

# NIDA Awards \$3.5 Million to APPC for Anti-Drug Advertising Research



Robert Hornik, Martin Fishbein, and Joseph Cappella review anti-drug advertisements as part of their NIDA-funded research.

Constance diCarlo

The National Institute on Drug Abuse (NIDA) has awarded the Annenberg Public Policy Center a major grant and contract for research on the design of mass communication campaigns to reduce the use of illicit drugs. The research will provide insight into what specific kind of information is necessary to change drug use behavior.

Professor Martin Fishbein will serve as principal investigator and Professors Joseph Cappella and Robert Hornik will be co-investigators on the grant,

which will fund a \$2.3 million, five-year program. The research will investigate precisely how anti-drug messages work, drawing on two different theories of how the mass media affect behavior change. According to the theory of "reasoned action," first developed by Fishbein, effective messages change the strength of underlying beliefs, thereby changing the intention to behave. "Media priming," on the other hand, assumes that the media can alter the relative weights of criteria used in decision-making, without changing

underlying beliefs. The research will examine the conditions under which reasoned action and media priming operate either together or separately.

The project will begin with intensive interviews and a follow-up survey of 600 12-18 year olds, and then move to laboratory and field experiments. The aim will be to discover which specific beliefs about the outcomes of using drugs and which beliefs about expectations of important others will predict attitudes, subjective norms and behavioral

intentions. The studies are intended to contribute to the refinement of anti-drug media strategies, providing specific advice about how to choose and combine advertisements to maximize effects.

"If the federal government is going to spend over \$150 million a year on anti-drug advertising," noted Fishbein, "it's important to understand the factors that make for the most effective behavior change communications."

Cappella added, "The real strength of this research will be the testing of

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APPC Honors

# Mister Rogers



Jonathan Kozol (left) presenting the APPC Award to Fred Rogers

Fred Rogers, host of PBS's longstanding children's program *Mister Rogers' Neighborhood*, was awarded the 1998 Annenberg Public Policy Center Award for Distinguished Contribution to Children and Television. The award was presented by author and APPC Advisory Board member Jonathan Kozol at the third annual APPC Children and Television Conference held in Washington on June 22, 1998.

In presenting the award, Kozol described the reactions of South Bronx children to a recent visit by Rogers. "The children studied him very well. They noticed he wasn't wearing slippers and a sweater. The automatic trust they felt in Mr. Rogers had to do with a lot more than that soft and gentle voice. He was not in a hurry. He was not afraid of silence. He listened a lot, and he asked a lot of questions." Kozol added, "There's nobody else like him in the media."

Rogers received a standing ovation when he accepted the award. "For a long time," he said, "I've wondered why I felt like bowing when people showed their appreciation for the work I've been privileged to do. It's been a kind of natural, physical, automatic response to a feeling of indescribable gratitude."

Rogers spoke of how "privileged" he has felt to present the best that society has to offer to the children of America: "wonderful pianists, gymnasts, doctors, sculptors, ice skaters, cellists, basketball players, airplane pilots, deep-sea divers... a smorgasbord of healthy ways children might choose to say who they are and how they feel."

He emphasized that in his program he is constantly trying to demonstrate to children that "what is essential is mostly invisible to the eye... what matters most about us is what's inside our selves."

At the same time, Rogers decried the quality of much commercial broadcasting designed for children. "Over the past 50 years, I have seen countless successes in frightening children, in encouraging addictions, in undermining healthy virtues, and glorifying violent problem-solving." He called on commercial broadcasters to "use their creative talents not necessarily to be clever, but to be wise: to point in the direction of the simple, the quiet, the truthful, the generous, the kind." That, he said, would be "a worthy gift to our civilization."

*"Half (50.4%) of households with children had subscriptions to newspapers in 1997, but this number dropped to 43.9% in 1998."*

—from "Television in the Home 1998"

## The State of Children's Television 1998



Amy Jordan

Also at the conference, APPC released its 1998 State of Children's Television report examining how commercial broadcasters responded to the new "three-hour" rule by the Federal Communication Commission (FCC). Under the new rule, broadcasters are required to air a minimum of three hours per week of educational and/or informational children's programming between 7:00 a.m. and 10:00 p.m.

Since the rule went into effect, the APPC study found, more educational and informational programming has been made available at times when children are likely to be in the audience. The new rules have not, however, increased the overall amount of educational programming available to children. The study was conducted by APPC Senior Researcher Amy Jordan, with the assistance of ASC graduate students Stacy Davis, Jessica Fishman, Kimberly Maxwell, David Park, Melinda Schwenk and Ricardo Wray

The APPC study examined many of the new programs designed to meet the FCC rule (so-called "E/I shows.") Only 28.6 percent of the E/I shows were judged to be "highly educational," while 45.7 percent were "moderately educational," and 25.7 percent were "minimally educational."

The study also found that only 25 percent of programs that contained a great deal of violence carried the "FV" (fantasy violence) warning at the beginning of the program. (The program's producers voluntarily label the content of their shows.) "That is problematic," said Jordan.

*"Personal computers have now reached into 61.5 percent (up from 55% in 1997 and 48% in 1996) and online access 32.2 percent (up from 22% in 1997 and 15% in 1996) of homes with children. The growth, however, is seen in middle income households. There has been little or no growth in low-income households."*

—from "Television in the Home 1998"

*"The proportion of households in which the child has a television set in his/her bedroom has reached 42.3%. Nearly six in ten adolescents 12-17 now have their own television sets (57.7%.) For the first time, more than three in ten children of preschool age (2-5) have a set in their bedrooms (31.2%.)"*

—from "Television in the Home 1998"

Jordan also said that newspapers need to do a better job covering educational programs. "Right now, *TV Guide* is displaying the E/I label," she said, "but most local newspapers are not. Newspapers and other media outlets must provide parents and children with informed and regular critiques of children's shows."

FCC Commissioner and University of Pennsylvania alumna Susan Ness also addressed the conference, commending APPC for being "at the forefront of shaping the policy debate on children and television." Ness said she was "cautiously optimistic" about the effects of the new FCC requirement, claiming that the majority of commercial broadcasters are making a good faith effort to comply.

The new rules, she said, have "spawned a mini-renaissance in children's programming. Many of these programs would not have been picked up but for the Children's Television Act. And some of the new programming is spectacular," she noted.

Stressing that it is not the FCC's role to evaluate content, Ness urged parents to watch and judge the new programs for themselves. "The Commission's rules were designed to empower the community to determine whether broadcasters are meeting their obligations under the Children's Television Act," she said. The FCC lists all the programs stations designate as "educational and informational" on the FCC website, <http://www.fcc.gov>.

Also at the conference, APPC released its third annual survey of parents and children, carried out by Chilton Research Services with analysis by APPC Washington Associate Director Jeffrey Stanger. According to Stanger, "Significant proportions of 10-17 year-olds cannot name the Vice President of the United States, the Speaker of the House of Representatives, or one of the two women justices on the Supreme Court. However, they can almost universally identify popular culture icons such as *The Simpsons*, *Seinfeld* and *Dennis Rodman*."

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The key finding of APPC's 1998 Parents and Children Survey received widespread attention, including in this comic strip.

### APPC's Top Scoring E/I programs

- Algo's Factory (UPN)
- Beakman's World (CBS)
- Bill Nye, the Science Guy (PBS)
- Disney's Doug (ABC/Nick)
- Captain Kangaroo (Syndicated)
- C-Bear and Jamal (FOX)
- Nick News (Nick)
- Pepper Ann (ABC)
- Popular Mechanics for Kids (FOX)
- Saved By the Bell (NBC)
- Science Court (ABC)
- Sing Me a Story with Belle (Syndicated)
- Whatever (Local)

### APPC's Lowest-Scoring E/I Programs

- Mr. Men (Syndicated)
- NBA Inside Stuff (NBC)
- Oscar's Orchestra (Syndicated)
- Peer Pressure (Syndicated)
- Wheel of Fortune 2000 (CBS)

This finding stimulated a discussion about the dearth of programs providing news or current events for a young audience. "Very few programs venture beyond science or pro-social programming," noted APPC's Jordan Kathryn Montgomery, director of the Center for Media Education, cited the need for more news and public affairs programs "that will engage children as citizens of this country."

At a panel session devoted to the topic, psychologist Jerome Brody said that in past generations parents spent meaningful time with their children listening to news programs, discussing current events, and encouraging citizenship. "Nowadays, adult news is discouraging people from watching or letting their children watch. It is important that children learn to be interested in the world and not be turned off by negative news."

Joan Konner, publisher of the *Columbia Journalism Review*, echoed Brody's thoughts. "There really is little citizenship education in this country. TV has a citizenship role to play." But she cautioned that "the definition of news has always been about fear, about everything dangerous. In dealing with children, we really have to start pushing the boundaries of journalism, to offer a journalism of promise. We need to go beyond crime, violence, and fear."

Bill Zimmerman, special projects editor for *Newsday*, which produces a page each day geared to eighth graders, spoke about the benefits of news designed specifically for children. "Anything that empowers young people is good. If you can explain the world to them, they're less frightened. The best kind of program would be a safe haven, helping kids make a connection that what's happening out there affects their lives."

The APPC Children and Television Reports may be found on-line at:  
<http://www.asc.upenn.edu/appc>.

## Kathryn Kolbert to Produce Radio Show on Constitutional Issues

Public interest Attorney Kathryn Kolbert has joined the Annenberg Public Policy Center to create a new national radio show on constitutional issues. The program, a joint venture between APPC, the Penn Commission on Society, Culture and Community, and The National Constitution Center, will feature prominent lawyers arguing cases that are currently or have recently been before the courts. The show is planning to tape before a live audience at Independence Hall.

One of the objectives of the project, according to Kolbert, is “to enable citizens to better understand how Courts balance the rights and responsibilities of individuals, society and government and give meaning to the language and structure of the constitution. Some of the nation’s thorniest issues—school prayer, free speech, abortion, defendants’ vs. victims’ rights, affirmative action, doctor-assisted suicide—are often resolved by our judicial system.”

The model for the program is last year’s debate on constitutional issues between Harvard Law Professor Alan Dershowitz and former U.S. Attorney General Richard Thornburgh, co-sponsored by APPC and the World Affairs Council of Philadelphia. Dershowitz and Thornburgh argued cases concerning affirmative action and the Communications Decency Act before an audience at the Arch Street Meeting House.

Similar to the Dershowitz-Thornburgh debate, the radio program will provide a model of civic discourse, demonstrating how “hot issues” may be argued in a format that encourages mutual respect and clarification of issues. In conjunction with the radio program, a web site will be created to post final versions of each show, provide background on the issues, and host a chat room for debate about those issues.



Kathryn Kolbert

Kolbert is an expert in legal, administrative and policy issues concerning women’s reproductive health and freedom. In 1992, she appeared before the U.S. Supreme Court, arguing and partially winning *Planned Parenthood v. Casey*, a challenge to Pennsylvania’s abortion restrictions. From 1992 until November 1997, Kolbert served as Vice President and co-founder of the Center for Reproductive Law and Policy in New York.

In addition to her role in the radio show, Kolbert will be teaching an undergraduate course in argumentation, as well as working on an individual project fellowship from the Open Society Institute of the Soros Foundation. The project will develop legal and public policy strategies for reducing unintended pregnancies among those of high school and college age.



Philadelphia Mayor Edward G. Rendell at the March 1998 APC Conference on City Hall Communication. APC research will work to improve the discourse in the 1999 campaign for Rendell's successor.

# APPC

## Receives \$1 Million to Study Mayoral Campaigns

Cambridge @Carib

The Pew Charitable Trusts has awarded a \$1 million grant to the Annenberg Public Policy Center to help improve the quality of the discourse in three U.S. mayoral campaigns in 1999. The city of Philadelphia, which will be choosing a successor to Mayor Edward G. Rendell in 1999, will be one of the major test sites.

Under the direction of Dean Kathleen Hall Jamieson, the Pew grant will build on APPC's current work on raising the level of debate in ten governors' campaigns throughout the country. The new project will provide incentives for candidates and the media to improve campaign conduct and campaign coverage through five core activities: research, public education, forums for dialogue, codes of conduct, and media education.

The APPC initiative will include several components:

- **HIGHLIGHTING RESEARCH THAT DEMONSTRATES PAST SUCCESSES.** The research team will develop and make available to candidates a series of case studies of how other mayoral candidates have been able to win elections while enhancing the democratic process.
- **FRAMING THE IMPORTANT CAMPAIGN ISSUES.** Issue forums will be convened to provide opportunities for citizens to define issues important to them, which, in turn, would help frame media coverage of the campaign and determine topics for debates.

- **PROVIDING CONCRETE OPPORTUNITIES FOR DIALOGUE.** The project will encourage candidate debates in each city, to focus on issues of concern to citizens.
- **RAISING EXPECTATIONS WITH A CODE OF CONDUCT.** All mayoral candidates will be urged to embrace a code that raises their expectations of themselves and the electorate's expectations of them.
- **WORKING WITH THE MEDIA TO REFRAME COVERAGE.** The team will try to engage the media early and often in covering the campaign in ways that help citizens make thoughtful and informed choices. The researchers will produce and promote a campaign coverage index that will provide periodic feedback on the quality of campaign coverage. The index, which has already proven successful in several campaigns, measures the accuracy of news coverage of candidate dialogue and would be used to reward and, when necessary, shame the media into better coverage.

In discussing the research, Dean Jamieson said, "All too often Americans expect too little of their election campaigns, and they get it. If elections are to become more meaningful events in democratic life again, citizens must ask more of themselves, their candidates and the news media."

## ADWATCH CONFERENCE

### HELPS LOCAL JOURNALISTS ANALYZE CAMPAIGN ADVERTISING



Joy Meffin

John Solomon

**A**s fall election campaigns geared up around the country, a group of forty journalists from ten states came to Washington on August 10, 1998 for a training session on how to refine their adwatching skills. The Campaign Adwatch Conference, sponsored by the Annenberg Public Policy Center and the Alliance for Better Campaigns, was held at the National Press Club in Washington, DC. Newspaper editors, political writers, local television news directors and assignment editors questioned experienced members of the print and broadcast media about effective adwatching.

Dean Kathleen Hall Jamieson opened the conference, describing APPC research that has shown that adwatches can blunt the effect of deceptive ads and can minimize the likelihood that subsequent ads will be deceptive. However, she cautioned reporters that certain approaches to adwatching could activate cynicism. "Some adwatches give the impression that all ads are false all the time," she said. Jamieson pointed out that many campaign spots make valid claims that provide voters with useful information.

CNN reporter Brooks Jackson also addressed the conference, urging reporters to spend more time covering issue advocacy advertising, which does not explicitly call for voting for a certain candidate. "Try to find out who is really sponsoring the ad," he suggested, "and what their agenda might be. And remember just

because they put citations of evidence in their ads doesn't mean the citations are right."

John Solomon, of the Associated Press, also spoke. "Political fact-checking is what I consider adwatching," he said. Solomon presented reporters with a list of questions he thought their pieces should address: "Is the ad factual? Is it technically correct but misleading? Is there hyperbole? What is missing? Sometimes, the story comes from trying to find what is not there."

Anita Dunn, partner in Squier Knapp Ochs Dunn, provided the perspective of campaign directors. "Most consultants should like you guys for doing adwatches," she said, "but we don't. We think you end up as Siskel and Ebert, instead of journalists. You don't adwatch the content, just the impressions you get. What we want out of adwatches is backlash for the other team. If an ad is egregious or crosses the line, we want someone to call it, but you guys usually don't."

Dunn offered specific advice on how to do an adwatch. "If you want the campaign to pay for its falsities, do the adwatch in a straightforward and factual way, so that the opposition can use it against them. Adwatches accomplish very little unless we, the political consultants, can use them in our ads." She also noted that while most adwatches investigate comparison or attack ads, "it's the positive, feel-good ads that usually have the biggest factual whoppers."

The journalists who attended the conference came from states in which APPC is working to improve the quality of campaign discourse for coming gubernatorial races, including California, Colorado, Florida, Illinois, Iowa, Maryland, Minnesota, Oregon, and Texas.



Joy Meffin

Anita Dunn

As part of its ongoing examination of issue advocacy advertising, the Annenberg Public Policy Center uncovered several misleading claims in advertisements surrounding the Congressional tobacco bill proposed in Spring, 1998. The study, conducted by Dean Kathleen Hall Jamieson with the assistance of Senior Researcher Deborah Stinnett (MA '94), found that most of the deceptive claims were made in opposition to the bill, while only minor problems were found in ads supporting the bill. The research was supported by a grant from The Pew Charitable Trusts.

"A large audience has been repeatedly exposed to misleading, uncorrected claims," declared Jamieson, in releasing the study in August. She pointed out that journalists have devoted little attention to assessing the validity of the ad campaign's claims and that proponents of the tobacco bill have carried out a negligible broadcast response.

Jamieson called the advertising campaign supported by the tobacco companies "unprecedented." The estimated \$40 million expended between April and July of 1998 was more than two and a half times more expensive than the widely discussed "Harry and Louise" ads sponsored by the Health Insurance Association of America in 1993-94. "There is not a week in between April and early August in which industry ads were not being aired," the Dean said.

The advocacy campaign was stimulated by Senate Bill 1415, authored by Republican Senator John McCain of Arizona and supported by President Bill Clinton. The major provisions of the bill included: settling lawsuits brought by state attorneys general, while eliciting \$516 billion from the industry over 25 years; increasing the price of a pack of cigarettes at the manufacturing level by \$1.10 over a five-year period; and imposing up to \$3.5 billion in annual financial penalties on the tobacco companies if youth smoking failed to drop by a specified amount. The funds raised by the bill would have funded medical research as well as a large-scale campaign to reduce youth smoking. A subsequent amendment to the bill would have given the self-employed a 100 percent deduction for the cost of their health insurance starting in 1999 and cut the so-called marriage penalty for couples making less than \$50,000 a year.

However, the vote to move the bill to a final vote failed 57-42 and the bill was sent back to committee.

"A LARGE AUDIENCE HAS BEEN REPEATEDLY EXPOSED TO MISLEADING, UNCORRECTED CLAIMS..."



Former U.S. Surgeon General C. Everett Koop appearing in the American Cancer Society Anti-Smoking Advertisements.

The APPC study examined claims made in ads sponsored by organizations both supporting and opposing the bill. Among some of the misleading claims made by the tobacco companies and groups supporting them were:

- *“Washington has proposed raising cigarettes up to \$5 a pack.”* The \$5 a pack figure assumes the tobacco companies will retain their current profit margin, will fail to meet the targets for reduction of youth smoking, and will pay the resulting penalties. The claim blames Washington for liabilities incurred if the tobacco companies lose lawsuits—which they may in fact not lose and which, in any event, are not the result of the McCain bill.
- *“Who’s looking out for the hundreds of communities whose economies are tied to tobacco?”* The bill sets up a trust fund to assist tobacco communities, and another section provides payments to programs to assist tobacco workers in finding alternative employment as well as opportunity grants for farmers.
- *“They just tax us too much.”* The so-called “tax” only affects those who smoke, and as such, is avoidable. If, as cigarette companies claim, people choose to smoke and can choose to quit whenever they want then one might argue that smokers are weighing the relative pleasure of smoking, the health risks and the costs and, if they continue smoking, agreeing to be taxed. The bill also would have given couples making less than \$50,000 annually relief from the marriage penalty tax.
- *“Even with a huge surplus, Congress is considering raising half a trillion dollars in new taxes.”* The purpose of raising the funds is reducing demand for cigarettes by teens. Using any budget surplus to pay for the proposed actions would not increase the cost of cigarettes and so would not produce this effect. And for many, the net result of the bill would be a tax cut.

- *“It won’t stop teenage smoking”* and *“How is more than half a trillion dollar tax increase on working people going to stop kids from smoking?”* Proponents of the bill do not claim that teenage smoking will stop. They do claim that it will be reduced, a claim the tobacco industry implicitly grants.

- *“That’s \$1460 a year {of new taxes} on more than 50 million Americans.”* For those non-smoking couples making under \$50,000 and for those self-employed individuals who pay for their own health insurance regardless of income, this amendment meant a substantial tax cut. The figure of \$1460 is unrealistic, even in the worst-case scenario for the industry.

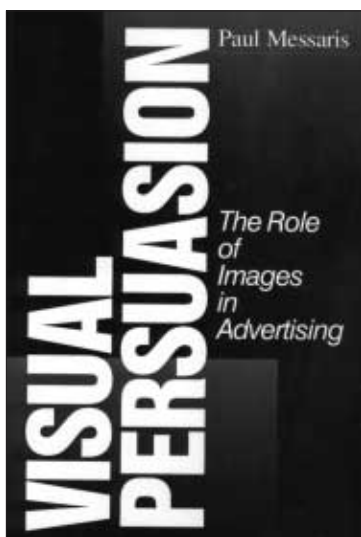
The report also examined whether anti-tobacco organizations, such as the Campaign for Tobacco-Free Kids, were accurate in their ads’ claim that “Three thousand kids become regular smokers every day,” which the National Smokers Alliance characterized as a “myth.” The conclusion was that the figure could be as high as 3343 or as low as 2247. The Centers for Disease Control confirmed the 3000 figure.

On the other hand, ads that suggest children become regular smokers as early as ages 12 or 13 were found to be misleading, since the mean age of becoming a daily smoker is closer to 18. The report also took issue with a line from an American Cancer Society ad saying, “We need a tough bill that stops the lies, stops the killing, and stops big tobacco.”

The researchers found that the word ‘killing’ suggests that the tobacco companies are deliberately ending human life. “While it is true that cigarette smoking can cause cancer and cancer can kill you, it is not fair to attribute killing to tobacco companies. Dying would be a fairer word here,” the report states.

# FACULTY *in* Print

*excerpts from reviews ...*



*Visual Persuasion: The Role of Images in Advertising*, by Paul Messaris (Sage, 1997)

“*Visual Persuasion* follows Messaris’s earlier book, *Visual Literacy: Image, Mind, and Reality* (Westview, 1994), which blends literature from cognitive psychology, perceptual studies, and aesthetics to explore the nature of visual literacy and the kinds of skills it requires. In *Visual Persuasion*,

Messaris goes a step further by outlining the functions of advertising images and asking the broad question, ‘What is the distinctive contribution that visual images make to persuasive communication?’ Messaris answers this question in the vein of ethnographic semiotics by explaining how people actually make and interpret visual images in advertising.

“*Visual Persuasion* is an excellent book. It is clearly written and easily accessible. More, it is a valuable addition to the growing body of work in the field of visual communication. It should also be a ‘must read’ for students and instructors in advertising curricula and in persuasion studies more generally. Too often, the visual aspects of persuasive images are relegated to a footnote in these disciplines.”

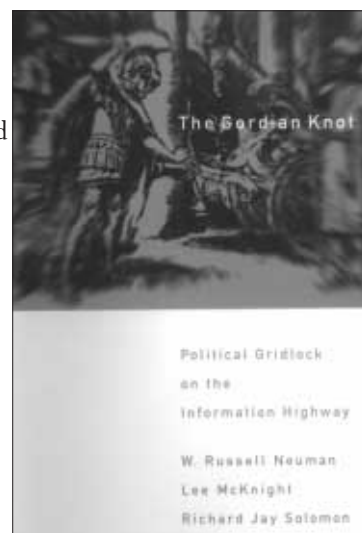
—Anna Banks, *Quarterly Journal of Speech*, Vol. 84, No. 1, February 1998

“Paul Messaris’s second book on visual communication media-related issues, like his *Visual Literacy: Images, Mind, and Reality*, challenges the conventional way of looking at visual images, questions the status quo of existing research in the field, and introduces a meaningful and contemporary new perspective on reading visual images, particularly the electronic media-generated ones.

“Any serious student of the visual communication media will find Messaris’s book an important document of the persuasive power the visual communication media—particularly electronic media—exert on contemporary viewers. It is a provocative, challenging, and well-written scholarly book which should be included in the library of anyone concerned about and involved with today’s powerful and influential media of communication.”

—Nikos Metallinos, *Canadian Journal of Communication*, Vol. 23, 1998

*The Gordian Knot: Political Gridlock on the Information Highway*, by W. Russell Neuman, Lee McKnight and Richard J. Solomon (MIT Press, 1997)



“The authors argue that American policy rests on outmoded principles inherited from the distant past. Requiring telecommunications companies to act as public trustees, for instance, may have been sensible in an

era of legally sanctioned monopolies; in today’s increasingly competitive environment, it is not. But the authors argue with equal force that a pure laissez-faire approach, devoid of

regulation, would invite anti-competitive practices reminiscent of those turn-of-the-century robber barons. Instead they propose a third way: policymakers ought to adapt a set of well-defined objectives and then step aside, allowing private industry to decide how best to achieve them.

“With the old regulatory distinctions rapidly falling away, this cogent, clear-headed book invites a national debate on where we go from here.”

—*Janice Obuchowski, The Wilson Quarterly, Winter, 1998*

*Spiral of Cynicism: The Press and the Public Good*, by Joseph Cappella and Kathleen Hall Jamieson (Oxford University Press, 1997)



“The theory of media effects underlying their research is constructed in a logical, orderly way that is easy to follow for even the less sophisticated reader.

Cappella and Jamieson argue that the strategic frame most often used by the media will activate cynical responses to government officials and political processes. However, if the mass media used issue framing, then cynicism would not be activated and, in fact, may be suppressed.

“[This book] summarizes the current state of the research, builds on the findings with the results from the authors’ research, and in doing so, advances our understanding of the subject. Not only does it provide a theoretical and practical understanding to a recent political phenomenon, it is well written besides. The authors frequently summarize

their findings, so the reader doesn’t get lost in the complexity of the research design and data analysis. I must recommend this book for all scholars in the fields of political communications, mass media, journalism, and communications. It should also prove valuable to politicians, journalists, and the general public.”

—*Jon K. Dalager, The Journal of Politics, May, 1998*

“Jamieson has teamed up with Joseph Cappella to probe the significance of press attention to strategy and conflict for Americans’ cynicism about politics, the media, and the government. The news media’s use of strategic frames, they argue, invites audiences to attribute cynical motives to political actors in campaigns and policy debates. *Spiral of Cynicism* is a serious theoretical and empirical contribution to political psychology and research on the effects of media coverage on individuals.

“Although *Spiral of Cynicism* offers suggestive findings for political psychologists interested in media framing, the book also contributes to the study of political communication. Cappella and Jamieson sternly lecture on the appropriate critical perspective of the press toward politics. They usefully distinguish cynicism from skepticism and argue that the former is not the only ‘realistic’ approach to analyzing politics; they call on journalists and editors to be realists ‘while retaining a trusting, if skeptical world view.’ Even as they expose the damaging consequences of media reporting, they argue that journalists should continue to perform their watchdog function of exposing the flaws in the workings of government.”

—*Lawrence Jacobs, Public Opinion Quarterly, Summer, 1998*

## APPC POST-DOCTORAL SCHOLARS 1998-99



Emory Woodard

**Children and Television:** Two new post-doctoral scholars have come to the Annenberg Public Policy Center this fall to work in the Media and the Developing Mind area. They are **Emory Woodard IV** (MA '95, PhD '98) and **Kelly Schmitt**. Woodard, who has worked on several Children and Television projects, just finished his dissertation on "By All Means,

Consume!: A Multi-Method Investigation of the Relationship between Television, Consumerism, and Criminal Behavior." Schmitt received her doctorate in Psychology from the University of Massachusetts in 1997, where she wrote her dissertation, "Two- to Three-year-olds' Understanding of the Correspondence between Television and Reality," under the supervision of Professor Daniel Anderson. She has also worked as project director at the Mount Sinai School of Medicine on research concerning the relation between children's personality, family and peer factors, and drug use. Woodard and Schmitt will be assisting in the "State of Children's Television" annual evaluation of children's programming and will be designing new research to complement the effort. Woodard will also be teaching an undergraduate course (Introduction to Communication Behavior) and Schmitt will be teaching Basic Communication Research.



Ina Von Haeften

**Health Communication:** Ina Von Haeften and Blair Jarvis have also joined APPC as post-doctoral scholars in the Health Communication area. Von Haeften received her master's degree in Social Psychology in 1995 at the Christian-Albrechts-Universitaet in Kiel, Germany and her doctoral degree in 1998 from Ludwigs-Maximilians-Universitaet in Munich. Jarvis received his doctoral degree from Ohio State University, where he worked with social psychologists Rich Petty, John Cacioppo, Jon Krosnick and Phil Tetlock. Jarvis's dissertation, entitled 'Do Attitudes Really Change?' examined the issue of how old attitudes continue to exert influence on behavior and argued for the value of using evaluative histories (rather than current attitudes alone) to predict behavior. Jarvis and Von Haeften will be working with Professor Martin Fishbein on the application of the theory of reasoned action in HIV and STD research. Von Haeften will also be working on a longitudinal study about election behavior, and on the anti-drug advertisement research. Jarvis will be focusing primarily on developing interactive software for risk assessment and targeted health message delivery systems.



Blair Jarvis

### New To APPC: Michael Hagen



Political scientist Michael Hagen has been appointed Research Analysis Manager in the Annenberg Public Policy Center. He will be responsible for data analysis of public opinion surveys in research on the 1998 gubernatorial campaigns. Hagen will also use the APPC 1996 survey data to investigate learning and opinion change during the 1996 presidential campaign.

Hagen comes to APPC from Harvard University, where he was Associate Professor in the Department of Government. He received his Ph.D. in Political Science from the University of California, Berkeley in 1991. At the Annenberg School, Hagen has been teaching the Introduction to Communication Research course this fall, and will teach the Introduction to Statistical Analysis in the Spring.

## Dean Jamieson Joins Princeton Task Force on Campaign Reform

**D**ean Kathleen Hall Jamieson joined a group of fourteen scholars in the fields of political science, government, and political communication in releasing a report offering specific recommendations for bringing about campaign reform in America. The Task Force on Campaign Reform was sponsored by the Pew Charitable Trusts and convened by the Woodrow Wilson School of Public and International Affairs at Princeton University.

Recommendations of the Task Force were directed to candidates and their staffs and supporters, journalists, and the American public. One of the report's recommendations was that campaign-related communications be required to include clear identification of their sponsors, so that citizens can use the credibility of the sponsor to evaluate the message. The media were urged to devote more time and resources to campaign coverage and to try to convey "real substance with clarity and style." The report also supported the push for informative campaign debates and recommended that debate organizers "attempt, as much as possible, to encourage sustained discussion, direct interaction, and spontaneity."

A number of the report's conclusions were drawn from the results of Annenberg Public Policy Center research. For example, the report emphasized the need to distinguish between legitimate and illegitimate attack. "In our view," it states, "attacks ads may be quite legitimate if they draw attention to genuine, politically relevant weaknesses in an opposing candidate's performance or platform."

The Task Force also cited APPC research in supporting adwatches. "We believe that the most effective way to reduce the prevalence of misleading advertising is to increase the perceived cost to sponsoring candidates or groups of distortions, exaggerations, and outright lies in campaign ads," according to the report.



Bruce Stromberg

In performing adwatches, journalists were also urged to keep in mind the pitfalls first uncovered by Jamieson. In particular, sustained media attention may inadvertently amplify the impact of misleading campaign ads, and the press's relentless focus on inaccuracies in campaign ads may reinforce the cynical belief of many citizens that

politicians all lie and are not to be trusted. The report recommended using Jamieson's "visual grammar" for contextualizing televised adwatches.

The report also suggested that journalists provide candidates with more opportunity to speak directly to citizens, rather than having their speeches summarized in news reports. It cited an APPC study showing that media coverage of what candidates say is dominated by their attacks.

In addition to Dean Jamieson, members of the Task Force included: **Larry M. Bartels**, Professor of Politics and Public Affairs and Stuart Professor of Communications and Public Affairs in the Woodrow Wilson School at Princeton University; **Bruce Buchanan**, Professor of Government at the University of Texas, Austin; **Charles H. Franklin**, Associate Professor of Political Science at the University of Wisconsin; **John G. Geer**, Professor of Political Science at Vanderbilt University; **Shanto Iyengar**, Professor of Communication and Political Science at Stanford University; **Marion Just**, Professor of Political Science at Wellesley College; **Thomas Mann**, Director of Government Studies and W. Averell Harriman Senior Fellow at the Brookings Institution; **Samuel L. Popkin**, Professor of Political Science at the University of California, San Diego; and **John Zaller**, Professor of Political Science at the University of California at Los Angeles. The Task Force was chaired by Bartels.

## 1998 SUMMER MENTORSHIP PROGRAM

*In the fourth year of the Annenberg School's Mentorship Program, eighteen first-year master's students were placed in professional positions for the summer of 1998. ASC provides a stipend for students working in communication jobs that draw on their classroom learning while providing them with practical experience. The following list of students and their internships highlights ASC alumni who served as mentors in this past cycle.*



**R. Kirkland Ahern**, Office of Children's Health Policy Research, Albert Einstein Medical Center (Mentor: **Christopher Koepke**, MA '89, PhD '96) assisted in the analysis of a statewide public education program called "Love 'Em With A Check-up" to encourage prenatal care among poor women.



**Deborah Beck**, Guggenheim Productions, worked on the production of two documentary films, a history of the free press for the Newseum, and a film on John F. Kennedy and the mentally retarded for the Joseph P. Kennedy Foundation.



**Denine Benedetto**, Ms. Foundation (Mentor: **Brigette Rouson**, MA '94) conducted a content analysis of the news coverage of the annual "Take Our Daughters To Work" initiative.



**John Bracken**, Center for Media Education, (mentor: **Katharina Kopp**, MA '92, PhD '97) researched issues concerning online privacy, the privacy practices of Web sites aimed at children, and the potential implications of digital television on children.



**Nsenga Burton**, *Rise Magazine*, designed and produced a Web site for a new women's basketball magazine.



**C. Nicole Dickerson**, *Rise Magazine*, created a media contact database for the magazine, and analyzed coverage of women's basketball in sports publications and on web sites.



**Elizabeth Galewski**, U.S. Representative Maurice Hinchey (mentor: **Kiersten Stewart**, MA '96), wrote press releases, contacted reporters about press coverage, and implemented an educational survey for the Congressman.



**Mamiko Hada**, Palmer Foundation, assisted with literature surveys related to diversity training for non-profit organizations.



**Allissa Herbst**, Roper Starch Worldwide (Mentor: **Ed Keller**, MA '79), analyzed a tracking report for a mutual fund company and fielded a survey intended to gauge the public's sentiment over the General Motors strike.



**Jennifer Horner**, Family Violence Prevention Fund (mentor: **Mimi Ghez**, MA '92) produced a newsletter discussing formative research for media-based domestic violence prevention campaigns.



**Christopher Hunter**, University of Pennsylvania's Information Systems and Computing Communications Group, created a database of apartment listings for students, designed a web site for the University of Pennsylvania Press, and helped redesign the University's "data warehouse."



**Susan Lape**, Nickelodeon (Mentor: **Tanya Hands**, MA '95) conducted Internet research, database navigation, and literature searches concerning "Nick Jr.," the programming aimed at preschoolers age 2-5 years, and helped maintain the "Nick Jr." web site.



**Ying Ma**, LHK Partners, (Mentor: **Kristen Conrad**, MA '92) analyzed survey data, drafted code estimate letters, designed questionnaires, supervised call center interviews, and created coding manuals.



**Mark Mendoza**, Squier Knapp Ochs Dunn, conducted research for congressional candidates, including research on the human health effects of toxins in Madison, Wisconsin, an investigation into wage inequity between the sexes in America, and a brief summary of health care delivery problems connected to Canada's single-payer system.



**Oren Meyers**, New Jersey Network (mentor: **Susan Wallner**, MA '86) worked on the production of the program "State of the Arts." He also assisted with the production of documentaries on Newark's educational system and a project on the life and times of artist Ben Shahn.



**Elvin Montero**, Roper Starch Worldwide (Mentor: **Ed Keller**, MA '79) served as associate project director on the diabetes market research project, writing preliminary reports, supervising and coaching interviewers, and quality checking diabetes surveys.



**Chun Park**, The Response Center (Mentor: **Cindy Zuckerman**, MA '90) assisted with survey design and implementation, wrote summary reports from analyzing data, and evaluated survey instruments.

**Doreen Szeto**, CK Associates, worked on web page design and marketing and analyzed clickstream data, researching audience viewing patterns of web pages.



As part of her mentorship at the Family Violence Prevention Fund in San Francisco, ASC graduate student **Jen Horner** knew she would be on the front lines of the Fund's national public education campaign "There's No Excuse for Domestic Violence." But she may not have imagined that her photograph would wind up appearing in posters at major transit stops throughout Philadelphia, as part of the Fund's "Philadelphia: Let's Stop Domestic Violence!" campaign. The campaign is part of a national effort to educate Americans against abuse and encourage them to take action against the issue.

# A L U M N I



# ( N E W S )

M . A . & P h . D . P r o g r a m

JOSEPH BORRELL (MA '95) has been appointed Assistant Professor at Richard Stockton College in New Jersey.

MICHAEL BRENNAN (MA '80) was appointed Executive Director of the University of California at Los Angeles (UCLA) Foundation, the primary organization that promotes volunteer participation in UCLA Development activities and manages UCLA's \$300 million gift endowment.

ELAINE CASEY (MA '97) was named Program Associate at The Pew Charitable Trusts in Philadelphia, PA.

JAMES DEVITT (MA '92) was named Communications Director for The White House Project. The Project is a non-partisan public education campaign devoted to creating a climate in American politics that will allow a qualified woman to successfully run for the Presidency within the next decade.

ROBERT DREW (MA '87, PHD '94) has been appointed Assistant Professor in the Department of Communication and Theater at Saginaw Valley State University in Michigan.

GARY ENGLISH (MA '63) published a new book, *Phoenix Without the Ashes: Achieving Organizational Excellence through Common Sense Management* (St. Lucie Press, 1998).

ALMUDENA GONZALEZ DEL VALLE (MA '89) received her doctoral degree from the University of Westminster in London. Her dissertation was on "Television Without Frontiers Directive: Advertising and Sponsorship in France, Germany, Italy, Spain and the United Kingdom."

PATRICK HAGOPIAN (MA '89) has been appointed Lecturer in American Studies at Lancaster University, England.

ROBERT HANKE (MA '82, PHD '87) has been appointed research associate for the McLuhan Program for Culture and Technology at the University of Toronto. He is also an instructor at the Ryerson Polytechnic University.

PAMELA INGLESBY (MA '88) is taking a leave from her position as Lecturer in the Writing Program at the University of California, Santa Barbara, to serve as statewide program coordinator for the UC-AFT, the union that represents faculty and librarians at the University of California.

MARC KRONES (MA '85) has become Senior Research Manager at Bruno and Ridgway Research Associates in Lawrenceville, NJ.

M. HART LARRABEE IV (MA '94), has begun a new job in the international relations department of the Japanese Olympic Committee in Tokyo, handling protocol and non-Village related activities, including the promotion of Osaka's bid to host the 2008 Olympic games.

MARY ELLEN MARK (MA '64) was selected as the most influential woman photographer by the readers of *American Photo Magazine*. In the poll results, printed in the September/October 1998 issue, Mark surpassed such influential competition as Annie Leibovitz, Margaret Bourke-White, Diane Arbus, and Cindy Sherman.

AMY NYMAN (MA '93) has been appointed assistant study director at the Center for Survey Research at the University of Massachusetts, Boston. She is currently working on the Massachusetts Tobacco Control Program, assessing attitudes and behavior related to tobacco products and the tobacco industry.

DAVID PERLMUTTER (MA '91) received the Louisiana State University 1998 Tiger Teaching award for undergraduate teaching. He was also awarded the 1998-99 Manship Endowed Professorship.

MILTON REIGELMAN (MA '65) is Acting President and Professor of English at Centre College in Danville, Kentucky.

CLEMENT YORK-KEE SO (PHD '95) has become Assistant Professor in the Department of Journalism and Communication at the Chinese University of Hong Kong.

# A L U M N I



## *Undergraduate Communication Majors*

CANDICE CHIA (BA '97) is Assistant Account Executive at BBDO in New York City.

HEATHER DORF (BA '96) has become Guest Booker/ Researcher and Associate Producer for the CNN program "Entrepreneurs Only," based in New York City.

DEBORAH DUBIN (BA '87) is Interactive Media Designer at Prodigy in White Plains, NY.

JODI FRAGIN FAULBAUM (BA '92) is Manager of Corporate Compensation for The New York Times Company, responsible for the design and administration of the company's compensation plans.

ROSALIND FISCHER (BA '97) is Marketing Media Specialist for the City of West Palm Beach, FL.

LAYLA GILBERT (BA '95) is Account Executive for T.G. Madison Advertising in Atlanta, GA.

SARA GOLDSCHNEIDER (BA '97) is Assistant to the Director of Design at Running Press Book Publishers in Philadelphia.

ELLEN SHULMAN JUDSON (BA '87) is Senior Product Manager at Whitehall Robbins Healthcare in Madison, NJ.

ROBERT LIU (BA '90) is a reporter for CNN Interactive in New York.

CRISTINA LOPEZ (BA '97) is Assistant Account Executive at Domus, Inc., a Philadelphia advertising agency.

JOANNA MACK (BA '97) is Assistant Account Executive at Shandwick Public Affairs in Washington, DC.

HOLLY HIMSTEAD MOSKOW (BA '91) is Associate Product Manager at Colgate-Palmolive Company in New York.

SHARYN NERENBERG (BA '89) is Manager of MCI Employee Communications in Arlington, VA.

KATHY NGUYEN (BA '97) is Media Planner for Ogilvy & Mather in New York.

JENNIFER OBERSTEIN (BA '96) is Associate Producer of CNBC's "High Profiles."

MEREDITH PEPPER (BA '96) is Senior Promotions Coordinator at Miller Sports Group in New York City.

MICHELE PHILIP (BA '97) is Marketing Analyst with J. Crew in New York.

STEVE ROSENBERG (BA '95) has been promoted to Producer at CNN in Atlanta, GA.

ERIK ROTHENBERG (BA '87) is President of Atlas Trading Co. in Marina Del Ray, CA.

DIANA SABLOFF (BA '90) is an Information Analyst in Pfizer's Licensing and Development Division in New York City.

JENNIFER SANDERS (BA '98) is Producer of On Air Creative Services at Primestar, Inc. in Bala Cynwyd, PA.

DAVID SHANE (BA '94) has been promoted to Vice President of Braithwaite Communications, a boutique public relations and marketing firm in Philadelphia.

GLENN SINGLETON (BA '86) is President of Pacific Education Group, in Palo Alto, CA.

JOHN TAYLOR (BA '95) is Assignment Editor at WB17 News at Ten in Philadelphia.

TINA VENNEGAARD (BA '92) has been appointed Vice President at Golin/Harris in Los Angeles to oversee all activity on behalf of Nintendo of America.

JASON VINIKOOR (BA '97) is Marketing Associate at Lazard Freres & Co.

JEFF VOLK (BA '97) is Account Assistant for Ketchum PR in New York City.

# Alumni

## I N P R I N T

In the past year, two books were published by Annenberg School alumni, based on their doctoral dissertations. Both Barry Dornfeld, currently Associate at the Center for Applied Research, and Eva Illouz, Assistant Professor in the Department of Sociology at Tel-Aviv University, worked under the direction of Professor Larry Gross, while at ASC.



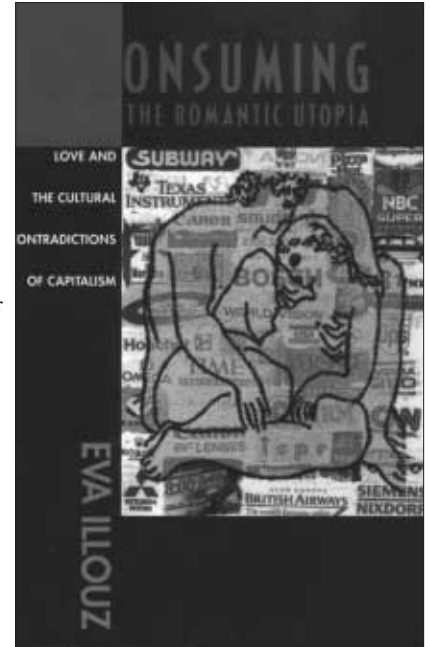
Barry Dornfeld (MA '84 PhD '92) *Producing Public Television, Producing Public Culture* (Princeton University Press, 1998.)

Dornfeld uses his own experience as a researcher for the PBS documentary series *Childhood* to examine the television production process, highlighting how producers develop a series, negoti-

ate with academic advisers, and shape footage shot around the world into seven programs. The book begins with a broad discussion of public television's role in American culture and goes on to examine documentaries as a form of popular anthropology. Dornfeld then shows how the documentary form can be viewed as a kind of "imagining," in which both producers and viewers construct understandings of themselves and others, revealing their conceptions of culture and history. He argues that producers of culture should also be understood as consumers who conduct their work through an active envisioning of the audience. Dornfeld also explores how intellectual media professionals struggle with institutional and cultural forces that promote entertainment at the expense of education on television.

Eva Illouz (PhD '91) *Consuming the Romantic Utopia: Love and the Cultural Contradictions of Capitalism* (University of California Press, Berkeley, CA, 1998)

In this study of American love in the twentieth century, Illouz analyzes the images that define ideas of love and romance, arguing that the experience of "true" love is deeply embedded in the experience of consumer capitalism. Illouz studies how individual conceptions of love overlap with the world of



cliches and images she calls the "romantic utopia," where amorous and economic activities are united in the rituals of dating, lovemaking, and marriage. Ultimately, Illouz shows, every symbol of romance—from an intimate dinner to a dozen red roses—is constructed by advertising and media images that preach a democratic ethos of consumption: material goods and happiness are available to all.

**Joseph Borrell** won third place in the Media Management and Economics division of the Association for Education in Journalism and Mass Communication (AEJMC) meetings in Baltimore in August.

**John Bracken** presented a paper on “Christ.com: the Christian Right, Mass Communications, and the World Wide Web” at the March, 1998 conference *Interfaces: Communication and Connectedness in an Age of Fragmentation*, at the University of Massachusetts in Amherst, MA.

**Nsenga Burton** organized a panel discussion on the controversial television situation comedy “The Secret Diary of Desmond Pfeiffer.” Panelists included ASC Professor **Oscar Gandy, Jr.**, ASC Assistant Professor **Laura Grindstaff**, and University of Pennsylvania Professors Herman Beavers, Barbara Savage and Eric Perkins. She was elected president of the Black Graduate and Professional Student Assembly for the 1998 - 1999 academic year.

**Jessica Davis** presented a competitive paper with ASC Professor **Oscar Gandy, Jr.** on “Punctuated Disequilibrium: Cycles of Change and African American Resistance” at the International Association for Media and Communication Research 21st General Assembly in Glasgow, Scotland on July 28, 1998. She also presented a competitive paper “Engaging the Image: Black Women and Television” at the International Communication Association meetings in Jerusalem, Israel, July 21, 1998.

**Stacy Davis** published a paper (with **Marie-Louise Mares**) on “Effects of Talk Show Viewing in Adolescents” in the Summer 1998 *Journal of Communication*.

**James Devitt** and **Paul Waldman** published “Newspaper Photographs and the 1996 Election: The Question of Bias” in the Summer 1998 issue of *Journalism and Mass Communication Quarterly*.

**Jessica Fishman** presented two papers at the July ICA meetings in Israel: “Pictures of Pain on Page One: Examining Media Violence” (co-authored by ASC Associate Professor **Carolyn Marvin**) and “Technologies of Place and Public Space.”

**Alice Hall** delivered a paper on “Cultural Familiarity and the Use of Social Categories in the Evaluation of Media Characters” at the Jerusalem ICA meetings in July.

**Christopher Hunter** co-authored (with Dale Herbeck) “Intellectual Property in Cyberspace: The Use of Protected Images on the World Wide Web,” in *Communication Research Reports*, Vol. 15, Winter 1998. He also presented a paper on “Technology in the Classroom: Haven’t We Heard This Before?” at the National Media Citizenship Conference in Birmingham, Alabama in June, 1998.

**Nicole Marie Keating** presented “If Looks Could Kill: Female Gazes as Guns in ‘Thelma and Louise’” at the Film, Television, and Guns Conference in Toronto, Canada, May 17, and “Living in the Past: Notes from the Historical Documentary Production Office” at the Visible Evidence Conference in San Francisco, CA, August 15, 1998.

**Kate Kenski** presented a paper (with Henry C. Kenski and Carol Chang), “Still Out of Order: Media Framing of the 1996 Presidential Election” at the Visual Communication Association June, 1998 conference in Winter Park, CO.

**Kimberly Maxwell, John Huxford, Catherine Borum,** and ASC Professor **Robert Hornik** presented a paper on “The Effects of the O.J. Simpson Case on the Treatment of Domestic Violence in Newspapers” at the Jerusalem ICA meetings in July.

**Susan Sherr** presented “Scenes from the Political Playground: The Symbolic Use of Children in Presidential Campaign Advertising,” at the July ICA meetings.

**Kimberly Duyck Woolf’s** paper “Is Television Making Our Children Unsafe? Injury-related Messages in Children’s Programming” was presented at the Fourth World Conference on Injury Prevention and Control on May 20, 1998 in Amsterdam, The Netherlands. The paper was co-authored with **Esha Bhatia** (MA ’89), **Amy Jordan** (MA ’86, PhD ’90) and **Flaura Winston** of the Children’s Hospital of Philadelphia.

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