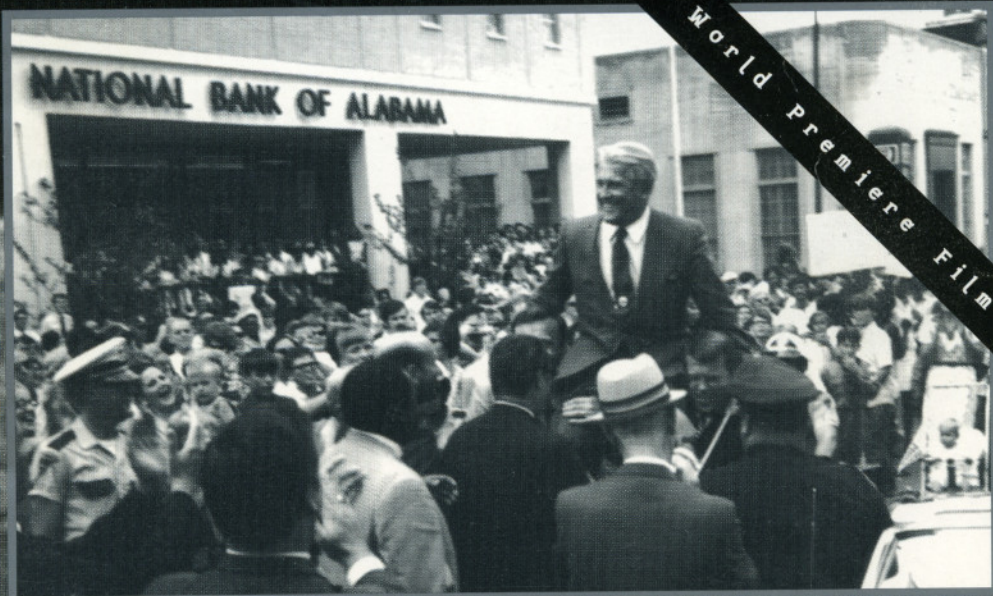


9th Annual  
**Von Braun Exploration Forum**

Friday, October 18, 1996 • 7:00 p.m. • VBCC Concert Hall

# He Conquered Space





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## **Welcome**

Dr. Rick Chappell

## **Introductory Remarks**

Walter Cronkite


## **“He Conquered Space”**

John Hendricks

## **Closing Thoughts**

Walter Cronkite





**John S. Hendricks**  
Founder, Chairman and CEO  
Discovery Communications, Inc.



## B i o g r a p h y

John S. Hendricks is founder, Chairman of the Board and Chief Executive Officer of Discovery Communications, Inc. (DCI).

Discovery Communications, Inc.(DCI) is a privately held, diversified media company headquartered in Bethesda, MD. Hendricks incorporated his company, originally called Cable Educational Network, Inc., in 1982 in order to develop a new cable television service. As a result of these efforts, Discovery Channel was launched on June 17, 1985.

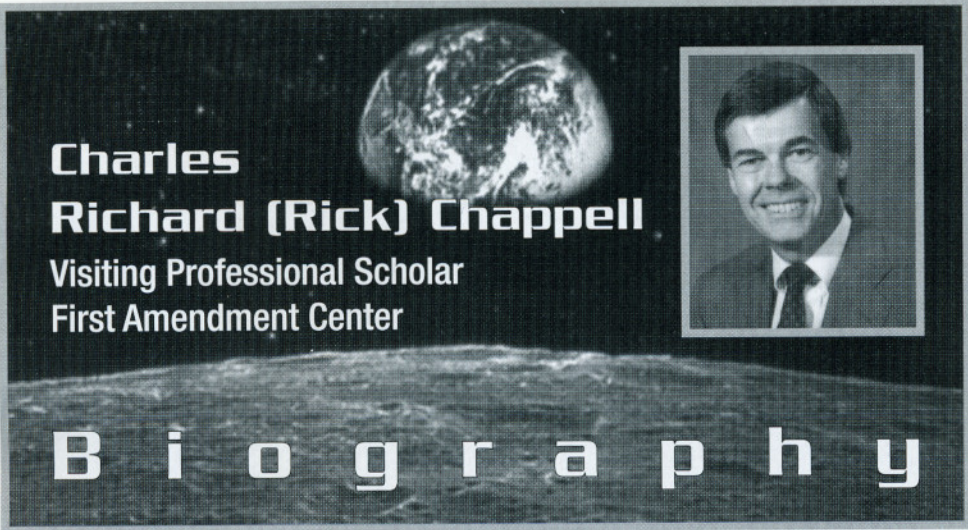
As the founder of Discovery Channel, Hendricks created America's first cable network designed to provide world class documentary programming in the areas of nature, science and technology, history, human adventure and world exploration. With an initial investment of \$25 million and Hendricks' vision, the Discovery Channel has become one of the largest cable television networks, serving 98.5 million subscribers in 146 countries worldwide.

The Learning Channel, which the company acquired in May 1991, complements Discovery Channel with its mission to consistently offer people of all ages—from pre-schoolers on—an enjoyable, entertaining way to learn and satisfy their natural curiosity. TLC is the fastest growing midsize network reaching 50 million subscribers in the United States and 5 million subscribers in Canada.

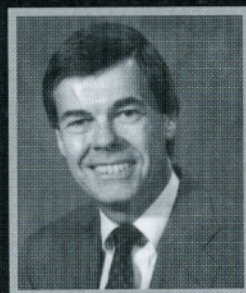
Hendricks has been profiled in Business Week magazine, and has made appearances on television programs such as the CBS Evening News, CNN's Crossfire and Larry King Live!, and PBS' Technopolitics. He became the first corporate leader to receive the NEA's Friend of Education award for "innovations in education and technology and greatly expanding educational opportunity for America's school children." This award has in the past been presented to such noted figures as President Lyndon Johnson and Supreme Court Justice Thurgood Marshall.

Hendricks holds a B.A. in History (magna cum laude, 1973) and an honorary doctorate (1991) from the University of Alabama in Huntsville.





**Charles  
Richard (Rick) Chappell**  
Visiting Professional Scholar  
First Amendment Center



# B i o g r a p h y

In September 1996, Chappell joined the First Amendment Center as a Visiting Professional Scholar to conduct a joint project with Visiting Professional Scholar Jim Hartz to examine the media's portrayal and coverage of news related to science and technology.

As associate director for science at NASA's Marshall Space Flight Center in Huntsville, Alabama, he serves as the chief scientist for the center. He advises the center's director on all science and university programs while maintaining interaction with leading scientists throughout the world. He has directed research in solar terrestrial physics and has been a principal investigator on several satellite missions.

Prior to joining NASA in 1974, he was a research and staff scientist with the Lockheed Missiles and Space Company, where he conducted investigations of the earth's space plasma environment.

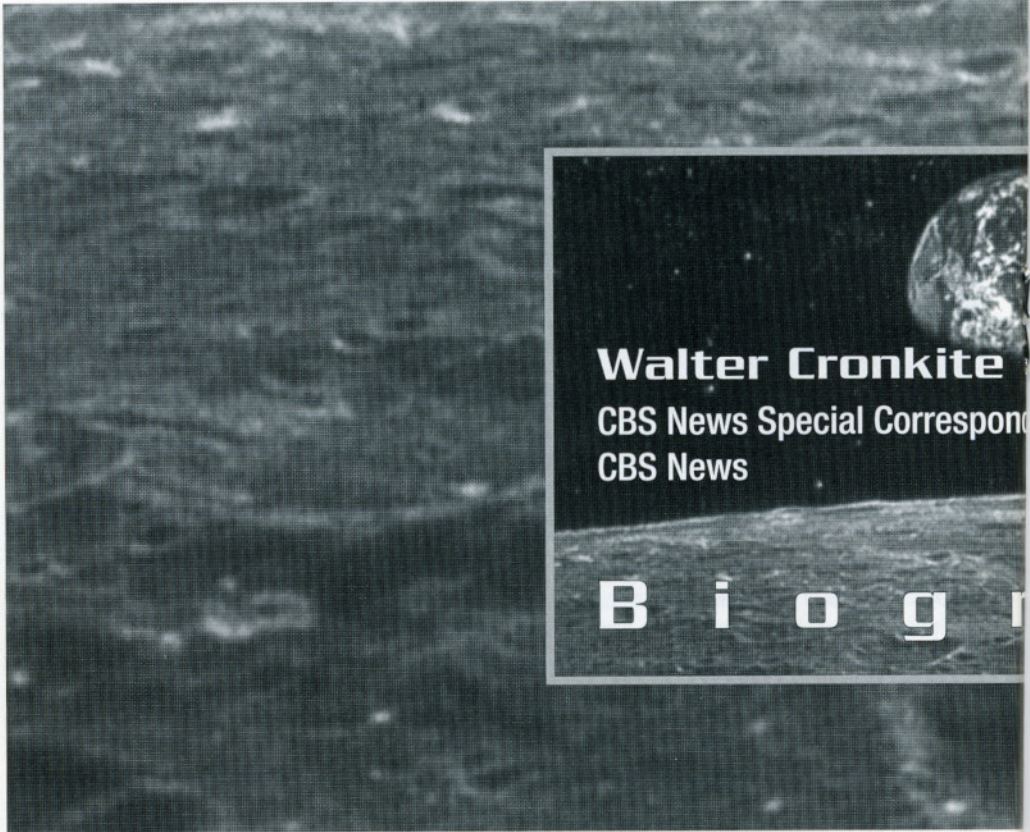
From May 1994 to May 1995, Chappell worked with Vice President Al Gore to create the Global Learning and Observations to Benefit the Environment (GLOBE) program, an innovative K-12 science/education program involving students around the world.

From 1976 to 1985, Chappell was the mission scientist for Spacelab 1, a joint European/American shuttle mission that conducted investigations in material sciences, life sciences, space physics, earth observations and astronomy. In December 1985, he was selected to train as an alternate payload specialist for the space shuttle mission STS-45, which was carried out in March 1992.

As a scientist and spokesman for the space program, Chappell has been interviewed on NBC's Today Show, ABC's Nightline and the BBC. He has also provided color commentary on CNN for space shuttle missions.

Chappell graduated magna cum laude in physics from Vanderbilt University and received a Ph.D degree in space science from Rice University. He has authored more than 150 published scientific articles and has served on numerous advisory committees for NASA and for the National Academy of Sciences. He is a member of Phi Beta Kappa and is the two-time recipient of the NASA Medal for Exceptional Scientific Achievement.





**Walter Cronkite**  
CBS News Special Correspondent  
CBS News

**B i o g r a p h y**

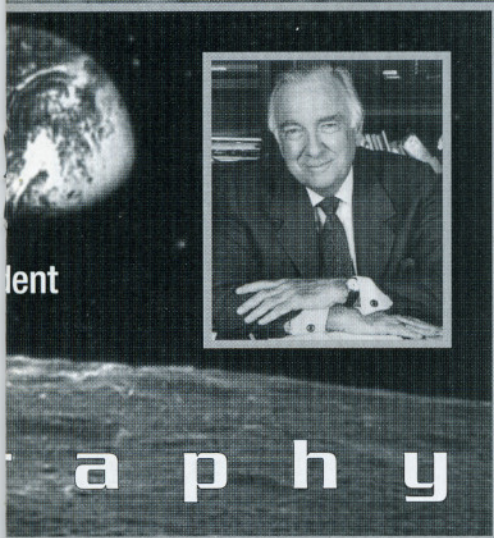
Walter Cronkite has covered virtually every major news event during his more than 60 years in journalism - the last 45 affiliated with CBS News. He became a Special Correspondent for CBS News on March 6, 1981, when he stepped down as anchorman and managing editor of the CBS EVENING NEWS after nearly 19 years in that role.

Cronkite joined CBS News in Washington as a Correspondent in July 1950. He assumed his duties on the CBS EVENING NEWS on April 16, 1962, when the broadcast was 15 minutes in length. On September 2, 1963, the CBS EVENING NEWS became network television's first half-hour weeknight news broadcast; its debut featured Cronkite's headline-making interview with President John F. Kennedy.

Upon his departure from the nightly news broadcast, Cronkite's contributions to broadcast news and to journalism were lauded in newspapers and magazines throughout the world. Among the observations made by writers in their tributes to the CBS newsman were: "He established a remarkable trust and admiration in his audience," "(His) important contribution was to build and sustain the integrity of the network newscasts, and the threats to that legacy are not now strong enough to prevail," "He never discarded his concern for keeping the news straight," "He maintained a steady standard of professional excellence."

Cronkite came to be regarded as an authority on America's space program, reporting on the first two decades of this country's manned space mission from Alan B. Shepard's first flight in 1961 and the Apollo 11 moon landing in 1969 to the experimental flights of the space shuttle Enterprise in July 1977 and the fall of Skylab in July 1979.





He was honored with an award from the Skyline Foundation in 1978 for "distinguished contributions to the understanding of aerospace progress," and received the Boston Museum of Science's Bradford Washburn Award for his "superlative presentation of the U.S. Space program" (1970). He also received Emmy Awards for his reporting on several Apollo flights, including Apollo 11, when man first landed on the moon. Recalling moments from that historic mission, Cronkite admits, "I experienced a first in my life, too. I found myself on the air speechless."

Born in St. Joseph, MO., on November 4, 1916, Cronkite began his journalism career as a campus correspondent at the Houston Post, where he worked part-time during high school and his freshman year at the University of Texas. His first full-time job after college was as a sports announcer for a local radio station in Oklahoma City and, in 1937, he joined United Press where he remained for 11 years.

In addition to his ongoing assignments as a Special Correspondent for CBS, Mr. Cronkite hosts many public affairs and cultural programs for PBS and syndication. In 1993 he and former CBS colleague, Jonathan Ward, formed their own production company, and since that time The Cronkite Ward Company has produced more than 25 award-winning documentary hours for The Discovery Channel, PBS and other networks.

Currently, Cronkite Ward is producing an eight part series of Mr. Cronkite's memoirs entitled *Cronkite Remembers*, which is scheduled to air on the Discovery Channel early in 1997.

Mr. Cronkite and his wife of 56 years live in New York City.





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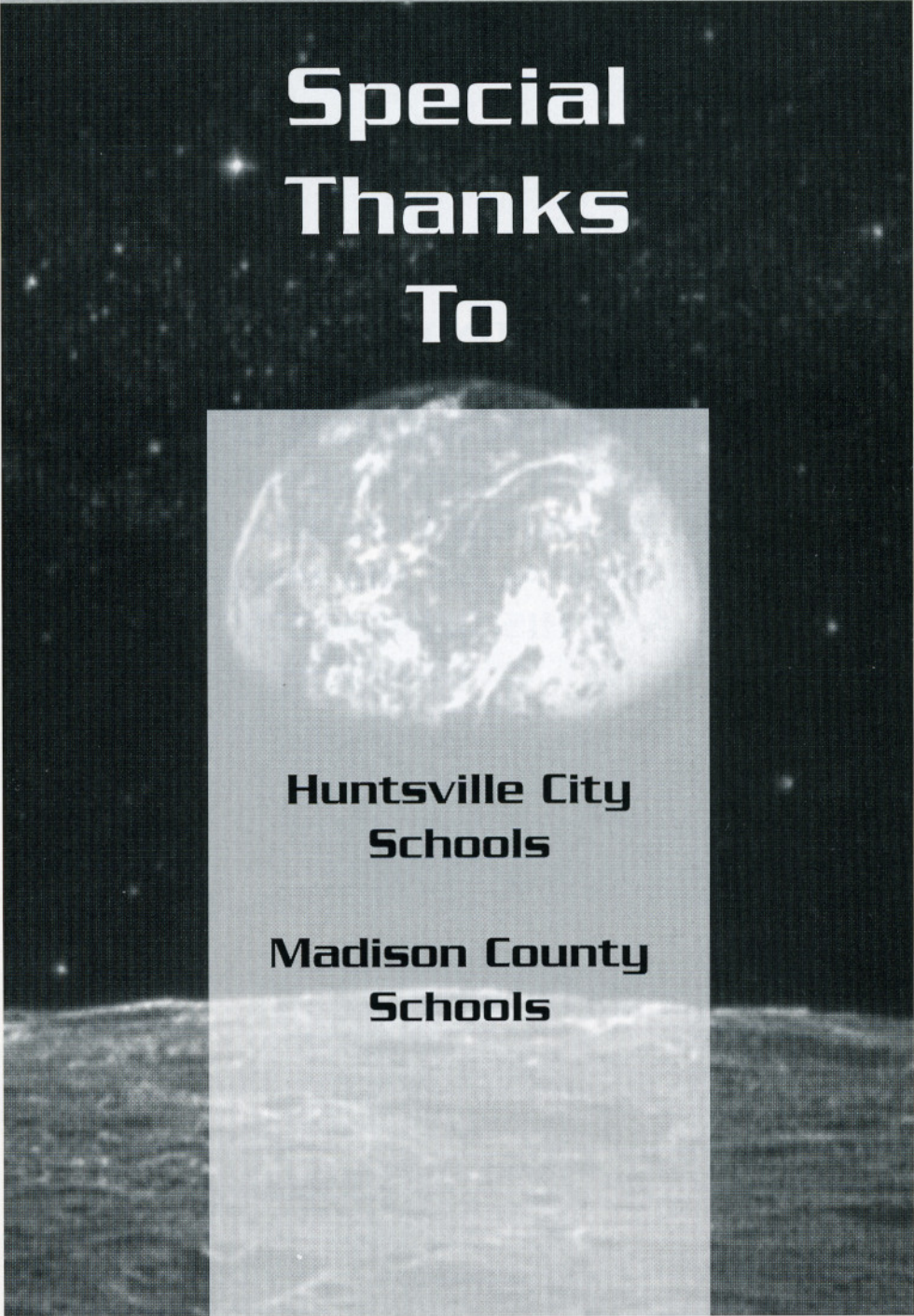
**The Association of Space Explorers**

**The National Space Society**



Thank you  
for joining us this evening

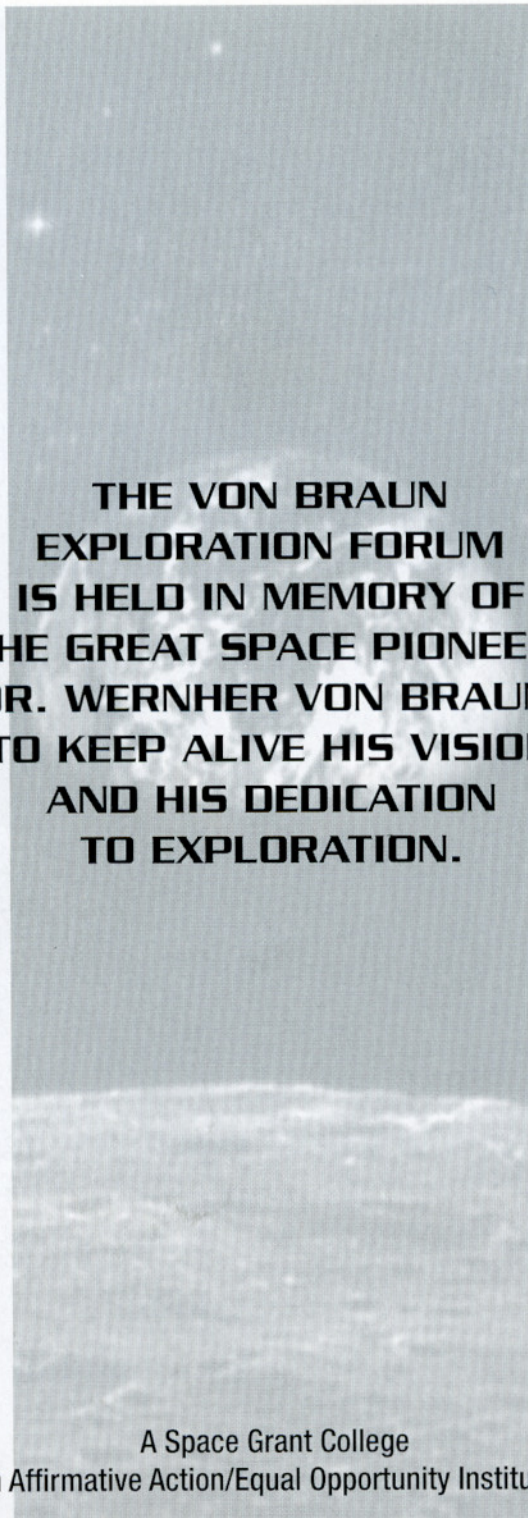
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# He Conquered Space

