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Panel Discussion on Cable TV Copyright

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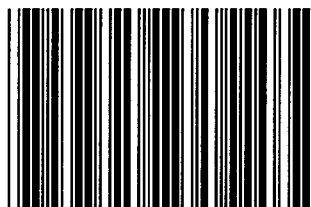
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(2) Subject* **none**

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* "required information"



BAUCUS

OPENING REMARKS BY SENATOR MAX BAUCUS

FOR PANEL DISCUSSION ON

CABLE TV COPYRIGHT

MONDAY, MAY 3, 1982

LAS VEGAS, NEVADA

THANK YOU. IN MY INTRODUCTORY COMMENTS,
I'D LIKE TO CONVEY TWO MESSAGES. THE FIRST
IS A CHALLENGE, THE SECOND AN OFFER.

WE ALL KNOW MARSHALL McCLUHAN'S IDEA:
THE MEDIUM IS THE MESSAGE. THIS IS VERY TRUE
FOR CABLE.

ACROSS THE ECONOMIC LANDSCAPE, WE SEE
MAJOR TECHNOLOGICAL ADVANCES. NEW INDUSTRIES
ARE BEING BORN---FROM CABLE TO COMPUTERS.
NEW JOBS ARE CREATED. NEW IDEAS ABOUND.
NEW POSSIBILITIES EMERGE.

THE WORLD ECONOMY IS BECOMING MORE
COMPETITIVE. AMERICA MUST BE MORE COMPETITIVE.
WE MUST BE IN THE FOREFRONT. WHEN THE FUTURE
ARRIVES, WE MUST BE THERE FIRST, THAT'S
WHAT IS HAPPENING WITH CABLE.

WHAT IS AT STAKE IS THE WAY WE GET INFORMATION. WHAT WE THINK. HOW WE THINK. AND IN OUR DIVERSE AND COMPLEX SOCIETY, THIS IS OBVIOUSLY IMPORTANT.

TAKE THE NETWORKS. THEY WANT TO REACH THE LARGEST POSSIBLE AUDIENCE. THEY SEEK THE LEAST COMMON DENOMINATOR.

TO ACHIEVE QUANTITY OF AUDIENCE, THEY SACRIFICE QUALITY OF PROGRAMMING.

SIMPLICITY BECOMES A RELIGION: MEDIOCRITY TOO OFTEN, A WAY OF LIFE.

CABLE CAN CHANGE THAT. BY TAILORING PROGRAMMING TO A MORE TARGETED AUDIENCE. A MORE INTERESTED AUDIENCE. A MORE DISCERNING AUDIENCE. A THOUSAND COMMUNICATIVE FLOWERS CAN BLOOM---AND THERE SHOULD BE

MP0

THIS IS NEW AND IMPORTANT. A RENAISSANCE OF QUALITY IS IN THE WIND. DIVERSITY CAN REPLACE MASS PRODUCTION. DEPTH CAN REPLACE SIMPLICITY. CREATIVITY CAN REPLACE FORMULA PROGRAMMING.

IF YOU ARE INNOVATIVE---DEMOCRACY ITSELF CAN BE REVITALIZED. SOMEDAY---MAYBE SOONER THAN WE THINK---WE CAN HAVE ELECTRONIC TOWN MEETINGS. SO MY FIRST MESSAGE IS A CHALLENGE A CHALLENGE TO YOU TO MAKE IT WORTHWHILE, AND EXCITING. TO MAKE IT WORK. YOU ARE TECHNOLOGICAL PIONEERS.

MY SECOND MESSAGE IS AN OFFER OF SUPPORT IF YOU KEEP UP THE GOOD WORK. IT'S NO COINCIDENCE I USUALLY END UP ON YOUR SIDE IN THE LEGISLATIVE BATTLES. I THINK WHAT YOU'RE DOING IS IMPORTANT. WE ARE ALL BETTER FOR IT

REGARD THE COMPROMISE WE ARE DISCUSSING
TODAY--I THINK IT'S REASONABLE. I THINK
IT'S WORKABLE.

IT WILL PROMOTE COMPETITION ON THE OPEN
MARKET. AND IT WILL ALLOW THE CABLE
INDUSTRY---WITH ALL THE CREATIVITY AND
DIVERSITY YOU HAVE TO OFFER---TO FLOURISH.

THE BENEFICIARIES OF ALL THIS WILL BE
THE AMERICAN PEOPLE. AND THEY, AFTER ALL,
MUST BE OUR MAJOR CONCERN---WHETHER WE ARE
WORKING OUT COMPROMISES, PASSING LAWS, OR
SENDING TELEVISION SIGNALS INTO THEIR HOMES.

IT IS BECAUSE OF THEM THAT I CHALLENGE
YOU TO BE EXCITING. AND IT IS BECAUSE OF
THEM THAT I OFFER YOU MY SUPPORT.

THANK YOU.