

WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES
May 12-14, 1980
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street, Philadelphia, PA 19104 USA

SCHEDULE AT A GLANCE

SUNDAY, May 11

3:00 pm - 9:00 pm Registration and Hospitality
 Take One! Hilton Hotel

MONDAY, May 12

8:30 am - 10:00 am Registration and Continental Breakfast
 Annenberg Plaza

10:00 am - 11:45 am Introductions, KEYNOTE OF THREE WORLDS I
 Zellerbach Theatre, Annenberg Center

12:15 pm - 2:30 pm Luncheon, KEYNOTE OF THREE WORLDS II
 Ballroom, Hilton Hotel

3:00 pm - 4:30 pm KEYNOTE OF THREE WORLDS III
 Zellerbach Theatre, Annenberg Center

4:30 pm - 5:00 pm Refreshments
 Annenberg Center Lobby

5:00 pm - 7:00 pm Panel A: Bases for National Policies in World Communications
 Annenberg Theatre, Annenberg School

 Panel B: Policy Issues in Development Support
 Prince Theatre, Annenberg Center

 Panel C: Currents in Media Flow
 Studio Theatre, Annenberg Center

7:30 pm - 8:30 pm Cocktail Reception
 Main Lobby, Hilton Hotel

8:30 pm - 10:30 pm Dinner
 Ballroom, Hilton Hotel

TUESDAY, May 13

8:00 am - 9:00 am Continental Breakfast
 Annenberg Plaza

9:00 am - 9:30 am GENERAL SESSION
 Zellerbach Theatre, Annenberg Center

10:00 am - 12:00 pm Panel D: Transnational Data Systems
 Annenberg Theatre, Annenberg School

 Panel E: The Role of the Individual: Needs and Rights
 Prince Theatre, Annenberg Center

 Panel F: Telecommunications Policy Developments in Western Europe
 Studio Theatre, Annenberg Center

12:30 pm - 2:30 pm Luncheon
 Ballroom, Hilton Hotel

Tuesday (Continued)

3:00 pm - 5:00 pm

Panel G: After WARC '79
Annenberg Theatre, Annenberg School

Panel H: Communications Technology and Rural Development
Prince Theatre, Annenberg Center

Panel I: Tradition and Revolution: Theoretical Perspectives
Studio Theatre, Annenberg Center

5:30 pm - 6:30 pm

Task Group I, Franklin Room, Hilton Hotel
Task Group II, Temple Room, Hilton Hotel
Task Group III, Drexel Room, Hilton Hotel
Task Group IV, Penn Room, Hilton Hotel
Task Group V, Hancock Room, Hilton Hotel
Task Group VI, Madison Room, Hilton Hotel

7:30 pm - 9:30 pm

Dinner
Ballroom, Hilton Hotel

WEDNESDAY, May 14

8:00 am - 9:00 am

Continental Breakfast
Annenberg Plaza

9:00 am - 11:00 am

Panel J: Economic Development: Communications and Information
Annenberg Theatre, Annenberg School

Panel K: International Organizations and Systems
Prince Theatre, Annenberg Center

Panel L: What is the "New International Information Order?"
Studio Theatre, Annenberg Center

11:30 am - 12:20 pm

Task Group I, Franklin Room, Hilton Hotel
Task Group II, Temple Room, Hilton Hotel
Task Group III, Drexel Room, Hilton Hotel
Task Group IV, Penn Room, Hilton Hotel
Task Group V, Hancock Room, Hilton Hotel
Task Group VI, Madison Room, Hilton Hotel

12:30 pm - 2:00 pm

Luncheon
Ballroom, Hilton Hotel

2:00 pm - 2:30 pm

EPILOGUE OF THREE WORLDS
Ballroom, Hilton Hotel

2:30 pm - 3:30 pm

TASK GROUP REPORTS
Ballroom, Hilton Hotel

3:30 pm - 4:00 pm

CONCLUDING SESSION
Ballroom, Hilton Hotel

WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES

May 12-14, 1980

at

The Annenberg School of Communications
University of Pennsylvania, Philadelphia

Preliminary Program

MONDAY, May 12

8:30 a.m. - 10:00 a.m. Annenberg School Plaza

Registration and Continental Breakfast

10:00 a.m. - 11:45 a.m. Zellerbach Theatre, Annenberg Center

MARTIN MEYERSON President, University of Pennsylvania
GEORGE GERBNER Dean, Conference Chair

KEYNOTE OF THREE WORLDS I

JOHN REINHARDT Director, U.S. International Communication Agency; former U.S. Assistant Secretary of State for Public Affairs and Ambassador to Nigeria

JOHN McLUCAS Executive Vice President for International Communications and Electronics and Technical Services, Communications Satellite Corp. (COMSAT); former Secretary of Air Force, Secretary General of Scientific Affairs, NATO

ROGER ERRERA Maître des Requêtes at the Conseil d'Etat; legal expert and author of studies on communications policy, Paris, France

ELIE ABEL Harry and Norman Chandler Professor of Communication, Stanford University; former Dean of the Columbia School of Journalism; U.S. member of the International Commission for the Study of Communication Problems (MacBride Commission)

12:15 p.m. - 2:30 p.m. Ballroom, Hilton Hotel

Luncheon

KEYNOTE OF THREE WORLDS II

ALEXANDER LOSEV Director, TASS News Agency, Moscow, U.S.S.R.

YASSEN N. ZASSOURSKY Dean of the Faculty of Journalism and Professor of American Literature, Moscow University; member of the Executive Committee, Soviet Union of Journalists

SPARTAK I. BEGLOV Professor of Journalism, Political Observer for APN News Agency, author of studies on international communication, Moscow, U.S.S.R.

ZOLTAN JAKAB Head of Department, Mass Communication Research Centre, Hungarian Radio and Television, Budapest

3:00 p.m. - 4:30 p.m. Zellerbach Theatre, Annenberg Center

KEYNOTE OF THREE WORLDS III

Introduction and interpretation: ANNIE MEAR Chair, Department of Communications, University of Montreal, Quebec

MOUSTAPHA MASMOUDI Ambassador and Permanent Delegate of Tunisia to UNESCO; former Secretary of State for Information of Tunisia; First President of the Intergovernmental Coordinating Council for Information of the Non-Aligned Countries

SARATH L.B. AMUNUGAMA Secretary, Ministry of State responsible for information, Sri Lanka; former Chair of the State Film Corporation of Sri Lanka

PAUL A.V. ANSAH Director, School of Journalism and Communication, University of Ghana; President, African Council on Communication Education

FERNANDO REYES MATTA Director, Division of Communication Studies, Instituto Latinoamericano de Estudios Transnacionales (ILET), Mexico

Monday (Continued)

4:00 p.m. - 5:00 p.m. Annenberg Center Lobby

Refreshments

5:00 p.m. - 7:00 p.m.

Panel A: Bases for National Policies in World Communications Annenberg Theatre, Annenberg School

Chair: RICHARD NEUSTADT Assistant Director, Domestic Policy Staff, The White House, Washington, D.C.

DOUGLAS A. BOYD Chair, Department of Communication, University of Delaware

BROADCASTING IN THE ARABIAN GULF STATES. Problems of maintaining Islamic values under conditions of rapid technological development.

ANNE W. BRANSCOMB Chairman of the Board, Kalba Bowen Associates, Inc., Cambridge, Massachusetts

TOWARD A GLOBAL COMMUNICATIONS POLICY. Principles that optimize global transmission systems because they do not dictate the content of the message traffic. Review of INTELSAT, MARISAT, NAVSAT, SWIFT, TELENET, CYBERNET, etc.

FORREST P. CHISMAN Deputy Associate Administrator, Office of Policy Analysis and Development, National Telecommunications and Information Administration, U.S. Department of Commerce, Washington, D.C.

THE KEYS TO A U.S. INTERNATIONAL INFORMATION POLICY. Economic interest as a possible basis for a coherent conceptual framework.

JORGE A. SCHNITMAN Buenos Aires, Argentina and Stanford University, California

STATE PROTECTIONISM AND FILM INDUSTRY DEVELOPMENT. Some considerations regarding mass communications policy based on case studies of Argentina and Mexico.

YASUMASA TANAKA Professor, Department of Political Science and Director, University Computer Center, Gakushin University, Tokyo, Japan

INFORMATION AND MEANING IN A HIGHLY INFORMATIONALIZED SOCIETY. Impact of new interactive technologies upon personal interactions, acculturation, cross-cultural communications; "information overload" and some contradictions of "informationalized" societies.

TOMADER TAWFIK President, Egyptian Television, Cairo

TELEVISION IN EGYPT. Policy-making with special reference to imports and international news.

5:00 p.m. - 7:00 p.m.

Panel B: Policy Issues in Development Support Prince Theatre, Annenberg Center

Chair: CLIFFORD H. BLOCK Associate Director, Office of Education, Agency for International Development, The International Development Cooperation Administration, Washington, D.C.

WILBUR T. BLUME Communication and Media Officer, Associate Directorate for Educational and Cultural Affairs, International Communication Agency, Washington, D.C.

PROSPECTS FOR COOPERATION: SOME PHILOSOPHIC CONCERNS WHICH UNDERLIE CROSS-CULTURAL COMMUNICATION DEVELOPMENT. Technological systems as the means for achieving a more significant degree of human cooperation in an increasingly interdependent world.

CHEN C. CHIMUTEGWENDE UNESCO Regional Office for Africa; University of Nairobi, Kenya; Secretary General of the Pan African Association of Writers and Journalists; a Zimbabwe national

COMMUNICATION TRAINING, EDUCATION, AND RESEARCH IN AFRICA. Problems of formulating and implementing policies, and the role of international agencies and organizations.

E.V. CHITNIS Director, Apple Applications Project and Software Systems Group, Space Applications Centre, Ahmedabad, India

RITA CRUISE O'BRIEN The Institute of Development Studies, University of Sussex, England

THE POLITICAL ECONOMY OF INFORMATION IN INTERNATIONAL NEGOTIATIONS. The consequences of power relations and technological change in terms of accessibility of data to firms and governments involved in different types of international negotiation.

Monday (Continued)

Panel B: (Continued)

ROBERT LINDSAY Professor of Mass Communication and International Relations, University of Minnesota, Minneapolis

POLICY ISSUES IN GLOBAL TRAINING AND RESEARCH IN MASS COMMUNICATION. Programs of assistance to Third World countries wishing to improve their mass communication capabilities.

ROBERT A. WHITE Research Director, Centre for the Study of Communication and Culture, London, England
STRUCTURAL CHANGE AT THE NATIONAL LEVEL: THE BASIS FOR DEVELOPMENT. The restructuring of communication patterns providing for more popular control is an essential part of needed reorganization.

5:00 p.m. - 7:00 p.m.

Panel C: Currents in Media Flow Studio Theatre, Annenberg Center

Chair:

ELIHU KATZ Professor, The Communications Institute, Faculty of Social Sciences, Jerusalem, Israel
MEDIA EVENTS THAT SHOOK THE WORLD. Analysis of selected broadcasts as examples of "media diplomacy."

THOMAS GUBACK Research Professor, Institute of Communications Research, University of Illinois, Urbana-Champaign

INTERNATIONAL CIRCULATION OF THEATRICAL MOTION PICTURES AND TELEVISION PROGRAMMING. How the structure of the American industry, and the policies of the American government, bear upon the global traffic.

JAMES F. LARSON Assistant Professor, College of Communication, The University of Texas, Austin
INTERNATIONAL NEWS FLOW, WITH SPECIAL EMPHASIS ON TELEVISION AND COVERAGE OF THIRD WORLD COUNTRIES. Findings and implications from a study of U.S. network television during the 1970's.

WALERY PISAREK Director of the Press Research Centre and Head of Journalism, Jagellonian University, Krakow, Poland

HEROES OF THE FOREIGN NEWS - A POLISH PERSPECTIVE. Comparative analysis of the actors of foreign news in Pravda, FAZ, Le Monde, Neues Deutschland, International Herald Tribune and Rude Pravo.

JOHN P. ROBINSON Director, Communication Research Center, Cleveland State University, Ohio
LEARNING ABOUT THE WORLD FROM TELEVISION NEWS. Research findings from several countries explore what happens at the end of the flow.

FRANK O. UGBOAJAH Senior Lecturer, Department of Mass Communication; Editor, UNILAG Communication Review, University of Lagos, Nigeria

THIRD WORLD COUNTRIES IN NIGERIAN MASS MEDIA. Analysis of major newspaper, radio, and television coverage.

7:30 p.m. - 8:30 p.m. Main Lobby, Hilton Hotel

Cocktail Reception

8:30 p.m. - 10:30 p.m. Ballroom, Hilton Hotel

Dinner

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Follow
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TUESDAY, MAY 13

8:00 a.m. - 9:00 a.m. Annenberg School Plaza

Continental Breakfast

9:00 a.m. - 9:30 a.m. Zellerbach Theatre, Annenberg Center

GENERAL SESSION

JAN FREESE

Director General, Swedish Data Inspection Board; former Secretary of the Parliamentary Commission which prepared the Data Act; a former judge; author of books on the impact of computers on business and society.

THE VULNERABILITY OF THE INFORMATION SOCIETY.

10:00 a.m. - 12:00 p.m.

Panel D: Transnational Data Systems Annenberg Theatre, Annenberg School

Chair: KONRAD K. KALBA President, Kalba Bowen Associates, Inc., Cambridge, Massachusetts

HUGH P. DONOGHUE Vice President and Assistant to the Chief Executive Officer, Control Data Corporation, Arlington, Virginia

TRANSBORDER DATA FLOWS: NEW MANAGEMENT TOOL. The merging of technologies in computers and communications is transforming the way that many multinationals operate worldwide.

JOHN M. EGER Attorney and consultant on communications law and regulatory policy, Washington, D.C.; former Director of The White House Office of Telecommunications Policy

INFORMATION, INFORMATICS, AND INTERNATIONAL INFORMATION FLOWS: PREDICATES FOR NEW WORLD LAW AND POLICY. Legal, political, cultural and economic implications.

HARRY L. FREEMAN Senior Vice President, American Express Company, New York

DATA FLOW RESTRICTIONS: INCIPIENT TRADE BARRIERS. How restrictions on international information transfers pose potential nontariff barriers to trade in the international service industries.

CEES J. HAMELINK Senior Lecturer in International Communications, The Institute of Social Studies, The Hague, Netherlands

INTERNATIONAL FINANCE AND THE INFORMATION INDUSTRY. How the transnational banking structure affects transborder data flow.

G. RUSSELL PIPE President, Transnational Data Reporting Service, Inc., Amsterdam and Washington, D.C.

A WORLD SURVEY. Report of a recent study of the opinions of business, government, and academic experts from 67 countries.

HERBERT I. SCHILLER Professor of Communications, University of California, San Diego

PLANETARY RESOURCE INFORMATION FLOWS: A NEW DIMENSION OF POWER OR GLOBAL UTILITY? National, transnational and international implications.

10:00 a.m. - 12:00 p.m.

Panel E: The Role of the Individual: Needs and Rights Prince Theatre, Annenberg Center

Chair:

WALTER S. BAER Program Director, Energy Policy, Rand Corporation, Santa Monica, California

PERSONAL CONTROL OVER TECHNOLOGICAL COMMUNICATIONS. People in both industrialized and developing countries want more personal control over mail, telephone and broadcast communications. How can that be done without impeding the flow of information for national purposes?

KRYSZYNA PISARKOVA Professor, Institute of Polish Language, Polish Academy of Sciences, Krakow

THE RELATION BETWEEN LANGUAGE AND NATIONALITY. The state of current research and implications for policy.

Tuesday (Continued)

Panel E: (Continued)

JOHN RICHARDSON, JR. President, Youth for Understanding (International Student Exchange), Washington, D.C.; Chairman, American Council for the United Nations University; President, Freedom House; Former U.S. Assistant Secretary of State for Educational and Cultural Affairs.

GLOBAL PERSPECTIVES IN EDUCATION. A practitioner's perspective on some of the learning processes through which societal capabilities for inter-group empathy, respect and accommodation may develop.

HUMPHREY TONKIN Associate Professor of English; Coordinator of International Programs, University of Pennsylvania, Philadelphia

A RIGHT TO INTERNATIONAL COMMUNICATION? Opportunities for communication across national boundaries by ordinary citizens acting alone, and the legal status of such personal communications.

JOHN M. VAN DEUSEN Director, Indochinese Mental Health Project, Department of Public Welfare, Commonwealth of Pennsylvania

FORCED MIGRATION. The human experience of refugees in the United States.

RICHARD E. WOOD Associate Professor of Applied Linguistics, Southeast Missouri State University; Editor, Language Problems and Language Planning

LANGUAGE POLICY AND CULTURAL RIGHTS. Problems of the multiplicity of languages within and across states raise issues of national policy and cultural integrity.

10:00 a.m. - 12:00 p.m.

Panel F: Telecommunications Policy Developments in Western Europe Studio Theatre, Annenberg Center

Chair: ROLAND S. HOMET, JR. Chief, International Communications Policy Staff, U.S. International Communication Agency, Washington, D.C.

GUIDO FAUCONNIER Professor of Communications, Catholic University of Leuven, Belgium

TELECOMMUNICATIONS POLICY IN THE LOW COUNTRIES. Cable TV expansion and its impact in Belgium compared to the Netherlands.

ROBERTO GRANDI Associate Professor of Sociology, University of Bologna, Italy

POLICY RESPONSE IN ITALY AND FRANCE. Some comparative factors that may be predictive of the course of planned as opposed to unplanned electronic mass media growth.

DON R. LE DUC Communications attorney and Professor, Department of Communications, University of Wisconsin, Madison

TELECOMMUNICATIONS TECHNOLOGY IN WESTERN EUROPE. An overview of policy patterns emerging as regulatory bodies respond to expanding mass media options.

GIUSEPPE RICHERI Edizioni RAI, Radiotelevisione Italiana, Rome

THE SPECIAL CASE OF LOCAL RADIO. The present situation and trends toward new patterns in broadcasting organizations.

BENNO SIGNITZER Department of Mass Communication, University of Salzburg, Austria

TELECOMMUNICATIONS POLICY IN A STABLE ENVIRONMENT: THE AUSTRIAN AND SWISS EXPERIENCE. The probable impact of regional mass media evolutionary trends upon nations that are successful in limiting growth or change in their domestic media.

DOMINIQUE WOLTON Chargé de Recherche, Centre Nationale de la Recherche Scientifique, Direction des Sciences Humaines, Paris, France

NEW TELECOMMUNICATIONS SERVICES AND POLICIES IN FRANCE. Developments in videotex, teletex, teleconferencing. New relationships between telecommunications and television.

12:30 p.m. - 2:00 p.m. Ballroom, Hilton Hotel

Luncheon

Tuesday (Continued)

3:00 p.m. - 5:00 p.m.

Panel G: After WARC '79 Annenberg Theatre, Annenberg School

Chair: FREDERICK WILLIAMS Dean, The Annenberg School of Communications, University of Southern California, Los Angeles

NOLAN BOWIE Executive Director, Citizens Communications Center, Washington, D.C.

THIRD WORLD COUNTRIES AT WARC: POSITIONS AND ACHIEVEMENTS. Member of the American delegation presents another point of view.

JOHN deMERCADO Director General, Telecommunications Regulatory Service, Government of Canada, Ottawa

COMMUNICATION AND COMPUTING IN THE 1980'S. Conventional wisdom of the last three years has produced forecasts which are already in need of correction. What role will the integration of the radio spectrum and microprocessor play in new information societies?

STEPHEN GOROVE Professor of Law, University of Mississippi Law Center; Corresponding Member, International Academy of Astronautics; Vice President for Programs, Association of U.S. Members of the International Institute of Space Law

SPACE SERVICES. Legal and political implications for space services and the geostationary orbit in the light of WARC '79.

HARVEY J. LEVIN Weller Professor of Economics, Hofstra University, and Senior Associate for Policy Research, New York

ARE U.S. POLICIES AT HOME AND ABROAD CONSISTENT? Issues of media balance and spectrum reservations: contrasts, contradictions, and double standards.

WILLIAM H. MELODY Professor of Communication, Simon Fraser University, Burnaby, British Columbia, Canada

CHANGING GROUND RULES FOR SPECTRUM POLICY. Political and economic criteria will supersede technical issues as Third World countries begin to influence spectrum allocation. Examination of long range implications for communication technology.

KALMANN SCHAEFFER Foreign Affairs Advisor, Federal Communications Commission, Washington, D.C.; Vice Chairman, U.S. WARC delegation

A POST-WARC VIEW. U.S. achievements, problems, and issues yet to be faced.

3:00 p.m. - 5:00 p.m.

Panel H: Communications Technology and Rural Development Prince Theatre, Annenberg Center

Chair: JOHN K. MAYO Associate Director for International Studies, Learning Systems Institute, The Florida State University, Tallahassee

BINOD C. AGRAWAL Scientist and Coordinator, Educational Resources Cell, Space Applications Centre, Ahmedabad, India

SOCIAL EVALUATION OF THE SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE) AND ITS IMPLICATIONS FOR THE FUTURE. Rural development prospects in light of the Indian Satellite (INSAT) to be launched in 1981.

HASTINGS MAWOLA SANDERSON CHUNGA Undersecretary, Ministry of Transportation and Communications, Lilongwe, Malawi

INTRODUCTION OF MODERN COMMUNICATIONS INTO RURAL DEVELOPMENT: A CASE STUDY. The Malawi experience with the impact of technology.

ROBERT C. HORNIK Associate Professor, The Annenberg School of Communications, University of Pennsylvania, Philadelphia

COMMUNICATIONS AS COMPLEMENT. An overview of research on the roles of communication technology in development.

HEATHER E. HUDSON Director, Telecommunications Applications, Academy for Educational Development, Washington, D.C.

RURAL TELECOMMUNICATIONS REQUIREMENTS AND APPLICATIONS. Thin route telecommunications services for rural development.

Panel H: (Continued)

EDWIN B. PARKER Vice President, Equatorial Communications Company, Sunnyvale, California

SATELLITE AND SMALL EARTH STATION TECHNOLOGY. Opportunities for bringing economic and social benefits to locations that cannot support a high volume of communications traffic.

JOSEPH N. PELTON Executive Assistant to the Director General of the International Telecommunications Satellite Organization (INTELSAT), Washington, D.C.

INTELSAT INITIATIVES FOR THE 1980'S AND IMPLICATIONS FOR THE THIRD WORLD. Expanded use by more Third World countries and new types of domestic rural services to low cost earth stations should help economic development.

3:00 p.m. - 5:00 p.m.

Panel I: Tradition and Revolution: Theoretical Perspectives Studio Theatre, Annenberg Center

Chair:

ANNABELLE SREBERNY-MOHAMMADI Iran Communications and Development Institute, Teheran

COMMUNICATION AND REVOLUTION IN IRAN. Five kinds of small media used to make a revolution which does not fit the classic pattern. Current firsthand study.

VINCENT MOSCO Associate Professor of Sociology, Georgetown University, Washington, D.C.

CHALLENGES TO DOMINANT PERSPECTIVES. The recent growth of critical social theory offers alternatives to dominant paradigms for understanding and acting on the communications revolutions.

HAMID MOWLANA Professor and Director, International Communications Studies, School of International Service, American University, Washington, D.C.

COMMUNICATION IN POLITICAL CRISIS: THE INTERNATIONAL SIGNIFICANCE OF IRAN COVERAGE. The effects of nontraditional channels such as the media and personal and organizational contacts.

KUSUM J. SINGH Adjunct Professor, Hunter College of the City University of New York; formerly on the faculty of the Administrative Staff College of India, Hyderabad

MASS LINE COMMUNICATIONS. Leadership through personal example in the movements of Gandhi and Mao and its implications for democratic communication.

DALLAS W. SMYTHE Professor of Communication, Simon Fraser University, Burnaby, British Columbia, Canada

THE ELECTRONIC INFORMATION TIGER. A politico-economic analysis of the process of using the electromagnetic spectrum. The fragility of the system and the interest of the non-aligned movement are considered.

MAJID TEHRANIAN Associate Fellow, St. Anthony's College, Oxford University; former Professor and Director of the Iran Communications and Development Institute, Teheran

PERIPHERAL DEVELOPMENT, COMMUNICATIONS REVOLUTION AND PRIMORDIAL IDEOLOGIES. The transition from agrarian to industrial societies for some Third World countries has brought about further technological dependence, rapid transformation of communication systems and a disjunction between traditional values and modern ideologies of progress.

5:30 p.m. - 6:30 p.m.

- Task Group I Franklin Room, Hilton Hotel
- Task Group II Temple Room, Hilton Hotel
- Task Group III Drexel Room, Hilton Hotel
- Task Group IV Penn Room, Hilton Hotel
- Task Group V Hancock Room, Hilton Hotel
- Task Group VI Madison Room, Hilton Hotel

7:30 p.m. - 9:30 p.m. Ballroom, Hilton Hotel

Dinner

HENRY GELLER Assistant Secretary for Communications and Information, Department of Commerce; and Administrator, National Telecommunications and Information Agency, Washington, D.C.; former General Counsel of the Federal Communications Commission

INTERNATIONAL COMMUNICATIONS FROM THE NTIA PERSPECTIVE.

WILL SPARKS Vice President of Citibank; former assistant to President Johnson and to the chairman of the International Telephone and Telegraph Corporation

THE FLOW OF INFORMATION AND THE NEW TECHNOLOGY OF MONEY: A PRIVATE SECTOR PERSPECTIVE.

WEDNESDAY, MAY 14

8:00 a.m. - 9:00 a.m. Annenberg Plaza, Annenberg School

Continental Breakfast

9:00 a.m. - 11:00 a.m.

Panel J: Economic Development: Communications and Information Annenberg Theatre, Annenberg School

Chair: CAROL LEE HILEWICK International Communications Policy Officer, U.S. International Communication Agency, Washington, D.C.

ALAN KAMMAN Vice President, Telecommunications Sciences, Arthur D. Little, Inc., Cambridge, Massachusetts

TELECOMMUNICATIONS PRIORITIES: INFORMAL CASE STUDIES. An insider's view of policy-making and its influence on telecommunications expenditures.

EVERETT KING Director, Statistical Information Service, Communications and Economics Branch, Department of Communications, Government of Canada, Ottawa

INVESTMENT DECISIONS IN TELECOMMUNICATIONS: HARD ECONOMIC LOGIC VS. SPECIAL DEVELOPMENT CRITERIA. The background of certain investment decisions is examined through the use of case studies.

ROBERT LE BLANC Vice Chairman, Continental Telephone Corporation, New York City

SOME REQUIREMENTS OF INVESTMENT. Communications as a capital intensive function in a rural or developing environment.

HERBERT S. DORDICK Visiting Professor and Director, Center for Communication Policy Research, The Annenberg School of Communications, University of Southern California, Los Angeles

ECONOMIES OF SPECIALIZATION IN TRANSBORDER DATA FLOWS. An industrial production model, with the computer-communications network as a distributed production facility, offers a useful scheme for studying the economic implications of transborder data/information flows.

MICHAEL TYLER

9:00 a.m. - 11:00 a.m.

Panel K: International Organizations and Systems Prince Theatre, Annenberg Center

Chair:

BERTRAM M. GROSS Distinguished Professor of Public Policy, Hunter College of the City University of New York

THE GOLDEN INTERNATIONAL: A COMMUNICATION TRIUMPH. New and complex networks of interorganizational relationships extend power and influence beyond cartels, transnational corporations, and governments.

ENRIQUE GONZALEZ MANET Editor, Journal of the Cuban National Commission for UNESCO, Havana

THE INTERNATIONAL COMMUNICATION SYSTEM: A CUBAN PERSPECTIVE.

LUIZ GONZAGA MOTTA Chair, Department of Communication, University of Brasilia, Brazil

UNESCO'S NATIONAL COMMUNICATION POLICIES: A CRITIQUE AND A LATIN AMERICAN ALTERNATIVE. Contradictions, difficulties and risks of UNESCO's proposal; the role of the State, the private enterprise and the community.

Wednesday (Continued)

Panel K: (Continued)

EDWARD W. PLOMAN Executive Director, International Institute of Communications, London, England
 COMMUNICATION ISSUES AND THE INTERNATIONAL SYSTEM. Current work and debate in the concerned intergovernmental organizations; United Nations, UNESCO and the MacBride Commission, International Telecommunication Union, and regional intergovernmental agencies.

LAKSHAMANA RAO Division of Free Flow of Information and Communication Policies, UNESCO, Paris
 UNESCO'S ROLE IN PROMOTING INTERNATIONAL COMMUNICATION. Some possible implications for policy makers, professionals and the public.

P.R.R. SINHA Director, Asian Mass Communication Research and Information Centre; Editor-in-Chief, Media Asia, Singapore

AMIC AND INTERNATIONAL ORGANIZATIONS: AN ASIAN PERSPECTIVE. Discussion of the growing relationships between AMIC and international organizations in the areas of documentation, research, training, exchange of information and new international information order.

9:00 a.m. - 11:00 a.m.

Panel L: What is the "New International Information Order?" Studio Theatre, Annenberg Center

Chair:

MEHEROO JUSSAWALLA Research Associate/Economist, East-West Communication Institute, The East-West Center, Honolulu, Hawaii

ECONOMIC AND INFORMATION ORDERS: EMERGING ISSUES FOR INTERNATIONAL COMMUNICATION. Comparative analysis of the current status, linkages, and assumptions of the two orders.

D.R. MANKEKAR Author, journalist; former Chair of the Coordination Committee of the Press Agencies Pool of Non-Aligned Countries; Reuters and API correspondent; former editor of the Times of India; author of Media and the Third World (1979).

THE THIRD WORLD'S MEDIA PROBLEMS. Experiences with the non-aligned news pool and other issues relating to the international information order.

TOMO MARTELANC Professor, Faculty of Sociology, Political Science and Journalism, and Director, Centre for Social Communication Research, University of Ljubljana, Yugoslavia; former Minister of Science, Education and Culture

THE NEED FOR A NEW ORDER. Why transform world communications? Reasons for and stages of non-aligned activity.

KAARLE NORDENSTRENG Professor of Communication; Chair, Department of Journalism and Mass Communication, University of Tampere, Finland

DEFINING THE NEW INTERNATIONAL INFORMATION ORDER. Parameters, principles, and terminology with regard to international relations.

ITHIEL DE SOLA POOL Sloan Professor of Political Science, Massachusetts Institute of Technology

MYTHS AND REALITIES OF THE NEW ORDER IN INTERNATIONAL COMMUNICATIONS. What are the real trends and what are the asserted ones?

SYED A. RAHIM Research Associate and Project Leader, Communications Policy and Planning, East-West Communication Institute, The East-West Center, Honolulu, Hawaii

UNESCO AND ITU ACTIVITIES AND THE NEW ORDER. A review of debates and developments and their implications for future decisions.

11:30 a.m. - 12:20 p.m.

Task Group I	Franklin Room, Hilton Hotel
Task Group II	Temple Room, Hilton Hotel
Task Group III	Drexel Room, Hilton Hotel
Task Group IV	Penn Room, Hilton Hotel
Task Group V	Hancock Room, Hilton Hotel
Task Group VI	Madison Room, Hilton Hotel

Wednesday (Continued)

12:30 p.m. - 2:00 p.m. Ballroom, Hilton Hotel

Luncheon

2:00 p.m. - 2:30 p.m. Ballroom, Hilton Hotel

EPILOGUE OF THREE WORLDS

2:30 p.m. - 3:30 p.m.

TASK GROUP REPORTS

3:30 p.m. - 4:00 p.m.

CONCLUDING SESSION

FOR MORE INFORMATION

Write:

World Communications Conference
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19104 USA

or call:

(215) 243-7041

(215) 243-7053