



April 24, 1999

George Gerbner
Founder
Cultural Environment Movement
234 Golf View Road
Ardmore, PA 19003

Dear Dr. Gerbner:

On behalf of Bell Atlantic-Pennsylvania and Temple University, we are pleased to extend to you a cordial invitation to attend an international conference on "The Challenge of the Digital Age: A Forum of Diverse Perspectives." The conference will be held on June 3 - 5, 1999 at Temple University's Sugarloaf Conference Center in Philadelphia. We are delighted to announce that the keynote speakers include Jeffrey Chester, Executive Director, Center for Media Education; Lawrence K. Grossman, former president of NBC News and PBS, and author of "The Electronic Republic: Reshaping Democracy in the Information Age;" Edward S. Herman, Professor Emeritus of Finance, Wharton School, University of Pennsylvania; and Kathryn C. Montgomery, President, Center for Media Education.

We look forward to your participation in what we believe will be a productive and interesting dialogue between the various stakeholders who are helping to shape the future of digital communications. Please return the enclosed registration form as soon as possible.

For more information, please contact Linda Greenwood, conference coordinator, by email <greenwood@snip.net> or phone (215-204-8427). You may also send correspondence to the following address: Linda Greenwood, Bell Atlantic - Temple University Digital Conference Coordinator, 507 Spruce Avenue, Lindenwold, NJ, 08021-1757.

Yours sincerely,

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

George Gerbner
Bell Atlantic Professor of Telecommunications
Temple University

Enclosures:
conference prospectus and agenda
registration form
Sugarloaf Conference Center brochure

Bell Atlantic - Temple University Conference on Digital Communication
A Prospectus:

"The Challenge of the Digital Age: A Forum of Diverse Perspectives"

*Opportunity present itself after consolidation - wave of mergers in US history. TV stations owned by monies 38-22 -
duo in own 2.9% of 11,524*

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 unlimited information is reshaping the world around us and changing the global landscape. Digital technology is changing forever how the world community communicates and interacts. The rapid growth of this technology has provided policy makers, industry consultants, and social analysts with the challenge of regulating, charting, and understanding its development.

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The demands of globalization have necessitated mergers, acquisitions and strategic alliances between media organizations and the technology industry. Network television and telephone companies are acquiring cable stations; computer hardware companies are developing digital communication hybrid devices; software companies are becoming Internet providers. Could the effects of this convergence and the demands of the new media marketplace be homogenization and sterilization of content? Or could they result in greater diversity and increased access to information for every citizen? Is the new media environment more interactive and empowering, or is it just an easier way to deliver customers to the marketplace? How can we secure a future in which all citizens have equal access to information? These are a few of the important questions which this conference will address.

The conference will be convened by **George Gerbner**, Bell Atlantic Professor of Telecommunications at Temple University. Keynote speakers include **Patricia Beadling**, Vice President, External and Public Relations, Bell Atlantic - Pennsylvania; **Jeffrey Chester**, Executive Director, Center for Media Education; **Lawrence K. Grossman**, former president of NBC News and PBS; **Edward S. Herman**, Professor Emeritus of Finance, Wharton School, University of Pennsylvania; and **Kathryn C. Montgomery**, President, Center for Media Education.

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For more information, contact Linda Greenwood, conference coordinator, by e-mail <greenwood@snip.net> or phone (215) 204-8427. You may also send correspondence to the address below or visit the conference website at <<http://astro.temple.edu/~digcon>>

Linda Greenwood
Bell Atlantic - Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757

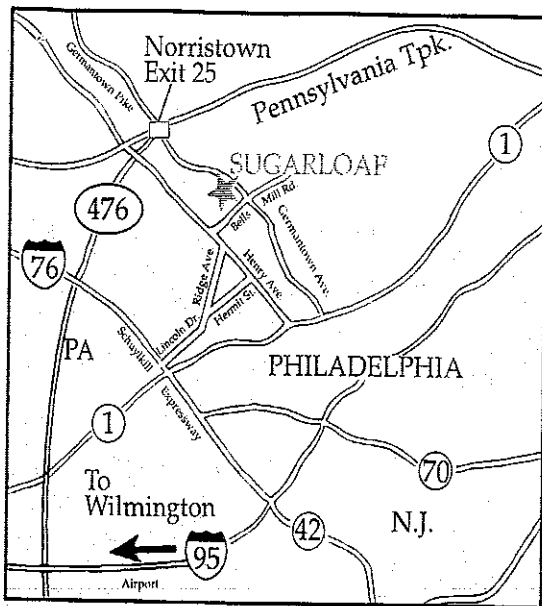
BELL ATLANTIC – TEMPLE UNIVERSITY CONFERENCE ON DIGITAL COMMUNICATION
"The Challenge of the Digital Age: A Forum of Diverse Perspectives"

Thursday, Friday and Saturday, June 3 – 5, 1999
Albert M. Greenfield House, Sugarloaf Conference Center
9230 Germantown Avenue, Philadelphia, PA 19118

Conference Agenda

- 6:00 p.m. Thursday, June 3, 1999
Reception and Dinner
- Friday, June 4, 1999
- 8:00 a.m. Registration and Breakfast
- 8:30 WELCOME AND OPENING REMARKS
Patricia Beadling, Vice President, External and Public Relations, Bell Atlantic – Pennsylvania
George Gerbner, Bell Atlantic Professor of Telecommunications, Temple University
- 8:45 Presentations/Working Session
Public Access/Public Space
Social/Cultural/Political Effects
- 10:15 Refreshment Break
- 10:30 Comments/Discussion/Draft Recommendations
- 12:00 Lunch
- 1:00 KEYNOTE
Jeffrey Chester, Executive Director and Kathryn C. Montgomery, President Center for Media Education
- 1:20 Presentations/Working Session
Business/Economic Effects
Medical/Health Effects
- 2:45 Refreshment Break
- 3:00 Comments/Discussion/Draft Recommendations
- 5:00 Dinner
- 6:00 KEYNOTE
Edward S. Herman, Professor Emeritus of Finance Wharton School, University of Pennsylvania
- Saturday, June 5, 1999
- 8:00 a.m. Breakfast
- 8:30 Presentations/Working Session
Censorship/Regulation
Other Issues
- 10:00 Refreshment Break
- 10:15 Comments/Discussion/Draft Recommendations
- 11:15 Plenary
Introduce, discuss, and act on draft recommendations
- 12:30 Lunch
- 2:00 KEYNOTE
Lawrence K. Grossman, former president of NBC News and PBS
- 2:30 Closing Remarks
- 2:45 Guests Depart

SugarLoaf



Air, train and bus service from all points is available to Philadelphia. Ground transportation arrangements can be coordinated by the Conference Center on request. Rail service is available at local Chestnut Hill station. Driving directions as follows:

FROM THE PENNSYLVANIA TURNPIKE

To Norristown exit #25. Take Germantown Pike to Philadelphia. Follow Germantown Pike approximately 4.5 mi. to Bells Mill Road and Germantown Avenue. Driveway to Center is on right 25 ft. before intersection.

FROM THE NEW JERSEY TURNPIKE

To Pennsylvania Turnpike. Follow directions above.

FROM SCHUYLKILL EXPRESSWAY (ROUTE 76)

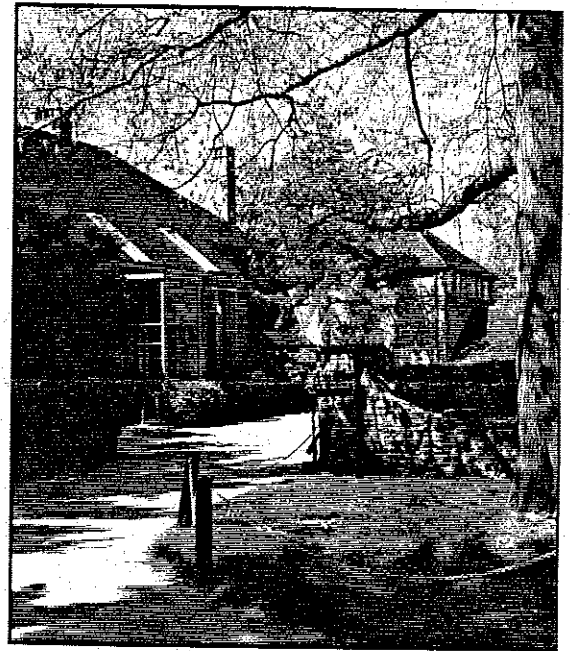
Exit at Lincoln Drive. Bear right to Ridge West—Follow to top of hill (four lights)—cross straight. This is Hermit St. Proceed on Hermit ¼ mile to Henry Ave. Turn left on Henry/Ridge and proceed 3.8 miles to Bells Mill. Turn right onto Bells Mill. SugarLoaf is at intersection of Bells Mill and Germantown.

FROM THE AIRPORT

Exit Airport—Follow 95 South to 476 North (Plymouth Meeting). Remain on 476 North to Exit 8 (Germantown Ave.—East/Plymouth Meeting). At the first light make a right onto Germantown Avenue. Continue East 4 miles to Bells Mill Road. SugarLoaf is on the righthand corner of Bells Mill and Germantown Avenue.

FROM 309 EXPRESSWAY

Exit at Papermill Road. Follow to the intersection of Stenton Avenue and Bethlehem Pike. Go straight through the intersection. Go around small curve to the street light (Hillcrest Road). Make a left. Follow to next light (Germantown Avenue). Make a left. Follow Germantown Avenue. Make a right into our driveway before the light at Bells Mill Road.



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SUGARLOAF

A FACILITY OF TEMPLE UNIVERSITY

**Bell-Atlantic – PA/ Temple University Conference on Digital Communication
“The Challenge of the Digital Age: A Forum of Diverse Perspectives”**

Registration Form

_____ Yes, I will attend the conference on June 3-5, 1999.
Registration fee: \$95 payable upon arrival (includes all meals)

_____ I propose to present a conference paper on:

Name: _____

Phone: _____

Position/Title: _____

Fax: _____

Affiliation: _____

Email: _____

Mailing Address: _____

Web site: _____

City: _____

Please indicate approximate arrival time at Sugarloaf
Conference Center. _____ (date) _____ (time)
(The cost of taxi service from Philadelphia International airport
to conference center is approximately \$47).

State/Province: _____ Zip/Postal Code: _____

Country: _____

_____ Please reserve a room for me at Sugarloaf Conference
Center. (Rooms are \$106 per night and can
accommodate 2 persons).

_____ I wish to share a room with another conference
participant

Please mail this form no later than Monday, May 3, 1999 to:

Linda Greenwood
Bell Atlantic – Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757
greenwood@snip.net

You may also fax this registration form to the conference coordinator (215-204-5823), or register via our web site at
<http://astro.temple.edu/~digcon>.