

News

L I N K

ASC RECEIVES \$3.75 MILLION TO INCREASE THE QUALITY OF 1998 CAMPAIGN DISCOURSE

The Pew Charitable Trusts has awarded a \$3.75 million grant to the Annenberg School to improve the quality of campaign discourse in 10 statewide races throughout the United States. The research team, comprised of 10 graduate students and 30 undergraduate students, will be under the direction of Dean Kathleen Hall Jamieson.

{ continued on page 4 }



Senator Arlen Specter

Senator John Kerry

SENATORS SPECTER AND KERRY ADDRESS APPC “STAND BY YOUR AD” CONFERENCE

In the midst of the national debate over campaign finance reform, lawmakers, scholars, interest groups, and political reporters gathered at the Annenberg Public Policy Center-Washington on September 16, 1997, for a “Stand By Your Ad” conference on campaign communications and advertising. Senators Arlen Specter (R-Pennsylvania) and John Kerry (D-Massachusetts) were among those attending the conference, which explored the influence of candidate and “issue advocacy” advertising on campaigns and discussed proposals to provide voters with more information about the sponsors of advertising.

At the conference, APPC released a comprehensive catalogue and content analysis of the \$135-\$150 million in issue advocacy ads run during the 1996 campaign. (See page 3 for key findings.) The ads, run by political parties, business groups, labor, and others, did not expressly advocate the election or defeat of a particular candidate, but often looked and sounded like campaign ads. A panel discussion examined proposals that would redefine the distinction between these issue advocacy ads and “express advocacy” ads in the final weeks before an election.

{ continued on page 2 }

“Stand by your Ad” Conference

{ continued from page 1 }

In his speech, Senator Specter voiced a concern that issue advocacy ads run by both the Republican and Democratic parties were almost indistinguishable from ads run by the presidential candidates. “It escapes me how these commercials are called ‘issue advocacy’ when they tell all about the virtues of Senator Dole and all about the problems and faults of President Clinton or vice versa,” Specter said. Specter is a member of the Senate Governmental Affairs Committee investigating alleged abuses during the 1996 presidential campaign.

“It escapes me how these commercials are called ‘issue advocacy’ when they tell all about the virtues of Senator Dole and all about the problems and faults of President Clinton or vice versa.”

In legislation he planned to introduce, the Senator said issue advocacy ads “which extol the virtues of a candidate or denigrate another candidate” would be defined as campaign expenditures, and therefore subject to campaign disclosure and contribution regulations. However, he did not think the public was yet demanding campaign reform forcefully enough to move the Senate to action.

Senator Kerry described his 1996 re-election campaign against then-Governor William Weld, in which the two campaigns limited the amount of money each would spend on media. They also created an innovative series of debates and set up

incentives for the candidates to keep out independent expenditure and issue advocacy ads run on their behalf.

“We both kept both of our national parties out, we kept any express advocacy out,” Kerry noted. “It was Bill Weld and John Kerry for three months talking to the state in an unprecedented number of one-hour televised debates. And if you talk to anybody in our state, they will tell you that they appreciated it as a wonderful opportunity to really have a couple of people stand up there and talk about the differences that exist in American politics.”

Kerry also pointed to the important role the Boston media played in keeping the tenor of campaign discourse high, particularly the fact that competitive media were willing to work together. *The Boston Herald*, *The Boston Globe*, and three Boston television stations agreed to co-sponsor seven debates, and all monitored the candidates’ ads closely.

“I guarantee you, Bill Weld’s campaign and my campaign were acutely sensitive to the potential of either *The Globe* or *The Herald* or any of the stations to pillory one of us or the other for somehow being perceived as breaking this or moving in the wrong direction.”

Kerry’s themes echoed an earlier panel discussion about voluntary efforts to improve campaign discourse. Dean Kathleen Hall Jamieson and Professor Joseph N. Cappella presented preliminary research findings from their examination of the “Minnesota Compact,” an effort by citizen groups and the news media in that state to limit attack advertising. As Jamieson, Cappella, and Tom Hamburger, Washington Bureau Chief of *The Minneapolis Star-Tribune* noted, the compact proved only marginally successful. The Senate races included inaccurate attack-oriented candidate and issue advocacy ads, they said.



Senator John Kerry greets ASC graduate student Deborah Beck

However, according to Hamburger, the media's focus on the Compact heightened public awareness of the role of advertising in the campaign. Hamburger said ad watches became "front page news and, as a result of the ad codes, they became an issue in the campaign."

At another panel, three members of the House of Representatives, David Price (D-North Carolina), Stephen Horn (R-California), and Louise Slaughter (D-New York), outlined their proposals in this area, including the "Stand By Your Ad" bill introduced by Price and Horn. The proposals are based on the notion that the more candidates appear in their own advertisements, the less likely they are to distort the truth or attack their opponents unfairly.

"Issue Advocacy Advertising During the 1996 Campaign" by Deborah Beck, Paul Taylor, Jeffrey Stanger and Douglas Rivlin

"More than two dozen organizations engaged in issue advocacy advertising during the 1995-96 election cycle, at an estimated total expense of \$135 million to \$150 million. To put those figures in context, candidates for President, the U.S. Senate and the U.S. House of Representatives spent a combined total of just over \$1 billion on their campaigns in 1995-96. Of that, an estimated \$400 million went into advertising. Thus, parties and advocacy groups spent more than a third as much as did the candidates themselves communicating with the public during the 1996 election."

"This is unprecedented and represents an important change in the culture of campaigns. Candidates now share the election megaphone with a cacophony of other voices. To the naked eye, these issue advocacy ads are often indistinguishable from ads run by the candidates. But in a number of respects they are different. Unlike candidates, issue advocacy groups face no contribution limits or disclosure requirements. Nor can they be held accountable by the voters on election day."

"One part of the electoral system-the part that pertains to candidates-remains regulated, while another part-the one that pertains to advocacy groups and political parties-is barely regulated or not regulated at all."

A full version of the Issue Advocacy Advertising report is available on the APPC's web page, at <http://www.asc.upenn.edu/appc/>

SOME DEFINITIONS

Issue Advocacy: communication to the public whose primary purpose is to promote a set of ideas or policies

Express Advocacy: communication to the public whose primary purpose is to advocate an election or defeat of a candidate

Independent Expenditures: communications with the public that expressly advocate the election or defeat of a candidate, but that are made without any prior consultation or coordination with the candidate

Hard Money: money raised by candidates or parties under the system of contribution limits enacted by Congress in 1974.

Soft Money: money raised by political parties, free of contribution limits, from corporations, unions, and wealthy individuals.

ASC

Receives \$3.75 Million to Increase the Quality of 1998 Campaign Discourse

"We're hoping to accomplish at the state level what we accomplished at the national level in 1996," Dean Jamieson said. "We're trying to provide systematic evaluation of the news, and launching efforts to change the climate in which the campaign occurs to increase candidate accountability to the electorate." While looking at local races, the research project hopes to learn lessons about improving discourse that may be applied to the presidential campaign in the year 2000.

The 3-year research project will include the following elements:

- The project will collect, analyze, and evaluate ads, debates, and news in state-wide races in California, Florida, Illinois, Minnesota, Iowa, Colorado, Texas, Arizona, Maryland, and Oregon. The team will evaluate the adequacy of press coverage of ads and debates in each race. Weekly analyses will be released to state and national reporters.
- Through the creation of an Alliance for Better Campaigns (ABC), directed by Paul Taylor and based at the Annenberg Public Policy Center-Washington, the project will try to encourage broadcasters to offer free television time and to spur candidates to accept such offers. ABC

coordinators in each state will work to foster disclosure of the sources of funding for campaign ads, and to encourage candidates to take responsibility for all advertising done on their behalf. In general, the ABC staff will try to increase the likelihood that candidates address the central concerns of voters, and that voters become better informed about the candidates' records and proposals.

- The researchers will attempt to educate the public and raise expectations about the conduct of campaigns and the quality of campaign discourse. They will meet with newspaper editorial boards and television station general managers, deliver speeches to the general public and press groups, post information on web sites, and write op-ed columns about the campaigns.

Two conferences are planned in conjunction with the project: one in Spring 1998, to serve as a national press launch for the Alliance for Better Campaigns initiatives, and one after the Fall 1998 campaigns, to assess the results of the interventions.

The project's researchers hope that the experiences of the 1998 campaigns will ensure that "the millennial campaign of 2000 is one that revives basic democratic processes."

Faculty news . . .

Oscar Gandy delivered the keynote address at the conference on "Framing in the New Media Landscape" at the Center for Mass Communications Research, held at the University of South Carolina, October 14, 1997. His book, *The Panoptic Sort*, was recently published in Japanese.

Kathleen Hall Jamieson was inducted into the American Philosophical Society at the Society's November 1997 meetings. She addressed a December 1997 conference sponsored by the Ms. Foundation for Women in Cambridge, MA, on "Why Not a Woman? Setting the Climate." She was also the keynote speaker at a Wyeth-Ayrest reception held December 4, 1997, on "Spiral of Cynicism: Press and Public Good."

Klaus Krippendorff has been appointed to the editorial board of the *International Journal of Cultural Studies*. He was editor of and a major contributor to *Design in the Age of Information: A Report to the National Science Foundation* (Design Research Laboratory, School of Design, North Carolina State University, 1997.) He also delivered the keynote address on "Human-Centeredness: a Paradigm Shift Invoked by the Emergence of Cyberspaces" to a

conference on "Connected Intelligence: Human Beings in Information Systems" in Karlsruhe, Germany, October 27-28, 1997.

Carolyn Marvin delivered a paper on "Discourse Taboos Surrounding the New Reproductive Technologies" at the "Anxiety and/or Insight" conference on new genetic technologies, convened at The Hastings Center, New York, on May 28, 1997. She gave another paper, "Blood and Belonging: Why the Flag Matters," to the Department of Speech Communication at the University of Washington, in Seattle, WA, May 9, 1997.

Joseph Turow gave the keynote address on "Marketers, Media, and Audience in the New Media World" at a conference of Fleishman-Hillard public relations executives in Insbrook, MO in October 1997. His article "The Dark Side of Target Marketing," based on his recent book *Breaking Up America: Advertising and the New Media World*, was featured in the November 1997 issue of *American Demographics*.

Larry Gross Awarded Guggenheim Fellowship

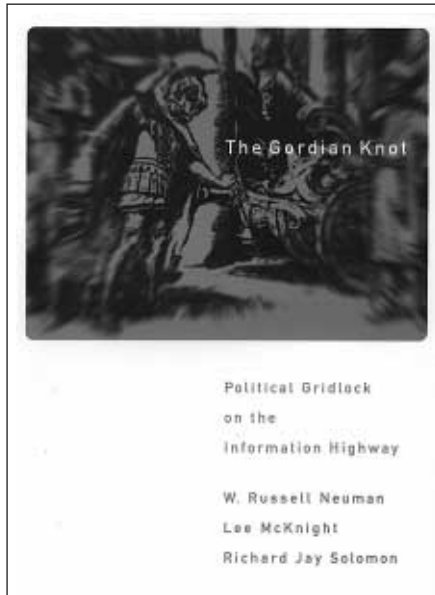
Professor Larry Gross has been awarded a Guggenheim Foundation fellowship for the 1998-99 academic year to support his research project, "Up From Invisibility: Lesbians, Gay Men and the Media in America." The project will represent the first book-length treatment to comprehensively trace the multiple threads that bind the history of lesbian and gay people with the mass media in America. It will include an examination of the role of the lesbian and gay press in forging personal identity and the formation of community; the shifting reflections of gay existence in print and broadcast journalism; and the changing nature of Hollywood's characterizations of gays. Gross will also examine the expanding potential of the Internet for personal exploration, political organizing and community building.



"The emergence of the gay movement in the 1950s coincided with the societal transformations wrought by television and the increasing centrality of communications technology in American society," Gross noted in outlining his research. "The contributions of these technologies to the experience of lesbian and gay Americans continue to evolve with the explosive growth of the Internet on which gay people are disproportionately represented."

FACULTY *in* Print

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

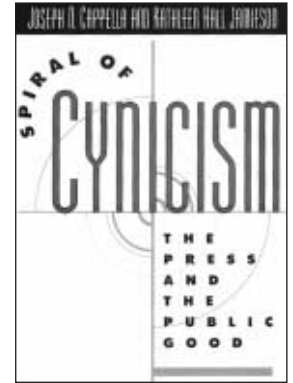


The Gordian Knot addresses the current national debate about the development of a National Information Infrastructure and points up why old policy models are breaking down in the face of new media development. The book traces how different media systems, such as telecommunications and television broadcasting, were originally established, spelling out the technological assumptions and economic interests on which they were based. The authors argue that the new digital electronic networks, unlike the railways and highways and their electronic forbears in telephony and broadcasting, are inherently unfriendly to centralized control. As a result, the old traditions of common carriage, public trustee regulation, and regulatory gamesmanship no longer apply. The authors outline a new vision of an Open Communications Infrastructure that builds and protects meaningful competition but abandons its role as arbiter of tariffs and definer of the public interest.

“Since the era of the robber barons, the technical character of telegraphy, telephony, and broadcasting required that each be regulated as a public-service monopoly. The digital revolution will not require regulated monopoly provisions; rather it will be best served by open, undistorted, healthy economic and technical competition... we find universal acknowledgment that in a vaguely defined and distant future, competition will be the norm; but until then, there must be new legislation and armies of regulators to manage the transition. This strikes us as a big mistake.”
—From *The Gordian Knot*

EXCERPTS FROM RECENT REVIEWS

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

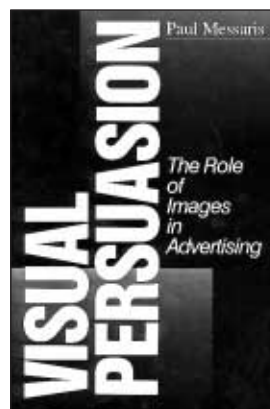


“*[Spiral of Cynicism]* takes the connection between strategic coverage and public cynicism and subjects it to the most rigorous analysis and testing anyone could wish for...”

“The results could not be more clear-cut. In one instance, the authors show that a single exposure to a strategically oriented story produces a statistically significant increase in audience cynicism. More important, they trace out a coherent framework of explanation in terms of more general mental processes on one hand and framing effects on the other, so their findings are not just supported empirically by their experiments but gain added credibility from their broad consistency with two intersecting fields...”

“There’s no longer any doubt that stories treating politics as a form of combat contribute to public cynicism, and thus to general disgust with both press and politicians. For good measure, Cappella and Jamieson offer evidence that more exposure to news doesn’t even increase people’s knowledge while it raises their level of cynicism.”

—Paul Rosenberg, *Sunday Newark Star-Ledger*



Paul Messaris, *Visual Persuasion* (Sage, 1997)

“Written in an accessible style with abundant illustrations, the book can serve as an informative and readable guide for anyone who wants to understand how visual images function in TV commercials and other forms of advertising... For readers interested in the general issue of the

differences between images and words, the most interesting section of the book is Messaris' discussion of how ads can express arguments or make claims in the absence of an explicit propositional syntax... According to Messaris, the fact that visual structures lack the explicit syntactical rules found in verbal language allows advertisers to make visual arguments which would be unacceptable or even illegal if they were expressed in the more explicit terms of a verbal statement... whereas other writers tend to conclude that visual ads need words to anchor their meanings, Messaris argues that omission of words can often work to the advertiser's advantage, by making possible the implicit visual expression of controversial messages."

—Elizabeth J. Leebron, *Journal of Broadcasting and Electronic Media*

"Messaris demonstrates repeatedly and convincingly that advertisers use images to express messages they cannot explicitly say with words. But less obvious are, for example, the use of surrealism to reach readers with a higher level of education. The implicit message in luxury watch or perfume ads is that if you are educated enough to appreciate the ad, you are of sufficient class to use the product. In fact, the book argues that class distinction, rather than sex, is the great hidden message in much of American advertising. Messaris writes that while Americans are more uneasy about openly discussing social status than citizens of less mobile societies, they are very much aware of markers of class, and astute advertisers constantly pitch to this class-consciousness solely through images to avoid arousing resentment. Ultimately, Messaris's level-headed approach acknowledges that advertising has a right to exist and to try to sell us products, while finally suggesting viewers should be critical thinkers."

—W. Blake Gray, *The Daily Yomiuri* (Japan)



Joseph Turow, *Breaking Up America* (University of Chicago Press, 1997)

"Turow chronicles with great historical detail the rise of the ad world's hunger to target increasingly smaller groups—in many cases working hard to shape their audiences by discouraging those whom they don't want to fit in... Turow's focus on the advertising world

stems from his view that ad agencies have a deep understanding, on a practical as well as a theoretical level, of how American society functions. Looking over many years of *Advertising Age*, Turow tries to analyze the messages these agencies send, their effects on other agencies, and the future world they are working together to create. This almost archeological approach creates an air of obsession, and it is fascinating to read Turow documenting the effects of speeches and memos that reverberate throughout the ad industry."

—John Alderman, *Wired*

Understanding Communication Theory: The Communicative Forces for Human Action, Donald C. Shields and John F. Cragan, eds (Allyn and Bacon, 1998) relies on the theory-building scholarship of seven members of the ASC faculty: Professor Joseph Cappella (Information Systems Theory), Dean Emeritus George Gerbner and Professor Larry Gross (Cultivation Effects Theory), Professor Robert Hornik, Professor Elihu Katz, and Associate Professor Barbie Zelizer (Diffusion of Innovation Theory), and Professor Klaus Krippendorff (Information Systems Theory.) In a letter to Dean Kathleen Hall Jamieson co-editor Shields commended ASC on its "fine communication theory-building efforts... Seven of your scholars contributed to the building of three of the 42 general, contextual, and micro communication theories presented in our book... [a] unique measure of your productivity."



One morning in August, 1994, media mogul Ted Turner came down to breakfast while attending the Goodwill Games in St. Petersburg, Florida, and said to a colleague, “The Cold War is over. We must tell its story, make a history of it. Go and get me that fellow who made ‘The World at War’ and get him to do it for us—Jeremy Irons.”

The man Turner was looking for—and eventually secured—to make a 24-part documentary on the Cold War for CNN was not actor Jeremy Irons but Sir Jeremy Isaacs, who told the story at the 1997 Leonore and Walter Annenberg Distinguished Lecture in Communication on October 7, 1997. A renowned producer of documentaries, including his epic about World War II, Isaacs is also the founding chief executive of England’s innovative Channel 4 and the former general director of the Royal Opera.

In his lecture on “Television and History,” Isaacs drew on examples from his upcoming documentary about the Cold War, which will air in September, 1998. He described the challenges of using television to document historical events, first among them finding visual evidence of important events that took place at a time when cameras were not omnipresent. “Luck helps,” he said, pointing to the discovery of a 8-millimeter home movie of Winston Churchill delivering an important speech at Westminster College. “When George Marshall, the next year, gave an equally important speech at a Harvard Commencement ceremony and announced the scale of his imaginative proposal for American aid to an exhausted Europe, not a single camera was present. It wouldn’t happen today.”

Where no film existed, Isaacs’s team relied on eyewitness accounts of events. “One of the hazards of this genre,” he noted, “is who is alive and well and able to talk. Presidents Ford and Carter have talked to us about the Cold War, President Bush will do so. President Nixon did not talk to us, and President Reagan, sadly, cannot.”

At the same time, Isaacs said, his documentary also drew on the testimony of ordinary men and women. “Television history is popular narrative history,” Isaacs declared. “It tells

us partly what men and women in the street and neighborhood felt, thought, and underwent as their political masters acted to shape the world. Television can take account of it in ways which few history books trouble to do.”

While the Cold War documentary will rely extensively on such narratives—drawing on over 500 interviews—Isaacs stressed the need to treat the testimonies “cautiously, even skeptically. Old men forget, particularly if it hurts to remember, and memory itself plays tricks.”

Television history also suffers from the inability to use footnotes, offer alternative readings, or correct witnesses. “What you see on the screen is all there is,” he said. CNN’s web site, however, will be used extensively to supplement the program.

While Isaacs acknowledged the ephemerality of journalism—particularly broadcast journalism—he firmly made the case for using television to document the past. “Properly practiced, television history, though never definitive, has a claim to live on as part of the record of our times. Indeed, nowadays, live television is part of the record of our times.”

At the conclusion of the lecture, Dean Kathleen Hall Jamieson announced the creation of the Harry C. Coles, Jr. Professorship at the Annenberg School. Coles served as legal counsel to Ambassador Walter Annenberg’s family-owned corporation, Triangle Publications, Inc. and later as a legal advisor to Ambassador Annenberg. The Dean announced the appointment of Professor Martin Fishbein to the Coles Chair, calling it “a perfect appointment because we’ve matched a name of integrity and honor with a person who stands for excellence, integrity and honor.”



At the reception before the lecture, Dean Kathleen Hall Jamieson (*far left*) greets (*from left*): Lady Isaacs, Walter Annenberg, Leonore Annenberg, Sir Jeremy Isaacs, and Lady Penn.

Debate Constitutional Issues

On October 15, 1997, Alan Dershowitz, Professor of Law at Harvard University, and Richard Thornburgh, former Governor of Pennsylvania and former U.S. Attorney General, squared off to debate the constitutionality of the Communications Decency Act and California Proposition 209, in a forum co-sponsored by the Annenberg Public Policy Center and the World Affairs Council of Philadelphia.

The debate, held at the Arch Street Meeting House, was moderated by Dean Kathleen Hall Jamieson. A panel of nine “justices,” selected from the student body and the Philadelphia community, heard the cases presented by Dershowitz and Thornburgh and rendered decisions on them.

The first case was a consideration of the Communications Decency Act, which sought to forbid the use of telecommunications devices and interactive computer services to disseminate indecent material to children under 18. In discussing the case, Dershowitz



Richard Thornburgh

stated, “I can tell you based on 35 years litigating First Amendment cases that if you give a community the power to censor, the appetite to censor is voracious.” Dershowitz went on to stress the importance of freedom of speech, in whatever medium. “Free speech opens up the channels of democracy,” he said. While opposing the regulation of content on the Internet, Dershowitz did say that he had “no objection to an obscenity statute carefully addressed to children.” He called on computer gurus such as Bill Gates to develop technology which would allow parents to block pornographic content they deem dangerous to their children.

In contrast, Thornburgh argued that it should be permissible to engage in “cyber-zoning vis a vis these offensive materials, much



Alan Dershowitz

like the zoning restrictions we enact against X-rated theaters in certain neighborhoods.” Thornburgh said that while it is nice to think that parents can “hover around” the computer when their children are surfing the Internet, in reality there is “no capability of people to do that and no software currently capable of screening the Internet.” He warned, “parents are going to cause their children to forego any use of the Internet.”

The second case concerned the so-called California Proposition 209, which was voted in by California residents in 1996 to outlaw affirmative action programs in public employment, public education, and public contracting. In arguing the case, Thornburgh claimed that what is important to protect is “not equality of outcome, but equality of

opportunity.” While he maintained the importance of striving for a “color blind society” and quoted the Reverend Martin Luther King, Jr. that “all should be judged by the content of their character not

the color of their skin,” Thornburgh said, “affirmative action can help reach this goal, but quotas, preferential treatment, and set-asides cannot.”

Dershowitz, however, argued that Proposition 209 was “so broad it would prohibit outreach and actively recruiting.” He pointed out that the proposition, while prohibiting racial and gender preferences, “allows all kind of other preferences—for alumni children, age preferences, weight preferences, religious preferences. It permits wealth preferences, geographic preferences, and it surely includes athletic preferences. It would be a different statute if it said merit should prevail. But in fact it singles out women and minorities.”

In both cases, the panel of justices voted to support Dershowitz’s arguments.

Comm 581 Hits the Road

“PROSEM GOT YOU DOWN?
CONTENT CODING MAKING
YOU A LITTLE JUMPY? THESIS
WRITING BEHIND SCHEDULE?
ALL IS CHAOS? TIME FOR A...
ROAD TRIP!”

These were the opening words of Professor Russ Neuman's e-mail note inviting ASC graduate students to join his Communications 581 seminar for a trip to Washington to meet key players in the communications policy arena.

On November 21, 1997, twenty students accompanied Neuman on a visit to the Federal Communications Commission (FCC), the National Telecommunication Information Administration (NTIA), and the offices of the Annenberg Public Policy Center-Washington.

“The class had been puzzling over the question of what skills and knowledge students interested in the growing area of telecommunications and digital mass media should pursue in their studies at the Annenberg School,” Neuman explained. “Ours is not an engineering school, not a business school, not a law school, and not a public policy school, although we are now home to the Annenberg Public Policy Center. The real advantage as master's and doctoral graduates enter the workplace may turn out to be some systematic exposure to each of those fields of study.” The trip provided an opportunity for students to learn more about information policy agencies and the skill sets necessary to work in them.

At the FCC, the students met with Robert Pepper, director of the Office of Planning and Policy (OPP) and former director of the Annenberg Washington Program. Pepper, speaking in the FCC meeting room, provided an overview of how the Commission has changed in the years since it has gone from holding private to public meetings. “Commission meetings nowadays are a little like kabuki theater. Most decisions are worked out in advance.” He explained that OPP deals with the intersection of policy and new technology, dealing most recently with digital television, the implications of the growth of the Internet, proposals for spectrum auctioning, and Internet commerce issues.

Pepper also noted a shift in the Commission's hiring policy. While the professional staff is dominated by lawyers and engineers, former Chairman Reed Hundt tripled the number of economists, and encouraged the hiring of staff members



Anul Baskaran

with degrees in sociology and business. His advice to students interested in working in communications policy was to secure an internship and to try to find an organization that “is not particularly hierarchical.” At OPP, he said, “everybody does everything, we don’t care if you’re an intern or a senior economist. We have junior, junior research assistants with BA’s giving speeches in place of the Chairman, if they are the experts on an area.”

“I THINK OF THE NTIA AS THE ULTIMATE THINK TANK-AND YOU GET TO ADVOCATE A POSITION AND HAVE DEBATES BOTH INTERNALLY AND WITH THE WHITE HOUSE. IT IS A GOOD BLEND OF THEORY AND PRACTICE.”

The next stop was the Office of Policy Analysis and Development at the NTIA, the agency which serves as the President’s principal advisor on telecommunications policy pertaining to economic advancement. There students had the chance to speak with ASC alumnus Robert Krinsky (MA ’92), who noted that his colleague, Diane Steinour (MA ’86), from the international division of NTIA, was out of the country. Krinsky described some of the mass media issues he works on and spoke about how much he enjoyed sharing

expertise with engineers, attorneys, and economists. “I think of the NTIA as the ultimate think tank-and you get to advocate a position and have debates both internally and with the White House. It is a good blend of theory and practice.”

At lunch at the APPC-DC, the students engaged in a lively question-and-answer session with Rick Ducey, vice president of the National Association of Broadcasters, and Ronna Freiberg, director of Congressional Relations for the United States Information Agency.

Isabel Molina Guzman, an ASC doctoral student who attended the sessions said, “They really provided an informal forum for those of us interested in public policy careers to ask questions of a wide range of professionals. I came away with a better understanding of the career opportunities in public policy for communication students.”

Marc Brewin, another student present, said, “The trip to Washington was particularly helpful for those Annenberg students who wish to continue the School’s long-standing commitment to melding theoretical insight with efforts at practical social change. If graduates of Annenberg are going to bring what we have learned in the classroom to bear on the society in which we live, then we need to understand how political power works: what opportunities it provides, and what constraints it entails.”



FCC Chair
REED HUNDT
at ASC

Democracy in a Digital Age

In one of his last speeches as Chairman of the Federal Communications Commission, Reed Hundt presented a lecture on "Democracy in a Digital Age" to the Annenberg Public Policy Center on September 12, 1997, and reiterated his support for free air time for political candidates.

In the speech, Hundt expressed dismay at the prospect that some potential candidates in the 2000 Presidential campaign would not be viable because they would not be able to raise funds for sufficient television advertising.

"The way the candidates are getting sorted out has nothing to do with the way they proposed to reform or change education," he said. "It has nothing to do with how they proposed to close the widening gap between rich and poor. They're not sorting themselves out on

any issue that's really of any interest to anyone in America. No, *The New York Times* said they are sorting themselves out according to how much money they can raise."

However, Hundt maintained that one way to reform the system is through broadcasters' offer of free time to political candidates. He suggested that such offers may be brought about in connection with a provision of the agreement through which Congress granted broadcasters additional spectrum licenses for free. Hundt advanced a plan under which broadcasters could fulfill their obligations by providing free air time to candidates who agree to fundraising restrictions.



Bill Minor
Receives
Chancellor Award

Ira Lipman applauds Bill Minor

The Annenberg Public Policy Center presented Wilson F. (Bill) Minor with the first John Chancellor Award for Excellence in Journalism at the University Museum on December 10, 1997. The \$25,000 award is named for the late NBC News anchor and reporter who began his career covering the civil rights movement in Little Rock, Arkansas. The award is endowed by the chairman of Guardsmark, Inc., Ira Lipman. Minor is known for his courageous coverage of the civil rights movement and his investigations into corruption in Mississippi, which he carried out while serving as bureau chief for *The New Orleans Times-Picayune* and editor of his own weekly newspaper.

At the award ceremony, Minor was toasted by Dean Kathleen Hall Jamieson, Lipman, and journalists Sander Vanocur, Hodding Carter III, Hedrick Smith, and Jack Nelson. The following are excerpts from their tributes.

Sander Vanocur (Host, "Movie in Time," History Channel): "To draw on William Faulkner, Bill, you have not only endured, you have prevailed."

Hodding Carter III (American Journalism Review): "What Bill Minor has been doing for fifty years is to experience combat in the noblest of all battlefields and to bear witness."

Hedrick Smith (Hedrick Smith Productions): "Bill has been an honest, quiet sheriff for the truth...a reportorial Gary Cooper, tracking down the bad guys and even the good guys."

Jack Nelson (Los Angeles Times): "He never left. He stayed where the danger was... Bill has always seen as his mission making things right in Mississippi."

Ira Lipman: "Bill, you have our admiration and gratitude for your contribution to journalism and to society."

A L U M N I



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

BRUCE ABELL (MA '63) has been named managing director of the Center for Emergent Strategy in Santa Fe, New Mexico.

BEN ACHTENBERG (MA '67), owner and president of Plainsong Productions in Boston, was named one of the top 100 producers of 1997 by *AV Video and Multimedia Producer*. His recent video, "The Support Project: To Improve Care at the End of Life", was created for the Robert Wood Johnson Foundation.

MEGIN ADAMS (MA '96) has become Analyst for the Program Research Department at NBC in Burbank, CA.

ARNOLD COLLINS (MA '61) is associate director of the Department of Association Development and Communication for the YMCA of the USA.

BARRY DORNFELD (MA '84, PHD '92) has joined the Center for Applied Research in Philadelphia, PA, as an Associate.

FULLER GRIFFITH (MA '85) is Public Affairs Specialist at the U.S. General Accounting Office in Washington, DC.

PABLO HALPERN (PHD '92) is Director of Communication for the Government of Chile.

STEWART HOOVER (MA '81, PHD '85), professor at the University of Colorado at Boulder, Center for Mass Media Research, received a \$471,000 grant from the Lilly Endowment to carry out a quantitative household-level study of meaning-making in the media age. His book, *Religion and Media: Faith and Journalism in American Public Discourse*, will be published in 1999.

MERRY BLOCH JONES (MA '72) published her fifth book, *Please Don't Kiss Me at The Bus Stop* (Andrews McMeel, 1997.) Her previous books have included *Birthmothers* (Chicago Review Press) and *Stepmothers* (Carol Publications.)

JESSICA LILIE (MA '86) has been named Vice President and Project Director at ConStat, Inc. in San Francisco, CA.

JULIUS LITMAN (MA '73) has been appointed Vice President of Audits and Surveys Worldwide in New York, NY.

JOHN MARGOLIES (MA '64) had his photography work featured on a History Channel production, "Highway Hangouts: Celebrating Roadside America," on December 6, 1997. An exhibition of his work, "Ticket to Paradise: American Movie Theaters and How We Had Fun," was held at the Building Centre Trust in London, in January, 1997.

MILTON MUELLER (MA '86, PHD '89) has become Associate Professor and Director of the Graduate Program in Telecommunications at the School of Information Studies at Syracuse University. He spent most of 1997 in Hong Kong, where he witnessed the sovereignty transfer and wrote a monograph "Telecommunications Policy and Digital Convergence" for the University of Hong Kong's Economic Policy Studies Series.

JOSLYN READ (MA '85) has become Vice President of International Affairs of WorldSpace, a digital radio satellite company providing global audio and related services.

TIMOTHY ROCK (MA '76) is Assistant Director of Academic Affairs for the Illinois Board of Higher Education.

RONALD ROEL (MA '81) is Deputy National Editor of *Newsday*.

PAMELA SANKAR (MA '84, PHD '92), assistant professor of bioethics at the University of Pennsylvania, has received a grant from the Charles E. Culpepper Foundation to investigate medical confidentiality. She is also co-principal investigator on two grants from the National Institute of Health on patient treatment choices and informed consent.

DANIEL SCHILLER (MA '76, PHD '78) has become Professor of Communication at the University of California, San Diego.

STUART SIGMAN (MA '79, PHD '82) has been appointed Dean of the School of Communication, Management, and Public Policy at Emerson College in Boston, MA.

MISA YAMASHITA (MA '90) is Account Director at Hill and Knowlton in Tokyo, Japan.



*M*oira McLoughlin (MA '87, PhD '94), a scholar who shed light on the way people are stereotyped in society but who defied typecasting herself, died on November 4, 1997, of complications from ovarian cancer. At the time of her death, McLoughlin was associate professor in the communication department of Santa Clara University.

Described by colleague Stephen Lee as “a fine analytic mind, a person who crafted stunning prose,” McLoughlin was also said to love mystery novels, fine wine, and the “X-files” television show.

“Moira was both gifted and giving,” said her friend Krystyna Warchol (MA '86, PhD '92), “a remarkable woman of sparkling generosity that never waned. In her final days in the hospital, she brought to the attention of her friends and colleagues an ad she thought would be helpful in teaching semiotics.”

“Moira lived her life with grace and dignity, and she left this world the same way,” Warchol added.

McLoughlin’s Annenberg Master’s thesis was a study of the critical discourse surrounding the landmark Armory Show that introduced modern art to the United States in 1913. As her adviser, Professor Larry Gross, put it, “Moira asked a strikingly original question. Whereas the standard account of the Armory Show is one of obtuse, conservative hostility

to artistic innovation, Moira examined the favorable as well as the unfavorable critical response, and was thus able to provide a fuller and more nuanced account of the evolution of artistic style and taste.”

In approaching her doctoral dissertation, “Culture Under Glass: First Nations in Canadian Museums,”

McLoughlin once again demonstrated her intellectual originality. The study, according to Gross, “illuminated the ambivalent relationship of the institutional authorities to native Canadian artists, a group they apparently prefer to view as remnants of a historical past. As in her previous work, Moira was able to turn familiar perspectives around, and force us to rethink conventional ideas.”

Gross added, “I am delighted that Moira’s dissertation will shortly be published as a book, by Garland Press, because it will serve as an important, though partial, legacy. Those who knew her will remember her warmth, wit and brilliance; those who read the book will at least glimpse these, while learning much from her work.”

Contributions to the Moira McLoughlin Memorial Communication Research Fund should be sent to: Communication Department, Santa Clara University, Santa Clara, CA 95053.

Fall 1997 ASC Colloquium Series

VALERIA LOVELACE, President, Media Transformations
Children and Television: Research Results
September 12

STANLEY NELSON, Filmmaker
The Black Press: Soldiers Without Swords
September 19

GEORGE MARCUS, Williams College
The Unavoidable and Surprisingly Useful Role of Emotion in Liberal Democracies
September 26

STANLEY WASSERMAN, University of Illinois, Urbana-Champaign
Social Networks, Social Structure, and Statistical Models
October 8

LINDA GARCIA, Georgetown University
Telecommunications: The Need for New Conceptual Models
October 10

DANIEL DAYAN, Centre National de la Recherche Scientifique
Ceremony as Victory Over Chaos: The 'Diana' Event
October 15

PHIL AGRE, University of California, San Diego
Mixed Metaphors: Inscripting Social Visions in Networked Computers
October 17

ROBERT DARNTON, Princeton University
Policing a Poem: Diffusion Networks in Pre-Revolutionary Paris
October 28

R. MICHAEL ALVAREZ, California Institute of Technology
Information and Elections
October 31

PAUL SLOVIC, Annenberg Public Policy Center
Your Money or Your Life: Speculations on Affect, Meaning, Value, Consumption, and Risk
November 4

RONALD BURT, University of Chicago
Neo-Classical Contagion: Recent Developments in the Network Structure of Diffusion
November 11

L.J. SHRUM, Rutgers University
Are Media Effects All in Our Minds? Conceptualizing Television Viewing Effects in Terms of Memory and Judgment
November 14

BRUCE BUCHANAN, University of Texas
Presidential Campaign Quality: What the Variance Implies
December 1

UNDERGRADUATE News

UNDERGRADUATE COMMUNICATION SOCIETY HOLDS CAREER PANEL

The Undergraduate Communication Society hosted a career discussion panel on November 6, 1997, bringing six Penn alumni, including five former Communication majors, to the Annenberg School to discuss their careers in the television, print and promotion industries.

JOSH RAFOFSKY (BA '93) spoke of his work in the film industry with Lord Weaver Productions at Tristar Pictures and encouraged students to learn as much as they can about the jobs for which they are applying. In the same vein, ROBERT LIU (BA '90), of CNN's Financial News Interactive, urged students not to be over-confident in their job searches, simply because they went to an Ivy League School.

JENIFER WANA (BA '95) of InStyle Magazine advised job applicants to be willing to begin at almost any position, saying that "in the end, money will just come if you're good." Echoing that theme, Joy Richter (BA '92) of NBC's "Today Show," stated that entry-level jobs can provide valuable experience and are often a stepping-stone to better things. She also stressed the importance of interning for those interested in pursuing careers in television.

ALIX JAFFE (BA '92), Associate Director of Promotion Marketing at CBS, emphasized that students should present themselves as creative and interesting people during the interview process, rather than having the "right" answers. In her view, it is important for students to differentiate themselves from other applicants, in a time when "everyone has a college degree."

The Annenberg School hosts its own combined graduate/undergraduate alumni Career Day each year, usually the last Friday of March. If you are interested in participating in the future, please contact Dr. Phyllis Kaniss at pkaniss@pobox.asc.upenn.edu or 215-898-5233.

A L U M N I



Undergraduate Communication Majors

ROBYN ALLEN (BA '94) is a human resources specialist at Andersen Consulting in New York.

WENDY BLOOM (BA '88) is an attorney at Kirkland & Ellis in Chicago.

JOANNA BROWN (BA '97) is in the Los Angeles sales division of News America FSI, a New York-based company which produces insert advertising for Sunday newspapers.

NICOLE CINNAMON (BA '97) has been promoted to account executive at Fleishman-Hillard in New York.

AMY COHEN (BA '95) is an account executive at Beber Silverstein & Partners, an advertising agency in Miami, FL.

TONIA DAVID (BA '86) is General Attorney for Legal & Business Affairs, Broadcasting for ABC, Inc. in New York.

BLAIR DAVIS (BA '90) has accepted a new position as Copy Editor at *Philadelphia Magazine*.

SUSAN E. DERKAZARIAN (BA '91) is Book Club Director at Newbridge Professional Book Clubs in New York City.

EMILY EISNITZ (BA '92) is Vice President, Account Director at Foote, Cone and Belding in New York.

STEPHANIE FIERMAN (BA '86) is Vice President, Director of Marketing for Chase Manhattan Bank in New York.

LINDA EHRLICH GEEN (BA '86) is Education and Training Specialist at the National League of Cities in Washington, DC.

MICHAEL HANLEY (BA '92) is Production Manager at Ridley Scott & Assoc. in Los Angeles, CA.

BRIAN KAISER (BA '92) is Account Manager at Targetbase Marketing in Irving, TX.

ELIZABETH SALTZMAN KESSLER (BA '87) is President of Silverlining Partnership, a marketing consulting firm in New York.

SUSAN KRISTOL (BA '94) is Assistant Producer at McCann-Erickson in San Francisco, CA.

LAUREN CHALMERS MARION (BA '90) is Associate Publisher/Home & Garden Editor for *Raleigh Magazine* in Raleigh, NC.

AMY MERKER (BA '91) is working with the National Child Labor Committee (NCLC), a non-profit organization promoting children's labor rights, in New York City.

RANDI MICHEL (BA '91) is a talent agent for feature films at the William Morris Agency in Beverly Hills, CA.

ADELE C. MOORE (BA '93) is a photographer/graphic designer for TynanGraphics, of TynanGroup, Inc., in Santa Barbara, CA.

JONATHAN MOREIN (BA '92) is Events Coordinator for Penn Law Development and Law Alumni Office at the University of Pennsylvania.

MAHEALANI RICHARDSON (BA '95) is a Reporter for KGMB-9 News, a CBS affiliate, in Honolulu, HI.

NANCY ISEN ROBERTS (BA '86) is Vice President at Loving & Weintraub, Inc., a public relations firm in New York.

LARA SWIMMER (BA '91) is owner/photographer of Lara Swimmer Photography in Seattle, WA.

DEVON AUSTIN THOMAS (BA '94) is Marketing Manager at Vans, Inc. in Santa Fe Springs, CA.

KIMBERLY THOMAS (BA '91) is Manager of Retail Analysis at Nabisco, Inc. in East Hanover, NJ.

JESSICA YIN (BA '95) is Assistant Producer at Messner Vetere Berger McNamee Schmetterer/Euro RSCG in New York.

DEBORAH ROBERTS (BA '94) is a financial analyst at Quaker Oats Company in Chicago, IL.

MICHAEL WOLFE (BA '90) is an advertising sales representative for Life Magazine/TIME, Inc. in New York.

SUSAN WRUBEL (BA '91) is Head of Theatrical Distribution for New Yorker Films in New York City.

Linus Abraham presented a paper "Structuring the Urban-Suburban Dialectic: Implicit Visual Propositioning of Blacks and Pathology in Television News," to the October 1997 International Visual Literacy Association Conference in State College, PA. The paper will be published in the selected readings of the conference in 1998.

Mariaelena Bartesaghi is the co-author of "The Effect and Families' Understanding of the Relational Reframe in the First Session of Family-based Therapy," presented at the North American Society for Psychotherapy Research in Tucson, AR in December, 1997. Her review of Harlene Anderson's book *Conversation, Language, and Possibilities: A Post-Modern Approach to Therapy* appeared in *Cybernetics and Human Knowing*.

Courtney Bennett's paper "Assessing the Impact of Ad Watches in the 1992 and 1996 Presidential Elections" was published in the August 1997 issue of *American Behavioral Scientist*. Her paper "Equivocation in Political Interviews: Understanding the Art of Truthful Dodging" was published in the 1997 *Australian Journal of Communication*.

A. Joseph Borrell's paper "Radio Station Characteristics and the Adoption of Satellite-delivered Programming" was published in the 1997 *Journal of Media Economics*.

Jessica Davis published a paper "Living and Working at the Nexus: Communication Studies for the Next Millennium" in *Proceedings of the 1997 National Communication Association Summer Conference on Racial and Ethnic Diversity in the 21st Century: A Communication Perspective*.

Veronica Davison delivered a paper, "Framing US (U.S.) and Them: *Time's* Coverage of U.S. Troops in Haiti," at the National Communication Association (NCA) meetings, November 20-21, 1997, in Chicago, IL.

James Devitt published "Framing Politicians: The Transformation of Candidate Arguments in Presidential Campaign News Coverage, 1980, 1988, 1992, and 1996" in the August 1997 volume of *American Behavioral Scientist*.

Chris Hunter presented "Intellectual Property and the Undergraduate: An Analysis of Copyright Infringement on Student Web Pages" to the National Communication Association, Nov 20, 1997.

Kimberly Maxwell delivered a paper, "Is That the Mona Lisa? Art in Advertising and its Effect on Ad Preferences and Product Perceptions," at the International Communication Association (ICA) meetings in Montreal in May, 1997.

David Park presented "The Kefauver Hearings as Show Trial: Decency, Authority, and the Dominated Expert" at the May ICA meetings in Montreal.

David Phillips published "Cryptography, Secrets, and the Structuring of Trust" in *Technology and Privacy: The New Landscape* (MIT Press, 1997.)

Paul Waldman, James Devitt, and Dean Kathleen Hall Jamieson presented "Patterns of Argument in American Politics" at the National Communication Association meetings in November.

Finding a Home *for* Barbara's Dolls

When ASC graduate students **Nicole Keating** and **Linus Abraham** set out to make a documentary for Video Lab on the largest collection of scarce black dolls in America, they had little idea that their work would help find the collection a permanent home and also win a spot on broadcast television.

The 20-minute documentary Keating and Abraham produced, "Barbara's Dollhouse," examined the collection when it was located in curator Barbara Whiteman's own living room, which was literally bursting with dolls. Whiteman referred to the museum as an "educational mission," with the dolls representing "artifacts of history and culture." She conducts workshops throughout Philadelphia, especially in elementary schools, where she uses the dolls to teach African American history to young children. Keating and Abraham used the video to help Whiteman find a permanent space for the museum, at 2253 North Broad Street.

Abraham recalled the first time he visited Whiteman's



house. "Seeing a house crawling with black dolls from room to room, floor to ceiling, was so overpowering. It started as a labor to get a grade, but it turned into a labor of love."

He described the collection as "a wonderful trove of cultural information-and not only for the black community but also for whites and everybody. As cultural artifacts and playthings, they are a reflection of ourselves, our culture, and our history, and our perceptions of ourselves and others."



Keating said that when she first saw Whiteman's collection "I felt like we had discovered a hidden treasure, and I wanted to use the documentary to show this treasure to as many people as possible. Barbara's love for folk art in general and black dolls in particular

had grown into an obsession, a passion, and ultimately into a compelling social mission. Barbara now uses the doll collection in an innovative and captivating manner to generate dialogue about racial and social identity."

Keating and Abraham were successful not only in helping Whiteman in her mission to find a home for the dolls but in gaining critical acclaim for their docu-

mentary. "Barbara's Dollhouse" was presented on WHYY-TV in Philadelphia on December 18, 1997, as part of the station's "Independent Images" series. It was also screened at the Independent Feature Film Market sponsored by the Independent Feature Project in New York, on September 20, 1997.



etc....



In early November, 1997, DAVID EISENHOWER, Senior Fellow in the Annenberg Public Policy Center, took undergraduate students from his seminar on Presidential Communications to conduct research at the Ronald Reagan Presidential Library in Simi Valley, CA.

(photo, left) Eisenhower gives advice to Patrick Shilling on how to use the Library for primary research on presidential speeches. *(photo, right)* Merritt Brown, Ned Nurick, and Victor Cinco examine Ronald Reagan's speeches for their research projects.

LOST ALUMNI: 1980s

Alumni: Please help us locate alums with whom we have lost contact. If you an address, phone number, or e-mail address for any of the following people, please pass them on to Dr. Phyllis Kaniss, 3620 Walnut Street, Philadelphia, PA, 19104-6220, 215-898-5233, pkaniss@pobox.asc.upenn.edu.

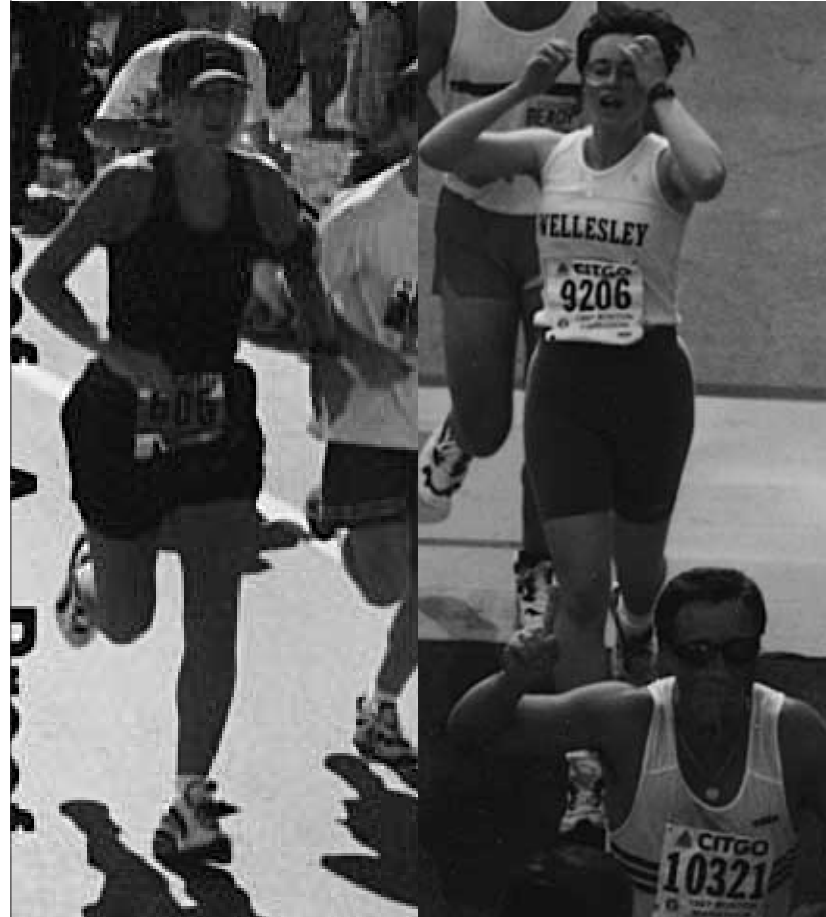
Brian Rusted
Chronis Drossinos
Haleh Arbab
Nancy Csaplár
Kathleen Rowe McKee
Avishai Soudack
Brenda Reed
Laura Wawrzaszek
Barbara Epstein
Julian Halliday
Martha Lightfoot

Barbara Lynch
Stanley Pietlock, Jr.
Karen Staller
Daisy Tseng-Holmes
Janice Wilson
Elizabeth Bennett
Sherrie Jossen
William Adler
Julie Eisenberg
Christopher Musello, Jr.
Sarah Stranahan-Cubbon
Sangeeta Kshetry

Michele Sims
Karen Valentine
Daniel Thomas Cook
Anne Dumas
Vicki Jones
J.W. Gregg Meister
Lisa Moses
Karen Tombrello
Wendy Wagreich
Joan Westcott
Steven Michael Schneider

Davis and Galewski

At times many Annenberg School graduate students may feel as if they are sprinting through a long distance run on their way to completing their doctoral and master's theses. But in 1997 two ASC student/runners actually completed real marathons, while also carrying out their day-to-day schoolwork. Doctoral student **Stacy Davis** (*left*) ran the 1997 New York Marathon in three hours and 26 minutes, coming in the top two percent of women (173rd out of 8413.) Davis has previously finished the Boston, Washington, DC and New York Marathons. First year master's student **Liz Galewski** (*right*) finished 97th in the 1997 Boston Marathon and ran the Philadelphia marathon in three hours, 45 minutes, and 37 seconds, a personal best.



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