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**ORANGE COUNTY FORUM**

*Keeping Orange County Informed*

## Luncheon Program

*Featuring*



**Huell Howser**

*Host of PBS*

**"California's Gold"**



**Mel Rogers**

*President*

**KOCE-TV**



**Hon. Marian Bergeson**

*Chair, California Transportation Commission*

*Former Secretary of Education*

**State of California**



**Dan Casey**

*President*

**KDOC-TV**

**Wednesday, July 19, 2006**

11:30 a.m. - Reception 12:00 Noon - Lunch

**Hyatt Regency Irvine**

17900 Jamboree Boulevard - Irvine

## What's Wrong with Our TV?!

**Changing Channels:**

***How Digital Television Will Change Your Life in the Next Three Years***

In February 2009, television as we know it will be eliminated. For those who understand the technology, "digital will replace analog," but everyone who owns a television will be affected. To a large degree, your old TV set will become obsolete. How will the new world of digital media impact your family room, your business, and affect the remote devices you carry in your pocket? What is the shape of the emerging multi-channel, multi-device, HDTV digital universe? What about Orange County based KDOC and KOCE? One is commercial and one is PBS. KDOC just changed ownership and says it wants to do more Orange County content. KOCE-TV, Orange County's PBS station, reaches nearly 5.5 million viewers and in recent years *Nielsen ratings* have reported unprecedented and stunning growth in the number of viewers watching KOCE even as many commercial television stations are declining as some viewers turn to cable. Yet, in the highly commercial multi-channel media world of the future, will public television be relevant locally or nationally? If so, how should it be funded? To explore these issues, the Orange County Forum will host Huell Howser of the popular PBS program, *California's Gold*, Dan Casey, newly-appointed President and General Manager of KDOC-TV, Mel Rogers, President of KOCE-TV, and Marian Bergeson, former Secretary of Education for the state of California.

**RSVP/Pre-Paid Reservations Required by Noon on July 17<sup>th</sup>**

Reservations made after prepayment deadline will be billed at \$55 rate regardless of attendance.

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Please reserve early as seating is limited. Reservations are confirmed as payment is received

**Members Paid in Advance: \$45**

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**ORANGE COUNTY FORUM**

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**JULY 19, 2006**

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