

**Beyond Pointy Ears, Bad Makeup and the Planet of the Cheesy Special Effects; Using the Media to get to Space.**

Proposed Paper

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MONTAGE - SPACE MONSTERS CLIPS - 2:00

It is a pleasure to be here today, preaching to the choir. But it is a wasted opportunity if we don't use the means we have to communicate what we know to the mass audience out there.

That audience is desperately interested in Space. But they are not being served by the media.

The media is not and historically has not been helpful. They have not been neutral. They have been detrimental. The mass media has never done a good job of presenting intelligent stories on history or science or the future.

To get to space it is necessary to engage the public. To engage the public it is necessary to use the mass media. To use the mass media it is necessary to make a profit. Most film and television shows fail because they don't find an audience and because they lose their distribution. Or because they don't attract a great enough audience or an audience with the proper demographics.

Our audience has the proper demographics; we're educated, sophisticated, with discretionary income, in love with technology, including the Audi TT and the iBook. And our demographic is certainly large enough as shown by film receipts and past successful television series. Arguably we are the largest identifiable strong affiliate interest group next to sex/porno, which historically, always wins. We can demand better coverage of space and make it happen. We have the power. We just need to use it.

A Plan:

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