

THE PUBLIC INTEREST IN BROADCASTING

A PROJECT SUPPORTED BY THE LEVERHULME TRUST

Leverhulme Emeritus Fellow
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MANCHESTER M20 6AW

Telephone: (+ 44 61) 445 5106
Fax: (+ 44 61) 448 2884

George Gerbner
Bell Atlantic Professor of Telecommunications
Temple University
School of Communications & Theater
Department of Broadcasting, Telecommunications & Mass Media
218 Annenberg Hall
2020 North 13th Street
PHILADELPHIA PA 19122

03/11/98

Dear George,

Thank you for inviting me to the planning session for you proposed conference on The Challenge of the Digital Age.

Alas I cannot get to Philadelphia on the 20th November but would certainly hope to attend the meeting in March 1999. We are at present in this country on the point of introducing various digital services and it is by no means clear whether they will appeal to the general public. By next March we should have rather more information on the matter, and I shall be glad to make a brief presentation on the situation at that time.

Yours sincerely

George Gerbner

Center for Social Studies Education

901 Old Hickory Road, Pittsburgh, Pennsylvania 15243

(412) 341-1967 FAX (412) 341-6533

Jerold M. Starr, Director

Dr. George Gerbner
Dept. of Broadcasting Telecommunications and Mass Media
School of Communications and Theater
Temple University
218 Annenberg Hall
2020 N. 13th Street
Philadelphia, PA 19122

October 26, 1998

Dear George,

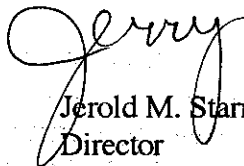
Thank you so much for the invitation to participate in the upcoming planning session for the forthcoming conference on "The Challenge of the Digital Age." I already am committed to another meeting in Austin and regret that I will not be able to attend. However, I would be able to participate in the May 7-9 conference. 7

I am writing to you to request that you consider reserving some space for our group at the May conference. The Citizens for Independent Public Broadcasting working group (i.e. Jack Willis, Jeff Cohen, Bob McChesney, Bill Hoynes, John Wicklein and me) finally have completed our model proposal for legislating a public broadcasting system that would serve the public and not corporate interest. We have been promised major funding from Bill Moyers at Schumann and Jack Willis at Open Society Institute to launch the campaign with a Washington D.C. office this January.

I will serve on the board of directors and coordinate the organizing of local community accountability projects, with probable funding from the Unitarian Universalist Veatch Foundation. I understand that you will be speaking to the Unitarians soon. Your conference would be an excellent opportunity to present this issue to activists and the general public. We would very much appreciate your consideration.

Also, while it is on my mind. I have yet to be solicited for a contribution to the March CEM conference.

Sincerely,



Jerold M. Starr
Director

Professor of Sociology
West Virginia University

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.

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>>

Linda Greenwood
Bell Atlantic – Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757

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

8:00 a.m. Friday, June 4, 1999
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



April 24, 1999

Hona K. Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Ms. Gerbner:

On behalf of Bell Atlantic-Pennsylvania and Temple University, we are pleased to extend to you a cordial invitation to attend an international conference on “The Challenge of the Digital Age: A Forum of Diverse Perspectives.” The conference will be held on June 3 - 5, 1999 at Temple University’s Sugarloaf Conference Center in Philadelphia. We are delighted to announce that the keynote speakers include Jeffrey Chester, Executive Director, Center for Media Education; Lawrence K. Grossman, former president of NBC News and PBS, and author of “The Electronic Republic: Reshaping Democracy in the Information Age;” Edward S. Herman, Professor Emeritus of Finance, Wharton School, University of Pennsylvania; and Kathryn C. Montgomery, President, Center for Media Education.

We look forward to your participation in what we believe will be a productive and interesting dialogue between the various stakeholders who are helping to shape the future of digital communications. Please return the enclosed registration form as soon as possible.

For more information, please contact Linda Greenwood, conference coordinator, by email <greenwood@snip.net> or phone (215-204-8427). You may also send correspondence to the following address: Linda Greenwood, Bell Atlantic - Temple University Digital Conference Coordinator, 507 Spruce Avenue, Lindenwold, NJ, 08021-1757.

Yours sincerely,

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

Corrinne Caldwell
Vice President and
Acting Provost
Temple University

Robert Greenberg
Acting Dean
School of Communications and
Theater, Temple University

George Gerbner
Bell Atlantic Professor of Telecommunications
Temple University

Enclosures:
conference prospectus and agenda
registration form
Sugarloaf Conference Center brochure



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

September 8, 1998

Patricia Beadling
Vice President, External and Public Relations
Bell Atlantic
Via fax 215 466 5931 *4585*

*Home fax
610 647 0430*

Dear Pat:

Attached please find (1) draft prospectus (latest version); (2) draft of cover letter; and (3) draft of the response form.

Please review these, mark any changes, suggestions, etc. , and fax back to me at 610 642 3061.

In any case, I will try to call you Wednesday afternoon to discuss how we are going to handle the budget, stationery, printing, signing of invitation, invitation list, mailing, and other details of the project.

Sincerely,

A handwritten signature in cursive script, appearing to read "George Gerbner".

August 31, 1998

Ms. Patricia A. Beadling
Vice President External and Public Relations
Bell Atlantic-Pennsylvania
1717 Arch Street 17th Floor
Philadelphia, PA 19103

Dear Pat:

I am pleased to send you a report provided by Dr. George Gerbner describing his academic activities as the Bell Atlantic-Pennsylvania Chair in Telecommunications. The report is for September 1997 through August 1998, his first year.

I look forward to our meeting on Thursday, September 10, when I'd be happy to tell you more about the history and purpose of the Bell professorship and about the School of Communications and Theater. The study of telecom takes places in the Department of Broadcasting, Telecommunications, and Mass Media. I've included a brochure describing their programs.

On September 10, I'll be accompanied by Bill Johnson, Temple's Director of Corporate Development.

Cordially,

Robert M. Greenberg
Acting Dean



October 6, 1998

Donna Allen
President
Women's Institute for Freedom of the Press
3306 Ross Place NW
Washington, DC 20008-3332
USA

Dear Dr. Allen:

On behalf of Bell Atlantic and Temple University, we are pleased to extend a cordial invitation to a strategic planning session for an international conference on “The Challenge of the Digital Age: A Forum of Diverse Perspectives.” The prospectus for the conference, an agenda and the list of invited participants are attached.

The planning session will take place on November 20, 1998 at the Sugarloaf Conference Center of Temple University in Philadelphia. We hope that you will be able to attend. Please return the enclosed Response Form as soon as possible, but at the latest by Friday, October 30, 1998. For more information, visit the conference web site or contact Victoria Tredinnick, Conference Coordinator, c/o George Gerbner at the address below.

Yours sincerely,

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

Corrinne Caldwell
Vice President and Acting
Provost
Temple University

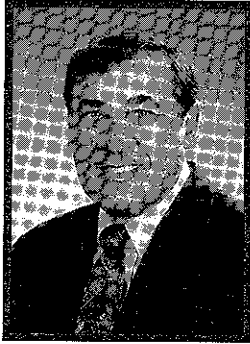
George Gerbner
Bell Atlantic Professor of
Telecommunications
Temple University

Enclosures:

Conference Prospectus
November 20, 1998 Agenda
List of Invited Participants
Response Form
Sugarloaf Conference Center brochure

■ LOOKING BACK

BELL ATLANTIC-PA VP EXTERNAL & PUBLIC RELATIONS, ANTHONY J. DIGIOIA RETIRES



On March 31, 1998, Anthony J. DiGioia, Vice President External & Public Relations Bell Atlantic - Pennsylvania retired.

During his 30 plus years in the telecommunications industry, Mr. DiGioia held various assignments with AT&T, Bell Communications Research Company and Bell of Pennsylvania.

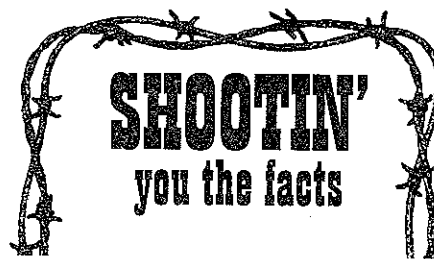
In his last assignment as Vice President Bell Atlantic - Pennsylvania, Mr. DiGioia was responsible for External Affairs activities across the state of Pennsylvania including Public Relations, Key Stakeholder Relations, Corporate Contributions, Consumer Affairs, Educational Relations, Economic Development, Public Affairs and Local Government. He initiated Bell of Pennsylvania's Business Outreach Program and the Economic and Community Development Association programs.

Mr. DiGioia has served on the Boards of the following organizations: The Team Pennsylvania Foundation, Philadelphia Industrial Development Corporation, Executive Board Member of the Boy Scouts of America, Hero Scholarship Fund of Philadelphia, Pennsylvania Technology Council,

Keystone State Games, Walnut Street Theater, Arts & Business Council of the Greater Philadelphia Chamber of Commerce, and the Central Philadelphia Development Corporation. He has been a member of the Pennsylvania Business Roundtable - Economic Development Committee, the Pennsylvania Economic Development Association, the Public Affairs Council, located in Washington, DC, and the Public Affairs Task Force of the U.S. Chamber of Commerce.

You may send notes of good wishes to the following address; they will be forwarded to Mr. DiGioia:

Bell Atlantic - Pennsylvania
External & Public Relations
Attn: Nancy Dascher
1717 Arch Street - 17th Floor
Philadelphia, PA 19103



■ COMPETITION IS ALIVE AND WELL

It has been over two years since the Telecom Act was signed in February of 1996. Bell Atlantic has achieved its vision of opening local exchange markets to competition in Pennsylvania. Lately, however, there's been a lot of smoke surrounding the issue of opening the local telephone market to competition. Let's clear the air with plain talk and plain facts. The fact is, while some companies drag their feet waiting for regulators to subsidize prices and mandate market share loss, local competition has begun to

blossom. This competition has resulted in market incentives, new technologies, and new entrants into the local telephone market.

The fact is, Bell Atlantic has been investing millions of dollars and taking all the necessary actions to open its networks and stimulate the facilities-based and resale competition that creates investment, innovation, and customer choice. This isn't because we're nice guys. It's because we have the business incentive to do so. **The time is ripe for Bell Atlantic to break the barrier and move into the long distance market.**

Bell Atlantic's commitment to implementing the vision and spirit of the Telecommunications Act of 1996 could not be stronger. Bell Atlantic - Pennsylvania, for example, has been a leader in bringing the benefits of the Act to our customers, to our markets and to our competitors.

Among the steps we've taken:

- We continue to open our local markets to competition.
- We offer permanent local number portability service, which allows customers to change their local phone company without changing their phone number.
- We have 61 interconnection and resale agreements with competitors.
- We have more than 1,000 employees solely devoted to opening up our local markets and are investing over \$1 billion to ready the market for competitors.
- Our Customer Care strategy guarantees the highest level of service, and we've made commitments such as product-satisfaction guarantees and automatic out-of-service credits.
- We're ensuring that the best technology has to offer is extended to all the consumers and communities we serve.



Patricia Beadling

Vice President - External & Public Relations



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, Pat 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.

Ms. Beadling began her career with Bell of Pennsylvania in 1973 as an Engineering Manager and later worked as an Operations Foreman for installation and repair. She was promoted to District Manager of motor vehicles and administrative services in 1978 and subsequently held positions as District Manager in telephone residence service centers, interexchange carrier service center, special service centers and network consumer services.

She is a graduate of Lehigh University with a B.S. degree in Mechanical Engineering. She was an original member of Lehigh University President's Council of Women and also serves on Lehigh University Women's Studies Advisory Board. In addition, she serves on the board of the TEAM Pennsylvania Foundation and the Arts and Business Council of the Greater Philadelphia Chamber of Commerce.

Patricia resides in Malvern with her husband and two children.

To contact the Bell Atlantic - Pennsylvania team, send e-mail to pennsylvania@bell-atl.com

Send love
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Pot Breeding

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Bell Atlantic – Temple University Conference on Digital Communication
 “The Challenge of the Digital Age: A Forum of Diverse Perspectives”



April 24, 1999

George Gerbner
 Bell Atlantic Professor of Telecommunications
 234 Golf View Road
 Ardmore, PA 19003

Post-it® Fax Note	7671	Date	5/10/99	# of pages	4
To	Mr. Samuel Walsh		From	G. Gerbner	
Co./Dept.	THIS WAS SENT OUT				
Phone #	THANKS FOR AGREEING		Fax #	LARRY	
Fax #	TO SEND FOR LARRY				

SM Sent 2:00

Dear Dr. Gerbner:

On behalf of Bell Atlantic-Pennsylvania and Temple University, we are pleased to extend to you a cordial invitation to attend an international conference on “The Challenge of the Digital Age: A Forum of Diverse Perspectives.” The conference will be held on June 3 - 5, 1999 at Temple University’s Sugarloaf Conference Center in Philadelphia. We are delighted to announce that the keynote speakers include Jeffrey Chester, Executive Director, Center for Media Education; Lawrence K. Grossman, former president of NBC News and PBS, and author of “The Electronic Republic: Reshaping Democracy in the Information Age;” 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, please contact Linda Greenwood, conference coordinator, by email <greenwood@snip.net> or phone (215-204-8427). You may also send correspondence to the following address: Linda Greenwood, Bell Atlantic - Temple University Digital Conference Coordinator, 507 Spruce Avenue, Lindenwold, NJ, 08021-1757.

Yours sincerely,

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

Corrinne Caldwell
 Vice President and
 Acting Provost
 Temple University

Robert Greenberg
 Acting Dean
 School of Communications and
 Theater, Temple University

George Gerbner
 Bell Atlantic Professor of Telecommunications
 Temple University

Enclosures:
 conference prospectus and agenda
 registration form
 Sugarloaf Conference Center brochure

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
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	Friday, June 4, 1999
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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	<i>Refreshment Break</i>
10:30	Comments/Discussion/Draft Recommendations
12:00	<i>Lunch</i>
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	<i>Refreshment Break</i>
3:00	Comments/Discussion/Draft Recommendations
5:00	<i>Dinner</i>
6:00	KEYNOTE Edward S. Herman, Professor Emeritus of Finance Wharton School, University of Pennsylvania
	Saturday, June 5, 1999
8:00 a.m.	<i>Breakfast</i>
8:30	Presentations/Working Session Censorship/Regulation Other Issues
10:00	<i>Refreshment Break</i>
10:15	Comments/Discussion/Draft Recommendations
11:15	Plenary Introduce, discuss, and act on draft recommendations
12:30	<i>Lunch</i>
2:00	KEYNOTE Lawrence K. Grossman, former president of NBC News and PBS
2:30	Closing Remarks
2:45	Guests Depart

Bell Atlantic – Temple University Conference on Digital Communication
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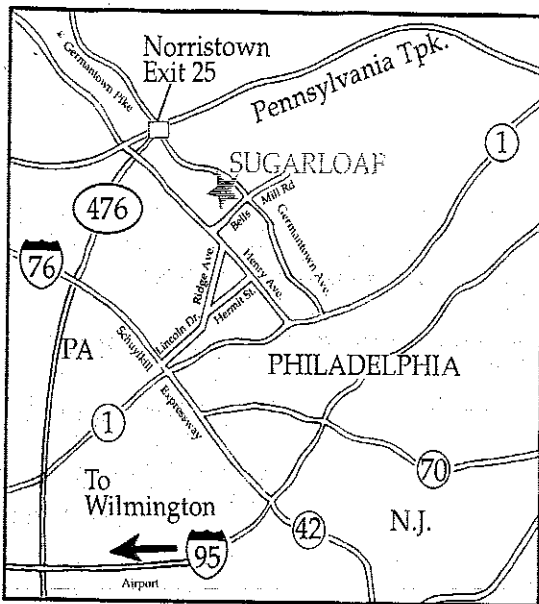
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Linda Greenwood
Bell Atlantic – Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757

SugarLoaf



Air, train and bus service from all points is available to Philadelphia. Ground transportation arrangements can be coordinated by the Conference Center on request. Rail service is available at local Chestnut Hill station. Driving directions as follows:

FROM THE PENNSYLVANIA TURNPIKE

To Norristown exit #25. Take Germantown Pike to Philadelphia. Follow Germantown Pike approximately 4.5 mi. to Bells Mill Road and Germantown Avenue. Driveway to Center is on right 25 ft. before intersection.

FROM THE NEW JERSEY TURNPIKE

To Pennsylvania Turnpike. Follow directions above.

FROM SCHUYLKILL EXPRESSWAY (ROUTE 76)

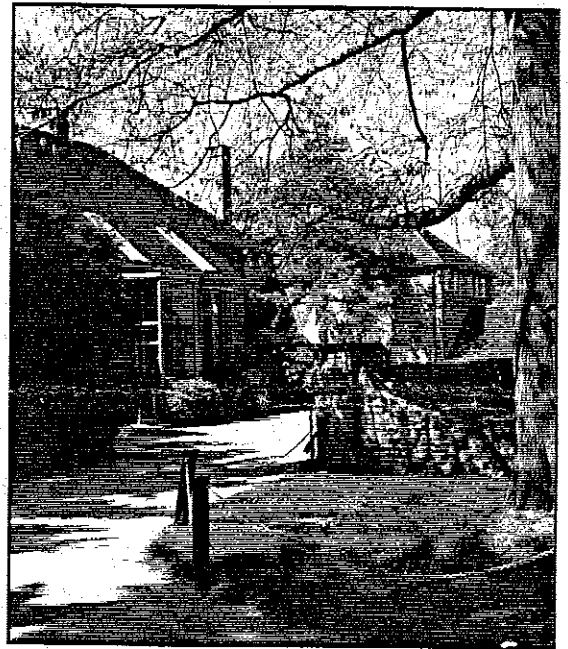
Exit at Lincoln Drive. Bear right to Ridge West—Follow to top of hill (four lights)—cross straight. This is Hermit St. Proceed on Hermit ¼ mile to Henry Ave. Turn left on Henry/Ridge and proceed 3.8 miles to Bells Mill. Turn right onto Bells Mill, SugarLoaf is at intersection of Bells Mill and Germantown.

FROM THE AIRPORT

Exit Airport—Follow 95 South to 476 North (Plymouth Meeting). Remain on 476 North to Exit 8 (Germantown Ave.—East/Plymouth Meeting). At the first light make a right onto Germantown Avenue. Continue East 4 miles to Bells Mill Road. SugarLoaf is on the righthand corner of Bells Mill and Germantown Avenue.

FROM 309 EXPRESSWAY

Exit at Papermill Road. Follow to the intersection of Stenton Avenue and Bethlehem Pike. Go straight through the intersection. Go around small curve to the street light (Hillcrest Road). Make a left. Follow to next light (Germantown Avenue). Make a left. Follow Germantown Avenue. Make a right into our driveway before the light at Bells Mill Road.



CONFERENCE CENTER

*Where the classic meets the modern
in distinctive
conference environments*

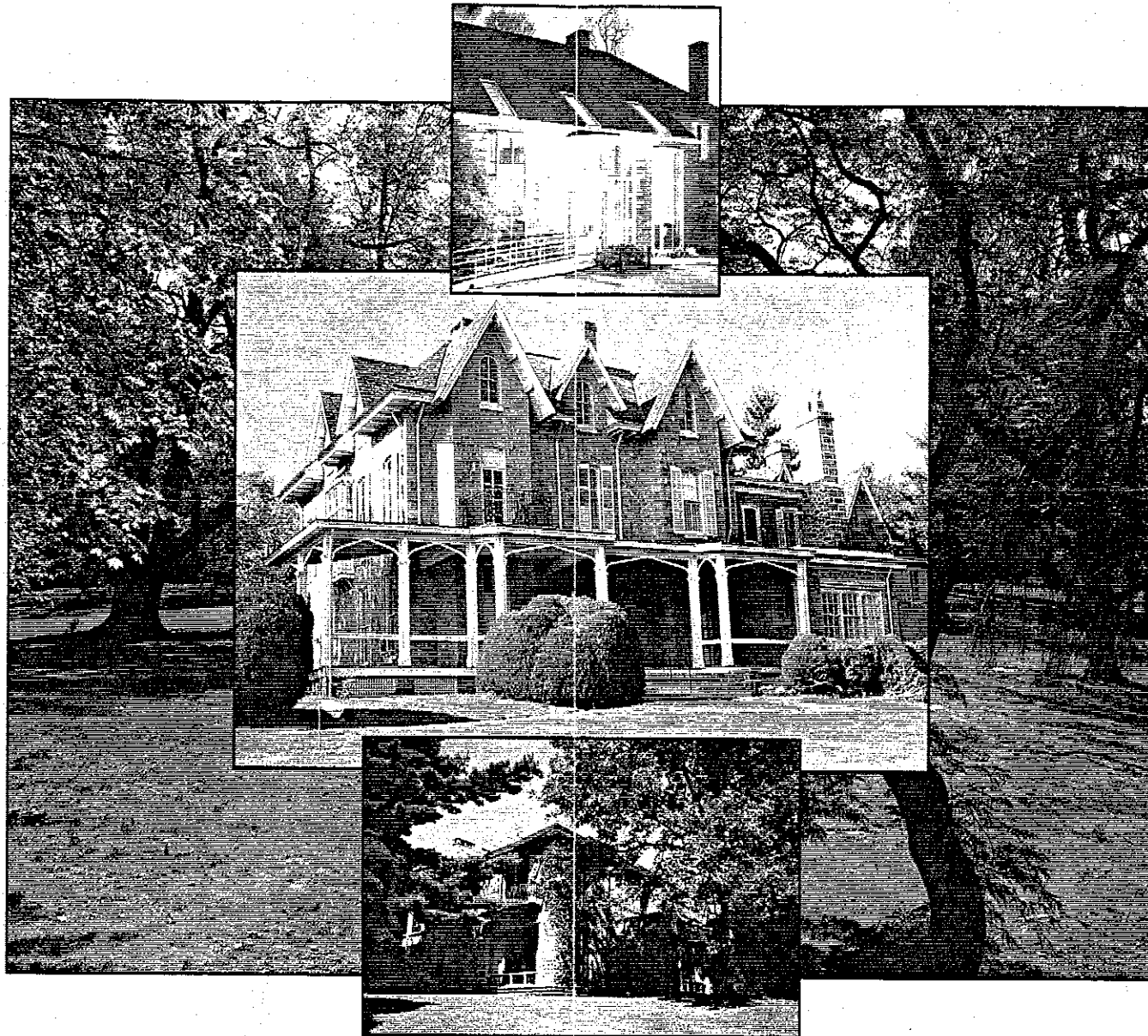
**ALBERT M. GREENFIELD
EXECUTIVE CONFERENCE CENTER
OF TEMPLE UNIVERSITY**



9230 Germantown Avenue • Philadelphia, PA 19118
Phone: (215) 242-9100 • FAX: (215) 242-8362

9230 Germantown Avenue
Philadelphia, PA 19118
215-242-9100

 Member
International Association
of Conference Centers



The Temple University Conference Centers,
comprised of converted
historic estates in Chestnut Hill
on forty beautifully landscaped acres,
are dedicated to a concept of lifelong learning
and continuing education for adults.

Temple's commitment to these goals is
demonstrated by the preservation and enhancement
of the natural beauty surrounding the Centers
and the management of modern
and fully equipped conference facilities
that are available to host
professional and corporate groups worldwide.

SUGARLOAF

A FACILITY OF TEMPLE UNIVERSITY

**Bell-Atlantic – PA/Temple University Conference on Digital Communication
“The Challenge of the Digital Age: A Forum of Diverse Perspectives”**

Registration Form

_____ Yes, I will attend the conference on June 3-5, 1999.
Registration fee: \$95 payable upon arrival (includes all meals)

_____ I propose to present a conference paper on:

Name: _____

Phone: _____

Position/Title: _____

Fax: _____

Affiliation: _____

Email: _____

Mailing Address: _____

Web site: _____

City: _____

Please indicate approximate arrival time at Sugarloaf
Conference Center. _____ (date) _____ (time)
(The cost of taxi service from Philadelphia International airport
to conference center is approximately \$47).

State/Province: _____ Zip/Postal Code: _____

Country: _____

_____ Please reserve a room for me at Sugarloaf Conference
Center. (Rooms are \$106 per night and can
accommodate 2 persons).

_____ I wish to share a room with another conference
participant

Please mail this form no later than Monday, May 3, 1999 to:

Linda Greenwood
Bell Atlantic – Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757
greenwood@snip.net

You may also fax this registration form to the conference coordinator (215-204-5823), or register via our web site at
<http://astro.temple.edu/~digcon>.



April 24, 1999

George Gerbner
Founder
Cultural Environment Movement
234 Golf View Road
Ardmore, PA 19003

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

Corrinne Caldwell
Vice President and
Acting Provost
Temple University

Robert Greenberg
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School of Communications and
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George Gerbner
Bell Atlantic Professor of Telecommunications
Temple University

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Sugarloaf Conference Center brochure

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

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

*Opportunity present itself after consolidation - wave of mergers in US history. TV stations owned by monies 38-22 -
duo in own 2.9% of 11,524*

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.

*course
blast
K.*

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.

*read
CSR*

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>>

Linda Greenwood
Bell Atlantic - Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757

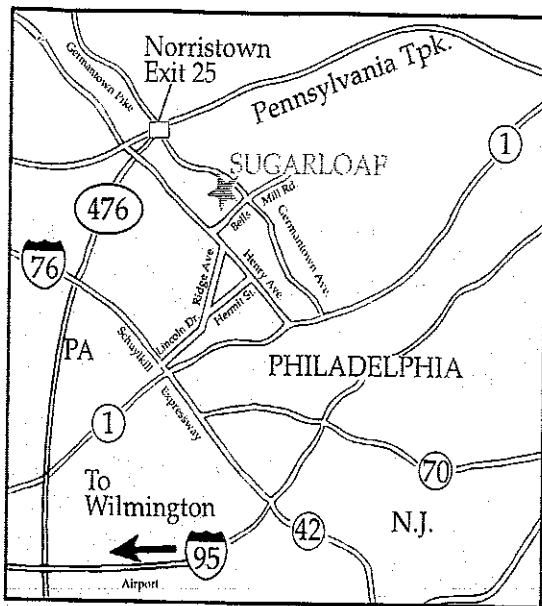
BELL ATLANTIC – TEMPLE UNIVERSITY CONFERENCE ON DIGITAL COMMUNICATION
"The Challenge of the Digital Age: A Forum of Diverse Perspectives"

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

SugarLoaf



Air, train and bus service from all points is available to Philadelphia. Ground transportation arrangements can be coordinated by the Conference Center on request. Rail service is available at local Chestnut Hill station. Driving directions as follows:

FROM THE PENNSYLVANIA TURNPIKE

To Norristown exit #25. Take Germantown Pike to Philadelphia. Follow Germantown Pike approximately 4.5 mi. to Bells Mill Road and Germantown Avenue. Driveway to Center is on right 25 ft. before intersection.

FROM THE NEW JERSEY TURNPIKE

To Pennsylvania Turnpike. Follow directions above.

FROM SCHUYLKILL EXPRESSWAY (ROUTE 76)

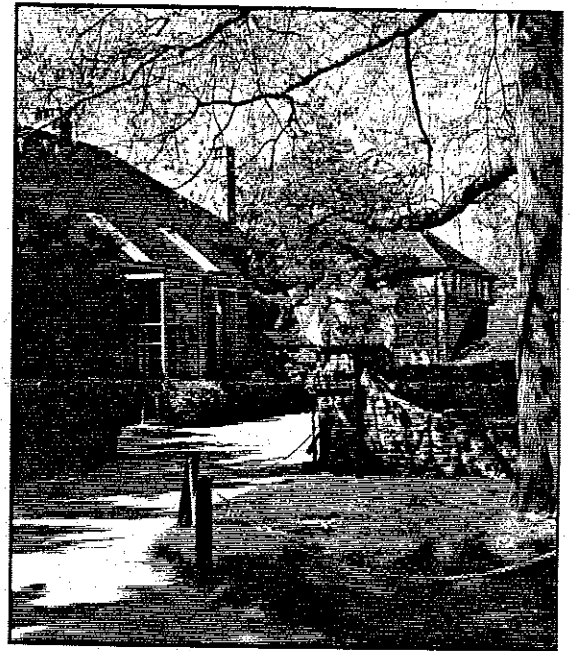
Exit at Lincoln Drive. Bear right to Ridge West—Follow to top of hill (four lights)—cross straight. This is Hermit St. Proceed on Hermit ¼ mile to Henry Ave. Turn left on Henry/Ridge and proceed 3.8 miles to Bells Mill. Turn right onto Bells Mill. SugarLoaf is at intersection of Bells Mill and Germantown.

FROM THE AIRPORT

Exit Airport—Follow 95 South to 476 North (Plymouth Meeting). Remain on 476 North to Exit 8 (Germantown Ave.—East/Plymouth Meeting). At the first light make a right onto Germantown Avenue. Continue East 4 miles to Bells Mill Road. SugarLoaf is on the righthand corner of Bells Mill and Germantown Avenue.

FROM 309 EXPRESSWAY

Exit at Papermill Road. Follow to the intersection of Stenton Avenue and Bethlehem Pike. Go straight through the intersection. Go around small curve to the street light (Hillcrest Road). Make a left. Follow to next light (Germantown Avenue). Make a left. Follow Germantown Avenue. Make a right into our driveway before the light at Bells Mill Road.



CONFERENCE CENTER

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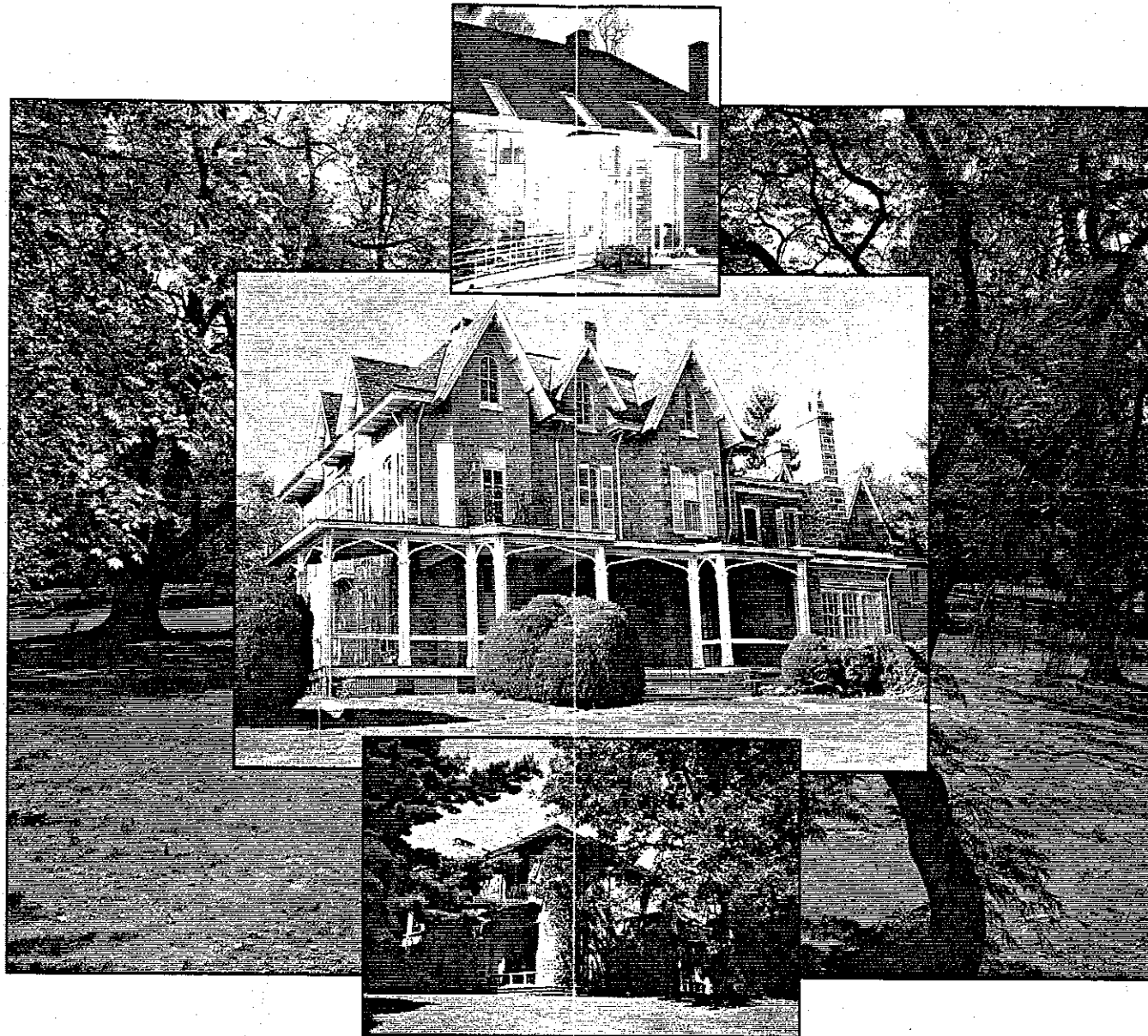
**ALBERT M. GREENFIELD
EXECUTIVE CONFERENCE CENTER
OF TEMPLE UNIVERSITY**



9230 Germantown Avenue • Philadelphia, PA 19118
Phone: (215) 242-9100 • FAX: (215) 242-8362

9230 Germantown Avenue
Philadelphia, PA 19118
215-242-9100

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SUGARLOAF

A FACILITY OF TEMPLE UNIVERSITY

**Bell-Atlantic – PA/ Temple University Conference on Digital Communication
“The Challenge of the Digital Age: A Forum of Diverse Perspectives”**

Registration Form

_____ Yes, I will attend the conference on June 3-5, 1999.
Registration fee: \$95 payable upon arrival (includes all meals)

_____ I propose to present a conference paper on:

Name: _____

Phone: _____

Position/Title: _____

Fax: _____

Affiliation: _____

Email: _____

Mailing Address: _____

Web site: _____

City: _____

Please indicate approximate arrival time at Sugarloaf
Conference Center. _____ (date) _____ (time)
(The cost of taxi service from Philadelphia International airport
to conference center is approximately \$47).

State/Province: _____ Zip/Postal Code: _____

Country: _____

_____ Please reserve a room for me at Sugarloaf Conference
Center. (Rooms are \$106 per night and can
accommodate 2 persons).

_____ I wish to share a room with another conference
participant

Please mail this form no later than Monday, May 3, 1999 to:

Linda Greenwood
Bell Atlantic – Temple University
Digital Conference Coordinator
507 Spruce Ave.
Lindenwold, NJ 08021-1757
greenwood@snip.net

You may also fax this registration form to the conference coordinator (215-204-5823), or register via our web site at
<http://astro.temple.edu/~digcon>.

April 24, 1998

George Gerbner
234 Golf View Road
Ardmore, PA 19003

Re: Digital Conference Planning Committee

Dear Dr. Gerbner,

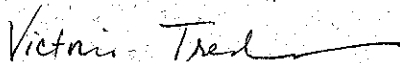
The Digital Conference Planning Committee will meet on Friday, May 1st from 10am to approximately 4pm at the Temple University Diamond Club, Tuttle Room, Mitten Hall, 1913 N. Broad Street. Enclosed for your information are some preliminary meeting materials:

- 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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Victoria Tredinnick

Cultural Environment Movement
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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	
Administrative and Personnel			
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	
Travel/Accommodations			
Conference Fees		\$8000	(40 x \$200)
Sugarloaf Conference Center	\$15,920		(40 x \$199 x 2)
Travel Scholarships	\$2500		
SUBTOTAL	\$18,420	\$8000	
Media Campaign			
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)		



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

George Gerbner
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)
Philadelphia, Pennsylvania 19122
Voice/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

November 6, 1998

Patricia Beadling
Vice President for External and Public Relations
Bell Atlantic - Pennsylvania
1717 Arch Street, 17th Floor
Philadelphia, PA 19103

Dear Ms. Beadling:

Thank you for Bell Atlantic's generous pledge of \$15,000 toward the May 1999 Conference on Digital Communication, which you have indicated Bell Atlantic will fulfill after the November 20 meeting on strategic planning. . I am writing to seek your assistance in obtaining additional funds from interest on the endowment provided by Bell Atlantic for the Chair in Telecommunications at Temple University.

Of particular urgency is the line item for travel reimbursement to participants. Currently we are entertaining requests in excess of \$6000. It is important that we respond to them as soon as possible.

We are also seeking funds to film the proceedings, under the direction of Dr. Howard Myrick of Temple University, in order to produce a professional quality video. That will be supplemented by footage from the Spring conference and will be edited and marketed for educational and other uses. I will forward to you the budget for that production as soon as we receive it from Dr. Myrick,

I understand that my predecessor in the Bell Atlantic chair did not draw on the endowment interest and that, in fact, for several years the position went unfilled. Consequently, there should be more than enough available on the "interest" side of the ledger to cover our current needs. Therefore, I am seeking your assistance in obtaining an accounting history of these funds to determine what is available for our present use. Please let me know if this poses any problems.

Many thanks and best regards.

Sincerely,

A handwritten signature in cursive script that reads "George Gerbner".


Mime-Version: 1.0
Date: Tue, 3 Nov 1998 22:17:12 -0500
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>
From: Cultural Environment Movement <cem@libertynet.org>
Subject: Letter to Beadling: please edit & send
Status: 0

Please edit the attached to your liking and send to Patricia Beadling (fax 215-466-6786).

req number

The letter asks her to help us investigate what money is available for DIGCON from interest on the endowment for your Chair. The hope is that she can pull some strings and get an accounting history of that money.

Background: Patricia Beadling suggested to you and me that we find out about accessing the interest to pay for expenses their \$15,000 won't cover. I asked Bob Greenberg, and he told me there was nothing available. But according to Howard Myrick, there should be more than enough "interest" in the account since your predecessors (two) did not use the money set aside for a conference (never mind the interest), plus the position went unfilled for several years during which Temple of course paid out nothing.

 to_Beadling_re_DIGCON_\$.doc

Victoria Tredinnick
Program Director, CEM

The Cultural Environment Movement is an international coalition of over 250 organizations and 6300 individuals united in working for gender equity and general diversity in mass media employment, ownership and representation.

215-204-6434 *** cem@libertynet.org *** <http://www.cemnet.org>
215-204-5823 (fax) *** PO Box 31847, Philadelphia, PA 19104

Don't miss the Second CEM Convention!
March 25-28, 1999 * Ohio University * Athens, OH

FAX 215 466 6786

*Wang Deshu, Selig
6129 PB
VOICE*

FAX 466 5931