

**The Centre for Media History, Macquarie University
and Media@Sydney invite you to**

**Public Media and Net Neutrality in the US: Enduring Challenges to
Public-Service Models in Private Enterprise Policy Regimes**

Willard D. Rowland, Jr., Ph.D.

**Dean and Professor Emeritus of the School of Journalism and Mass Communication at the
University of Colorado.**

Friday 5th June, 3:00-4:30 pm, Dept Media & Communications, University of Sydney

What do public media and internet neutrality in the US have in common? On the surface, very little. The former is a set of institutions rooted in traditional broadcasting and mass communication models for broadcasting, cable and DBS, while the latter is a regulatory protocol for the Internet and newer modes of interactive communication. Yet seen more deeply both concepts speak to a common difficulty – how to preserve an important aspect of public service in contemporary media. In the wake of the US Federal Communications Commission’s 2015 Open Internet ruling this talk will examine the shared challenges faced by each of these institutions in delivering noncommercial, equitable and accessible services, and how they reflect the enduring contradictions in US media law and regulation around the meaning of the “public interest.” Dr. Wick Rowland, President and CEO Emeritus of Colorado Public Television, will outline the respective regulatory histories of public broadcasting spectrum reservations, cable public-access and DBS set-aside channels, alongside net neutrality. He will analyse how, despite differing policy trajectories and technological evolution, all these models have faced similar resistance. Indeed, repeated threats to such policy instruments, new and old, speak to the enduring challenges to noncommercial, public service structures in the predominantly private electronic media marketplace.

Willard D. “Wick” Rowland, Jr. is President and CEO Emeritus of Colorado Public Television, CPT12, in Denver and is Dean and Professor Emeritus of the School of Journalism and Mass Communication at the University of Colorado. He is a widely published scholar in communication policy history, media institutions and communications studies and has served as a Fulbright specialist in Ethiopia. He has received several broadcasting awards, including public television’s National Advocacy Award (2009). Dr. Rowland has been a leader of several national public broadcasting station groups and is a past chair of the Colorado Broadcasters Assoc. Previously he was Associate Dean of the College of Communications at the University of Illinois and was President of the Association of Schools of Journalism and Mass Communication. His degrees are from Stanford (BA); the University of Pennsylvania (MA) and the University of Illinois (Ph.D.). He served as the first Director of Research and as the Director of Long-Range Planning for the Public Broadcasting Service (PBS) in Washington.

Registration: <http://www.eventbrite.com.au/e/public-media-and-net-neutrality-in-the-us-enduring-challenges-to-public-service-models-in-private-tickets-16986827057>

Date & time: Friday June 5th, 3pm-4.30pm, with drinks and light refreshments afterwards

Venue: MECO Seminar Room S226, Dept. of Media and Communications, University of Sydney, Level 2 John Woolley Building (A20) entry off Manning Road

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