

TOWARD A NEW COMMUNICATION POLICY PARADIGM

2006 QUELLO COMMUNICATION LAW AND POLICY SYMPOSIUM
APRIL 6, 2006, GRAND HYATT HOTEL, WASHINGTON, D.C.

SPEAKER BIOS

JOHANNES M. BAUER is a Professor in the Department of Telecommunication, Information Studies, and Media at Michigan State University. He is also the Co-Director of the Quello Center for Telecommunication Management and Law at Michigan State University. From 1993 until 1998, he directed the Institute of Public Utilities and Network Industries at the Eli Broad Graduate School of Management at Michigan State University. His research has been sponsored, among others, by the National Science Foundation (NSF), the Ford Foundation, and private industry. It covers a wide range of issues related to the evolution of communications and information industries, in particular the design and effect of public policies towards these industries, and business strategies in network industries, often from a comparative and international perspective. His work has been published in the leading journals in the field, including Telecommunications Policy, Information Economics and Policy, Communications & Strategies, Telematics & Informatics, and Info. He is co-editor of the Journal of Media Economics and serves on the editorial board of Information Economics and Policy. Dr. Bauer has served as an advisor and consultant for public and private sector organizations in North and South America, Europe, and Asia.

DANIEL BRENNER is Senior Vice President for Law & Regulatory Policy at the National Cable & Telecommunications Association, Washington, D.C., where he has served since 1992. Previously, he served as Director of the Communications Law Program and a member of the faculty at UCLA Law School. He also served as Counsel to the Los Angeles office of LeBoeuf, Lamb, Greene & MacRae. Brenner was Senior Legal Advisor to Chairman Mark Fowler of the Federal Communications Commission from 1981 to 1986. He was also Vice-Chairman of the U.S. Delegation to the ITU World Radio Conference in Geneva, Switzerland in 1984. He has served as a consultant on telecommunications issues for the RAND Corporation and the International Media Fund, and as a Senior Fellow at The Annenberg Washington Program. Brenner served as a member and Vice-Chairman of the Board of Directors of the Corporation for Public Broadcasting from 1986 to 1991. He is a graduate of Stanford University and Stanford Law School.

BARBARA A. CHERRY is Senior Counsel with the Office of Strategic Planning and Policy Analysis of the FCC. Barbara brings to the FCC an interdisciplinary academic background integrated with telecommunications industry experience. Prior to joining the FCC, she was Associate Professor and Associate Director of the James H. and Mary B. Quello Center for Telecommunication Management and Law at Michigan State University. Prior to entering academia, Barbara also worked on public policy issues while employed with Ameritech and AT&T. Barbara holds a Ph.D. from the Department of Communication Studies at Northwestern University, a J.D. from Harvard Law School, an M.A. in Economics and Law from Harvard University while recipient of a National Science Foundation Fellowship in Economics, and a B.S. in Economics summa cum laude from the University of Michigan. Dr. Cherry will be joining Indiana University as a Professor of Telecommunications in August 2006.

DAVID D. CLARK works at the M.I.T. Computer Science and Artificial Intelligence Laboratory, where he is a Senior Research Scientist. His current research involves protocols for high speed and very large networks, in particular the problems of routing and flow and congestion control. He is also working on integration of video into packet networks. Prior to this effort, he developed a new implementation approach for network software, and an operating system (Swift) to demonstrate this concept. Earlier projects include the token ring LAN and the Multics operating system. He joined the TCP development effort in 1975, and chaired the IAB from 1981 to 1990. He has a continuing interest in protocol performance. He is also active in the area of computer and communications security.

RODERICK ("RICK") S. COY is a member of Clark Hill PLC, Attorneys at Law. His practice areas include telecommunications, energy and utilities, and administrative law. Mr. Coy joined the firm in 1982 after more than a decade as an Assistant Attorney General of Michigan where he specialized in electric, gas, and communications utility regulation and administrative litigation. Mr. Coy has more than 25 years' experience specializing in energy, telecommunications, and utility law in Michigan and provides legal counsel and representation to large corporate and institutional utility service users and their statewide associations, as well as new competitors in these increasingly deregulated industries. Mr. Coy earned his Juris Doctor from George Washington University's National Law Center, in Washington, D.C., in 1971 and a B.A. from Michigan State University (1968).

Mr. Coy authored certain sections of Michigan law on telecommunications. He was also an active participant in the Michigan Legislature's consideration of the Michigan Telecommunications Acts of 1991, 1995 and 2000, and has made numerous presentations on the Federal Telecommunications Act of 1996. Mr. Coy is the editor and publisher of *Michigan Telecommunications Report*. Mr. Coy also served as an advisor and resource person to the Governor's Telecommunications Task Force from 1988 to 1990. In 1992, the W.K. Kellogg Foundation asked Mr. Coy to lead a telecommunications analysis panel to review and make recommendations to the foundation on educational distance learning network grant proposals. Mr. Coy is also the author of "A Profile of Michigan's Distance Learning Projects," a 1993 survey and report presented to the W.K. Kellogg Foundation. In 1999 Mr. Coy authored the chapter on The United States for BNA's *International Telecommunications Law*, covering the evolution of telecommunications law and policy in the U.S. over more than a century. For many years, Mr. Coy has been one of the Firm's attorneys listed in *Best Lawyers in America*.

ALAN DAVIDSON is Washington Policy Counsel and the head of Google's new Washington DC government affairs office. Prior to joining Google, Alan was Associate Director of the Center for Democracy and Technology, a public interest group promoting civil liberties and human rights online. Alan led CDT's free expression, Internet governance, and digital copyright projects, and testified before Congress on these issues. He has written and spoken widely on privacy, free speech, encryption, and copyright online. Alan is also an Adjunct Professor at Georgetown University's program in Communications, Culture, and Technology, teaching a graduate seminar on internet architecture and public policy. In 2004 he was a Visiting Scholar in MIT's Program on Science, Technology, and Society. Mr. Davidson has also worked as a Senior Consultant at Booz-Allen & Hamilton, where he designed information systems for NASA's Space Station Freedom Project, and he has worked on technology and policy issues at the U.S. Congress Office of Technology Assessment and for the White House. Alan is a graduate of the Yale Law School, where he was Symposium Editor of the Yale Law Journal. However, like many Googlers, Alan started

professional life as a computer scientist. He received an S.B. in Mathematics and Computer Science and an S.M. in Technology and Policy from MIT.

NICHOLAS ECONOMIDES is Professor of Economics at the Stern School of Business of New York University and Executive Director of the NET Institute. His fields of specialization and research include the economics of networks, especially of telecommunications, computers, and information, the economics of technical compatibility and standardization, industrial organization, the structure and organization of financial markets, application of public policy to network industries, and strategic analysis of markets. He has published over one hundred articles in top academic journals in the areas of networks, telecommunications, oligopoly, antitrust, product positioning, and on liquidity and the organization of financial markets and exchanges. He holds a Ph.D. and a M.A. in Economics from the University of California at Berkeley, as well as a B.Sc. (First Class Honors) in Mathematical Economics from the London School of Economics. He has previously taught at Columbia University (1981-1988) and at Stanford University (1988-1990). He is editor of the journal *Netnomics*, *The Quarterly Journal of Electronic Commerce*, *The Journal of Financial Transformation*, and *The Journal of Network Industries* and past editor of the *International Journal of Industrial Organization*. His web site on the Economics of Networks at <http://www.stern.nyu.edu/networks/> has been ranked as one of the top 5 economics sites worldwide by *The Economist* magazine.

LINK HOEWING is Assistant Vice President of Internet and Technology Issues for Verizon. He is responsible for identifying and assessing emerging issues, and developing corporate positions on Internet and Technology industry issues. Mr. Hoewing develops relationships with industry members, interactive technology associations, research institutes, and think tanks. He frequently delivers public discourses on technology issues. Link's worked three years in the External Affairs positions at Bell Atlantic and Telecom in New Zealand. While there, he was responsible for negotiating Verizon's agreements between carriers, promoting the sale of New Zealand's Telecom stock and working on inter-connection policies with the Government. He also served eight years on the Senate Governmental Affairs Committee. He managed the scheduling of hearings, committee legislative structures, and budget authorization procedures. Link Hoewing has a Bachelor's degree from Carthage College and a Masters degree in Public Administration from American University.

THE HON. DANIEL K. INOUE (D-HI) is the third most senior member of the U.S. Senate. He is known for his distinguished record as a legislative leader, and as a World War II combat veteran who earned the nation's highest award for military valor, the Medal of Honor. Although he was thrust into the limelight in the 1970s as a member of the Watergate Committee and in 1987 as Chairman of the Iran-Contra Committee, he has also quietly made his mark as a respected legislator able to work in a bipartisan fashion to enact meaningful legislation. Senator Inouye serves as the Ranking Member of the Senate Defense Appropriations Subcommittee, and as Co-Chairman of the Senate Committee on Commerce, Science, and Transportation. He is also a long-serving and former Chairman of the Senate Committee on Indian Affairs. In addition to championing the best interests of our nation's indigenous peoples, Senator Inouye continues to push for improved education and healthcare for all children, additional jobs for Hawaii's economy, health and human services in rural communities, affordable housing, and the protection of the nation's natural resources. After serving as the first Congressman from the new state of Hawaii, Senator Inouye was elected to the U.S. Senate in 1962 and is now serving his eighth consecutive term.

MARSHA MACBRIDE joined NAB in 2003 and leads its team of attorneys representing local broadcasters before the Federal Communications Commission, the Administration and the Courts. Marsha spent 12 years at the FCC in several high level positions, including Chief of Staff to Chairman Michael Powell, legal advisor to Commissioner James Quello, and legal advisor to the Mass Media Bureau Chief, Roy Stewart. She also was a Vice President at the Walt Disney Company's Office from 2000 to 2001, and worked as a communications attorney in private practice for six years, from 1985 to 1991. While at the FCC, Marsha worked for four years in the political programming branch, where she advised broadcasters and candidates on rule compliance. She also worked on the implementation of the 1996 Act, the regulations initiating the DTV service, closed captioning, the V-chip, the biennial review of 1998, SHVIA as well as an array of enforcement proceedings and application streamlining initiatives. Marsha is a 1985 graduate of The National Law Center, George Washington University, and a 1981 graduate of Douglass College, Rutgers University.

RANDOLPH MAY is Senior Fellow and Director of Communications Policy Studies at The Progress and Freedom Foundation. The Communications Policy Studies program examines policies relating to regulation of the communications industry and the implications of increasing competition for reform of our nation's communications laws and the Federal Communications Commission. May is also President of The Free State Foundation, a Maryland-based free market-oriented think tank. Prior to joining PFF, May was a partner with Sutherland Asbill & Brennan in Washington, DC, specializing in communications and administrative law. He served as Associate General Counsel of the Federal Communications Commission and was a member of the Administrative Conference of the United States. In addition to writing regular columns on regulatory affairs for The National Law Journal, he has published over seventy articles and essays on a wide variety of topics ranging from communications law to constitutional theory. May is immediate past chair of the Section on Administrative Law and Regulatory Practice of the American Bar Association. He is an adjunct professor of law at George Mason University School of Law. May received his B.A. from Duke University and his J.D. from Duke Law School.

MICHAEL ODEN is an assistant professor in the Community and Regional Planning Program (CRP) at the University of Texas at Austin. Dr. Oden's teaching and research areas include local and regional sustainable economic development, affordable housing policy, and program evaluation methodologies. Dr. Oden received his Ph.D. in Economics from the New School for Social Research in 1992. Prior to joining The University of Texas he worked at the Project on Regional and Industrial Economics at Rutgers University, the Organization of Economic Cooperation and Development in Paris, and as the senior economist on the Appropriations Committee of the Michigan State Senate. Over the last decade, Dr. Oden has carried out a number of major projects on telecommunications access and use and economic development. He currently serves on the Telecommunications and Rural Economies panel of the Rural Policy Research Institute (RPRI). Recent publications include: *Beyond the Digital Access Divide: Developing Meaningful Measures of Information and Communications Technology Gaps*, New York: The Ford Foundation, November 2004; *Information and Telecommunications Technology and Economic Development: Findings From The Appalachian Region*, Appalachian Regional Commission, May 2002 and 2004; "Telecommunications and Rural Economies: Findings from the Appalachian Region," in *Communications Policy and Information Technology: Promises, Problems, Prospects*, Cranor and Greenstein (eds.) (2002); "Digital Divide or Digital Opportunity in the Mississippi Delta Region," in *Telecommunications Policy*, Spring 2001.

ROBERT PEPPER is based in Washington, DC, where he leads a team driving Cisco's global policy agenda for advanced technology policy in areas such as wireless, IP enabled services, broadband and security. He joined Cisco in July 2005 from the Federal Communications Commission (FCC) where, most recently, he had been Chief, Policy Development. He served as an advisor to the last six Chairmen of the FCC on policy planning including formulating and evaluating long-term policy options, especially those that cut across traditional industry and institutional boundaries as a result of new technological developments and convergence. Prior to serving at the FCC, Robert was Director of the Annenberg Washington Program in Communications Policy Studies. He also worked at the National Telecommunications and Information Administration (NTIA) at the US Department of Commerce, the National Science Foundation, and had academic appointments at the Universities of Iowa and Pennsylvania, and was a research affiliate at Harvard University. He serves on advisory boards for Michigan State University, and Columbia University.

JAMES H. QUELLO is a former FCC Commissioner and is currently working as a consultant in the Government Affairs law office of Wiley Rein & Fielding, LLP. Jim Quello served as a FCC Commissioner for over 23 years and served as interim FCC Chairman for 11 months in 1993. Commissioner Quello played an active role in the transformation of the telecommunications industry by establishing policies that encouraged the promotion of competition, diversity and the introduction of new products and services. Quello is the former Vice President and General Manager of Station WJR, Detroit, Michigan. For 21 years he served on the Detroit Housing and Urban Renewal Commission. He also served as a Trustee for the Michigan Veterans Trust Fund for 22 years. He is a former President and Lifetime Achievement Award winner of the Michigan Association of Broadcasters and was the recipient of the Distinguished Service Award from the National Association of Broadcasters in 1994. He was inducted into the Broadcasting/Cable Hall of fame in New York City in 1995; and into The Museum of Broadcast Communications' Radio Hall of Fame at the Chicago Cultural Center. He is the author, of "My Wars, Surviving WWII & the FCC," published March 1, 2001. He is a graduate (B.A.) of Michigan State University.

GARY REID is a University Distinguished Senior Specialist in the Department of Telecommunication, Information Studies and Media at Michigan State University and General Manager of WDBM-FM. He is also an Associate Director of the Quello Center for Telecommunication Management and Law. He is the Vice Chairman of the Michigan Association of Broadcasters Foundation. After an initial career as a professional musician, he has taught in a variety of areas including audio/radio, television/video, telecommunication technology, and media management. He is the Chair of the Careers and Internship Committee. Further, he was responsible for the design and installation of the departments' extensive audio and video production facilities. The Michigan Association of Broadcasters and BMI have named WDBM-FM "College Station of the Year" in six of the past seven years.

JORGE REINA SCHEMENT is Distinguished Professor and Co-Director of the Institute for Information Policy, in the College of Communications, and in the School of Information Science and Technology at Penn State University. A Ph.D. from the Institute for Communication Research at Stanford University, and M.S. from the School of Commerce at the University of Illinois, his book credits include, *Global Networks (1999/2002)*, *Tendencies and Tensions of the Information Age (1997)*, *Toward an Information Bill of Rights and*

Responsibilities (1995), *Between Communication and Information* (1993), *Competing Visions, Complex Realities: Social Aspects of the Information Society* (1988), *The International Flow of Television Programs* (1984), *Telecommunications Policy Handbook* (1982), and *Spanish-Language Radio in the Southwestern United States* (1979). A Latino from South Texas, his research interests focus on the social and policy consequences of the production and consumption of information, especially as they relate to ethnic minorities. His research has been supported by the Ford Foundation, Markle Foundation, Schumann Foundation, Rainbow Coalition, Port Authority of NY/NJ, Federal Aviation Administration, Federal Communications Commission, National Science Foundation, Corporation for Public Broadcasting, Verizon, PacTel, Lockheed-Martin, and Bush Industries. He has received awards for his policy scholarship from the International Communication Association, University of North Carolina at Chapel Hill, Pace University, the University of Kentucky, UCLA, and Penn State. Schement has served on the editorial boards of twelve academic journals, and has edited the Annual Review of Technology for the Aspen Institute. He is editor-in-chief of the *Encyclopedia of Communication and Information*.

GIGI B. SOHN is the President and Co-Founder of Public Knowledge. An internationally known communications policy attorney, Gigi seeks to apply her constituency-building and advocacy expertise to intellectual property policy. From May 1999 to January 2001, Gigi served as a Project Specialist in the Ford Foundation's Media, Arts and Culture unit. In that capacity, she oversaw grantmaking in the Foundation's media policy and technology portfolio, and advised the Foundation on the future direction of the portfolio. Prior to joining the Ford Foundation, Gigi served as Executive Director of the Media Access Project (MAP), a Washington, DC based public interest telecommunications law firm that represents citizens' rights before the Federal Communications Commission and the courts. In recognition of her work at MAP, President Clinton appointed Gigi to serve as a member of his Advisory Committee on the Public Interest Obligations of Digital Television Broadcasters ("Gore Commission") in October 1997. In that same year, she was selected by the American Lawyer magazine as one of the leading public sector lawyers in the country under the age of 45. Gigi is an Adjunct Professor at Georgetown University, where she teaches a class entitled "Music Technology, Copyright and Public Policy." She is also a Senior Fellow at the University of Melbourne Faculty of Law, Graduate Studies Program in Melbourne, Australia. In 2001, she was an Adjunct Professor at the Benjamin N. Cardozo School of Law, Yeshiva University, in New York City. Gigi holds a B.S. in Broadcasting and Film, Summa Cum Laude, from the Boston University College of Communication and a J.D. from the University of Pennsylvania Law School.

LAWRENCE J. SPIWAK is President of the Phoenix Center for Advanced Legal & Economic Public Policy Studies (<http://www.phoenix-center.org>). The Phoenix Center is an international, non-profit 501(c)(3) organization that studies broad public-policy issues, with a particular emphasis on the law and economics of regulated industries. Mr. Spiwak is a prolific author whose scholarly work is frequently cited by policymakers, major news media and academic institutions and journals around the world. Indeed, his work has been cited by, among others, the Federal Communications Commission, the Securities and Exchange Commission, the Federal Trade Commission, United States Code Annotated, the Congressional Research Service, and American Jurisprudence (2d). Prior to founding the Phoenix Center in 1998, Mr. Spiwak was a Senior Attorney with the Competition Division in the FCC's Office of General Counsel where he was responsible for, among other things, co-authoring the FCC's original 1994 Cable Competition Report, providing the primary legal and economic analysis for the FCC's landmark decision to de-regulate AT&T and – given his

substantial previous experience in the electric utility industry – for drafting the FCC's rules regarding public utility entry into telecommunications and information services markets.

THE HON. TED STEVENS (R-AK) has been a member of the Senate for 37 years. He is Alaska's senior Senator. Stevens' tenure in the Senate makes him the fourth-most senior member among his colleagues, and first among Republicans. Stevens holds the position of Senate President Pro Tempore. He also is the Chairman of the Senate Committee on Commerce, Science, and Transportation, which has oversight of the Departments of Commerce and Transportation. In addition, the Committee's broad jurisdiction covers issues including telecommunications, fisheries, oceans and maritime policy, the Coast Guard, aviation, rail, highway safety, global climate change, interstate commerce, space, science, technology, economic development, trade, tourism, consumer issues, product safety, and sports. As President Pro Tempore, Stevens presides over the Senate in the absence of the Vice President and is third in the line of succession for the Presidency, following the Vice President and the Speaker of the House.

From 1997 through 2004, Stevens held the position of Chairman of the Senate Appropriations Committee (except for an 18 month period when he was the Ranking Member). As Chairman of the Defense Appropriations Subcommittee, Stevens works with the senior Senator from Hawaii, Senator Dan Inouye to ensure our nation's defense. In addition to his duties on the Senate Commerce Committee and Defense Appropriations Subcommittee, Stevens serves on the Appropriations Subcommittees on Commerce, Justice, State and Judiciary; Interior; Labor, Health, Human Services and Education; and Legislative Branch. He also is a member of the Senate Committee on Homeland Security and Governmental Affairs, the Senate Committee on Rules and Administration, and is Chairman of the Joint Committee on the Library of Congress.

LAWRENCE E. STRICKLING is the Chief Regulatory Officer of Broadwing Communications, a leading independent provider of data and voice telecommunications services to enterprises and carriers. He has held this position since September 2004. Prior to joining Broadwing, Strickling served in senior management positions at Allegiance Telecom and CoreExpress and was a member of the Board of Directors of NetworkPlus. From 1998 until 2000, Strickling served as Chief of the Common Carrier Bureau of the Federal Communications Commission. Prior to joining the Commission in September 1997, Strickling served at Ameritech as Vice President, Public Policy from 1994-97 and as Associate General Counsel from 1991-94. Prior to joining Ameritech in 1987, Strickling was a partner in the Chicago law firm of Kirkland & Ellis, where he handled a variety of litigation matters. Strickling holds a J.D. degree from Harvard Law School and a B.A. in Economics from the University of Maryland.

GLORIA TRISTANI is the new President of the Benton Foundation, a small private foundation which is committed to articulating a public interest vision for the digital age. Until recently, she was the Managing Director of the Office of Communication of the United Church of Christ, which advocates for those historically excluded from the media. Tristani is a former member of the Federal Communications Commission and the New Mexico Corporation Commission. She is a graduate of the University of New Mexico School of Law and Barnard College and is a member of the New Mexico and Colorado bars. Tristani was born and raised in San Juan, Puerto Rico.

KATHLEEN M. H. WALLMAN is a Visiting Research Professor in Georgetown University's Communication, Culture and Technology program. teaching courses in technology policy and privacy. She served in government as Chief of the Common Carrier Bureau at the FCC and in the White House, as Deputy Assistant to the President for Economic Policy and Counselor and Chief of Staff of the National Economic Council. In that capacity, she was responsible for mass media and domestic and international telecommunications issues including cable, broadcast, satellite, wireless and wireline matters and for coordinating policy decisions with Cabinet agencies. Her professional training is in law and diplomacy; she received a J.D. and a Masters of Science in Foreign Service from Georgetown University.

STEVEN S. WILDMAN is the James H. Quello Professor of Telecommunication Studies and Co-Director of the James H. and Mary B. Quello Center for Telecommunication Management & Law at Michigan State University. Prior to joining Michigan State in Fall 1999, Dr. Wildman was Associate Professor of Communication Studies and Director of the Program in Telecommunications Science, Management & Policy at Northwestern University. Earlier positions include Senior Economist with Economists Incorporated and Assistant Professor of Economics at UCLA. Dr. Wildman holds a PhD in economics from Stanford University and a BA in economics from Wabash College. He is well-known for his research and publications on economics and policy for communication industries, including the broadcasting, cable television, and recording industries. In addition to numerous articles and book chapters, Dr. Wildman is an author or editor for the following books: *International Trade in Films and Television Programs* (Ballinger, 1988); *Electronic Services Networks: A Business and Public Policy Challenge*, (Praeger, 1991); *Video Economics* (Harvard University Press, 1992); *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation* (Lawrence Erlbaum Associates, 1999); and *Rethinking Rights and Regulations: Institutional Responses to New Communications Technologies* (MIT Press, 2003).

RICHARD E. WILEY is the Managing Partner at Wiley Rein & Fielding LLP, a Washington, D.C. law firm with one of the largest communications practices in the U.S. As a former Chairman, Commissioner and General Counsel of the Federal Communications Commission (1970-77), he was a leading force in the agency's initial efforts to foster increased competition and lessened regulation in the communications field. In recognition of his nine year service (1987-96) as Chairman of the FCC's Advisory Committee on Digital Television, Dick Wiley received an Emmy from the Academy of Television Arts and Sciences, the Electronic Industries Association's Medal of Honor and the Distinguished Service Award from the National Association of Broadcasters. He has served as President of the Federal Bar and Federal Communications Bar Associations and as Chair of the American Bar Association's Administrative Law and Regulatory Practice Section.