



RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
Invites you to its meeting **January 16, 2019** at 11:00 a.m.
First Presbyterian Church, Lafayette Place, Greenwich, CT.

Dr. William F. Baker, Ph.D.

"The Future of Public Media"

Today as never before public media faces daunting challenges. Government support for public media in the U.S. is a mere \$1.20 per capita compared to \$120. per capita in Germany, 100 times greater! The U.S. ranks 18th in total per capita spending compared to other wealthy nations. Along with commercial media it faces tough competition for an audience. Growing numbers of Internet-connected devices and new ways of reaching users have vastly increased media supply and consumer choice. Today, public media struggles to clearly define a unique and compelling mission for itself and to find new avenues of revenue.



Dr. William Baker is one of the titans of both commercial and public television and is extraordinarily qualified to address these challenges. He has had a distinguished career in television broadcasting during which he vastly expanded the content and quality of television programming. For 21 years Bill was President of WNET/Channel 13, the flagship educational television station in America. In the golden age of public television, this station was celebrated for its leadership in programs on drama, art, nature and public affairs. He was also a sagacious leader who built by far the largest endowment for WNET in public broadcasting. In his commercial television career, for Westinghouse Broadcasting, he introduced Oprah Winfrey as a talk show host and PM Magazine, and he contributed to the launch of the Disney Channel and the Discovery Channel.

At present Dr. Baker is director of the Schwartz Center for Media at Fordham and is the Aquaviva Chair on its faculty. Bill also teaches the only course on business at the Juilliard School, *Making a Living in the Performing Arts*. Baker holds a B.A., M.A. and Ph.D. in Communications Sciences and Organizational Behavior from Case Western Reserve University, and nine honorary doctorates.

Next Week: January 23rd, Betsy McCaughey, former Lieutenant Governor of New York and conservative media commentator on U.S. public health policies: "Beware of Health Policies that Will Shorten Your Life" *The Greenwich Retired Men's Association offers a free program every Wednesday that is open to the public, both men and women; no reservations are required. Our social break starts at 10:40 AM followed promptly by our speaker at 11:00 AM. Programs are at the First Presbyterian Church, 1 West Putnam in Greenwich. For additional information see www.greenwichrma.org or contact info@greenwichrma.org*