

BELL ATLANTIC – TEMPLE UNIVERSITY CONFERENCE ON DIGITAL COMMUNICATION
"THE CHALLENGE OF THE DIGITAL AGE: A FORUM OF DIVERSE PERSPECTIVES"

CONFERENCE AGENDA

THURSDAY - JUNE 3, 1999

6:00 PM to 8:00 Informal Dinner/Reception Greenfield House

FRIDAY - JUNE 4, 1999

8:00 AM to 8:30 Registration/Breakfast Wyncliffe

8:30 AM OPENING SESSION

Conference Moderator

Jean Moore, Faculty Emerita, Temple University
Host/ Executive Producer "University Forum" Temple University Public Radio

Welcome

Patricia Beadling, Vice President, External and Public Relations
Bell Atlantic – Pennsylvania

Conference Charge

George Gerbner, Bell Atlantic Professor of Telecommunications
Temple University

9:00 AM **SOCIAL, POLITICAL, AND CULTURAL CHALLENGES OF THE DIGITAL AGE**

Panel Presentation

followed by discussion

Howard Myrick, Professor, Broadcasting, Telecommunications and Mass Media, Temple University,
Member of the Pennsylvania Public Television Network Commission

Clay Steinman, Professor and Chair, Department of Communication Studies, Macalester College,
St. Paul, Minnesota

Binod C. Agrawal, Director, Taleem Research Foundation, India

10:15 AM Refreshment Break

10:30 GROUP WORKING SESSION
Recommendations in response to social, political, and cultural challenges

12:00 PM Lunch Greenfield House

FRIDAY, JUNE 4, 1999

1:00

THE CHALLENGE TO THE FAMILY AND THE COMMUNITY

Presentation
followed by discussion

JEFFREY CHESTER, EXECUTIVE DIRECTOR
THE CENTER FOR MEDIA EDUCATION

1:45

GROUP WORKING SESSION

Recommendations in response to the challenges to the family and community

2:45

Refreshment Break

3:00

THE CHALLENGE TO THE MEDIA

Presentation
followed by discussion

DIRCK HALSTEAD, EDITOR AND PUBLISHER
"THE DIGITAL JOURNALIST"

4:00

GROUP WORKING SESSION

Recommendations in response to the challenges to the media

5:30

Dinner

Wyncliffe

6:30

THE EROSION OF THE PUBLIC SPHERE

Presentation
followed by discussion

EDWARD S. HERMAN, PROFESSOR EMERITUS OF FINANCE
WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

8:00

PLANNING GROUP MEETING → draft -

