

# Communication and Public Service

An undergraduate concentration offered by  
The Institute for Public Service at the Annenberg School for Communication

I invite you to be part of a new initiative that provides opportunities to participate in our common civic life while learning about the democratic public sphere. This exciting initiative, Communication and Public Service (COMPS), is offered as a unique undergraduate concentration in the Communication major. It is sponsored by the School's Institute for Public Service (IPS).

Walter Annenberg, founder of the Annenberg School for Communication, devoted his life to serving the American people and encouraging others to do the same. The School is committed to the view that a healthy and vibrant democratic life requires commitment to public service and public affairs by informed citizens as officeholders, public servants and advocates, professionals, business leaders, and journalists who care for the public interest. As you read through this brochure, I challenge you to think about what contributions you might make to our national common life as a civic-minded leader in one or more of these capacities.

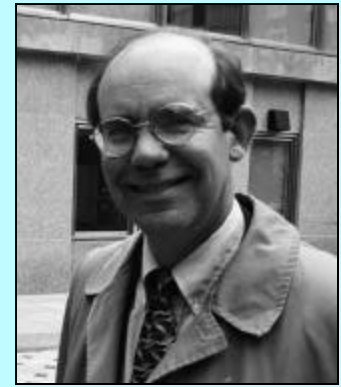
The COMPS concentration will engage students in a public service dialogue through a special program that combines individual research opportunities with hands-on experience in the public arena. Classes, seminars, internships, field experiences, and individual research projects will provide students with opportunities to meet and learn from current and former officeholders, journalists, and public servants who have been leaders in government and the institutions of civil society.

This program will connect scholarship to practical experience in a way that encourages creative engagement with possibilities for citizen action. Participating students will gain fundamental knowledge and experience for careers in public service and public advocacy.

As director of IPS, I am very excited about this opportunity and look forward to welcoming talented students to join me and the Annenberg faculty in building a commitment to public service that will last a lifetime.

Sincerely,

David Eisenhower  
Director, Institute for Public Service



The Annenberg School for Communication  
3620 Walnut Street  
Philadelphia, PA 19104  
[www.asc.upenn.edu](http://www.asc.upenn.edu)

David Eisenhower  
Director, Communication  
and Public Service  
Room 231

Emily Papir  
Undergraduate  
Coordinator  
Room 204



*Republican strategist Karl Rove is assisted with his microphone before an Annenberg lecture.*



*Students from David Eisenhower's class attended the 2004 political conventions.*

## WHAT IS THE STRUCTURE OF THE COMPS PROGRAM?

### SUMMARY OF REQUIREMENTS

The COMPS program is closely matched to the undergraduate Communication major. Participants must complete 14 required courses. These include:

- 2 introductory core courses required for Communication majors
- 1 methods course required for Communication majors
- 1 COMPS core course (see below)
- 2 specially designated COMPS/Communication courses (see below)
- 4 additional Communication courses
- 3 "cluster" courses required for all Communication majors
- 1 capstone thesis (see below)

### THE CAPSTONE THESIS PROJECT

The capstone thesis is the project goal of all COMPS participants, and is offered for credit in the senior year. Students choose the topic of the capstone thesis from a range of public policy/public service issues. Research may involve funded travel to selected archives or fieldwork sites. For students graduating with a 3.5 cumulative GPA, the capstone project may be designated as a senior honors thesis in public service.

### CORE COURSES

In addition to the two required introductory classes, students must complete at least one COMPS core course. The COMPS core courses are:

Comm 323 Contemporary Policy, Politics and Journalism (Hunt)  
Comm 395 Communication and the Presidency (Eisenhower)

These courses from the ASC undergraduate curriculum may be taken to fulfill the COMPS requirement of two specially designated COMPS/Communication courses.

Comm 175 Argumentation and Public Advocacy (Jamieson)  
Comm 226 Introduction to Political Communication (Jamieson)  
Comm 300 Public Space, Public Life (Marvin)  
Comm 322 History and Theory of Freedom of Expression (Marvin)  
Comm 323 Contemporary Politics, Policy, and Journalism (Hunt)  
Comm 326 Advanced Political Communication Seminar (Jamieson)  
Comm 339 Critical Perspectives on Journalism (Zelizer)  
Comm 428 Conventions, Debates & Campaigns (Eisenhower)  
Comm 398 Media and Public Opinion (Price)  
Comm 398 Supreme Court Advocacy (Kolbert)  
Comm 413 The Role of Public Opinion in Leadership Decision (Hart)  
Comm 434 Urban Information Resource Seminar (Gandy)  
Comm 454 Framing Public Policy (Gandy)

### HOW DO I APPLY TO THE COMPS PROGRAM?

Students may apply to the COMPS concentration at the time of their application to the major at the beginning of the second semester of their sophomore year, or the first semester of their junior year. Applicants may secure a COMPS application form from the office of the Director of Student Services, Room 204 in the Annenberg School. Applicants must explain how they expect the COMPS program to help them achieve their current and future goals. Admission to the COMPS program is certified by the Director's Committee, which consists of the Associate Dean for Undergraduate Studies and the Director of the Institute for Public Service. The COMPS program is restricted to no more than 20 major students for any graduating cohort, and no student may be admitted after the add period of the fall semester of their senior year. For information about the program, consult the Director of the COMPS program or the Director of Student Services.

For information about the program, students may consult the Director of the COMPS program or the Undergraduate Coordinator.

David Eisenhower  
Director, Communication  
and Public Service  
Room 231  
215-898-6685  
deisenhower@asc.upenn.edu

Emily Papir  
Undergraduate  
Coordinator  
215-898-8892  
Room 204  
epapir@asc.upenn.edu



*9-11 Commissioner and former U.S. Senator Bob Kerrey speaks with ASC student Dana Hork after a COMPS-sponsored lecture.*



*David Eisenhower and Congressman Tom Davis at an Annenberg lecture.*

### INTERNSHIPS

Students have the option to complete an internship for academic credit at a cooperating public service site. COMPS students who pursue the internship option for credit must enroll simultaneously in the Annenberg internship seminar Comm 299. In many cases, internships will offer sites and contacts that are appropriate for the capstone research project thesis.

Philadelphia is particularly rich in public service opportunities ranging from the Women's Law Project to the Free Library to historic landmarks of the early United States. Justice Talking, a public service award-winning radio program, affords significant internship opportunities within the walls of the Annenberg School.

In some cases, students will travel beyond Philadelphia for appropriate internship opportunities. The IPS Director and the Annenberg Public Policy Center staff in Washington, DC will assist in arranging student internships at Congressional and government agencies including Congressional offices, the White House, the Federal Communications Commission, the National Archives & Records Administration, the Library of Congress, and government departments and agencies. Additional sites include museums, parks, schools, public service legal institutions, the media, faith-based institutions, and other entities engaged in public advocacy. Students who take Washington, DC internships may apply for funding to defer the cost of living in the DC area.