



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

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March 9, 1999

Lawrence K. Grossman
Via fax 212 675 4128
and e-mail lkgrossm@aol.com

Dear Larry:

Following up on our recent telephone conversation, I am writing you on behalf of Bell Atlantic and Temple University to extend our formal invitation to be the keynote speaker at a Bell Atlantic/Temple University conference on "The Challenge of the Digital Age; A Forum of Diverse Perspectives."

The conference will take place on June 3-5 at the Sugarloaf Conference Center of Temple University in Philadelphia. Please let me know your travel plans so we can have someone meet you and drive you to and from the conference

Also, please attach a current CV or brief bio that we can use in the announcement of the conference and the invitations.

Attached to this message is a draft prospectus for the conference. I welcome any suggestions you (or those cc'd) have for revisions in the prospectus.

I look forward to your confirmation and bio at your earliest convenience so that we can announce the good news. Please respond to me at 610 642 3061 (voice and fax), or by e-mail (ggerbner@nimbus.temple.edu) and indicate the time you would prefer to give your keynote.

Yours sincerely,

A handwritten signature in cursive script, appearing to read "George".

George Gerbner

cc: Patricia Beadling, Vice President, External and Public Relations, Bell Atlantic-Pennsylvania
Corrinne Caldwell, Vice President and acting Provost, Temple University
Robert Greenberg, Acting Dean, School of Communications and Theater, Temple University.

Robert Iger
President, ABC Inc.
77 W. 66th Street
New York, NY 10023

Dear Mr. Iger:

On behalf of Bell Atlantic and Temple University, we are pleased to extend a cordial invitation to give the keynote address at an international conference on "The Challenge of the Digital Age: A Forum of Diverse Perspectives."

We are enthusiastic about the prospect of your participation and hope that in the 15-20 minutes available you will present the industry's vision of the international market in the "Digital Age." You are of course welcome to extend your comments as you wish.

The prospectus for the conference, a preliminary agenda, and a list of the participants in the November 20, 1998 strategic planning session are attached.

The conference will take place on June 3-5, 1999 at the Sugarloaf Conference Center of Temple University in Philadelphia. We hope that you will be able to attend. For more information, please contact George Gerbner at 610-642-3061, ggerbner@nimbus.temple.edu

Yours sincerely,

Patricia Beadling
Vice President, External and Public Relations, Bell Atlantic -
Pennsylvania

Corrinne Caldwell
Vice President and Acting Provost, Temple University

George Gerbner
Bell Atlantic Professor of Telecommunications, Temple University

Robert Greenberg
Acting Dean, School of Communications and Theater, Temple
University

Bell Atlantic – Temple University Conference on Digital Communication

“The Challenge of the Digital Age: A Forum of Diverse Perspectives”

The “digital age” is upon us. It is the ability to transform any information into computer file format and to access, store, manipulate and transport such information on demand. This new age of virtually unlimited access to limitless information is reshaping the world around us. This new technology is changing the global landscape. It is changing forever how the world community communicates and interacts.

The purpose of the two-part international conference is to provide a forum for a well-balanced dialogue among leading media and other industry executives, members of the creative community (“content providers”), community leaders and scholars. The dialogue is intended to facilitate fair, mutual and public understanding of the interests and perspectives of these key players in the process.

The first meeting took place on November 20, 1998 at the Sugarloaf Conference Center of Temple University in suburban Chestnut Hill, Philadelphia. It was a one-day roundtable of 27 leaders in diverse areas of telecommunications. Its charge was to prepare the agenda for Part II and issue a report for publication.

The second meeting will take place June 3-5, 1999 in Philadelphia. It will be a widely-publicized international conference of about 30-40 participants.

BELL ATLANTIC - TEMPLE UNIVERSITY CONFERENCE ON DIGITAL
COMMUNICATION

PRELIMINARY AGENDA

Albert M. Greenfield House
Sugarloaf Conference Center
Temple University
Philadelphia, PA

Thursday, June 3, 1999

6:00 reception and dinner

Friday, June 4, 1999

7:30 registration, breakfast
8:00 welcome and opening remarks
8:15-12:00 working sessions/presentations
12:30-1:15 lunch
1:30-5:30 working sessions/presentations
6:00 KEYNOTE, dinner

Saturday, June 5, 1999

7:30 breakfast
8:00-12:00 plenary
12:30-1:15 lunch
2:30 guests depart

Bell Atlantic – Temple University Conference on Digital Communication
Strategic Planning Session (November 20, 1998)

PARTICIPANTS

Binod C. Agrawal (Taleem Research Foundation), India
Veysel Batmaz (Panajans Communication, Ltd.), Turkey
Patricia Beadling (Bell Atlantic – Pennsylvania)
Irene Berkowitz (Temple University)
Roy Eugene Boggs, Jr. (Screen Actors Guild), Los Angeles
Renee Cherow O'Leary (Education for the 21st Century), New York
Sherri Hope Culver (WYBE Public Television), Philadelphia
John D. H. Downing (University of Texas at Austin)
Rose A. Dyson (Canadians Concerned About Violence in Entertainment), Toronto
Norman Felsenthal (Temple University)
Linda K. Fuller (Worcester State College), Massachusetts
George Gerbner (Temple University)
Cynthia Golden (Duquesne University)xxx
Robert Greenberg (Temple University)
Yahya R. Kamalipour (Purdue University Calumet), Indiana
Paul Klite (Rocky Mountain Media Watch), Boulder, Colorado
Jerry M. Landay (University of Illinois Urbana-Champaign)
Jean E. Moore (Temple University Public Radio)
Don Mulhern (Bell Atlantic – Pennsylvania)
Howard A. Myrick (Temple University)
Hye-Jung Park (Downtown Community Television Center), New York
Connie Schuster (Artists for Recovery), Philadelphia
Herbert W. Simons (Temple University)
Nancy E. Snow (New England College),
Clay Steinman (Macalester College)
Concetta Stewart (Temple University)
Elaine Wynne (International Family Storytelling Center), Minneapolis

Bell Atlantic-Temple University Conference on Digital Communication

The Challenge of the Digital Age
A Forum of Diverse Perspectives

The "digital age" is upon us. It is the ability to transform any information into computer file format and to access, store, manipulate and transport such information on demand. This new age of virtually unlimited access to limitless information is reshaping the world around us. This new technology is changing the global landscape. It is changing forever how the world community communicates and interacts.

The purpose of the conference is to provide a forum for a dialogue among leading media and other industry executives, members of the creative community, community leaders and scholars.

The meeting will take place June 3-5, 1999, at the Sugarloaf Conference Center of Temple University in suburban Chestnut Hill, Philadelphia. It is convened by George Gerbner, Bell Atlantic Professor of Telecommunications at Temple University. For more information, contact him at 610 642 3061 (voice and fax) or ggerbner@nimbus.temple.edu, or conference coordinator Linda Greenwood, greenwood@snip.net or 215 204 8427.
