture is its evolution as a forum for examining Public Television by those who make its programs. If a culture does not deal with values, of what value is that culture?" How many sins have we committed in the name of these worthy goals? Troubling, unpalatable questions should be answered and not left to become skeletons in our cupboards.

We started to pull together this fiesta for producers in 1977. In television terms this is like going back to the Middle Ages, so many things have changed around us. It is only natural that some of our solutions--avant-garde at that

MAY 1-8, 1988 PHILADELPHIA, PENNSYLVANIA USA

time--might look old hat by now. Even the most meritorious organizations have a built in mechanism that characterizes their growing old. They become over-self-protective; they privilege the strategy of their survival, instead of the very purposes that have originated them. Having a lot to lose they become less adventurous, less open, resent change, the challenge of change. Maybe we all need a "perestroika," a rebuilding, from time to time. Even religious orders, the most conservative of human inventions, go through this process. From time immemorial, it has been called "aggiornamento," bringing up to date. Maybe INPUT needs aggiornamento too.

David Othmer, the poor bastard on whose shoulders fell this year the onus of organizing INPUT, has chosen "A New Decade" as a meaningful subtitle for the Philadelphia edition. It seems an apt definition. Let's live up to it!

Sergio Borelli
Senior Vice President
International Coordinator

ACKNOWLEDGEMENTS

Input 88, the eleventh annual International Public Television Screening Conference, is hosted by the Philadelphia INPUT 88 Alliance:

Frederick Breitenfeld, President
David Othmer, Vice President & Television Station Manager
WHYY TV

Robert E. Smith, Dean
Temple University School of Communications

George Gerbner, Dean
Annenberg School of Communications

Linda Blackaby, Director
Neighborhood Film/Video Project
International House

with the generous support of the following:

The Pew Charitable Trusts
The Rockefeller Foundation

and additional support from:

The Corporation for Public Broadcasting
The National Endowment for the Arts

with very special thanks to the following corporations:

The Sony Corporation of America, and in particular
Bruce MacLelland, District Manager

The American Telephone & Telegraph Corporation

and the following businesses:

The Chaddsford Winery
The Dock Street Brewing Company

with additional thanks to:

Sandra D. Choukroun
Ralf Rundgren
International Visitors Center of Philadelphia

Carol Kelleher
Jeff Tener
American Express Business
Travel Center

Philomena Petro
Angelia Chin
Philadelphia Convention
& Visitors Bureau

Oliver Franklin
Office of the City Representative
City of Philadelphia

Larry Bach
Bill Longhauser
The University of the Arts

Donald M. Jacobs
Hospitality Services
University of Pennsylvania

Sondra B. Siegel
Penn Catering
University of Pennsylvania

Tom Walters
Faculty Club
University of Pennsylvania

Pam Kosty
Don Fitzgerald
The University Museum

Sandra Horrocks
Philadelphia Museum of Art

Donald V. Opredek
ARA Services, Inc.
Philadelphia Museum of Art

and very special thanks to:

Brian Winston, Dean
School of Communications
The Pennsylvania State University

INPUT

INTERNATIONAL PUBLIC TELEVISION SCREENING CONFERENCE

SPONSORED BY THE PHILADELPHIA INPUT 88 ALLIANCE

WHYY INC

THE ANNENBERG SCHOOL OF COMMUNICATIONS
UNIVERSITY OF PENNSYLVANIA

TEMPLE UNIVERSITY SCHOOL OF COMMUNICATIONS AND THEATRE

INTERNATIONAL HOUSE OF PHILADELPHIA
NEIGHBORHOOD FILM/VIDEO PROJECT

May 1988

Dear Colleagues:

Last year we faced a critical situation as funding for INPUT 88 was uncertain. The U.S. board members called upon the support of PBS stations who have actively participated in past INPUTs. The result was overwhelmingly positive as stations generously pledged \$5,000 to help bring this international conference back to the United States in 1988. They held steadfast to this commitment even after the INPUT 88 Alliance was awarded a major grant by the Pew Memorial Trust Fund to host the conference. The stations' generous contributions have been set aside to create a fund for the hosting of INPUT 92, which marks the return of the conference to this country.

The network of supporting PBS stations keeps growing as we continue to open channels of communication with public television organizations around the world. As public broadcasters we recognize the future growth of public television will depend on our ability to reach out beyond our national borders. It is extremely satisfying to know that INPUT has found a permanent home in the United States.

On behalf of the members of the INPUT International Board, we salute the commitment of these contributing stations whose actions are insuring future dialogue among nations through the powerful medium of television. We also wish to extend an open invitation to stations who would like to join our efforts.

Henry J. Cauthen
Treasurer

HJC/sjp

MAY 1-8, 1988 PHILADELPHIA, PENNSYLVANIA USA

I N T E R N A T I O N A L B O A R D

MIKE FENTIMAN
PRESIDENT

C/O Community Programme Unit, BBC
39 Wales Farm Road
N. Acton, London W3 6XP
GREAT BRITAIN (UNITED KINGDOM)
Tel: (44) (1) 576-7271
Tlx: 265781

SERGIO BORELLI
SENIOR VICE PRESIDENT

RAI Radiotelevisione
Italiana - Prix Italia
Via Del Babuino 9
ROME (ITALY)
Tel: (39) (6) 312 782
Tlx: 614432

MICHEL ANTHONIOZ
VICE PRESIDENT

La Sept (Societe d'Edition
de Programmes)
Immeuble Le Cosmos
35 Quai Andre Citroen
75015 PARIS (FRANCE)
Tel: (40) 59 39 77
Tlx: 204102
Fax: 45780927

JENNIFER LAWSON
VICE PRESIDENT

Corporation for Public Broadcasting
1111 16th Street NW
Washington, DC 20036 (USA)
Tel: (202) 955-5131
Tlx: 440492

HENRY CAUTHEN
TREASURER

SCETV
P. O. Drawer L
Columbia, SC 29250 (USA)
Tel: (803) 737-3240
Tlx: 704286

WALTER ACHUGAR

Primer Plano S.A.
Corazon de Maria, 3-3A
28002 Madrid (SPAIN)
Tel: (34) (1) 413 0772
413 0769
Tlx: 41923 WALTER-E

MICHELE BADAROU

Radiodiffusion et Television
du Benin
B. P. 366
Cotonou (BENIN)
Tel: (30) 0236 1096
Tlx: 5132 or (30) 0628

GYORGY BALO

Magyar Televizio
1810 Budapest V.
Szabadsag ter 17
(HUNGARY)
Tel: (36) (1) 124 807
Tlx: 225568

JOYCE CAMPBELL
SENIOR VICE PRESIDENT

WETA
P. O. Box 2626
Washington, DC 20014
(USA)
Tel: (703) 998-2758
Tlx: 910 997 1631

PIERRE CASTONGUAY

Societe Radio-Canada
P. O. Box 6000
Montreal, Quebec H3C 3A8
(CANADA)
Tel: (514) 285-2328
Tlx: 05 26 74 17

JACQUES-OLIVIER CHATTARD

Television Francaise, 1 S.A.
17, rue de l'Arrivee
75015 Paris
(FRANCE)
Tel: (33) (1) 42 755 1234
Tlx: 250878F

BURNILL F. CLARK

KCTS
401 Mercer Street
Seattle, WA 98109
(USA)
Tel: (206) 443-6706
Tlx: 4740096 (temporary)

JAMES DAY

Publvision Inc.
One Lincoln Plaza
New York, NY 10023
(USA)
Tel: (212) 595-2638
Tlx: 236168 CTW

HANS-GEERT FALKENBERG

c/o Westdeutscher
Rundfunk WDR
Appellhofplatz 1
(Postfach-101950)
D 5000 Koln 1
(WEST GERMANY)
Tel: (49) (221) 220-3405
Tlx: 8 882 575

HOWARD KLEIN

111 West 74th Street
New York, NY 10023
(USA)
Tel: (212) 362-2036
Tlx: 704286 c/o Sandie Pedlow SCETV

WILLIAM ROBIN

KCET-TV
4401 Sunset Blvd.
Los Angeles, CA 90027
(USA)
Tel: (213) 667-9320
Tlx: 910 321 4396

GAETAN LAPOINTE

Societe Radio-Canada
P. O. Box 6000
Montreal, Quebec H3C 3A8
(CANADA)
Tel: (514) 285 4000
Tlx: 055 267417

LESLIE LAWRENCE

Canadian Broadcasting Corp.
P. O. Box 500 Terminal "A"
Toronto, Ontario M5W 1E6
(CANADA)
Tel: (416) 975-3311
Tlx: 06217796 CBCCOM TOR

ENRIQUE NICANOR

Comisario AECTV SPAIN
ICAA
Casa 7 Chimeneas Segunda Planta
Plaza Del Rey, 1
28004 Madrid (SPAIN)
Tel: 231 51 90 or 232 74 39
Tlx: 27286 CULTURA E

DAVID OTHMER

WHYY TV 12
Independence Mall West
150 North Sixth Street
Philadelphia, PA 19106
(USA)
Tel: (215) 351-1248
Tlx: 9102409481

GWYNN PRITCHARD

Channel 4
60 Charlotte Street
London W1P 2AX
(United KINGDOM)
Tel: (44) (1) 631-4444
Tlx: 8923555

RUTH SPERLING

Danmarks Radio
Staff Training Dept.
Blok K, TV Byen
2860 Soeborg, Denmark
(DENMARK)
Tel: (45) (1) 671233 x 3595
Tlx: 22695 (Danrad DK)

CLAUDE TORRACINTA

Television Suisse Romande
20, quai Ernest Ansermet
1211 Geneve 8
Suisse (SWITZERLAND)
Tel: (41) (22) 29 33 33
Tlx: 427701

ANNE-MARGRETE WACHTMEISTER

Skeppargatan 30
11452 Stockholm
(SWEDEN)
Tel: 08-61111 31
Tlx: 854 10000

ASSOCIATE MEMBERS

TED DOLAN

Radio Telefis Eirann
Donnybrook Dublin 4
(IRELAND)
Tel: (353) 1-880 461
Tlx: 93700

ANDRE MONETTE

Societe Radio Quebec
800 Rue Fullum
Montreal, Quebec H2K3L7
(CANADA)
Tel: (514) 521-2424
Tlx: 0525808

INPUT SECRETARIATES

U.S. SECRETARIAT:

SANDIE PEDLOW

National Coordinator
SCETV
P. O. Box Drawer L
Columbia, SC 29250
(USA)
Tel: (803) 737-3447
Tlx: 704286

EUROPE SECRETARIAT:

SUSANNE HOFFMANN

Prix Futura Berlin
Sender Freies Berlin
Masurenallee 8-14
D-1000 Berlin 19
(WEST GERMANY)
Tel: (49) (30) 3031 1610
Tlx: 182813 SFB D

SHOPSTEWARDS

		<u>ORGANIZATION</u>	<u>COUNTRY</u>
Stig	ANDERSON	NRK	Norway
Miranda	BARRY	IND.	USA
Jean-Jacques	JESPERS	RTBF	Canada
Tim	KNIGHT	CBC	Canada
Roland	MARTIN	ANTENNE 2	France
Salem	MEKURIA	IND.	USA
Hansjürgen	ROSENBAUER	WDR	West Germany
Marie-Eve	THIBAUT	CBC	Canada
Tonny Van	VELZEN	NOS	Netherlands
Mayra	VILASIS	ICAIC	Cuba
Melinda	WARD	PBS	USA

THE BIRTH OF INPUT

The idea of INPUT took shape during a seminar hosted by the Rockefeller Foundation in Bellagio (Italy) from May 20 to 25, 1977. Half of the 14 participants were chosen by the Foundation and half by Circom, an association of television professionals. The subject of the seminar was:

TELEVISION: INTERNATIONAL EXCHANGE OF CULTURAL PROGRAMMING

The participants were:

Howard KLEIN, director for the Arts (The Rockefeller Foundation)
Chairman

Chloe AARON, senior vice-president (PBS Washington)
Fred BARZYK, producing director (WGBH Boston)
Sergio BORELLI, president (Circom Roma)
Salvatore BRUNO, adviser (RAI Roma)
Russel CONNOR, director (Cable Art Foundation New York)
James DAY, professor (Brooklyn College New York)
Hans-Geert FALKENBERG, head of Culture (WDR Koeln)
Jacques de JOUFFROY, Int.Relations (INA Paris)
Eugene W. KATT, deputy director TV (CPB Washington)
Nam June PAIK, video artist (New York)
Robert STEPHANE, regional director (RTBF Liège)
Kjeld VEIRUP, head of Training (DR Copenhagen)
Agnes VINCENT, art consultant (Ant. 2 Paris)
Bill VIOLA, video artist (New York)

THE BELLAGIO SEMINAR
FINAL RECOMMENDATIONS

The conference participants agreed on the following principles and recommendations:

The present international flow of programming on television is uneven and is dominated by commercial programming which leads to a situation in which quality programming of a broadly cultural nature is inadequately represented in the flow between countries.

PBS stations in the United States represent an underutilized resource for both the acquisition of foreign programming to be shown on U.S. television, and the providing of quality U.S. material to foreign programmers.

There exist a number of international forums for the screening, acquisition, and distribution of programme materials. However, these tend to favor the flow of standardized products and are therefore not helpful in stimulating a greater flow of quality cultural and innovative programmes among nations.

Public broadcasters and producers are interested in improving the quality of exchanges of programmes among nations and improving the mechanisms by which such exchanges can be effected.

Although policy questions can be difficult to address and policies themselves rigid, policy can be affected by practical demonstration.

The concept of international programming should be understood to include this thesis: good national programming can be, and often is, the best international programming.

Long-term goals should be further studied for possible impact on future policies regarding international cultural programming.

In order to effect changes in the present inadequate flow of international programming, practical steps should be taken. These should be modest, realizable and easy to put into action.

It was therefore proposed:

To begin our efforts at improved exchange by holding a screening conference within the next year in Europe. The screening conference would be planned to have a "special" character, defined by a) who attends, and b) what kind of programmes would be shown.

Who would attend: The participants should include programming executives but emphasize the involvement of producers to facilitate the exchange of ideas and maximize the possibility of cooperation in future production.

What kind of programmes will be shown (the group drafted the following general guide lines for programme submission): Programmes which in some significant and engaging way represent the diversity of human experience through our respective cultural differences. It is our hope that these programmes will emphasize those aspects of our respective cultures that are not adequately known or understood in other countries. It is also our hope that programmes will manifest fresh and innovative approaches to the use of the television medium for this purpose. In connection with the selection of programmes to be shown, we have taken note that those programmes which best serve the purposes of international exchange are frequently those programmes which were in the first instance intended only to open a window on our own culture for our own people.

Those participating in the screening conference will be sought from these countries (the list might be expanded): Australia, Austria, Belgium, Canada, Denmark, England, Finland, France, Holland, Hungary, Iceland, Ireland, Italy, Japan, Norway, Poland, Spain, Sweden, Switzerland, United States, West Germany, and Yugoslavia.

The working title for the first meeting is the INTERNATIONAL PUBLIC TELEVISION SCREENING CONFERENCE. The conference would be represented in the following manner: To be held under the auspices of the Rockefeller Foundation and sponsored by CIRCUM, the Corporation for Public Broadcasting (CPB) and the Public Broadcasting Service (PBS), with the cooperation of the International Television Workshop (ITW) and Prix Italia. In order to bring about this first meeting, planning meetings will be held by sub-groups in Europe and in the United States in June, with joint planning sessions held in September in Europe and later in the fall in the United States. The first meeting of the I.P.T.V.S.C. will be held in March of 1978 in Europe.

It is our intention that this meeting shall serve as a model for further meetings, to be held alternately in Europe and the United States. It is also our intention that other activities, particularly the exchange of information, be initiated immediately.