

## **Bell Atlantic-Temple University Conference on Digital Communication**

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

#### *FEATURED SPEAKERS*

##### ***Patricia Beadling, Vice President, External and Public Relations, Bell Atlantic - Pennsylvania***

Patricia Beadling is Vice President of the External and Public Relations Organization of Bell Atlantic - Pennsylvania, Inc. She is responsible for external and public relations activities throughout the state of Pennsylvania, including community relations, consumer affairs, educational relations, public affairs, and local government relations. Previously, Beadling was the Director of Regulatory Issues and Customer Relations. In this position, she served as liaison with the Pennsylvania Public Utility Commission and directed development of customer education plans for over four million customers. Beadling began her career with Bell of Pennsylvania in 1973 as an Engineering Manager and later served as an Operations Foreman for installation and repair. She is a graduate of Lehigh University with a B.S. in Mechanical Engineering.

##### ***Jeffrey Chester, Executive Director, Center for Media Education***

Jeffrey Chester is a co-founder of the Center for Media Education and a nationally known expert on media policy issues. A former investigative journalist and filmmaker, Chester's work has been featured on PBS, National Public Radio, and in numerous print publications. In the 1980s, he developed and managed the national media campaign that led to the creation of the Independent Television Service. In 1990, he co-founded the National Campaign for Freedom of Expression, an arts advocacy organization. He also created the Teledemocracy Project for Ralph Nader. In 1995, *Newsweek* named Chester one of the "Fifty People Who Matter Most on the Internet." He holds an MSW in Community Mental Health from the University of California, Berkeley.

##### ***George Gerbner, Bell Atlantic Professor of Telecommunications, Temple University***

George Gerbner is Bell Atlantic Professor of Telecommunications at Temple University and Dean Emeritus of the Annenberg School for Communication at the University of Pennsylvania. He is Director of the Cultural Indicators Project, the annual monitoring and analysis of prime-time network television dramatic program content since the 1967-68 season. He is also President and Founder of the Cultural Environment Movement, a non-profit coalition of over 6500 independent organizations and individual supporters, working for gender equity and general diversity in media ownership, employment and representation.

***Dirck Halstead, Editor and Publisher, "The Digital Journalist"***

Dirck Halstead is editor and publisher of the e-zine, "The Digital Journalist." He also helped found Video News International in response to the rapidly diminishing space in print publications for the work of photojournalists. The organization trained photo, print, and radio journalists to use the new High 8 cameras to create a new kind of visual journalism. VNI is now NYTTV, a New York Times Company. Halstead is also Senior White House Photographer for Time magazine and has been with that organization for 27 years. He has a record 48 Time covers to his name and won the Robert Capa Gold Medal awarded by the Overseas Press Club for his coverage of the fall of Saigon.

***Edward S. Herman, Professor Emeritus of Finance, Wharton School, University of Pennsylvania***

Edward Herman, a Professor Emeritus of Finance at the Wharton School, University of Pennsylvania, is an economist and media analyst with a specialty in corporate and regulatory issues as well as political economy and the media. He is the author of numerous books, including *Corporate Control, Corporate Power* (1981), *Demonstration Elections* (1984, with Frank Brodhead), *The Real Terror Network* (1982), *Manufacturing Consent* (1988, with Noam Chomsky), *Triumph of the Market* (1995), and *The Global Media* (1997, with Robert McChesney). Herman is just going to press with *The Myth of the Liberal Media: An Edward Herman Reader* (1999).

***Jean E. Moore, Ed..D., ACSW, Associate Professor Emerita in Social Administration, Temple University***

Jean Moore is the creator, host and executive producer of *University Forum*, a weekly public affairs program on the Temple University Public Radio Network. A 1999 inductee into the Hall of Fame at Hunter College, New York, Moore was recently Vice President for Institutional Advancement at the University of Maryland Eastern Shore. Previously, she held the position of Executive Assistant to the President of Cheyney University, and she has also held administrative positions in local, state, and national government in the fields of health, education, welfare, housing and planning. Moore has served as a member or chairperson of institutional accreditation teams for the Middle States Association of Colleges and Schools and has developed innovative academic programs providing access to higher education, with a particular focus on the disadvantaged adult. Currently, Moore is president of the Board of Directors of the Fair Housing Council of Suburban Philadelphia.

***Howard Myrick, Professor of Communications, School of Communications and Theater, Temple University***

Howard Myrick is a media specialist, motion picture and television producer, and broadcast manager. He has held the position as Chairman of the Department of Radio-Television-Film at both Temple and Howard University and was Professor of Mass Communications at Clark College, Atlanta, GA. Myrick also served as General Manager of radio station WCLK-FM. His professional career in telecommunications encompasses local, national, and international radio, television, film and multi-media programs. He was the Director of Research for the Corporation for Public Broadcasting and is the author