

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:

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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

August 31, 1998

Ms. Patricia A. Beadling  
Vice President External and Public Relations  
Bell Atlantic-Pennsylvania  
1717 Arch Street 17<sup>th</sup> Floor  
Philadelphia, PA 19103

Dear Pat:

I am pleased to send you a report provided by Dr. George Gerbner describing his academic activities as the Bell Atlantic-Pennsylvania Chair in Telecommunications. The report is for September 1997 through August 1998, his first year.

I look forward to our meeting on Thursday, September 10, when I'd be happy to tell you more about the history and purpose of the Bell professorship and about the School of Communications and Theater. The study of telecom takes places in the Department of Broadcasting, Telecommunications, and Mass Media. I've included a brochure describing their programs.

On September 10, I'll be accompanied by Bill Johnson, Temple's Director of Corporate Development.

Cordially,

Robert M. Greenberg  
Acting Dean



TEMPLE UNIVERSITY  
A Commonwealth University

School of Communications and Theater

George Gerbner  
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)  
Philadelphia, Pennsylvania 19122  
Voice/Fax: 610-642-3061  
E-mail: ggerbner@nimbus.temple.edu

September 8, 1998

Patricia Beadling  
Vice President, External and Public Relations  
Bell Atlantic  
Via fax 215 466 5931 *4585*

*Home fax  
610 647 0430*

Dear Pat:

Attached please find (1) draft prospectus (latest version); (2) draft of cover letter; and (3) draft of the response form.

Please review these, mark any changes, suggestions, etc. , and fax back to me at 610 642 3061.

In any case, I will try to call you Wednesday afternoon to discuss how we are going to handle the budget, stationery, printing, signing of invitation, invitation list, mailing, and other details of the project.

Sincerely,



# Patricia Beadling

## Vice President - External & Public Relations



Patricia Beadling is Vice President of the External and Public Relations Organization of Bell Atlantic - Pennsylvania, Inc. She is responsible for external and public relations activities throughout the state of Pennsylvania including community relations, consumer affairs, educational relations, public affairs and local government relations

Previously Pat Beadling was the Director of Regulatory Issues and Customer Relations. In this position, she served as liaison with the Pennsylvania Public Utility Commission and directed development of customer education plans for over four million customers.



Ms. Beadling began her career with Bell of Pennsylvania in 1973 as an Engineering Manager and later worked as an Operations Foreman for installation and repair. She was promoted to District Manager of motor vehicles and administrative services in 1978 and subsequently held positions as District Manager in telephone residence service centers, interexchange carrier service center, special service centers and network consumer services.

She is a graduate of Lehigh University with a B.S. degree in Mechanical Engineering. She was an original member of Lehigh University President's Council of Women and also serves on Lehigh University Women's Studies Advisory Board. In addition, she serves on the board of the TEAM Pennsylvania Foundation and the Arts and Business Council of the Greater Philadelphia Chamber of Commerce.

Patricia resides in Malvern with her husband and two children.

To contact the Bell Atlantic - Pennsylvania team, send e-mail to [pennsylvania@bell-atl.com](mailto:pennsylvania@bell-atl.com)

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*

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).

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.

*Called 8/28/98  
Said no resp  
& our meeting  
& plans for Nov 2  
PB with CB  
Talked to Nancy  
Wentler*

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.



## ■ LOOKING BACK

### **BELL ATLANTIC-PA VP EXTERNAL & PUBLIC RELATIONS, ANTHONY J. DIGIOIA RETIRES**



On March 31, 1998, Anthony J. DiGioia, Vice President External & Public Relations Bell Atlantic - Pennsylvania retired.

During his 30 plus years in the telecommunications industry, Mr. DiGioia held various assignments with AT&T, Bell Communications Research Company and Bell of Pennsylvania.

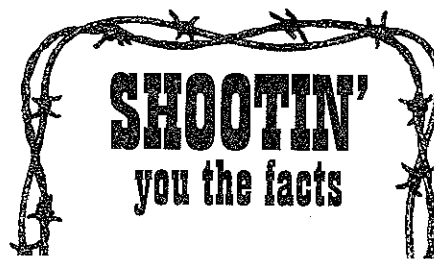
In his last assignment as Vice President Bell Atlantic - Pennsylvania, Mr. DiGioia was responsible for External Affairs activities across the state of Pennsylvania including Public Relations, Key Stakeholder Relations, Corporate Contributions, Consumer Affairs, Educational Relations, Economic Development, Public Affairs and Local Government. He initiated Bell of Pennsylvania's Business Outreach Program and the Economic and Community Development Association programs.

Mr. DiGioia has served on the Boards of the following organizations: The Team Pennsylvania Foundation, Philadelphia Industrial Development Corporation, Executive Board Member of the Boy Scouts of America, Hero Scholarship Fund of Philadelphia, Pennsylvania Technology Council,

Keystone State Games, Walnut Street Theater, Arts & Business Council of the Greater Philadelphia Chamber of Commerce, and the Central Philadelphia Development Corporation. He has been a member of the Pennsylvania Business Roundtable - Economic Development Committee, the Pennsylvania Economic Development Association, the Public Affairs Council, located in Washington, DC, and the Public Affairs Task Force of the U.S. Chamber of Commerce.

You may send notes of good wishes to the following address; they will be forwarded to Mr. DiGioia:

Bell Atlantic - Pennsylvania  
External & Public Relations  
Attn: Nancy Dascher  
1717 Arch Street - 17th Floor  
Philadelphia, PA 19103



### ■ **COMPETITION IS ALIVE AND WELL**

It has been over two years since the Telecom Act was signed in February of 1996. Bell Atlantic has achieved its vision of opening local exchange markets to competition in Pennsylvania. Lately, however, there's been a lot of smoke surrounding the issue of opening the local telephone market to competition. Let's clear the air with plain talk and plain facts. The fact is, while some companies drag their feet waiting for regulators to subsidize prices and mandate market share loss, local competition has begun to

blossom. This competition has resulted in market incentives, new technologies, and new entrants into the local telephone market.

The fact is, Bell Atlantic has been investing millions of dollars and taking all the necessary actions to open its networks and stimulate the facilities-based and resale competition that creates investment, innovation, and customer choice. This isn't because we're nice guys. It's because we have the business incentive to do so. **The time is ripe for Bell Atlantic to break the barrier and move into the long distance market.**

Bell Atlantic's commitment to implementing the vision and spirit of the Telecommunications Act of 1996 could not be stronger. Bell Atlantic - Pennsylvania, for example, has been a leader in bringing the benefits of the Act to our customers, to our markets and to our competitors.

#### **Among the steps we've taken:**

- We continue to open our local markets to competition.
- We offer permanent local number portability service, which allows customers to change their local phone company without changing their phone number.
- We have 61 interconnection and resale agreements with competitors.
- We have more than 1,000 employees solely devoted to opening up our local markets and are investing over \$1 billion to ready the market for competitors.
- Our Customer Care strategy guarantees the highest level of service, and we've made commitments such as product-satisfaction guarantees and automatic out-of-service credits.
- We're ensuring that the best technology has to offer is extended to all the consumers and communities we serve.



TEMPLE UNIVERSITY  
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George Gerbner  
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Annenberg Hall, Rm. 06 (011-00)  
Philadelphia, Pennsylvania 19122  
Voice/Fax: 610-642-3061  
E-mail: ggerbner@nimbus.temple.edu

November 6, 1998

Patricia Beadling  
Vice President for External and Public Relations  
Bell Atlantic - Pennsylvania  
1717 Arch Street, 17th Floor  
Philadelphia, PA 19103

Dear Ms. Beadling:

Thank you for Bell Atlantic's generous pledge of \$15,000 toward the May 1999 Conference on Digital Communication, which you have indicated Bell Atlantic will fulfill after the November 20 meeting on strategic planning. . I am writing to seek your assistance in obtaining additional funds from interest on the endowment provided by Bell Atlantic for the Chair in Telecommunications at Temple University.

Of particular urgency is the line item for travel reimbursement to participants. Currently we are entertaining requests in excess of \$6000. It is important that we respond to them as soon as possible.

We are also seeking funds to film the proceedings, under the direction of Dr. Howard Myrick of Temple University, in order to produce a professional quality video. That will be supplemented by footage from the Spring conference and will be edited and marketed for educational and other uses. I will forward to you the budget for that production as soon as we receive it from Dr. Myrick,

I understand that my predecessor in the Bell Atlantic chair did not draw on the endowment interest and that, in fact, for several years the position went unfilled. Consequently, there should be more than enough available on the "interest" side of the ledger to cover our current needs. Therefore, I am seeking your assistance in obtaining an accounting history of these funds to determine what is available for our present use. Please let me know if this poses any problems.

Many thanks and best regards.

Sincerely,


Mime-Version: 1.0  
Date: Tue, 3 Nov 1998 22:17:12 -0500  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
From: Cultural Environment Movement <cem@libertynet.org>  
Subject: Letter to Beadling: please edit & send  
Status: 0

Please edit the attached to your liking and send to Patricia Beadling (fax 215-466-6786).

*req number*

The letter asks her to help us investigate what money is available for DIGCON from interest on the endowment for your Chair. The hope is that she can pull some strings and get an accounting history of that money.

Background: Patricia Beadling suggested to you and me that we find out about accessing the interest to pay for expenses their \$15,000 won't cover. I asked Bob Greenberg, and he told me there was nothing available. But according to Howard Myrick, there should be more than enough "interest" in the account since your predecessors (two) did not use the money set aside for a conference (never mind the interest), plus the position went unfilled for several years during which Temple of course paid out nothing.

 to\_Beadling\_re\_DIGCON\_\$.doc

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

*FAX 215 466 6786*

*Wang Deshu, Selig*

*6129 PB VOIC*

*FAX 466 5931*