

April 24, 1998

George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

**Re: Digital Conference Planning Committee**

Dear Dr. Gerbner,

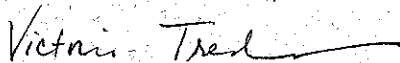
The Digital Conference Planning Committee will meet on Friday, May 1st from 10am to approximately 4pm at the Temple University Diamond Club, Tuttle Room, Mitten Hall, 1913 N. Broad Street. Enclosed for your information are some preliminary meeting materials:

Meeting agenda  
List of committee members  
Conference prospectus  
Draft budget  
May 1997 editorial from the Multinational Monitor

You are of course invited to bring additional agenda items or background materials with you for distribution at the meeting. I've put you down for bolognese sauce for lunch. Please contact me with any additions or changes to the biographical and contact information included here.

Thank you for lending your time and expertise to the work of this committee. I look forward to meeting with you on May 1st.

Sincerely,



Victoria Tredinnick

*Digital Conference Planning Committee*  
*May 1, 1998*

**Agenda**

10:00 Introductions

10:15 Discussion of draft of revised Prospectus

11:00 Size, site, policy on participation, speakers

12:00 Lunch

After lunch - Funding the conference. General discussion and assignment of specific responsibilities to each member of the strategic planning committee.

**Digital Conference Planning Committee**  
May 1, 1998

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## Conference Prospectus

A conference on Public Space in the Digital Age:

Unbeknownst to most Americans, the "digital age" begins on Dec. 31, 2006. On that day, or soon thereafter if extended (which is now likely), television and other systems of communication, ranging from computers to satellites, will change.

The change to digital technology holds out the promise of greater diversity of communication than has ever before been possible. However, the Telecommunications Act of 1996, "An Act to promote competition and reduce regulation," is, in fact, an act to prevent competition and promote monopoly. It has opened the floodgates to media mergers and consolidation. The recent convergence of various media industries includes network television and telephone providers buying cable stations, computer companies going into WebTV, software companies becoming Internet providers. This urge to merge drives further monopolization, standardization, homogenization and sterilization of content. If unchecked, it may well be the greatest giveaway of public resources – the people's use of the people's airways – in American history.

Mergermania is destructive of creativity, democracy, and diversity. The purpose of the proposed international conference on "Public Space in the Digital Age" is to focus media and public attention on this critical juncture in communication and power, and to provide a forum for a dialogue among leading telecommunication industry executives, members of the creative community ("content providers"), community leaders, consumer advocates, and media scholars.

The tasks include the following:

1. Design a media plan to put communication issues on the public agenda.
2. Develop democratic and accountable public service media that will draw citizens into public life as participants with opportunities to have timely access to information and to express their own views.
3. Promote gender equity and general diversity in media ownership, employment, and representation.
4. Develop hardware and software design, administration, and regulation for competitive and equitable access and use.
5. Establish a global communication network based upon mutual respect between peoples and nations.
6. Create a nurturing cultural climate for our children, rather than subject them to mindless violence and exploitation.
7. Protect and promote free expression without either state or conglomerate censorship.
8. Regulate the activities of transnational media firms that operate in non-competitive markets.

Digital Conference Planning Committee  
 May 1, 1998

**Proposed Budget**

for the period April 1998 through November 1998  
 with an estimated 40 conferees

Item	Amount		Source
	EXPENSES	REVENUE	
<b>Administrative and Personnel</b>			
Administrative Expenses		\$5213	Temple University--Bell Atlantic Chair
Personnel		\$340	Temple University--Bell Atlantic Chair
Conference Coordinator	\$2600		(10% of \$26,000)
Office Staff	\$2000		(10% of \$20,000)
Printing - Convener packets	\$400		(40 x \$3.33 x 3)
Printing - Press packets	\$1000		(500 x \$2)
Postage - Press packets	\$136		(40 x \$1.70 x 2)
Postage - Press packets	\$740		(500 x \$1.48)
Overhead	\$3000		(10% of total less newspaper ads)
Planning Committee	\$130.75		
SUBTOTAL	\$10,006.75	\$5553	
<b>Travel/Accommodations</b>			
Conference Fees		\$8000	(40 x \$200)
Sugarloaf Conference Center	\$15,920		(40 x \$199 x 2)
Travel Scholarships	\$2500		
SUBTOTAL	\$18,420	\$8000	
<b>Media Campaign</b>			
Ad design	\$1000		
Newspaper Announcements	\$500,000		(5 x \$100,000)
Publicist	\$3600		
SUBTOTAL	\$504,600		
TOTAL INCOME		\$13,553	
TOTAL EXPENSES	\$533,026.75		
BALANCE	(\$519,473.75)		