

Delivered-To: mmc@LISTSERV.TEMPLE.EDU
X-Sender: cstewart@astro.ocis.temple.edu
Mime-Version: 1.0
Date: Wed, 11 Nov 1998 09:20:01 -0500
Reply-To: Mass Media & Communication Program at Temple University
Sender: Mass Media & Communication Program at Temple University
From: "C.M. Stewart" <cstewart@ASTRO.OCIS.TEMPLE.EDU>
Subject: DIGITAL TV - UPDATE
Comments: To: mmc@vm.temple.edu
To: MMC@LISTSERV.TEMPLE.EDU
Status:

HEADLINES EXTRA -- DIGITAL TV

On November 9, the President's Advisory Committee on Public Interest Obligations of Digital Television Broadcasters meet for the final time in Washington, DC. The Committee reviewed a draft of the recommendations it is expected to make to the Vice President next month. The draft report is available, in part, at <http://www.ntia.doc.gov/pubintadvcom/pubint.htm>.

In the coming days, Committee members will submit comments on the draft based on Monday's discussion and a final draft will be crafted by the co-chairs. Members will have until November 23 to submit separate statements that will incorporated into the report.

Headlines Extra is a free online news service provided by the Benton Foundation <www.benton.org>. Much like our daily, Communications-related Headlines, Headlines Extra is intended to keep you up to date on important industry developments, policy issues, and other pertinent communications-related news events. This week's issue looks at the developments concerning the public interest obligations of digital television broadcasters based on the deliberations of a Presidential committee that will soon complete its work. We invite comment our new service as we develop it over the coming weeks. Please send comments to <kevint@benton.org>.

Concetta M. Stewart, Ph.D.
Faculty Fellow
Dept. of Broadcasting, Telecommunications & Mass Media
School of Communications & Theater
Annenberg Hall 011-00
Philadelphia, PA 19122
Phone: (215)204-5181 FAX: (215)204-5402

MMC is the listserv for students, faculty, alumnae/i, and friends of the Mass Media & Communication doctoral program at Temple University.

To post a message to MMC send your e-mail to: MMC@listserv.temple.edu
To unsubscribe send a message with the words SIGNOFF MMC to:
listserv@listserv.temple.edu

Mime-Version: 1.0

Date: Sun, 15 Nov 1998 21:46:09 -0500

To: berkowitz@data.is.temple.edu, ccb@cme.org, ggerbner@nimbus.ocis.temple.edu,
greenwood@snip.net, skahlenb@astro.ocis.temple.edu,
cemad@libertynet.org, jemoore@unix.temple.edu, hmyr@aol.com,
nandinisen@hotmail.com, cstewart@astro.ocis.temple.edu

From: Victoria Tredinnick <digcon@astro.temple.edu>

Subject: DIGCON speaking order

Status:

Last Friday, each of you should have received a Revised Agenda, the list of confirmed participants with presentation topics, and names and contact information for the members of the planning committee. You will also find these things on the conference web site (with the exception of the committee information).

The following is the proposed speaking order for November 20th. Let me know if you see any problems with it. Those of you who haven't given me your presentation topic, please do. Or let me know if you don't intend to speak. - Thank you -

8:00-8:15 WELCOME AND OPENING REMARKS

Patricia Beadling

George Gerbner

8:15-11:15 5-MINUTE PRESENTATIONS

Roy Eugene Boggs Jr

Renee Cherow O'Leary (Challenges for Education in the Digital Age)

John D H Downing (Prospects for Developing Cross-Ethnic and Cross-National
Alternative Public Spheres)

Patricia Beadling

Rose A Dyson (Emergent Canadian Trends)

Linda K Fuller (International Censorship in the Digital Age)

Denise Gray Felder

Paul Klite (The Epidemiology of Television)

Jerry M Landay (The Digital Age and the Public Interest)

Howard A Myrick

Hye-Jung Park

Connie Schuster (Diversity in Coverage of Mental Health Issues)

Clay Steinman (Securing Space for Noncommercial Media in the Digital Age)

Elaine Wynne (Getting On-line Before Giving Up)

Jeff Chester

Binod C Agrawal (Dawn of the Digital Age and the Arrival of Unlimited Connectivity in
South Asia)

Charles Okigbo (Social Change and Communication in the Digital Age: African
Perspectives)

William J Weber (Mass Distribution of Knowledge)

Sherri Hope Culver

Irene Berkowitz

Herbert W Simons

Jean E Moore

Cynthia Golden (Support Challenges for Universities in the Digital Age)

Veysel Batmaz

George Gerbner

Concetta Stewart

Robert Greenberg

Nancy E Snow (Campaign Finance Reform in the Digital Age)

Norm Felsenthal

Yahya R Kamalipour (Ethnicity and the Media: A Few Concerns)

Mime-Version: 1.0
Date: Sun, 15 Nov 1998 23:04:07 -0500
To: Digital Conference Participants;;
From: Victoria Tredinnick <digcon@astro.temple.edu>
Subject: Digital Conference update
Status:

Dear Digital Conference Participants:

This email contains updated conference information and answers to several questions posed individually. Precise information on travel reimbursement is still pending. Information on potential taxi-sharing from the airport to Sugarloaf to follow in the next few days.

See the conference web site for Revised Agenda, list of confirmed participants (31) and presentation topics where available. Send corrections to digcon@astro.temple.edu.

Note that we have added a breakout session (3 groups of 10) following the morning presentations. The day's proceedings will be taped for video, in addition to the written report for publication.

If you plan to speak and have not sent me your presentation topic, please do so. We expect that the 5-minute presentations will be fairly informal.

Handouts for the talks are not necessary, but we will have a table in the room for you to put out any materials you would like to bring along for distribution. Given that the talks are brief, we do not plan to have A/V equipment available. Please contact me if this poses a problem.

I thank you all for coming and look forward to meeting each of you. Please feel free to contact me if you have further questions.

Regards,
Victoria

Victoria Tredinnick
Conference Coordinator

EMAIL digcon@astro.temple.edu * PHONE 215-204-6434 * FAX 215-204-5823 *
WEB SITE <http://astro.temple.edu/~digcon> * MAILING ADDRESS c/o George Gerbner, Bell Atlantic Professor of Telecommunications, Temple University, 218 Annenberg Hall, 2020 North 13th Street, Philadelphia, PA 19122

NATIVE AMERICANS IN THE DIGITAL AGE

Despite decades of federal policies designed to fulfill the promise of bringing universal access to telephone and television service to all Americans, Native Americans are still invisible in the media, and the telephone penetration rates in their communities are among the worst in the country. These were the topics under discussion at a conference convened by the National Indian Telecommunications Institute (NITI). The event, "Digital Council Fires", was held in Albuquerque, New Mexico in mid-May, and brought together Native American communities from across the country to discuss problems and share solutions regarding communications services.

Karen Buller (Comanche), Executive Director of NITI, opened the conference by noting that while National Telecommunications Information Administration statistics show Native American telephone penetration rates at around 80 percent, anecdotal evidence suggests that penetration rates are actually much lower, as few as 40 percent in some communities. A variety of speakers directly attacked the "myth" that Native Americans do not want telephones. One of the reasons the penetration rate is so low, they explained, is the comparatively high cost Native Americans pay for equal access to services. Fees to run and connect telephone lines to rural communities or tribal lands have been as high as \$10,000, and broadband data transmission charges can cost as much as \$3,200 per month. Furthermore, the lack of access to Telecom service results not only from the expense, but also from poor connections and lines that routinely fall during severe weather and high winds.

While some speakers focused on Native Americans' lost economic opportunities, others talked about the human costs resulting from this disparity. Jean Whitehorse (Navajo), told the tragic story of a child who died because an emergency call could not get through. Participants also discussed Internet service, technology in educational institutions, and the use of media technology to preserve Indian culture. Conroy Chino (Acoma Pueblo), one of a handful of Native American reporters, talked about the lack of television news coverage of important issues on and off the reservation. He also decried the negative images of Native Americans that persist on broadcast television. Mark Lloyd, Executive Director of the Civil Rights Forum on Communications Policy, reminded participants that broadcasters have a responsibility to serve all the viewers in their communities. He also urged participants to join People for Better TV; a coalition of organizations formed to advocate for the interests of the public as the nation makes the transition to digital TV. Finally, Lloyd called on the FCC to take steps to make certain that digital broadcasters will be held accountable to the needs of Native Americans.

Despite the obstacles to universal service facing Native Americans, Marcia Warren (Santa Clara Pueblo), co-author of the new Benton Foundation publication, "Native Networking: Telecommunications and Information Technology in Indian Country," reported on the many efforts underway to resolve these challenges. The introduction to "Native Networking" notes that "more native organizations and businesses are focusing on telecommunications and technology, broadening the options for tribes and acquiring skills needed to develop their infrastructures. Likewise, federal agencies are utilizing both their technology funds and Indian Affairs offices to extend more opportunities to Native American communities." "Tribes are entering a new era-an exciting time of emphasizing their identity and potential," the report's authors say. "A network of people and expertise is beginning to form, but like all new

social structures it will take more time and effort to fully mature."

For more information about NITI, call 505.986.3972, or check them out on the web at <http://numa.niti.org/>. "Native Networking" can be found on the Benton Foundation website at www.benton.org/library. People for Better TV can be reached at 1-888-37-4PBTv, or on the web at www.bettertv.org.

X-Sender: rwmcches@facstaff.wisc.edu
Mime-Version: 1.0
Date: Mon, 04 Aug 1997 12:45:24 -0500
To: fgg@asc.upenn.edu
From: Robert McChesney <rwmcches@facstaff.wisc.edu>
Subject: 200 words on the main issues concerning global communication
in the digital age

George,

Here is a quick rough draft. What do you think? Feel free to edit the piece yourself.

Bob

MAIN ISSUES IN GLOBAL COMMUNICATION IN THE DIGITAL AGE

Robert W. McChesney
University of Wisconsin-Madison
4 August 1997

The Chinese character for "crisis," it has oft been noted, is comprised of the characters for "danger" and "opportunity." In this sense of the term, we are clearly in the midst of a global communication crisis.

On the one hand, new technologies and neoliberal deregulatory policies have made communication a cornerstone of the emerging global market economy. Media and telecommunication are both rapidly evolving into global markets dominated by a handful of enormous transnational firms. The two largest global media firms, Time Warner and Disney, have seen their non-U.S. revenues increase from around 10 percent in 1990 to 35 percent in 1996, with the expectation that the figure will go over 50 percent early in the next decade. In media, there is now a global first tier of some 10 mostly U.S.-based media conglomerates with widespread holding across media sectors and having global production and distribution networks. Another 30-40 large firms round out the system, occupying regional or niche markets. This is hardly a competitive market, as each of the 10 largest firms is involved in joint ventures with, on average, six of the other nine giants. In many respects it resembles a cartel. Likewise, telecommunication is becoming concentrated into the hands of "four to six global giants," as the president of MCI recently put it.

Moreover, the system is built to satisfy the needs of corporate advertisers and shareholders. To the extent the media and telecommunication systems are built to serve consumers, they aimed at business and the upper-middle classes. This is having disastrous implications for journalism, culture and notions of public service. Indeed, the traditional public service broadcasters are all in the process of becoming commercial entities, as they neoliberal model posits no need for public subsidy.

By any known theory of democracy, such a concentration of power into so few self-interested and unaccountable hands is simply unacceptable.

On the other hand, the emergence of digital technologies holds the potential of opening up and democratizing communication in manners previously unfathomable. The Internet is the most striking example of this trend, but it is by no means the only one. When digital technology is applied to radio

①

and television channels -- as will be done in the coming decade -- the number of channels can increase by a factor as high as ten. We are poised to have the capacity for individuals and groups traditionally outside of the dominant media systems to be able to produce and distribute high quality material.

In the neoliberal milieu, however, the issue of how best to develop digital communication is removed from public debate and turned over to the corporate sector where profitability dictates its course. This is indefensible politically, as these are issues that deserve -- even demand -- citizen input. Moreover, the dominant media, computer and telecommunication firms are doing everything within their immense economic and political powers to see that the Internet and digital communication be brought safely within their existing empires. Left to the market, personal computers and digital television sets will become vending machines, rather than engines of democracy. The democratic potential will be marginalized if not eliminated.

The core issues for digital communication are as follows:

1. How to put communication issues on the political agenda, making them subject to informed public debate, locally, nationally and globally.
2. How to protect and expand democratic and accountable public service media and communication, to lessen inequality and to promote civic values.
3. How to lessen the commercial carpet bombing of our culture -- from media to sport, education, and seemingly all else -- to protect and promote noncommercial public space in general.
4. How to establish and develop high quality journalism and public affairs media that will draw citizens into public life as meaningful and informed participants, rather than serve as a conduit for advertisers attempting to reach viable consumers with the cheapest and least controversial fare.
5. How to establish a global communication network based upon mutual respect between peoples and nations, rather than upon profit maximization for a few dozen transnational firms.
6. How to create a nurturing cultural climate for our children, rather than subject them to a commercial indoctrination quite unlike anything ever seen before in history.
7. How to protect and promote individual free expression without state or corporate censorship.

To: "Patricia A. Beadling" <patricia.a.beadling@bellatlantic..com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Thanks
Cc: Michael <michael.a.geiger@bellatlantic.com>
Bcc: Victoria <cem@libertynet.org>
X-Attachments:

Thank you (and Michael) for the pleasant and productive (and delicious) lunch today.
I look forward to hearing from you about our plans, prospects, and next steps.

George

Mime-Version: 1.0

Date: Tue, 17 Nov 1998 17:06:42 -0500

To: reboggs@worldnet.att.net, gene@lawnet.com, roleary@andromeda.rutgers.edu, jdowning@mail.utexas.edu, rdyson@oise.utoronto.ca, lkfuller@javanet.com, dgray-felder@rockfound.org, kamaliyr@calumet.purdue.edu, PaulKlite@idcomm.com, j-landay@uiuc.edu, hmyr@aol.com, park@dctvny.org, park@el.net, snowmachine@conknet.com, steinman@macalester.edu, jeff@cme.org, taleem@ad1.vsnl.net.in, okigbo@prairie.nodak.edu, shculver@bellatlantic.net, berkowitz@data.is.temple.edu, normfels@aol.com, hsimons@astro.temple.edu, jemoore@unix.temple.edu, golden@duq.edu, vbatmaz@beyu.edu.tr, panajans@superonline.com.tr, ggerbner@nimbus.ocis.temple.edu, cstewart@astro.ocis.temple.edu, digcon@astro.temple.edu, cemad@libertynet.org, skahlenb@astro.ocis.temple.edu, ccb@cme.org, nandinisen@hotmail.com, greenwood@snip.net

From: Victoria Tredinnick <digcon@astro.temple.edu>

Status:

For those of you without ready access to the web, I include the revised agenda and list of participants w/short presentation topics. Please don't hesitate to get in touch if you have any questions. If you need driving directions to supplement what you find on the Sugarloaf brochure, please let me know.

- Victoria

Bell Atlantic-Temple University Conference on Digital Communication
"The Challenge of the Digital Age: A Forum of Diverse Perspectives"

REVISED AGENDA

STRATEGIC PLANNING SESSION

Sugarloaf Conference Center
of Temple University
Albert M. Greenfield House
9230 Germantown Avenue
Philadelphia, PA 19118

Plan meet for DIGCON!

All events take place in the Albert M. Greenfield House.

Thursday, November 19, 1998

6:00 Reception and Dinner

Who is coming for dinner? well send 11/17/98 eve.

Friday, November 20, 1998

7:30 registration
breakfast

8:00 welcome and opening remarks

8:15-10:00 5-minute presentations by participants

10:00-10:15

break
10:15-11:15
5-minute presentations resume
11:15-12:30
break-out sessions: common interests and diverse goals
12:30-1:15
lunch
1:15-2:30
break-out sessions resume
2:30-2:40
break
2:40-3:45
plenary: shaping discussion at the May 7-9, 1999 meeting
3:45-4:00
break
4:00-5:30
plenary resumes
6:00
dinner
7:00
closing remarks
7:30
guests depart

CONFIRMED PARTICIPANTS
with short presentation topics

Binod C Agrawal
Director, Taleem Research Foundation, India
"Dawn of the Digital Age and the Arrival of Unlimited Connectivity in South Asia"

Veysel Batmaz
General Manager, Panajans Communication Ltd, Turkey

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

Irene Berkowitz
DARS Coordinator, Office of the Vice Provost, Temple University
Moderator

Roy Eugene Boggs Jr
Member, Board of Directors, Screen Actors Guild & Professor of Law,
University of West Los Angeles

Corrinne Caldwell
Vice President and Acting Provost, Temple University

Renee Cherow O'Leary
President, Education for the 21st Century
"Challenges for Education in the Digital Age"

Jeff Chester
Executive Director, The Center for Media Education
"Creating the Public Sphere within the Digital Commercial Environment"

Sherri Hope Culver
General Manager, WYBE Public Television, Philadelphia

John D H Downing
John T Jones Centennial Professor, University of Texas at Austin Department
of Radio-Television-Film
"Prospects for Developing Cross-Ethnic and Cross-National Alternative
Public Spheres"

Rose A Dyson
Consultant in Media Education & Chair, Canadians Concerned About Violence in
Entertainment
"Emergent Canadian Trends"

Norm Felsenthal
Professor of Communications, Temple University School of Communications and
Theater
"HDTV: How successful will it be? How long will it take?"

Linda K Fuller
Associate Professor, Worcester State College Communications Department
"International Censorship in the Digital Age"

George Gerbner
Bell Atlantic Professor of Telecommunications, Temple University

Cynthia Golden
Executive Director, Computing and Technology Services, Duquesne University
"Support Challenges for Universities in the Digital Age"

Denise Gray Felder
Director of Communications, The Rockefeller Foundation

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

Yahya R Kamalipour
Professor, Purdue University Calumet Department of Communication and
Creative Arts
"Ethnicity and the Media: A Few Concerns"

Paul Klite
Executive Director, Rocky Mountain Media Watch
"The Epidemiology of Television"

Jerry M Landay
Honors Professor Emeritus of Journalism and Communications, University of
Illinois Urbana-Champaign
"The Digital Age and the Public Interest"

Jean E Moore
Faculty Emerita, Temple University & Host and Executive Producer,
"University Forum", Temple University Public Radio
Moderator

Howard A Myrick
Professor, Temple University School of Communications and Theater

Charles Okigbo
Associate Professor, North Dakota State University/University of Nigeria

"Social Change and Communication in the Digital Age: African Perspectives"

Hye-Jung Park
Director of Programs, Downtown Community Television Center, New York

Connie Schuster
Founder and Director, Artists for Recovery
"Diversity in Coverage of Mental Health Issues"

Herbert W Simons
Professor of Speech Communication, Temple University

Nancy E Snow
Assistant Professor, New England College Department of Political Science &
Executive Director, Common Cause of New Hampshire
"Campaign Finance Reform in the Digital Age"

Clay Steinman
Professor and Chair, Macalester College Department of Communication Studies
"Securing Space for Noncommercial Media in the Digital Age"

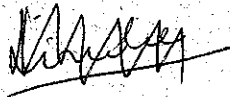
William J Weber
Vice President for Technology and Engineering, WHYI-TV Inc, Philadelphia
"Mass Distribution of Knowledge"

Elaine Wynne
Co-Founder and Director, International Family Storytelling Center
"Getting On-line Before Giving Up"

Victoria Tredinnick
Conference Coordinator

EMAIL digcon@astro.temple.edu * PHONE 215-204-6434 * FAX 215-204-5823 *
WEB SITE <http://astro.temple.edu/~digcon> * MAILING ADDRESS c/o George
Gerbner, Bell Atlantic Professor of Telecommunications, Temple University,
218 Annenberg Hall, 2020 North 13th Street, Philadelphia, PA 19122

Mime-Version: 1.0
Date: Sun, 20 Sep 1998 22:21:34 -0500
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
From: Victoria Tredinnick <digcon@astro.temple.edu>
Subject: DIGCON next steps
Cc: cemad@spruce.libertynet.org
Status:



Hi. Here's the DIGCON update and next steps.

SOME PHONE NUMBERS (follow-up details below)

Mike Geiger 215-204-4675 *NG*
Pat Beadling 215-446-6129
her secretary, Nancy Dascher 215-446-6786 *"Not in service"*
Peter Liacouras 215-204-~~7405~~ *5600*
Corrinne Caldwell 215-204-4775, 215-204-5816 (fax)

FAX from home

*Call -
how to
when
can
peak
Amir
his
pm.*

INVITATIONS

Call Mike Geiger (215-204-4675) to arrange to get the list of people Bell Atlantic wants to invite. Our DIGINVITE database contains the following fields:

- LName
- FName
- Middle
- Jr
- Salutation
- Title
- Affiliation
- Address 1
- Address 2
- City
- State
- Zip
- Country
- Phone
- Fax
- Email
- Web
- Cluster
- Source

Once Bell Atlantic gives you their invitation list, you'll be in a better position to edit the list we have put together (238 names in all). You'll pare it down once you have an idea of who Bell Atlantic wants to invite. As we discussed, you will have to edit by hand since it is in a database and I would not be able to import any changes made to a Word document or email text. The plan is to send out 70 invitations to get 25 attendees for the November 20 meeting.

SIGNATURES

Peter Liacouras
215-204-7405

Get his okay and also get me a contact in his office so I can arrange to get his signature on the letter when it is ready. The current versions of Prospectus and Cover Letter are attached.

Corrinne Caldwell (if Liacouras falls through)

215-204-4775, 215-204-5816 (fax)

Pat Beadling

215-446-6129

her secretary, Nancy Dascher

215-446-6786

Not in service!

To arrange to get her signature on the final.

MISC PLANNING

I will be in touch with Mike Geiger on Tuesday to discuss letterhead design, printing, mailing, Bell Atlantic funds, etc.

>Please review the attached as revised according to changes faxed to me on
>9/18 and approve or suggest changes. We need Bell Atlantic list to add to
>ours for mailing; Vicky please complete list for mailing, let me review.

>We also need to have Vicky work with Michael and/or other designated person
>on logistics of securing Pat's signature (after which I'll call Liacouras
>and arrange appointment to bring him up to date and get his signature), and
>details of conference planning. Vicky, please contact Michael to discuss
>this and keep me posted.



>George

Victoria Tredinnick
Conference Coordinator

Bell Atlantic-Temple University Conference on Digital Communication
"The Challenge of the Digital Age: A Forum of Diverse Perspectives"
Part 1 * November 20, 1998 * Philadelphia
Part 2 * May 7-9, 1999 * New York

215-204-6434 * 215-204-5823 (fax) * DigCon@astro.temple.edu *
<http://astro.temple.edu/~DigCon> * Mailing address: c/o George Gerbner, Bell
Atlantic Professor of Telecommunications, Department of Broadcasting,
Telecommunications and Mass Media, School of Communications and Theater,
Temple University, 218 Annenberg Hall, 2020 N. 13th Street, Philadelphia,
PA 19122

To: patricia.a.beadling@BellAtlantic.com, Michael
<michael.a.geiger@bellatlantic.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: DIGCON materials for comment
Cc: Victoria <cem@libertynet.org>
Bcc:

X-Attachments:  DIGCON_Prospectus_9-19/98  Digcon cov let rev 9/19/95

Please review the attached as revised according to changes faxed to me on 9/18 and approve or suggest changes. We need Bell Atlantic list to add to ours for mailing; Vicky please complete list for mailing, let me review.

We also need to have Vicky work with Michael and/or other designated person on logistics of securing Pat's signature (after which I'll call Liacouras and arrange appointment to bring him up to date and get his signature), and details of conference planning. Vicky, please contact Michael to discuss this and keep me posted.

George

Dear Pat - *Faxed a e-mail
9/19/98*

*This (3 pages) also
went to you by e-mail.
Will try to reach you on
Monday to discuss next
steps.*

George

Mime-Version: 1.0
Date: Fri, 4 Sep 1998 18:10:40 -0500
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
From: Cultural Environment Movement <cem@libertynet.org>
Subject: DIGCON invitation/enclosures 9/4/98
Cc: diane@spruce.libertynet.org, cemad@spruce.libertynet.org
Status:

*Sent to
Beading
Call
Fus*

Hi. This email has several attachments for you to edit/approve and an update of where we stand on Digital Conference planning:

I. INVITATIONS

There are 6 documents, listed below, that Bell Atlantic will need for the mailing. Hopefully we can get everything to them by next Tuesday, after the big weekend. I hope Beading will be able to provide us with the name of someone at Bell Atlantic who is in charge of putting the mailing together and who we can coordinate all this with.

These 4 documents are attached to the current email:

1. Cover Letter 9/4
2. Conference Prospectus 9/4
3. Preliminary Schedule 9/4
4. Response Form 9/4

When you have edited them to your satisfaction, please send them back to me with instructions. As for the list of names/addresses:

5. List of Potential Participants

I will get this list from Brian and we will send it to you (either email or fax) this weekend so you can look it over and add/delete as you wish before it goes to Bell Atlantic. At that point, Bell Atlantic may wish to provide better addresses for some of the folks. We can send it to Bell Atlantic independently in whatever form they require (e.g., tab-separated fields, etc.) Again, this is a discussion for me to have with the design/ mailing contact at Bell Atlantic, whoever that may be.

Of course, the list to be included with the invitations will contain only name/affiliation/country, not full contact information.

6. SugarLoaf Conference Center brochures

Since Bell Atlantic is putting together the mailing, they should call SugarLoaf and have the brochures sent to the appropriate location. SugarLoaf will provide brochures: call 215-242-9100 and ask for the Sales Dept.

II. Web site

A question for Bell Atlantic: Can they put all this text up on the web, with the Bell Atlantic and Temple logos, etc.? The Cover Letter and Response Form make reference to a web site and on-line registration, and it is relatively simple to do these things. It will also speed response time on the invitations. I can provide Bell Atlantic with access to the DigCon web site.

III. Budget

What funds will Bell Atlantic give us?





IV. Moderator

2 good prospects:

Jean Moore
Temple University radio
215-204-8405 (gen'l number)
215-204-4870 (fax)

Terry Gross
Philadelphia NPR
215-351-1200 (WHYY gen'l number)
215-592-7012 (fax for her show)
Independence Mall West
150 N. 6th Street
Phila 19106

...that's all for now!

-  DIGCON_CoverLetter.doc 1
-  DIGCON_Prospectus.doc 3
-  DIGCON_Schedule.doc 1
-  DIGCON_ResponseForm.doc 1

Victoria Tredinnick
Program Director, CEM

The Cultural Environment Movement is an international coalition of over 250 organizations and 6300 individuals united in working for gender equity and general diversity in mass media employment, ownership and representation.

215-204-6434 *** cem@libertynet.org *** <http://www.cemnet.org>
215-204-5823 (fax) *** PO Box 31847, Philadelphia, PA 19104

Don't miss the Second CEM Convention!
March 25-28, 1999 * Ohio University * Athens, OH

Date: Fri, 04 Sep 98 11:37:28 EDT
From: Robert Greenberg <193583@VM.TEMPLE.EDU>
Organization: TEMPLE UNIVERSITY
Subject: News of your Bell grant for the Conference
To: George <ggerbner@nimbus.ocis.temple.edu>
MIME-Version: 1.0
Status:

Dear George: Please send me a copy of the letter you received (or will receive) from Bell Atlantic informing you of the award. We need to share that information with the Development Office. When the check arrives, we will put it in the already existing Telecommunications Seminar center. If you'd like to announce the award on the SCAT listserv, go ahead. I'll the Provost know. Congratulations again. I'm very pleased.

Bob Greenberg

Design guide Comp course

Mike Zeng

Part

Print & distribute
text & enclosure

Out Monday
Call this

② Open mail
my folder - text + solutions list
Proved to be correct. might be good
informal animal

① Print; design & mail write
② Database - will give you
assignment, clean

③ Shopping - design print -
logo - People & B-A

④ - Budget felt & BA -
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⑥

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should print
pat.

Call Bob

+ How to communicate
+ Who in charge of
mitty - Spitti - no
Vicky can communicate

Date: Tue, 25 Aug 98 14:44:27 EDT
From: Robert Greenberg <193583@VM.TEMPLE.EDU>
Organization: TEMPLE UNIVERSITY
Subject: To arrange Meeting
To: George <ggerbner@nimbus.ocis.temple.edu>
MIME-Version: 1.0
Status:

George: Please call Marianne to arrange a time for us to get together. I'd like to be brought up to speed about your current conference plans and your efforts to raise money. I'd also like to be briefed about your meeting with Pat Beadling before I meet with her on September 10. I'll do all I can to support your request to her for funds. Bob Greenberg

Call George - report - NY
Call Kelly

ell Atlantic re DIRECTOR
nimbus.ocis.temple.edu

Jul 1998 13:10:32 -0400 (EDT)

spruce.libertynet.org (Cultural Environment Movement),
cemad@spruce.libertynet.org (CEM Administrative Account)

MIME-Version: 1.0
Status:

Next week you should talk to Bell Atlantic about a few things relating to the Digital Conference (listed below).

Your Bell Atlantic contact is Patricia Beadling, Vice President for External and Public Affairs
215-466-6129
She's on vacation and will be back on July 13th.

Her secretary is Nancy Dascher
215-466-6786
She's away and will be back on July 7th.

The receptionist I spoke with felt you should talk with her secretary Nancy when she gets back next week. Nancy should be able to put some of these things in motion so that Patricia can attend to them when she gets back on the 13th.

Things to talk to Bell Atlantic about:

1. A web site for your Temple faculty position. Here's some talking points: The most important practical function of this page is the Digital Conference information. People will be able to use the site to find out about it, get up-to-date info, or register. Bell Atlantic has a business called Internet Solutions which designs and sets up web pages for a fee, but they should provide this to you gratis. You do not need web site maintenance (Brian and I can do that easily), only one-time design and set-up. These days a web page is as basic as a phone or an office. Bell Atlantic has a page on their site which lists their "Philanthropy", but the Bell Atlantic chair at Temple is not reflected there.

A typical faculty page might have a bio, photo, publications, list of courses you are teaching or have taught, your schedule, contact information, descriptions of and links to your interests and involvements (e.g., CI, CEM), links to your students' pages, information on your research and the Digital Conference. A web site is also a very good permanent archive, both cheap and widely accessible. On Monday Brian and I can show you some examples. Matt Lombard has a nice page.

2. In-kind contributions to the Digital Conference. First up: printing and design of the invitations to the November Round Table. Approval of the final version and printing/ mailing will occur in August when you get back. On Monday I will bring you a budget marked with other potential Bell Atlantic contributions.

3. A Bell Atlantic signature on the letter of invitation. We hope the letter will be signed by TU President Liacouras, you, and a Bell Atlantic official, perhaps Ray Smith or his successor (the web site still lists Ray Smith as CEO!). Once you and Beadling decide upon an appropriate official, her office should be able to arrange the signature for us.

*Law
George
Swan house*

*Called 8/28/98
Said no resp
& our meeting
& plans for Nov 23.
PB will call
talked to Nancy
Dasher*

198 5:10 PM, call Bell Atlantic re DIGCON

t <cem@spruce.libertynet.org>

bell atlantic re DIGCON

nimbus.ocis.temple.edu

2 Jul 1996 13:10:32 -0400 (EDT)

Jamespruce.libertynet.org (Cultural Environment Movement),

cemad@spruce.libertynet.org (CEM Administrative Account)

MIME-Version: 1.0

Status:

*Tom
George
Susan Hume*

Next week you should talk to Bell Atlantic about a few things relating to the Digital Conference (listed below).

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Wentler*

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You should initiate the conference call, since all the calls would be out-of-state for me. Here are the telephone numbers:

Jean Moore 610-259-6493
 Howard Myrick 215-248-5382
 Irene Berkowitz 215-204-7596
 Brian 609 865 (still waiting for his new number)
 Linda 5127 609-784-2382

all sent under

11:30

JLGCOR

The agenda should include:

- 1) Review of the goals and objectives of the conference
- 2) The best way to achieve those goals (whether we should have separate panel breakout sessions or stay in one group).
- 3) What is expected of moderators and discussion leaders → *Jean, Howard, Irene*
- 4) What should be included in conference packet - *Sugarloaf*
- 5) What options exist for publishing conference results ← *will plan, email*
- 6) Ask Howard about possible video tape - *taping - no # - will plan, email*
- 7) Suggestions on soliciting volunteers to staff the registration table and to record the conference proceedings (I posted a notice on the MM&C listserv two weeks ago...only two replies thus far.) →

not sure

The only change in agenda to date is the time of Somerset-Wards speech. Halstead can speak anytime on Friday. Maybe we should discuss what would be best time for his speech during the conference call.

--Linda

How direct Jean affects

George Gerbner wrote:

- > Ed Herman: hermane@wharton.upenn.edu 642 5095 fax 610 642 0794 Very
- > important that you confirm, also Chester or Montgomery we don't need both).
- >
- > How will Ward get to Sugarloaf?
- >
- > Conf.call Fri 11:30 ok. Will you set it up or should I ? What's the agenda?



~~copy presented
info of what
new tech means~~

Telecomp. 1 hr
11:30 -
12:20

5/21/99

inda will
send info
of e-mail

Annal Gray ^{Neuro}

Felder

Nov 20

212 852

8451

Will fax Tony
tomorrow to
me

Pete? Goodwin
VP - Neuro

Will greet
for Temple -

WTON?

Call Patrice in
Caldwell's office
if needed.

She'll fax
Goodwin CV

George,

This is the program to the Fordham conference I attended last week. You'll recognize the names of many of the participants.

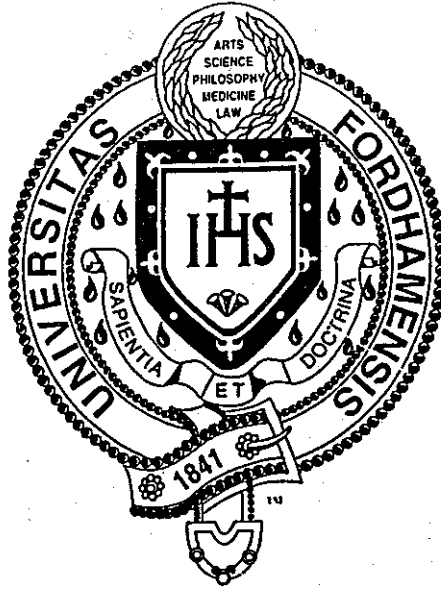
Wouldn't it be great if Temple could host a symposium of this caliber once the silliness stops and we get the School moving again.

Worse than
re digital
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digital
conf

Morm Feenthal

4/1/98



THE LEGACY OF MCLUHAN: A SYMPOSIUM

In Celebration of the 50th Anniversary of
Communication & Media Studies at Fordham University
And the 30th Anniversary of Marshall McLuhan's Tenure as
Fordham University's First Albert Schweitzer Professor of the Humanities

Sponsored by
Fordham University Office of the President
Graduate School of Arts & Science
Fordham College at Rose Hill
Fordham College at Lincoln Center
Department of Communication & Media Studies
The McGannon Communication Research Center
Lambda Pi Eta



THE LEGACY OF McLuhan: A SYMPOSIUM

SATURDAY MARCH 28 - POPE AUDITORIUM
Lowenstein Hall, 113 West 60th Street

8:30 Coffee and Danish

Soundtrack: "The Medium is the Massage" Produced by Jerome Agel

8:45 AM Welcome and Opening Remarks

Lance Strate, Symposium Coordinator

Video Interview: John Culkin

Eva Stadler, Fordham University

Reflections on McLuhan at Fordham

Eric McLuhan

9:30 AM Humanities

Moderator: Eva Stadler, Fordham University

McLuhan's Shakespeare - Shakespeare as McLuhan

David Linton, Marymount Manhattan College

Integral Awareness: Marshall McLuhan as a Man of Letters?

Elena Lamberti, Università di Bologna

Why World History Needs McLuhan

James M. Curtis, University of Missouri-Columbia

Understanding McLuhan in Theological Space

Robert Lewis Shayon, University of Pennsylvania

10:45 AM Critical Theory and Postmodernism

Moderator: Anahid Kassabian, Fordham University

*Retrieving McLuhan for Cultural Studies
and Postmodernism*

Paul Grosswiler, University of Maine

The Hypertext Heuristic: McLuhan Probes Tested

Michel Moos

Analogue and Digital Authors

Mark Poster, University of California, Irvine

*HE DIDN'T DO IT: Some Cautions on the
Current McLuhan Revival*

Frederick Wasser, Tufts University, and
Harris Breslow, York University

12:00 PM McLuhan Reconsidered

Moderator: Marsha Clowers, Fordham University

Beyond McLuhanism: McLuhan and the Digital Age.

Donald Theall, Trent University

The Net: The People are the Message

Richard Barbrook, University of Westminster

Six Questions about Media

Neil Postman, New York University

1:00 PM Lunch

2:30 PM Mosaic

Moderator: Ron Jacobson, Fordham University

*McLuhan and Homeopathic Quadrophrenia: The Mouse-
that-Roared Syndrome*

Bob Dobbs

*The Invention of Lasagna Made the Pullman Car
Obsolete: Or How I Got Marshall McLuhan's Message*

Marvin Kitman, Newsday

*Children of the Mechanical Bride: Additional
Abstractions of Human Stereotypes*

Barbara Jo Lewis, Brooklyn College

It's Alive: The Media Virus

Douglas Rushkoff

3:45 PM Art and Media

Moderator: Norman Cowie, Fordham University

The Interface between Writing and Art

Denise Schmandt-Besserat, University of Texas-Austin

McLuhan and Art History

Frank Gillette, School of the Visual Arts

McLuhan and Earthscore

Paul Ryan

4:45 PM Perception

Moderator: Michael V. Tueth, S.J., Fordham University

A (W)Rap Around an Emperor with (K)No(w) Close
Gerald O'Grady, Harvard University

*Sensus Communis: McLuhan's Theory of Perception
in Historical Context*

Judith Stamps, University of Victoria

*Did Picasso and DaVinci, Newton and Einstein, the Bushman and the
Englishman See the Same Thing When They Faced the East at Dawn?*

*Or, Some Lessons I Learned From Marshall McLuhan about Perception,
Time, Space and the Order of the World*

Edward Wachtel, Fordham University

Virtuality and McLuhan's "World As Art Form":

Fragments from a Lost Tape

Frank Zingrone, York University

6:00 PM Reception

Robin Andersen is Associate Professor and Chair of Fordham University's Department of Communication and Media Studies. Her research interests include media and public opinion, the social and political impact of television, and the influence of advertising and media marketing on popular culture. She is the author of the book *Consumer Culture and TV Programming*. She has also produced radio and video documentaries and continues to work with Fordham's WFUV radio 90.7 FM.

Richard Barbrook studied politics and history at Cambridge, Essex and Kent. During the 1980s, he was involved in pirate and community radio broadcasting. Following research for the University of Westminster, he wrote *Media Freedom: The Contradictions of Communications in the Age Of Modernity* (Pluto Press, London 1995). He presently works at the Hypermedia Research Centre, University of Westminster. As well as organizing the MA in Hypermedia Studies, he has written extensively on the politics and sociology of the Net. Most of his recent work can be accessed on the HRC web site: <www.hrc.wmin.ac.uk>.

Susan B. Barnes is an Assistant Professor in Fordham University's Department of Communication and Media Studies, and specializes in teaching digital media. Currently, she is the Editor of *Interpersonal Computing and Technology: An Electronic Journal for the 21st Century* (IPCT-J), which focuses on computer-mediated communication, and the pedagogical issues surrounding the use of computers and technology in educational settings. In addition to her academic work, Dr. Barnes is a new media consultant and multimedia designer, and the current Co-Chair of the New York Macintosh User's Group, Multimedia Special Interest Group (SIG) that presents monthly programs at Apple Computer.

Jay David Bolter is Director of the New Media Center and Professor in the School of Literature, Communications, and Culture at the Georgia Institute of Technology. He is the author of *Turing's Man: Western Culture in the Computer Age*, and of *Writing Space: The Computer, Hypertext, and the History of Writing*. Together with Michael Joyce, he is the author of *Storyspace*, a program for creating hypertexts for individual use and World Wide Web publication. He is now collaborating with Richard Grusin on a book, entitled *Remediation*, on the historical and theoretical significance of digital visual media, to be published by MIT Press in the Fall of 1998.

Harris Breslow received his Ph.D. from the Institute of Communications Research, University of Illinois in 1994. He is an Assistant Professor in the Programme in Mass Communications, York University, Toronto. He is slated to become the editor of the *Topia: The Journal of Canadian Cultural Studies*.

James M. Curtis is Professor of Russian at the University of Missouri-Columbia. His first book, *Culture as Polyphony*, was a wide-ranging explication and application of McLuhan's work. He also used McLuhan in his *Rock Eras. Interpretations of Music and Society, 1954-1984*.

Mark Dery (markdery@well.com) is a cultural critic. He wrote *Escape Velocity: Cyberculture at the End of the Century*, a critique of fringe computer culture, and edited the essay collec-

tion, *Flame Wars: The Discourse of Cyberculture*. His essays and articles have appeared in *Rolling Stone*, *The New York Times Magazine*, *Wired*, *Suck*, *Salon*, *Feed*, and *World Art* (to which he is a contributing editor). He's currently at work on *The Pyrotechnic Insanitarium* (Grove Press, 1999), a book about madness and mayhem in millennial America (<http://www.levity.com>).

Bob Dobbs was born in Paris and after World War Two worked with international intelligence agencies for many decades. He surfaced in 1987 on CKLN-FM in Toronto and began whistle-blowing. Two interpretations of Dobbs are circulating in the popular media: one is through the Church of the SubGenius that Dobbs inspired in 1978 in Dallas; the other is on two CDs, *Bob's Media Ecology* and *Bob's Media Ecology Squared*, put out in 1992 by Time Again Productions, early students of Marshall McLuhan. The best presentation of Dobbs' work is in his book, *Phatic Communism with Bob Dobbs*. Today, he travels the world explaining his/our victory over the Android Meme, and the tracings of these activities are regularly published in *Flipside* magazine.

Donna Flayhan is an Assistant Professor in the Communication and Cultural Studies Department at Goucher College. She has been studying medium theory since her undergraduate days at the University of New Hampshire, and did her graduate work at the University of Iowa where she worked to combine medium theory with an activist marxist tradition; the title of her dissertation is "Marxism, Medium Theory, and American Cultural Studies: The Question of Determination."

Kenneth J. Gergen is the Mustin Professor of Psychology at Swarthmore College, and Director of the Program for Interpretation Theory. His most significant writings include *Toward Transformation in Social Knowledge; The Saturated Self: Dilemmas of Identity in Contemporary Life; and Realities and Relationships: Soundings in Social Construction*.

Stephanie Gibson is an Associate Professor in the School of Communications Design at the University of Baltimore. She is co-editor of *Communication and Cyberspace: Social Interaction in an Electronic Environment* and the forthcoming *The Emerging CyberCulture: Literacy, Paradigm, and Paradox*. Her current interest is in the cultural environment that permits the death penalty.

Frank Gillette is currently on the School of Visual Arts faculty, and his media art is in the permanent public collections of the Metropolitan Museum of Art, The Museum of Modern Art, and The Whitney Museum in New York City, The Chicago Art Institute, the University of Art Museum (Berkeley), the Corcoran Museum (Washington, D.C.), the Tate Museum (London), the Contemporary Arts Museum (Houston), The Everson Museum (Syracuse), and the Getty Museum (Los Angeles), among others. He has received fellowships from the Dare, Rockefeller, and Guggenheim foundations, as well as two senior fellowships from the National Endowment for the Arts. He was appointed artist-in-residence at the American Academy in Rome (1984-1985), and has published over 50 essays.

Ray Gozzi, Jr., is an Associate Professor in the TV-Radio Department at Ithaca College in Ithaca, NY. He is editor of the "Metaphors in Action" feature in *ETC.*, *A Review of General Semantics*, and is the author of *New Words and a Changing American Culture*, and *The Power of Metaphor in the Age of Electronic Media* (forthcoming).

Paul Grosswiler is an Associate Professor of Journalism and Mass Communication at the University of Maine. He is the author of *The Method is the Message: Rethinking McLuhan Through Critical Theory*. He worked as a reporter for a daily newspaper in Missouri, and as a copy and feature editor for a daily newspaper in Maine.

Richard Grusin is Chair and Associate Professor in the School of Literature, Communication, and Culture at Georgia Institute of Technology, as well as a member of Georgia Tech's Center in Graphics, Visualization, and Usability (GVU). He is the author of *Transcendentalist Hermeneutics: Institutional Authority and the Higher Criticism of the Bible*. He is currently completing a book entitled *The Reproduction of Nature: Cultural Origins of the National Parks* for Duke University Press. Presently he is collaborating with Jay David Bolter on a book-length "genealogy" of new digital media, entitled *Remediation*, which will be brought out by MIT Press this fall.

Gary Gumpert is Professor Emeritus of Communication Arts and Sciences at Queens College, City University of New York. His initial McLuhanization occurred in 1960 as the producer and director of Marshall McLuhan's "The Gutenberg Galaxy." He is the author of *Talking Tombstones and Other Tales of the Media Age*, and co-editor (with Robert Cathcart) of three editions of *Inter/Media: Interpersonal Communication in a Media World* and (with Susan Drucker) of *Voices in the Street: Gender, Media and Public Space*. He is the co-founder of Communication Landscapers, a consulting firm which analyzes the nexus of regulation, communication, and media development. His current research focuses on the relationship of new communication technologies and the use of public spaces.

Bernard Hibbitts is Associate Dean for Communications & Information Technology and Professor of Law at the University of Pittsburgh School of Law. A Rhodes Scholar and former law clerk to the Supreme Court of Canada, Hibbitts is a graduate of Oxford University, the University of Toronto and the Harvard Law School. His work has been published in the *New York University Law Review*, the *McGill Law Journal*, *American Ethnologist*, the *British Medical Journal*, *Intellectual Property*, *Afronet*, and *Wired*. As a practical application of his interest in law and media, Hibbitts is very active online (<<http://www.law.pitt.edu/hibbitts/>>), and is probably best known on the Internet as the Director of JURIST: The Law Professors' Network (<<http://jurist.law.pitt.edu>>).

Neil Hickey is Editor-At-Large of *The Columbia Journalism Review*. He was *TV Guide's* New York Bureau Chief for 25 years, and Senior Editor for 5 years. He is also an Adjunct Assistant Professor in the graduate divisions of New York University and Fordham University. In 1995, he won the Everett C. Parker Award for Lifetime Achievement for his writings on telecommunications. Hickey is the author of a number of books, among them: *Adam Clayton Powell and the Politics of*

Race, and *The Gentleman Was a Thief*, a biography of Arthur Barry, the legendary 1920's jewel thief.

Jesse Hirsh is the director of the new media unit with the McLuhan Program in Culture and Technology at the University of Toronto. At 23 years of age, he has gone from being arrested for "Unauthorized Access of a Computer" (the charges were later dropped), to starting his own Internet Service Provider, to performing the duties of Chief Information Officer for Channel Zero, a global media corporation. He is a founding member of the media collective, as well as a founding member of TAO Communications, a transnational not-for-profit. He is currently finishing *WHOAMI: Implications for Democracy in the Age of Mind*, to be published this spring by Arbeiter Ring Publishing.

Liss Jeffrey teaches communications, media and policy at the University of Toronto, where she is executive producer of the McLuhan Program in Culture & Technology. She is a former public affairs TV producer with City-TV, and while acting director of the MZTV Museum of Television, she co-curated the exhibition "Watching TV" at the Royal Ontario Museum. Her current project is "Canada by Design: Building a Knowledge Nation using New Media and Policy" a twelve part live exploration and web site experiment in digital democracy.

Ethan Katsh is Professor of Legal Studies at the University of Massachusetts at Amherst and Co-director of the Center for Information Technology and Dispute Resolution (<http://www.umass.edu/dispute>) and the Online Ombuds Office (<http://www.ombuds.org>). His main area of expertise is law and computer technology and he is the author of two books on the subject, *Law in a Digital World*, and *The Electronic Media and the Transformation of Law*.

Marvin Kitman has been the TV critic of *Newsday* since 1969. His column, in which he is listed as the "executive producer," is called "The Marvin Kitman Show," and is printed in *Newsday* three times a week as well as syndicated nationally by the Los Angeles Times Syndicate. He is the author of eight books, the latest being *The Making of the President 1789*. He is the co-author with George Washington of *George Washington's Expense Account*. His six other books are *I Am A VCR*; *The Coward's Almanac*; *The Marvin Kitman TV Show*; *You Can't Judge a Book By Its Cover*; *The RCAF (Red Chinese Air Force) Diet, Exercise & Sex Manual*; and *The Number One Best Seller*. He is a graduate of the City College of New York, a winner of the Townsend Harris Medal (1992). His other honors include the Folio Award (1988), the Society of the Silurians Humorous Writing Award (1991) and Special Commentary Award (1993). He hopes to be remembered most for being the author of *Kitman's Law: On the TV screen pure drivelt tends to drive off ordinary drivelt*.

Neil Kleinman is professor of English and Communications Design in the School Communications Design at the University of Baltimore. He is co-director of the School and director of the Institute for Language, Technology & Publications Design. He is a former book, newspaper, and magazine editor, and the author of a book on propaganda. He has a Ph.D. from the University of Connecticut and a J.D. from the University of Pennsylvania.

Elena Lamberti's doctoral research was on "Ford Madox Ford as an Editor" at the University of Bologna. She specialized in Modernism and twentieth century British and American Literature. In addition to articles on Ford Madox Ford and Anglo-American Modernism, she is now working on "Marshall McLuhan as a Man of Letters".

Paul Levinson is President of Connected Education, Inc., an organization that offers courses for academic credit on the Internet, including an MA in Creative Writing with the Bath College of Higher Education in England. He is also an Adjunct Professor of Communications at Hofstra University. His scholarly books include *Mind at Large*, *Electronic Chronicles, Learning Cyberspace*, and *The Soft Edge: A Natural History and Future of The Information Revolution*. He is currently at work on McLuhan for the *New Millennium: A Guide to the Digital Age* (to be published by Routledge). He edited *In Pursuit of Truth: Essays on the Philosophy of Karl Popper*, and is editor of the *Journal of Social and Evolutionary Systems*. He also has published more than 20 science fiction stories.

John Leo writes the weekly "On Society" column for *US News & World Report*, which also appears in the *Daily News* and 140 other newspapers across the country. He has worked at the *Bergen Record*, *Commonweal*, *The National Catholic Reporter*, *Village Voice*, *Time* and *The New York Times*. He is the author of *Two Steps Ahead of the Thought Police*, a collection of his columns, and a book of humor, *How the Russians Invented Baseball and Other Essays of Enlightenment*.

Barbara Jo Lewis is an Assistant Professor in the TV/Radio Department and the Business Department at Brooklyn College. For 15 years she worked in the advertising industry as a producer and as well as completing several award-winning documentaries.

David Linton is Chair of the Humanities Division of Marymount Manhattan College where he is also a Professor in the Communication Arts Department. His publications include examinations of the Luddite movement, a study of depictions of the reading practices of the Virgin Mary, a historiographic essay on Shakespeare as media critic, discussions of media themes in rock 'n' roll songs, and in press, a taxonomy of metacanonical texts.

Robert Logan is an Associate Professor of Physics at the University of Toronto, and is cross-appointed to the Curriculum Department of the Ontario Institute for Studies in Education. He is a senior fellow at the Faculty of Environmental Studies at York University and an active member of the Pugwash movement. He has edited two collections of essays on Canadian politics, *The Way Ahead for Canada* and *Canada's Third Option*. He is the author of two books on communications cum linguistics: *The Alphabet Effect* and *The Fifth Language*. He is currently working on two books, one on knowledge management and the other on the origin of speech from a perspective of chaos theory, cognitive science and evolutionary biology.

Philip Marchand has been books columnist for the *Toronto Star* for the last eight years. He attended the University of

Toronto, where he obtained his B.A. and M.A. in English literature (in his last year as an undergraduate, he took a course in "Modern Poetry" from Marshall McLuhan.). A revised and updated version of his 1989 biography, *Marshall McLuhan: The Medium and The Messenger*, with a foreword by Neil Postman, is being re-issued this summer by MIT Press.

Eric McLuhan is an internationally-known lecturer on communication and media, and has taught at many colleges and universities in both the United States and Canada. In 1995, he founded The McLuhan Institute for the Study of Culture and Communication. He is the author of *The Role of Thunder in Finnegans Wake*, *Cynic Satire*, and *The Electric Crowd*, as well as coauthor of *Laws of Media: The New Science*, and of the college media text, *City as Classroom*. He assisted Marshall McLuhan with research and writing of *The Medium is the Massage*, *War and Peace in the Global Village*, *Culture is Our Business*, *From Cliche to Archetype*, and *Take Today: The Executive as Drop-Out*. He is the co-editor of *Essential McLuhan*, and *Who Was Marshall McLuhan?* and the editor of the forthcoming *The Medium and the Light*, a collection of Marshall McLuhan's writings on religion. He is also coeditor of the academic journal *McLuhan Studies*, and senior editor for Routledge (UK) on a multi-volume critical series on Marshall McLuhan's Works.

Joshua Meyrowitz is Professor of Communication at the University of New Hampshire in Durham, where he has won the Lindberg Award for Outstanding Scholar-Teacher in the College of Liberal Arts. He is the author of *No Sense of Place: The Impact of Electronic Media on Social Behavior*, which has won numerous awards, including the "Book of the Year" award from the National Association of Broadcasters and the Broadcast Education Association.

Michel Moos has been a Woodruff Scholar at Emory University; recently edited a volume of essays by McLuhan entitled *Media Research: Technology, Art, Communication*. He currently writes on media, technology and literature.

Gerald O'Grady founded the Media Center in Houston, Texas in 1967, and the Center for Media Study at the State University of New York at Buffalo and the Independent Community Center, Media Study/Buffalo, in 1972. He has taught in the graduate media programs at the Center for Understanding Media, the New School for Social Research, Columbia University and New York University, and edited film publications for retrospectives at Anthology Film Archives, the Film Society at Lincoln Center, the Museum of Modern Art, and The Public Theater. He is currently working on the media of the American Civil Rights Movement, and most recently is a Fellow at the W.E.B. DuBois Institute for Afro-American Research and Visiting Scholar at the Department of Afro-American Studies at Harvard University.

Michael J. O'Neill, former editor of the *New York Daily News* and past President of the American Society of Newspaper Editors, is the author of *The Roar of the Crowd*, *How TV and People Power Are Changing the World*, *Preventive Diplomacy: Stopping Wars before They Start*, and *Terrorist Spectaculars: Should TV Coverage Be Curbed?* He is a member

of the Council on Foreign Relations, the National Committee on U.S.-China Relations, and the International Press Institute, and served formerly as vice chairman of the Japan Society. He received a B.A. from the University of Detroit in 1946 and a Honorary Doctor of Humane Letters from the school in 1977. He also did graduate work at Fordham University.

Mark Poster teaches in the History Department of the University of California, Irvine. His recent books include: *Cultural History and Postmodernity*, *The Second Media Age*, and *The Mode of Information*.

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Douglas Rushkoff is an author and social theorist. His first novel, *Ecstasy Club*, was published this June, and has been optioned by Miramax Films. His most recent non-fiction book is *Playing the Future*, and he also has written *Free Rides*, *Cyberia: Life in the Trenches of Hyperspace*, and *Media Virus! Hidden Agendas in Popular Culture*. He also edited *The GenX Reader*. As a journalist, Rushkoff is currently writing a new weekly column for *The New York Times* Syndicate, *The Guardian* of London, and *The Australian*. He serves as a technology and culture consultant to the United Nations, founded Memes Incorporated, a software development firm, and conceived and produced the Electronic Oracle series of programs for HarperCollinsInteractive.

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