



MAXIMUM SERVICE TELEVISION

9th ANNUAL

**ADVANCED
TELEVISION
UPDATE**

The Final Countdown

November 9, 1995
ANA Hotel
Washington, DC

THE FINAL COUNTDOWN

November 9, 1995

9:30 a.m. - 3:00 p.m.

ANA Hotel, Washington, D.C.

8:30 - REGISTRATION/GRAND ALLIANCE HDTV SYSTEM DEMONSTRATIONS

9:30 - WELCOME AND OPENING REMARKS

Margita E. White, President, MSTV
Edward T. Reilly, Chairman, MSTV;
President & COO, McGraw-Hill Broad-
casting Co.

9:45 - OPENING KEYNOTE:

The Honorable James C. Quello, FCC
Commissioner

10:00 - COMPLETING THE POLICY PROCESS

Moderator: **Jonathan D. Blake**,
Partner, Covington & Burling

Michele C. Farquhar, Deputy Asst. Sec'y
(Acting), NTIA

Donald Gips, Deputy Chief, FCC Office
of Plans & Policy

Kevin M. Joseph, Counsel, Senate Comm.
on Communications, Science & Technology

Donald McClellan, Counsel, Senate Comm.
on Communications, Science & Technology

Catherine Reid, Counsel, House Subcomm.
on Telecommunications and Finance

Roy Stewart, Chief, FCC Mass Media Bureau

10:45 - FCC ADVISORY COMMITTEE UPDATE:

Richard E. Wiley, Chairman, FCC
Advisory Committee on Advanced
Television Service; Sr. Partner, Wiley,
Rein & Fielding

10:55 - ATTC REPORT:

Peter M. Fannon, President,
Advanced Television Test Center

11:00 - ATSC REPORT:

James C. McKinney, Chairman, Advanced
Television Systems Committee

**11:05 - GRAND ALLIANCE PRESENTATION/
BROADCAST TRANSMISSION**

Introduction: **Victor Tawil**,
Vice President, MSTV

Jerry K. Pearlman, Chairman,
Zenith Electronics Corp.

Robert M. Rast, Vice President,
HDTV Business Development,
General Instrument Corp.

Glenn A. Reitmeier, Director, High
Definition Imaging & Computing Lab,
David Sarnoff Research Center

11:45 - Break for Luncheon

12:00 - LUNCHEON

Colonnade Restaurant, Lobby Level

12:45 - LUNCHEON KEYNOTE:

The Honorable Jack Fields, Chairman,
House Subcomm. on Telecommunications

**1:30 - UNDERSTANDING THE TECHNOLOGY/
PLANNING FOR DIGITAL**

Moderator: **Gregory M. Schmidt**,
Vice President, LIN Television

John D. Abel, President/CEO,
Datacast Partners

Alan Braverman, Vice President/
General Counsel, CapCities/ABC

Joseph A. Flaherty, Sr. Vice President/
Technology, CBS; Chairman, ACATS
Planning Subcommittee

(Understanding The Technology continued)

Saul Shapiro, Assistant Chief,
Technology Policy, FCC Mass
Media Bureau

Michael J. Sherlock, Exec. Vice President,
Technology, NBC

Richard M. Smith, Chief, FCC
Office of Engineering & Technology

2:15 - PURSUING THE DIGITAL TRANSITION

Moderator: **Donald V. West**, Editor
Broadcasting & Cable

Edward T. Reilly, President & COO,
McGraw-Hill Broadcasting

John Rohrbeck, President,
NBC Television Stations

Patrick M. Scott, President & CEO,
Fisher Broadcasting

Warren P. Williamson, III, Vice Chairman,
WKBN Broadcasting, and Chairman,
Advanced Television Test Center

3:00 - Program Conclusion
Demonstrations Continue