

June 3  
June 4-5

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

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

The “digital age” is upon us. It is the ability to transform any information into computer file format and to access, store, manipulate and transport such information on demand. This new age of virtually unlimited access to 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.

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>>

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**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