



# The Media Institute

# FRIENDS & BENEFACTORS AWARDS BANQUET

The  
Media<sup>®</sup>  
Institute

OCTOBER 6, 2010  
THE FOUR SEASONS HOTEL  
WASHINGTON, D.C.

# Congratulations

# Rupert Murdoch

Chairman and CEO  
News Corporation

Recipient of

The Media Institute's  
American Horizon Award



Cable congratulates

**The Media Institute**

on its tireless support of

Freedom of Speech

and a competitive

media and communications industry.



**cable**

National Cable & Telecommunications Association

# AT&T salutes

The Media Institute's 2010 Honorees

Rupert Murdoch

Chairman and CEO, News Corporation

Winner – American Horizon Award

and

Kyle McSarrow

President and CEO, National Cable &

Telecommunications Association

Winner – Freedom of Speech Award



# PROGRAM

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## WELCOMING REMARKS

**Richard E. Wiley**  
Senior Partner  
Wiley Rein LLP

**Patrick D. Maines**  
President  
The Media Institute

## KEYNOTE REMARKS

### **SPECIAL GUEST**

The Honorable Meredith Attwell Baker  
Commissioner  
Federal Communications Commission

## FREEDOM OF SPEECH AWARD

### **PRESENTER**

Decker Anstrom  
Former President and CEO  
National Cable &  
Telecommunications  
Association

### **HONOREE**

Kyle E. McSarrow  
President and CEO  
National Cable &  
Telecommunications  
Association

## AMERICAN HORIZON AWARD

### **PRESENTER**

Joel I. Klein  
Chancellor  
New York City  
Department of Education

### **HONOREE**

Rupert Murdoch  
Chairman and CEO  
News Corporation

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The Consumer Electronics Association (CEA)<sup>®</sup>  
and The Innovation Movement are proud to  
join The Media Institute in honoring:

**Rupert Murdoch, Chairman and  
CEO of News Corporation**  
*American Horizon Award for  
Industry Vision and Leadership*

and

**Kyle McSlarrow, President and CEO of the National  
Cable & Telecommunications Association**  
*Freedom of Speech Award*



**The Innovation  
Movement<sup>™</sup>**

[innovation-movement.com](http://innovation-movement.com)



**CEA<sup>®</sup>**  
Consumer Electronics Association

[CEA.org](http://CEA.org)

# MASTER OF CEREMONIES

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## RICHARD E. WILEY

Richard E. Wiley, senior partner at Wiley Rein LLP in Washington, heads the nation's largest communications law practice. He is a former chairman, commissioner, and general counsel of the Federal Communications Commission, where he also played a pivotal role in the development of high-definition television. Mr. Wiley has been called the "most prominent telecommunications lawyer and lobbyist in Washington" (*Broadcasting & Cable*) and the "most influential media and telecommunications lawyer in the United States" (*International Herald Tribune*). Regularly named as one of *National Law Journal's* "100 most influential lawyers," he is a member of the Broadcasting & Cable Hall of Fame. Mr. Wiley is chairman of The Media Institute's Board of Trustees.





WE SALUTE  
THE MEDIA INSTITUTE'S  
HONOREES  
**RUPERT MURDOCH AND  
KYLE MCSLARROW.**



# KEYNOTE REMARKS

## SPECIAL GUEST

### **Meredith Attwell Baker**

Meredith Attwell Baker was nominated by President Barack Obama as a member of the Federal Communications Commission on June 25, 2009, and sworn in on July 31, 2009.



Ms. Baker most recently served as Acting Assistant Secretary of Commerce for Communications and Information and Acting Administrator of the National Telecommunications and Information Administration (NTIA). NTIA is the President's principal advisory group on telecommunications and information policy. Ms. Baker was named Deputy Assistant Secretary in 2007 and first joined NTIA in 2004. She also served as Acting Associate Administrator for the Office of International Affairs and on detail to the White House, Office of Science and Technology Policy.

Before joining NTIA, Ms. Baker was Vice President of Williams Mullen Strategies where she focused on telecommunications, intellectual property, and international trade issues. Earlier, she was Senior Counsel to Covad Communications and Director of Congressional Affairs at the Cellular Telecommunications Industry Association.

Ms. Baker worked at the U.S. Court of Appeals for the Fifth Circuit in Houston and later at the law firm of DeLange and Hudspeth, L.L.P. From 1990 to 1992, she worked in the Legislative Affairs Office of the U.S. Department of State in Washington.

Ms. Baker earned a bachelor's degree from Washington & Lee University and a law degree from the University of Houston.



salutes

**The Media Institute**

for its dedication to freedom of speech,  
a competitive media industry and  
excellence in journalism.

Congratulations to tonight's awardees

**Kyle E. McSlarrow**

and

**Rupert Murdoch.**

**Gannett is proud to support  
The Media Institute and its efforts  
to protect freedom of speech.**



**Congratulations to this year's award winners —  
Rupert Murdoch and Kyle McSlarrow — for their  
work supporting a competitive media and  
communications industry.**



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We commend  
The Media Institute's  
drive to foster a competitive  
media and communications industry  
and applaud its 2010 honorees

**RUPERT MURDOCH**  
**AMERICAN HORIZON AWARD**

and

**KYLE E. McSLARROW**  
**FREEDOM OF SPEECH AWARD**

# FREEDOM OF SPEECH AWARD

## PRESENTER

### **Decker Anstrom**

Decker Anstrom recently retired as President of Landmark Communications and Chairman of The Weather Channel Companies. He now serves on the Board of Directors of Comcast Corporation and chairs its Governance Committee. Mr. Anstrom has enjoyed a long and distinguished career in public service and in the communications industry. During the Carter Administration, he served as a senior staff member in the White House Office of Management and Budget and later in the White House Office of Presidential Personnel. He subsequently served as President of Public Strategies, a Washington-based public policy consulting firm.



In 1987, Mr. Anstrom joined what was then the National Cable Television Association, becoming President and CEO in 1994. During his tenure he led the cable industry's efforts that helped shape the Telecommunications Act of 1996. In 1999, Mr. Anstrom joined The Weather Channel Companies as President and CEO. In 2002 he became President of Landmark Communications, a privately held diversified media company that owned The Weather Channel Companies. Mr. Anstrom retired from Landmark in late 2008.



Time Warner Cable is a proud supporter of **The Media Institute** in its continuous mission to uphold and advance freedom of speech, a competitive media and communications industry, and excellence in journalism.

Congratulations to 2010 Honorees

**Rupert Murdoch**, American Horizon Award Recipient

**Kyle McSillarow**, Freedom of Speech Award Recipient

# FREEDOM OF SPEECH AWARD

## HONOREE

### **Kyle E. McSllarrow**

Kyle E. McSllarrow began his tenure as President and CEO of the National Cable & Telecommunications Association (NCTA) in March 2005. In this role, Mr. McSllarrow is the cable industry's primary public policy advocate in Washington, D.C., and represents the industry's interests before Congress, the Federal Communications Commission, and the Administration.



Mr. McSllarrow was appointed in 2007 to serve on the President's National Security Telecommunications Advisory Committee (NSTAC). The NSTAC informs and advises the President on telecommunications issues affecting national security and emergency preparedness.

Prior to joining NCTA, Mr. McSllarrow served as the Deputy Secretary of the U.S. Department of Energy, an agency with more than 100,000 federal and contract employees, 17 national labs, and a budget of \$23 billion. Before that, Mr. McSllarrow served as Vice President of Political and Government Affairs for Grassroots.com, a privately held Internet company.

Among his numerous positions in the political arena, Mr. McSllarrow was National Chairman of the Quayle 2000 Presidential Campaign. Prior to that he served as Chief of Staff for Sen. Paul Coverdell, and earlier as Deputy Chief of Staff and Chief Counsel for Senate Majority Leaders Bob Dole and Trent Lott.

Before moving to Capitol Hill in 1995, Mr. McSllarrow was an associate with the Hunton & Williams law firm in Washington. As a U.S. Army Captain, he served from 1985 to 1989 as Assistant to the General Counsel of the Army. Mr. McSllarrow earned degrees from Cornell University and the University of Virginia School of Law.





# News Corporation

salutes

## The Media Institute

for its dedication to freedom of speech,  
a competitive media industry and excellence in journalism

and honors

### **Rupert Murdoch**

American Horizon Award Recipient

and

### **Kyle McSlarrow**

Freedom of Speech Award Recipient

for their leadership and commitment  
to the advancement and protection of free speech



# AMERICAN HORIZON AWARD

## PRESENTER

### **Joel I. Klein**

Joel I. Klein is Chancellor of the New York City Department of Education. As Chancellor, Mr. Klein oversees a system of almost 1,700 schools with 1.1 million students, 136,000 employees, and a \$22-billion operating budget. He launched Children First in 2002, a comprehensive reform strategy that has brought coherence and capacity to the system and resulted in significant increases in student performance.



Formerly Chairman and CEO of Bertelsmann, Inc., a media company, Mr. Klein served as Assistant U.S. Attorney General in charge of the Antitrust Division of the U.S. Department of Justice until September 2000. He was Deputy White House Counsel to President Clinton from 1993 to 1995, entering the Clinton Administration after 20 years of public and private legal work in Washington, D.C. Mr. Klein graduated magna cum laude/Phi Beta Kappa from Columbia University in 1967. He earned his J.D. from Harvard Law School in 1971, again graduating magna cum laude. In addition to numerous honorary degrees, Mr. Klein has received New York University's Lewis Rudin Award for Exemplary Service to New York City.

Motion Picture Association of America

proudly supports

The Media Institute

and congratulates

tonight's award recipients

KYLE McSLARROW

Freedom of Speech Award

&

RUPERT MURDOCH

American Horizon Award



**MOTION PICTURE ASSOCIATION OF AMERICA**

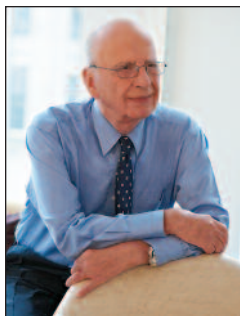
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# AMERICAN HORIZON AWARD

## HONOREE

### Rupert Murdoch

Rupert Murdoch is Chairman and Chief Executive Officer of News Corporation, one of the world's largest diversified media companies. News Corporation's global operations include leading news brands and information services; significant cable, television, and satellite operations; major motion picture and television production and distribution operations; and extensive book publishing and digital ventures.



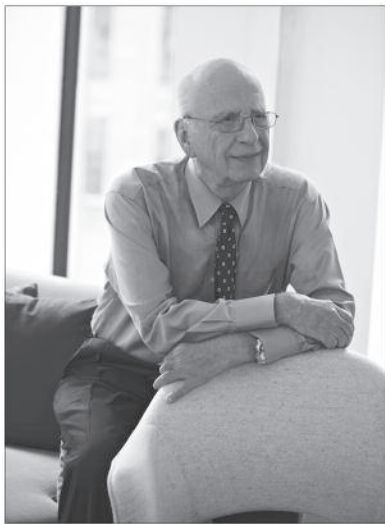
In 1954, Mr. Murdoch took control of News Limited, an Australian-based public corporation whose only key asset was a newspaper in South Australia. In 1960, the company acquired the *Daily Mirror* in Sydney, and in 1964 launched a national newspaper, *The Australian*.

The company began acquiring newspapers in the United Kingdom in 1969, and in the 1980s purchased *The Times* and *Sunday Times* and HarperCollins Publishers. Today News Corporation's publishing interests include *The New York Post* and, following the company's acquisition of Dow Jones & Company in 2007, *The Wall Street Journal*.

News Corporation purchased Twentieth Century Fox Film Corporation in 1985 and the studio has since produced many award-winning films, including the two top-grossing films of all time: *Titanic* and *Avatar*. The following year, the company created the Fox Television Stations group, followed by FOX Broadcasting Company, FOX Sports, FOX News Channel, and several other popular cable channels.

News Corporation's satellite broadcasting interests include British Sky Broadcasting, Italy's SKY Italia, Germany's Sky Deutschland, and Asia's STAR service.

Mr. Murdoch has been awarded the Companion of the Order of Australia (A.C.) for services to the media and to newspaper publishing in particular. Mr. Murdoch is married and has six children.



The Newspaper Association of America is proud to join The Media Institute in honoring Rupert Murdoch, 2010 American Horizon Award recipient, for his longstanding commitment to advancing the newspaper industry around the world.

# AMPLIFY THE YOUTH VOICE

CPB and America's Promise Alliance partner to make youth voices central to the conversation on the high school dropout crisis. Working together to engage and empower students to help develop solutions for communities throughout the country.



Corporation  
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ALLIANCE



**Thank you, Kyle E. McSillarow,  
for protecting our freedom of  
expression, and Rupert Murdoch,  
for your dedicated leadership.**

.....

**Congratulations to you both!**

.....

For more on how we power dreams in our communities, visit [www.comcast.com/community](http://www.comcast.com/community), and “Comcast dream big” on Facebook and Twitter.



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# VIACOM

**is proud  
to join  
The Media Institute  
in honoring  
Rupert Murdoch  
&  
Kyle McSlarrow**



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Davis Wright Tremaine joins The Media Institute in  
recognizing this year's honorees:

*American Horizon Award*

**Rupert Murdoch**

Chairman and CEO of News Corporation

*Freedom of Speech Award*

**Kyle McSlarrow**

President and CEO of the  
National Cable & Telecommunications Association



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TIME WARNER INC. IS PROUD TO JOIN  
THE MEDIA INSTITUTE IN HONORING

**RUPERT MURDOCH**

WINNER OF THE AMERICAN HORIZON AWARD  
AND

**KYLE MCSLARROW**

WINNER OF THE FREEDOM OF SPEECH AWARD

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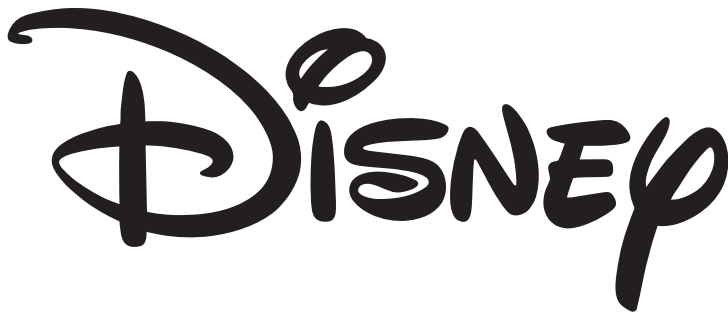
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Is honored to congratulate

**Kyle E. McSarrow**

**Recipient of the Freedom of Speech Award**

**and**

**Rupert Murdoch**

**Recipient of the American Horizon Award**

***Best Wishes!***



The National Association of Broadcasters, the premier organization representing America's local television and radio stations in the nation's capital, salutes tonight's honorees for their dedication and commitment to preserving the fundamental freedoms on which our industry is built.

**Rupert Murdoch**  
**American Horizon Award**

**Kyle McSlarrow**  
**Freedom of Speech Award**

**Congratulations on these  
distinguished honors.**





DIRECTV is proud to congratulate  
**Rupert Murdoch,**  
recipient of the American Horizon Award,  
&  
**Kyle McSillarow,**  
recipient of the Freedom of Speech Award.

We salute their invaluable contributions  
to the media industry.



# NATIONAL FREEDOM OF SPEECH WEEK

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## OCTOBER 18 – 24, 2010

National Freedom of Speech Week (NFSW) is the country's premier event celebrating free speech and a free press. This evening's Friends & Benefactors Awards Banquet is The Media Institute's signature event marking the 2010 National Freedom of Speech Week, which begins on Oct. 18. Other organizations will conduct activities and programs of their own throughout the nation during that week.

The goal of National Freedom of Speech Week, now in its sixth year, is to raise public awareness of the importance of free speech and press in our democracy—and to celebrate that freedom. NFSW is observed during the third full week of October every year.

The success of NFSW depends on the participation of many "Partnering Organizations," which share the Institute's belief in freedom of speech and spread that message to their members and audiences. They do this in a wide variety of ways that include articles, seminars, contests, and public service announcements.

Partnering Organizations include media companies, media trade associations, journalism societies, and non-media organizations. A special category of Educational Partners includes university law schools, departments of communication, and student groups.

National Freedom of Speech Week has its own website, [www.freespeechweek.org](http://www.freespeechweek.org), which offers ideas on how to celebrate free speech and other information about NFSW. We hope that interested groups will take advantage of these resources and join in celebrating free speech as "the sound of liberty."

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Skadden, Arps  
joins  
The Media Institute  
in honoring  
Rupert Murdoch  
and  
Kyle E. McSlarrow

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# NATIONAL FREEDOM OF SPEECH WEEK

OCTOBER 18 – 24, 2010

## **Partnering Organizations** *(partial list)*

American Association of Advertising Agencies  
American Bar Association  
American Lawyer Media  
American Society of Newspaper Editors  
Consumer Electronics Association  
First Amendment Center  
Let Freedom Ring  
Media Law Resource Center  
National Association of Broadcasters Education Foundation  
National Cable & Telecommunications Association  
National Coalition Against Censorship  
National Press Photographers Association  
Newspaper Association of America Foundation  
Radio Television Digital News Association  
Recording Industry Association of America  
Reporters Committee for Freedom of the Press  
Society of Professional Journalists  
The Thomas Jefferson Center for the Protection of Free Expression

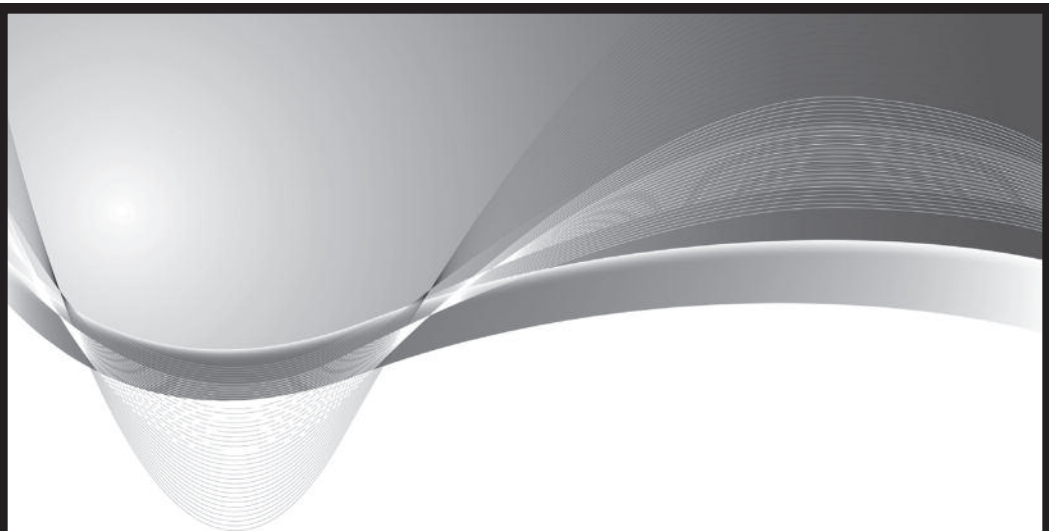
## **Educational Partners**

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Central Washington University – Department of Communication  
George Mason University – Department of Communication  
National Communication Association  
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National Youth Leadership Initiative (YLI),  
    University of Virginia Center for Politics

## **Promotional Partners**

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*Free Speech: The Language of America*



***Bruce W. Sanford and Baker Hostetler***

support the work of

**The Media Institute,**

congratulate tonight's award recipients

**Rupert Murdoch**

*American Horizon Award*

**Kyle E. McSlarrow**

*Freedom of Speech Award*

and salute the Chairman of the Newspaper Association of America,

**Mark Contreras**

Senior Vice President, Newspapers  
The E. W. Scripps Company

**Baker Hostetler**

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# USTELECOM

THE BROADBAND ASSOCIATION

The United States Telecom Association  
applauds The Media Institute's  
efforts to preserve  
Free Speech and the First Amendment.

*We are proud to be a sponsor of  
The Media Institute's  
2010 Friends and Benefactors  
Awards Banquet  
and we congratulate tonight's  
award recipients.*

[www.USTelecom.org](http://www.USTelecom.org)



CLEARCHANNEL

CONGRATULATIONS  
TO THE RECIPIENTS OF  
THE MEDIA INSTITUTE'S  
FREEDOM OF SPEECH AWARD  
AND  
AMERICAN HORIZON AWARD

*Mr. Kyle McSarrow*

And

*Mr. Rupert Murdoch*

THEY BOTH INSPIRE US TO  
HONOR THE IMPORTANCE OF  
THE FIRST AMENDMENT.

# THE MEDIA INSTITUTE

The Media Institute is a nonprofit research foundation founded in 1979 and recognized today as one of the country's leading "think tanks" in First Amendment and communications policy issues.

We are honored this evening to recognize two media-industry leaders who have helped shape the media landscape into its present form. Starting with a single newspaper in Australia, Rupert Murdoch went on to create the global leader in publishing, broadcasting, satellite, motion pictures, and digital ventures that we know as News Corporation. He receives our American Horizon Award for his pioneering efforts, his entrepreneurial spirit, and his visionary leadership. Kyle E. McSillarow, who heads the National Cable & Telecommunications Association, has positioned his industry squarely in the digital age. At the same time, he has been a staunch advocate of the First Amendment and a strong supporter of National Freedom of Speech Week, and for this he receives our Freedom of Speech Award.

We are happy to welcome two distinguished individuals as our presenters: former federal official Joel Klein, Chancellor of the New York City Department of Education, and long-time media leader Decker Anstrom, former head of NCTA. Our special guest, FCC Commissioner Meredith Attwell Baker, is no stranger to Media Institute audiences and we welcome her perspective. And once again, our distinguished Chairman of the Board and former FCC chairman, Dick Wiley, is at the helm as our master of ceremonies.

We extend special thanks to our generous benefactors. We would not be here tonight were it not for you. As we gather to recognize industry leaders and to celebrate freedom of speech, we are most grateful to our financial supporters and to all of our friends who make our work possible.

**Patrick D. Maines**  
*President*

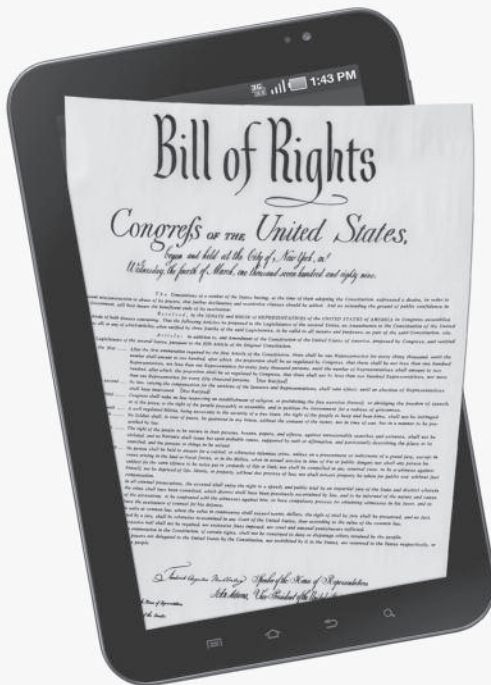
**Richard T. Kaplar**  
*Vice President*





# Cherish freedom of speech. In any medium.

We join with The Media Institute to congratulate Rupert Murdoch, Chairman and CEO of News Corporation, winner of the Institute's 2010 American Horizon Award, and Kyle McSlarrow, President and CEO of the National Cable & Telecommunications Association, winner of the 2010 Freedom of Speech Award.



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LG Electronics USA,  
Proud Supporter of The Media Institute,  
Salutes Honorees Kyle McSillarow and Rupert Murdoch.

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# The Media<sup>®</sup> Institute

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