

News

L I N K

“Ambassador Walter H. Annenberg was one of the most remarkable men of the 20th century, and his passing reminds us of how much he contributed to the lives of people throughout this country and around the world.” FORMER PRESIDENT WILLIAM JEFFERSON CLINTON

“Walter Annenberg’s life serves as a shining example of generosity, patriotism, and dedication to serving others.” PRESIDENT GEORGE W. BUSH

“An accomplished businessman and diplomat, his greatest legacy will be the example he set as a philanthropist, giving generously to causes that would improve the human condition. Walter will be missed, but the fruits of his generosity will be with us always.” Former President Jimmy Carter



“Words cannot adequately express our admiration for this man, an individual who had a generous heart and a lifelong compassion for the young people of our nation. He gave of himself as a statesman, a philanthropist, a patriot.” FORMER FIRST LADY NANCY REAGAN ON BEHALF OF FORMER PRESIDENT RONALD REAGAN AND HERSELF

“HE WAS A TRUE PATRIOT, A MAN WHOSE VALUES WERE ROCK SOLID... HIS SENSE OF HONOR AND FAIR PLAY ALWAYS CAME THROUGH.” Former President George H. W. Bush

“In all that he did, the good of our nation always came first to Walter. Whether it

was serving brilliantly as our envoy to Great Britain, leading innumerable charitable and public causes, promoting education, or pioneering high quality programming on television, Walter worked passionately to advance the most fundamental values and interests of the American people. He did it with charm. He did it with skill. He did it with kindness. He did it with endless generosity and devotion.”

SECRETARY OF STATE COLIN L. POWELL

THE ANNENBERG FOUNDATION PROVIDES \$100 MILLION FOR ASC/APPC

Ambassadors Walter and Leonore Annenberg again displayed their extraordinary generosity to the Annenberg School with the September 19, 2002 announcement of a \$100 million endowment for the School and the Policy Center to augment a \$120 million grant given eight years earlier. At the same time, the Foundation announced that it was also awarding \$100 million to the Annenberg School

“Walter Annenberg founded the schools out of a conviction that scholars and students could harness communication in service of society ... This gift will ensure that the important work of the schools will continue into the next century and beyond.”

for Communication at the University of Southern California.

In commenting on the gift, foundation president Leonore Annenberg and

foundation vice president Wallis Annenberg stated, “Walter Annenberg founded the schools out of a conviction that scholars and students could harness communication in service of society. Since the creation of the School at Penn in 1958 and at USC in 1971, graduates and faculty have identified ways to use communication to improve children’s television programming, protect privacy from technological trespass,

improve the quality of political discourse and news, establish standards of quality in online journalism, and minimize teen smoking, suicide, illegal drug use, and risky sexual behavior. This gift will ensure that



Leonore Annenberg surrounded by ASC students

the important work of the schools will continue into the next century and beyond.”

“For centuries to come, students and scholars will translate this remarkable gift into scholarship that will advance the vision of the School’s founder, Ambassador Walter Annenberg,” said ASC Dean Kathleen Hall Jamieson.

“The graduates of the School join the faculty and

staff in thanking the Annenberg family and the Annenberg Foundation for a gift that ensures the permanent survival of the Annenberg School and the Policy Center at Penn.”

Dean Jamieson explained that the first year’s revenue from the new \$100 million endowment will be used for student scholarships, faculty chairs, and refurbishing of classrooms. The first of the chairs was awarded to Dr. Caryn Lerman, Associate Director for Cancer Control and Population Science in

APPC TO DIRECT

Sunnylands Trust Project on American Institutions →



Caryn Lerman

the University's Abramson Cancer Center, who will become the Mary Whiton Calkins Professor in the Department of Psychiatry and in the Annenberg Public Policy Center. Professor Lerman's research focuses on genetic influences on tobacco use and their implications for smoking prevention, treatment, and public policy.

2002–2003 SUNNYLANDS TRUST FORUMS

JUNE 27–30, 2002
Adolescent Risk Conference
Philadelphia, PA

JULY 23, 2002
Dealing with the Stigma of
Mental Disorders
Rockville, MD

SEPTEMBER 30, 2002
Should Gambling Be Legal?;
Tobacco Litigation: Is Good Health
Policy Going Up in Smoke?
Los Angeles, CA

OCTOBER 21, 2002
The Future of Television &
Radio Broadcasting
Philadelphia, PA

NOVEMBER 2002
Dealing with Bioterrorism
Washington, DC

MARCH 2003
Adolescent Suicide Prevention
New York, NY

MARCH 10, 2003
Electoral Reform: What Does
It Mean for Voters, Politicians
& the Future of Democracy?
Rancho Mirage, CA

APRIL 7, 2003
What is the Meaning of Citizenship
in the Post 9/11 World?
Rancho Mirage, CA

SPRING 2003
What Do We Know About
Preventing Eating Disorders?
Location TBA

MAY 2003
Adolescent Gambling
Washington, DC

MAY 2003
Release of Consensus Guidelines on
Adolescent Suicide Prevention
New York, NY

The Annenberg Foundation Trust at Sunnylands has given the Annenberg Public Policy Center a \$54 million four-year grant to fund projects on public policy issues and American institutions. The project will have three major components. First, over the next four years APPC will host a series of Annenberg Forums that will focus on significant issues of public policy and adolescent health. Distinguished scholars and practitioners will be invited to Philadelphia, Washington, New York, and Rancho Mirage, California, to explore a range of issues. The first conference, on Adolescent Risk, was held in Philadelphia on June 27–30, 2002 (see *following page*). Other 2002–2003 forums will focus on topics ranging from electoral reform to tobacco litigation (see *column at left*).

The second part of the project, Institutions of Democracy, will focus on sustaining the health and improving the functioning of important U.S. institutions. During its first four years, those institutions will include the executive branch, the U.S. House of Representa-

tatives, the U.S. Senate, the Supreme Court, the press, and public elementary and secondary schools. Six commissions, composed of scholars and institutional leaders, will study the challenges facing these institutions and recommend ways to address these challenges. Each commission will produce a scholarly reference book, convene a national conference to discuss ways to improve the functioning of the respective institution, and issue recommendations. In addition, for each institution the project will support the writing of a trade book for a lay public audience, as well as learning materials for high schools.

The third component of the project is a Mental Health of Children and Adolescents Program. As part of this program, six commissions will be established to make sense of what we know about the diagnosis and treatment of children and adolescents with schizophrenia, anxiety disorders, mood disorders, and eating disorders.

Kathleen Hall Jamieson, director of the Annenberg Public Policy Center, will direct the projects, with staff support provided by APPC. Professor Jaroslav Pelikan will be the coordinator of the scholarly enterprise.



Mrs. Annenberg speaks with Suicide Prevention Expert David Schaffer

THE FIRST ANNEBERG SUNNYLANDS TRUST CONFERENCE:

Reducing Adolescent Risk

As the first in a series of conferences examining important public policy and health issues, APCC hosted a conference on June 27–30, 2002 on “Reducing Adolescent Risk: Toward an Integrated Approach.” The conference was funded by the Annenberg Foundation at Sunnylands Trust and the Adolescent Risk Communication Institute of the Annenberg Public Policy Center and co-sponsored by the American Academy of Political and Social Science.

The meeting brought together over 60 researchers and more than 60 observers from private foundations, the National Institutes of Health, the Centers for Disease Control and Prevention, and other research centers to discuss the latest knowledge about risks to adolescent development. The focus was on six different types of risk, including suicide, gambling,

tobacco, alcohol and drugs, pregnancy, and HIV and sexually transmitted disease. In addition, researchers discussed what is known about young people’s abilities to assess risk and make good decisions about risky behavior.

The aim of the meeting was to evaluate the idea that many risky behaviors have common developmental pathways and therefore that interventions to help young people could be developed to prevent a range of risks rather than just influence them one at a time. Many suggestions for comprehensive strategies and the research to test them were presented. The major ideas discussed at the meeting will be released in a book to be published by Sage next spring.



Doug Kirby, Educational Training and Research



Susan Millstein, University of California, San Francisco



Paul Slovic, University of Oregon



Lloyd Johnston, University of Michigan



Myrna Shure, Columnist



Madelyn Gould, Columbia University



Brian Flay, University of Illinois, Chicago



Aaron T. Beck, University of Pennsylvania

Linebarger, Sender *Join ASC Faculty*

THE FACULTY OF THE ANNENBERG SCHOOL FOR COMMUNICATION WELCOMED TWO NEW MEMBERS IN THE FALL OF 2002:



Deborah Linebarger, who is teaching in the area of children and media, comes to ASC from the University of Kansas where she was assistant research professor. Linebarger has conducted research for the past six years examining the impact of media use on the development of young children.

During this time, her work has focused on three major areas: the effects of early and concurrent television viewing on adolescent academic and social outcomes, the use of print on television to improve literacy skills in kindergarten through third graders, and the relationship between media use and language development in infants and toddlers. Linebarger received her BA from the University of Rochester, her MS Ed. from the University of Kansas, and her PhD in Human Development from the University of Texas at Austin.

According to Professor Larry Gross, deputy dean of the Annenberg School, "Linebarger will be a very strong addition to the Annenberg School, which has had a tradition of contributing to the national dialogue about television and children. She will add strength to the work already going on through the Annenberg Public Policy Center."

Katherine Sender, who will work in the area of Communication and Popular Culture, has taught at Philadelphia's University of the Arts in the program in Media and Communication. She completed her doctoral studies at the University of Massachusetts—Amherst, where she also worked as a documentary filmmaker at the Media Education Foundation, responsible for writing, producing, and directing several successful documentaries.



Sender's research has focused on the ways in which identities are produced and reproduced through media and marketing. Her dissertation is under contract to Columbia University Press. Sender's research interests include questions about the relationship between practitioners' routines and identities, and how these construct the content, design, funding, and other features of media products.

"Katherine Sender utilizes a variety of qualitative, field-based methods, and she will thus contribute valuable research and teaching skills to our faculty," noted Professor Gross. "Her experience in documentary production and teaching will also be an important asset to our graduate and undergraduate teaching programs, extending the Annenberg School's long-standing engagement in the analysis of visual communications." Gross added that Sender's presence will "strengthen the School's offerings as part of the Digital Media Design undergraduate major in Engineering, broaden ASC's engagement with research and teaching in media and popular culture, and create bridges between the work of current faculty in the areas of media institutions and media content and impact."

APPC Receives Pew Grant:

Energizing the Electronic Electorate

The Annenberg Public Policy Center is continuing its research into how to strengthen democratic processes via the Internet with a \$2.7 million grant from The Pew Charitable Trusts on "Energizing the Electronic Electorate." The research builds on an earlier effort, begun in 2000, when APPC researchers developed and experimentally tested ways for political and news Web sites to provide information on issues and candidates.

The new project, headed by APPC Director Kathleen Hall Jamieson, is working to improve the quality of political information online and on local broadcast news. With a subcontract to the Radio and Television News Directors

Foundation, APPC recruited ten local television news stations throughout the United States in markets that had hotly contested campaigns for senator or governor. The project is conducting research on how television viewers come to use the political Web sites of the stations, and which approaches are most effective.

The television stations participating in the project include: WCAU in Philadelphia, WFAA in Dallas-Ft. Worth, KCNC in Denver, KCCI in Des Moines, WCCO in Minneapolis, WKMG in Orlando, WTAE in Pittsburgh, KGW in Portland, KTVU in San Francisco, and KELO in Sioux Falls.

The research team is also working with APPC's Student Voices Project in two of the television markets (Philadelphia and Denver) to study what types of information and formats are most interesting to young people and most effective in helping them find political information online.

Project staff include: Brett Mueller, Nikki Cohen, Ben Gardner, and Josh Birchard. Also participating are ASC graduate students Rachel Gans, Kelli Lammie, Kim Meltzer, Russ Tisinger, Talia Jomini and Mihaela Popescu.



www.nbc10.com/politics

Turow: RWJ Grant

THE ROBERT WOOD JOHNSON FOUNDATION has awarded a grant to Professor Joseph Turow to help medical residents become familiar with the images that the general public receives about physicians through prime-time television. In describing the grant, Turow noted, "Patients' everyday interactions with physicians are undoubtedly influenced by the convergence of the patients' personal experiences, news presentations, and fictional medical programs that portray health care."

"Because they purport to show what happens behind the scenes, the doctor shows fill out the other experiences people



have with medicine," he went on. "The programs contribute strongly to the 'scripts' that people run in their heads when dealing with all sorts of health-care providers."

To sensitize physicians to these scripts, Professor Turow and his assistants will create a CD-ROM about prime-time doctors that Robert Wood Johnson will distribute free of charge next summer to 20,000 first-year residents around the United States. Professor Turow and his assistants will also create a Web site that will encourage physicians to discuss doctor-show images and their impact with one another.

Gandy : Ford Foundation Grant



Oscar Gandy has received a \$125,000 grant from the Ford Foundation to explore what he calls "The Great Frame Robbery," or the corporate misuse of public opinion to shape public policy in communications. The research will concentrate on the strategic use of public opinion in the formation of a series of media-related policies, beginning with the passage of the Video Privacy Protection Act of 1988 and ending with the debates over cross-media ownership rules in 2002. According to Gandy, the project will illustrate "the ways in which private corporations and their institutional progeny have accelerated the decline of the democratic public sphere."

Gandy will use qualitative and quantitative analyses of media content and public discourse to carry out the following tasks:

- Characterize the strategic use of formal opinion research as evidence in support of, or in opposition to, media policies established in the last 15 years (1988–2003);
- Assess the similarities and differences in the representation of public opinion in the news media and in legislative testimony;
- Identify the corporate, foundation, and institutional sources of the public opinion research introduced in these policy debates;
- Evaluate the character and quality of the questions, samples, and overall design of surveys used to construct impressions of public opinion; and
- Evaluate the extent to which the impact of public interest organizations and advocates has been limited by their reliance upon estimates of public sentiment provided by third parties.

APPC RECEIVES ROBERT WOOD JOHNSON GRANT TO STUDY Media Terrorism

The Annenberg Public Policy Center received a \$224,000 grant from the Robert Wood Johnson Foundation to study how the media have covered the threat of terrorism since September 11. The study, which will be completed in December 2002, is headed by APPC Director Kathleen Hall Jamieson.

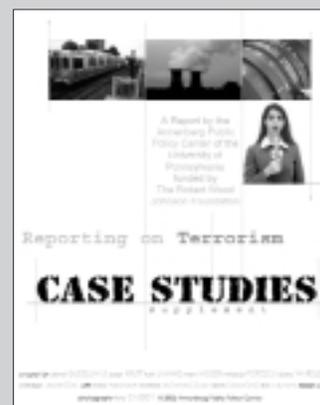
"Understandably, since September 11, reporters have focused a great deal of attention on the terrorists' use of commercial airliners as bombs and the use of the mail as a delivery system for anthrax," said Jamieson, in discussing the study. "It is more difficult to justify the newsworthiness of speculative accounts of possible alternative forms of terrorist attack."

She pointed out that in many cases, news coverage has provided information on how to carry out terrorist attacks. APPC researchers have found articles outlining how passengers could disable crewmembers. Extended articles have identified the locations of nuclear power plants and indicated their varying levels of susceptibility to attack by either a small plane or a commercial jet. News coverage has also detailed the dangers of nuclear suitcases, bombs in shipped cargo containers, and gases and other lethal agents dispersed through air-conditioning systems. At the same

time, other threats have been explored, such as mass infection through contagion of small pox, Ebola, mouse pox, and the like.

"We see two problems in press accounts of the terrorist threat," Dean Jamieson explained. "First, they have used graphic detail to paint horrific scenarios of highly

{continued on page 13}



APPC's Terrorism Discussion Guide

APPC Report:

Women Leaders in Communication

THE NUMBER OF WOMEN HOLDING EXECUTIVE POSITIONS AS DIRECTORS, EXECUTIVES, AND BOARD MEMBERS IN MAJOR COMMUNICATION COMPANIES HAS CHANGED LITTLE IN THE LAST YEAR, ACCORDING TO THE SECOND ANNENBERG PUBLIC POLICY CENTER REPORT ON WOMEN LEADERS IN COMMUNICATION. THE STUDY FOUND THAT IN 2001, FEWER THAN 20 PERCENT OF TOP EXECUTIVES IN COMMUNICATION COMPANIES WERE WOMEN.

At a press conference held August 27th in the National Press Club, former FCC Commissioner and recent Distinguished Visiting Professor of Communication Susan Ness led a panel discussion on the study's findings. Others on the panel included Sally Sterling, managing director of executive search firm Korn/Ferry International; Karen Jurgensen, editor of USA TODAY; Laureen Ong, president of the National Geographic Channel; and Kim Kelly, president and

chief operating officer of Insight Communications. In her remarks, Ness highlighted the dearth of women leaders in communication companies.

The report found that in entertainment and telecommunications companies, among cable providers, and in E-companies, women hold only 16 percent of top executive positions. Similarly, women represent only 16 percent of the presidents and chief executive officers

at over 120 broadcast television and cable stations. Publishing is one industry that has slightly higher numbers of women in the executive suites and board rooms, with women comprising 22 percent of executives in that field.

Women continue to play a minor role in media trade organizations, making up only 20 percent of presidents in those organizations. The same organizations showed a marked improvement, however, in the number of women presenting at trade conferences as keynote and general-session presenters.

Ness stressed the importance of the report's recommendations for improving the role women in communications companies, including the need for:

Commitment from the Top.

The CEO must fully support the successful advancement and integration of women for the "old boy" mold to be broken.

Training and Mentoring.

Efforts should be made to seek out women to participate in training and career-management opportunities. Support systems, role models, and mentors are critical components of successful leadership programs and should include seasoned executives.

Succession Planning. Such planning is a required element of good corporate leadership. Plans for selection and training should ensure outreach to women executives. "Boards are making every effort to increase their number of independent directors," Ness said. She added, "I would caution that they should not be chosen solely on the basis of adding diversity."



Susan Ness

Jay Mallin

Internal Review. A corporation, under the leadership of the CEO, should conduct a critical assessment of its attitudes and practices to see whether the firm inadvertently discourages the hiring and retention of women at all levels of the enterprise.

Recruitment to Boards of Directors. Wherever possible, female board members should be included on board selection committees. Executive search firms should be evaluated on their track record in recruiting qualified women and minorities to fill board positions. Sally Sterling commented that in the last two years, fewer companies are specifically asking for qualified female candidates. "Corporate boards are asking for specific areas of expertise, not just for women," said Sterling. Conversely, in current corporate searches for top executives, Sterling continues, "it's not necessarily a mandate, but it's strongly suggested that we bring female candidates to the table."

Promote Ownership Opportunities. With consolidation, there are fewer and fewer ownership opportunities for women in the communications industry. Where entities are being spun off, however, there may arise opportunities for female entrepreneurs to gain a foothold. Congress, with the counsel of the trade associations, should enact, and the president should sign, appropriate legislation to provide tax certificates for companies selling communications companies to qualifying female and minority entrepreneurs.

The full report and press release are available at www.appcpenn.org/women.

APPC CONVENES SUMMIT ON

Children's Media Policy

Led by Director Amy Jordan, researchers with the Children and the Developing Mind sector of the Annenberg Public Policy Center met with advocates, policymakers, industry professionals and philanthropists in April 2002 at the Summit on Children's Media Policy. Funded by a grant from the Smith Richardson Foundation, the group of 36 gathered in St. Thomas, U.S. Virgin Islands, for an intensive three-day retreat.

The objectives of the Summit were three-fold:

- 1 to offer people with a variety of perspectives on children and media an opportunity to meet in an informal setting in order to exchange views and develop positive working relationships;
- 2 to develop an agenda for next steps in research and advocacy as well as develop new strategies for acquiring funding to support these next steps; and
- 3 to obtain feedback on new APPC research on the use of the V-Chip technology by families with school-age children.

At the close of the summit, participants developed a framework for addressing issues related to children's media policy. The framework specified concrete actions that can be taken to increase the potential of media to contribute to the life of the developing child. As the "action agenda" is circulated, summit participants will be encouraged to create coalitions to act as catalysts in a variety of fields — from increasing funding opportunities to educating journalists about policy matters.

In the weeks following the summit, Amy Jordan joined summit participants Vicky Rideout of the Kaiser Family Foundation, Dale Kunkel of UC-Santa Barbara, and Patti Miller of Children Now to update FCC Commissioner Kathleen Abernathy on current issues in children's media policy. Jordan and APPC/DC Director Lorie Slass also met in July 2002 with the TV Parental Guidelines Oversight Monitoring Board in Washington, D.C.



Summit participants included Amy Aidman, University of Illinois-Chicago, and Rosemarie Truglio, Vice President, Sesame Workshop, accompanied by husband Steve Truglio.

Faculty

NOTES

Oscar Gandy was recently appointed to the National Research Council Committee on Privacy in the Information Age.

Robert Hornik received the 2002 Aubrey Fisher Mentorship Award from the International Communication Association. He was appointed as a member of the National Academy of Sciences Committee to Develop a Strategy to Prevent and Reduce Underage Drinking.

Kathleen Hall Jamieson delivered the freshman convocation lecture at the College of Charleston, Charleston, SC in August 2002.

Elihu Katz delivered the keynote address at the April 2002 European Science Foundation Conference of Media Researchers in Copenhagen and presented a paper (with Mihaela Popescu) on "Communicator Control of the Conditions of Reception." He gave the opening presentation at a symposium of the Canadian Studies Center, Hebrew University, on "How the Toronto School Shook Up Media Research," in Jerusalem in July 2002.

Carolyn Marvin published "Scapegoating and Deterrence: Criminal Justice Rituals in American Civil Religion," in *Practicing Religion in the Age of the Media: Explorations in Media, Religion, and Culture*, Stewart Hoover and Lynn Schofield Clark, eds. (Columbia University Press, 2002), and "Media Rituals: Follow the Bodies," in *American Cultural Studies*, Catherine A. Warren and Mary Douglas Vavrus, eds. (University of Illinois Press, 2001). She delivered a lecture on "Patriotism in the 'New Normal'" to the Trustees Council of Penn Women annual meeting on April 4, 2002 and a lecture on "Iconography of Patriotic Display" for the "Class Acts: Etiquette, Morality, and the Boundaries of the American Middle Class" conference, Emory University MARIAL Center for Myth and Ritual in American Life, February 22, 2002.

Vincent Price, along with co-authors **Joseph Cappella** and doctoral student Lilach Nir, received an award for top paper in political communication at the International Communication Association's July 2002 conference in Seoul, Korea. In June, Price was an invited guest at the University of Maryland's National Science Foundation-sponsored graduate workshop on the World Wide Web, where he discussed "Effects of Online Political Discussion." He has published several recent articles drawing from the Annenberg Public Policy Center's *Electronic Dialogue* project, including "Online Deliberation and Its Influence: The *Electronic Dialogue* Project in Campaign 2000" (with **Joseph Cappella**), which is appearing in the inaugural issue of *IT and Society*.

Barbie Zelizer, who has been promoted to full professor, co-edited, with Stuart Allan, *Journalism After September 11* (Routledge, 2002) in which she wrote "Journalism, Photography, and Trauma" and co-wrote (with Allan) "When Trauma Shapes the News." She also published "Finding Aids to the Past: Bearing Personal Witness to Traumatic Public Events" in *Media, Culture, and Society* (2002). She delivered a lecture on "Images of Violence, Violence of Images" at a workshop at L'Ecole des Hautes Etudes en Sciences Sociales, in Paris, France in February 2002 and gave a presentation on "Memory and September 11" at the Association for Education in Journalism and Mass Communication meetings in Miami Beach, FL, August 2002.

KEN WINNEG JOINS

Election Survey Team

ASC alumnus Ken Winneg (MA '85) has been named managing director of the Annenberg Public Policy Center's Annenberg Election Survey Project. Winneg will help manage the design, implementation, and analysis of the Annenberg 2004 Survey. A follow-up to the Annenberg 2000 Survey that conducted over 100,000 interviews, the 2004 survey will provide scholars and journalists with insight into public opinion surrounding the upcoming presidential election.

Winneg comes to ASC from his position as vice president at Penn, Schoen and Berland in New York, where he directed a variety of corporate and political strategic projects. He worked on strategy for a number of political campaigns, including those of Mark Dayton, senator from Minnesota, New Jersey Senator Jon Corzine, and Michael Bloomberg in his campaign for mayor of New York City. He also provided strategic consulting to AOL-Time Warner, VH-1, MTV, Country Music Television, Time Warner Cable, and Major League Baseball.



Before working at Penn, Schoen and Berland, Winneg was senior research manager at Chilton Research Services, where he was responsible for managing the ABC News-Washington Post surveys, exit polls for ABC News and Voter Research and Surveys (a consortium of news organizations now known as VNS), a number of government surveys for the FDA and for the National Institute of Mental Health. He also worked on the development of the ABC television pilot-testing research in the late 1980s — a methodology that is still in use at ABC and NBC television networks. Other members of the 2004 survey team are APPC Assistant Director and Annenberg graduate Paul Waldman (MA '96, PhD '00), and Annenberg doctoral student Kate Kenski.

Kliger to Penn State-Abington, Warchol to ASC Graduate Post

ASC ALUMNA HANNAH KLIGER (MA '77, PhD '85) has left her position as associate dean of graduate studies at the Annenberg School to become associate dean for academic affairs at Penn State-Abington College, where she will also be professor of Communication and Jewish Studies.

Professor Joseph N. Cappella noted Kliger's accomplishments while at the Annenberg School. "Hannah Kliger made many important contributions to the operation of the graduate office at ASC. Perhaps most significant were the 'professional socialization' seminars that she organized for graduate students. These included workshops on dissertation preparation and writing, effective teaching in the classroom, publication, presentation of dissertation ideas for other students, and many other elements. Groups on campus and an external review team of faculty from major departments of communication around the country singled out these seminars as an important and unique aspect of the training of graduate students at ASC."

Krystyna Warchol (MA '86, PhD '92) will be assuming the role of assistant dean of graduate studies. Warchol will continue the work begun by Hannah Kliger and provide special assistance to international students.

SENATE TESTIMONY ON Youth Anti-Drug

Has the national Youth Anti-Drug Media Campaign convinced American teenagers to avoid marijuana use or change their ideas about marijuana?

Not according to the results of the first stage of an evaluation of the program conducted at APPC by Professor Robert Hornik, in association with the National Institute of Drug Abuse and Westat, Inc. In fact, Hornik has found that there may even have been some unfavorable delayed effects on youth, with evidence that exposure to the campaign in some cases actually predicted more pro-drug beliefs.

Hornik testified on the research before the U.S. Senate Committee on Appropriations' Subcommittee on Treasury and General Government, at a June 16, 2002 hearing on "The Effectiveness of the National Youth Anti-Drug

Media Campaign." A day later, he provided similar testimony before the U.S. House Committee on Appropriations' Subcommittee on Treasury, Postal Service, and General Government. The evaluation of the anti-drug campaign is based on in-home surveys of youth from 9 to 18 years old and their parents undertaken between November 1999 and May 2001.

In his testimony, Hornik focused on three major questions: Has the National Youth Anti-Drug Media Campaign reached its audience? Has the youth campaign been effective? Has the parent campaign been effective?

In addressing the first question, Hornik testified that the campaign has indeed been successful in getting exposure for its advertisements. "The



Robert Hornik testifies before the Senate Appropriations Committee.

Jay Mallin

campaign has used the money provided to it by Congress to buy a substantial amount of advertising time, and the population of youth and parents report seeing those ads with some frequency," he said, adding, "They recall the brand."

In evaluating the parent campaign, researchers focused on its success in affecting three outcomes: whether parents monitor their children, talk with them about drugs, and do fun activities with them. In addition, the researchers examined whether parental exposure to the campaign affected youth behavior.

Here, Hornik testified, the results were mixed. There was some evidence consistent with an effect of the campaign on parent outcomes. However, "we did not find evidence that parents' exposure to the campaign was associated with less youth marijuana use."

When it came to effects on youth, Hornik said, "Thus far we have little or no evidence that the campaign has convinced youth to avoid marijuana use or to change their ideas about marijuana."

Media Campaign

The evaluation found no reduction in youth marijuana use since the first wave of data collection, and that the proportion of youth who held pro-drug beliefs and intentions was not changing for the better. “Indeed,” Hornik added, “on some of the measures, and for some subgroups, there was evidence that early exposure to the campaign predicted more pro-drug beliefs at the second interview.”

However, Hornik said, “We view evidence of unfavorable effects on some youth to be interim results.” The research team, he noted, would know more at the end of 2002. (Those results will be available at www.nida.nih.gov/depri/westat/index.html.) He also noted that the results were surprising “given the history of research on such public communication strategies ... there is no other published evidence that we know about that shows a negative

effect like this of a large-scale campaign, although there is evidence of campaigns that were ineffective.”

In concluding his testimony, Hornik warned “one ought not see them as representative of all possible campaigns and then conclude that communication campaigns don’t work. No advertiser, having seen that a particular series of commercials failed to affect sales of a product, would swear off advertising. The advertiser would go back and try to develop a revised set of advertisements, or a broader marketing program, that would improve sales. Only after a series of such efforts, none of which paid off, would they be ready to conclude that the communication approach, rather than the particular campaign that was mounted, was ineffective.”

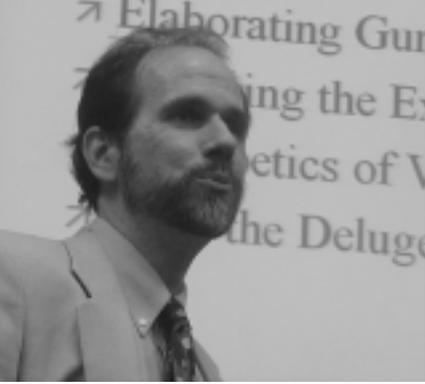
APPC Study on Media Terrorism

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unlikely events for which there is no reasonable existing protection. Such reports magnify fears by increasing the perception that the unlikely will in fact occur and at the same time do nothing to reduce those fears because there are no specific actions that readers or viewers can take to protect themselves.

“Second, some reports have provided specific directions on how a terrorist threat might be executed. These reports are problematic because they invite copycat behavior, and also provide a laundry list of vulnerabilities of which terrorists might not have been aware,” she added.

The APPC team has analyzed the content of news accounts from September 11 through May 1, 2002 and carried out closed-door informal discussions with the journalistic community about appropriate norms for coverage of terrorist threats. It has also identified appropriate and inappropriate forms of reporting, opening a dialogue with the reporting and producing community to make it aware of these concerns and to help arrive at an informal consensus designed to minimize the two problems identified above. The team has produced and distributed a discussion guide concerning how to cover a terrorist threat and will conduct a public conference to raise pressure on the journalistic community to monitor its own behavior.



Stephen Prince DELIVERS GERBNER LECTURE

On March 21, 2002, Stephen Prince, (MA '85, PhD '87), associate professor in the Department of Communication Studies at Virginia Polytechnic Institute and State University, delivered the George Gerbner Lecture on "Aesthetics of Violence in Hollywood Cinema."

Prince's talk was based on his new book project, called "Savage Cinema 2: Film Violence in the Hollywood Years, 1930–1968." The book will examine the depiction of violence in Hollywood film during the era of the Production Code, when filmmakers had to get the sexual, moral, religious and violent material in their scripts formally cleared before they could start production.

Prince posed several issues in his lecture. "How

did the industry regulate screen violence in the Hollywood period?" he asked. "Did the term 'violence' have the same meanings in industry discourse that it does today? To what extent were Hollywood filmmakers drawn to hard violence? Did they try to 'push the envelope,' try to expand the boundaries of the violence they could depict, or is this interest more purely a manifestation of post-sixties filmmaking?" Prince also discussed how screen violence was stylized in the Hollywood period and examined the contribution sound made to the process.

"The explosion of graphic violence on screen in 1968 can seem very disjunctive compared to previous decades of filmmaking," he said. "After 1968, for

example, gunshot victims explode in showers of blood; they did not do so in earlier decades. Looking closely at this earlier period, however, some surprising discoveries await us, and they make the relationship of the eras before and after 1968 seem less stratified and more of a continuum," he added.

In concluding, Prince offered his thoughts about whether film violence would decrease in the aftermath of the September 11 terrorist attacks. "After September 11, how could one watch a helicopter in *The Matrix* crash into a skyscraper and explode in a fireball? How could one watch the White House explode and New York skyscrapers erupt in *Independence Day*? How could directors make such images in the future?"

"The history of American film gives us the answers — people will [watch]. The appeal of all this is undying. Ultra violence is an embryo that lay inside the body of American cinema for six decades until it emerged. Like the masked killers in slasher films that never lie down dead, it keeps coming on."

The lecture honors Dean Emeritus George Gerbner, who was in attendance.



George Gerbner

Sonia Livingstone Delivers Third Annual Dean's Lecture

Sonia Livingstone, professor of social psychology and convener of the Social Psychology Department, London School of Economics and Business, delivered the third annual Dean's Lecture on March 4, 2002 on the topic of "Challenges and dilemmas as children go online: linking observational research in families to the emerging policy agenda."



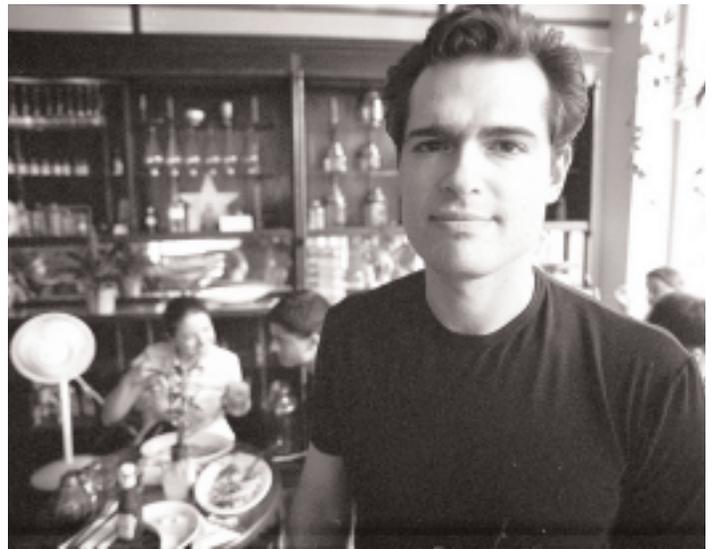
PRESCRIPTION FOR SUCCESS:

ASC Alum Salisbury's **New Restaurant Rx**

For a start-up “Bring Your Own Bottle” (BYOB) restaurant in a neighborhood storefront, publicity doesn’t get much better than a mention in the *New York Times*. So it was that on March 13, 2002, University City’s fledgling bistro Rx — owned by undergraduate communication major alumnus Greg Salisbury (BA ’89) — broke into the big time by being featured in the *Times*’ Dining Out pages in a feature on hot new restaurants in Philadelphia.

Along with such stylish Center City spots as Morimoto and Django, Salisbury’s Rx — located at 45th and Spruce in a former pharmacy — was lauded for its imaginative cuisine and personality-filled ambiance. The *Times* has not been the only newspaper to take notice of Rx. Philadelphia food critics — from the *Inquirer* magazine and *Philadelphia Magazine* to the local television stations—have raved about the quality of Rx’s food, where executive chef Ross Exner and chef de cuisine Greg Ling cook up such delicacies as rib-eye steak with frites and demi-glace to herb-crusted halibut fillet with beluga lentils and creamed leeks. While Salisbury likes to think of Rx as a “neighborhood place” drawing many Penn faculty and students, he has been delighted at how well the restaurant has drawn from other parts of Philadelphia as well, including the suburbs.

While the 35-year-old Salisbury learned about the restaurant business after leaving Penn, he credits what he studied at the Annenberg School with giving him an edge in getting the media coverage that has boosted patronage at the restaurant. “Having been a communication major,” he noted, “what sunk in was that the media overtly or covertly really do direct our tastes.” He said that as soon as he knew he was going to open a restaurant in November 2001, he began to carefully construct a media campaign to get his message out. At the Annenberg School, he said, he learned the importance



of the “cumulative effect of repeated press coverage. You may not remember exactly what is said, but you do remember the gist.” Indeed, as the reviews started pouring out, the restaurant’s tables filled. And after the *New York Times* story? “Three little paragraphs in the *New York Times* counted more than every other story combined. There was a huge jump in business after that story,” Salisbury said.

In addition to running Rx (he does everything from buying the food, waiting tables, and making desserts), Salisbury has managed to keep his hand in the more traditional communications field of publishing, including editing a special section of the *Jewish Exponent*. But his heart is clearly with his restaurant. “I don’t approach the job from a restaurant owner’s point of view,” he said, “but from a restaurant goer’s point of view.” It is an approach that is making a lot of Philadelphia diners very happy indeed.

Herminia Corazon M. Alfonso (MA '71, PhD '92) has published a new book, *Socially Shared Inquiry: A Self-Reflexive Emancipatory Communication Approach to Social Re-search* (Great Books Trading, 2001), with a foreword by Klaus Krippendorff.

James Allen (MA '00) is assistant director of PBS Research in Alexandria, VA.

Esha Bhatia (MA '89) is senior Web content developer at Children's Hospital of Philadelphia.

Courtney Bennett (PhD '01) is policy analyst and senior editor at the David and Lucile Packard Foundation in Los Altos, CA.

Mark Brewin (PhD '02) has been named assistant professor in the department of communication at the University of Tulsa.

Cynthia Carlin (MA '65), president and owner of Carlin Communications in Alliance, OH, was selected by the Sales and Marketing Association of Akron to receive the 2002 Sales and Marketing Award.

Anthony Danna (MA '02) is program scheduling and planning coordinator for Playhouse Disney, the Disney Channel's curriculum-based block of preschool programs.

Jessica Davis (MA '97) published "Sweet Honey in the Rock: Building Communities Through Resistant Voices" in *Centering Ourselves: African American Feminist and Womanist Studies of Discourse*, M. Houston and O. Davis, eds. (Hampton Press, 2002.)

Cindy Gold (MA '01) is an analyst for affiliate research at ABC in New York.

Isabel Molina Guzman (MA '94, PhD '00) is assistant professor of communication at Indiana-Purdue University at Fort Wayne, IN, and will be on leave for 2002–2003 as a post-doctoral fellow at the University of Illinois Champaign-Urbana Latina/o Studies Program. She will be working on a project about the national and international news coverage of the Elian Gonzalez story.

Jo Holz (MA '76, PhD'81) has become vice president for research at iN DEMAND, the pay-per-view company based in New York.

Eva Illouz (PhD '91) will have her book *Consuming the Romantic Utopia: Love and the Cultural Contradictions of Capitalism* [California, 1997] translated into German and published by Campus Verlag, the publishing house of the Institut für Sozialforschung Frankfurt am Main (Institute for Social Research at the Frankfurt School).

Katharina Kopp (MA '92, PhD '97) has become global privacy specialist at the Privacy Council in Washington, DC.

Nicole Keating (MA '92, PhD '00) has been appointed visiting assistant professor of communication for the College of Media and Communication at the University of the Arts in Philadelphia for the 2002-2003 academic year.

Kimberly Kirn (MA '01) is coordinator of the Philadelphia Student Voices project at the Annenberg Public Policy Center in Philadelphia.

Paula Lazili (MA '98) is senior associate at the Sutton Group, a social marketing firm based in Washington, DC.

Joan Levine (MA '74), an endodontist practicing in Manhattan, received a certificate of recognition from the New York County Dental Society for participation in the forensic efforts related to the September 11 attacks.

Kimberly Maxwell (MA '96, PhD '00) is communications research officer at the Center for Applied Behavioral and Evaluation Research of the Academy for Educational Development in Washington, DC.

Susan Nasberg-Abrams (MA '00) has become manager of audience analysis in the NBC Primetime Research Department in New York.

Elizabeth Nisbet (MA '96) has become director of special projects for Sesame Workshop in New York, NY.

Yoshimi Nishino (MA '91, PhD '95) has become president of Challenge One Associates, a social development consulting firm based in Washington, DC.

Joelle Reizes (MA '92) is an independent consultant with her own firm, based in Loveland, OH, that designs public relations strategies and assists with nonprofit management issues.

Brian Southwell (MA '97, PhD '02) has become assistant professor in the School of Journalism and Mass Communication at the University of Minnesota.

Heather Steingraber (MA '97) is project director for Florida KidCare Evaluation at the Institute for Child Health Policy at the University of Florida.

Michele Strano (MA '93, PhD '01) is research associate at Innovation Research and Training in Durham, NC.

Jo Stryker (MA '98, PhD '01) is a post-doctoral research fellow at the School of Public Health at Harvard University.

Karin Wilkins (MA '87, PhD '91), associate professor at the University of Texas, Austin, was awarded an Abe Fellowship, funded by the Japan Foundation Center for Global Partnership and administered through the Social Science Research Council. As part of the fellowship, Wilkins conducted research on Japanese approaches to development communication and overseas development programs devoted to gender concerns.

Louise Woodstock (MA '98) has been named a Knight post-doctoral fellow at the Knight Institute for Writing in the Disciplines at Cornell University in Ithaca, NY.

Ricardo Wray (PhD '00) has been appointed assistant professor in the Division of Behavioral Science and Health Education in the School of Public Health at St. Louis University.

Mariaelena Bartesaghi was awarded the International Communication Association's (ICA) undergraduate teaching award, presented by the instructional communication division, at the July meetings in Seoul, Korea.

A paper by **Sasha Costanza-Chock**, "Mapping the Repertoire of Electronic Contention," has been awarded the first Herbert Schiller Prize by the International Association for Mass Communication Research (IAMCR). The prize was presented at the July IAMCR meetings in Barcelona, with a cash award of \$1000. The paper has also been accepted for publication as a book chapter in *Representing Resistance: Media, Civil Disobedience, and the Anti-Globalization Movement*, Andrew Opel and Donnalyn Pompper, eds. (forthcoming, Greenwood Publishing Group, Inc.) Costanza-Chock also presented "Holler With Yer Dollar: A Preliminary Study of Boycott Activity Against Top Brands" at the University of Westminster's Capitalism and Communication conference, London, June 2002.

Dannagal Goldthwaite presented "Persuasion Through Late-Night Comedy Programs in the 2000 Presidential Election and the Moderating Effects of Political Knowledge" at the annual conference of the Association for Education in Journalism and Mass Communication, Miami, FL, August 2002. The paper won the second place student paper award in the Entertainment Studies Interest Group division. She also presented, with **Vincent Price** and **Joseph N. Cappella**, "Online Deliberation, Civic Engagement, and Social Trust" to the annual conference of the ICA, Seoul, Korea, in July 2002 and, also with Price and Cappella, "Civic Engagement, Social Trust, and Online Deliberation" at the annual conference of the American Association of Public Opinion Research, St. Petersburg, FL, May 2002.

David Dutwin was the winner of the 2002 American Association of Public Opinion Research Student Paper Award, in honor of Seymour Sudman, for a paper on "The Character of Deliberation: Equality, Argument, and the Formation of Public Opinion." Dutwin also published a book review of "The Socratic Citizen" in *Public Opinion Quarterly* (2002).

David Gudelunas presented "QVC: Television Retail and Ritual" at the Popular Culture Association Annual Conference in March 2002 in Toronto. The paper was published in the Spring/Summer issue of the *Journal of American and Comparative Cultures*.

Kate Kenski presented "Gender and Political Knowledge During the United States 2000 Presidential General Election: The Knowledge Gap in Battleground versus Non-Battleground States" at the ICA meetings in Seoul, Korea, July 2002, and "Gender, Knowledge, and Time of Voting Decision: An Examination of Decision Certainty During the 2000 Presidential Campaign" at the American Political Science Association conference in Boston, MA, August 2002.

Zhan Li presented a paper on "Yu lun vs. Min yi: What Does 'Public Opinion' Imply in a Chinese Context?" at the International Association for Mass Communication Research in Barcelona, Spain, July 2002.

Lilach Nir, along with Professors **Vincent Price** and **Joseph Cappella**, published both "Does Disagreement Contribute to More Deliberative Opinion?" and "Argument Repertoire as a Reliable and Valid Measure of Opinion Quality: Electronic Dialogue During Campaign 2000" in *Political Communication* (2002). Nir, Price, and Cappella presented "Group Influences on Opinion Expression and Change" at the American Association for Public Opinion Research (AAPOR) annual conference, St. Petersburg, FL, May 2002, and "Group Influences on Opinion Expression and Change" at the ICA conference in Seoul, Korea, July 2002, where it won the top paper in the political communication division.

ASC Summer 2002 Mentorships

Oren Meyers presented “A Communication Problem: Journalism Studies, Communication Research and the Production of News: The Development of a Rift” at the New Directions for Journalism Research Symposium, University of Texas at Austin, January 2002, and “Photographic Memory: The Shaping of Israeli Past in Independence Day Supplements” at the Israel Communication Association conference, December 2001. He has published “The Soundtrack of Memory: *Ashes and Dust* and Holocaust Commemoration in Israeli Popular Culture” (with Eyal Zandberg) in *Media Culture & Society* (2002) and “A Home Away from Home? *Israel Shelanu* and the Self-Perceptions of Israeli Migrants,” in *Israel Studies* (2001).

Jennifer Stromer-Galley published “New Voices in the Public Sphere: A Comparative Analysis of Interpersonal and Online Political Talk” in *Javnost —The Public* (2002).

Emily West published “Selling Canada to Canadians: Collective Memory, National Identity, and Popular Culture” in *Critical Studies in Media Communication* (June 2002), and presented “Consumer, Patient, Voter, Stockholder: Interpellating the Subject in Newspaper Reportage on Health” at the Canadian Communication Association meetings at the Congress of the Social Sciences and Humanities in Toronto, ON, May 2002. She also presented “Digital Sentiment: The ‘Social Expression’ Industry and New Technologies” at the Popular Culture Association Conference in Toronto, ON, March 2002.



Lemi Baruh, Philadelphia *Inquirer*, assisting the staff of the Editorial Board.



Marci McCoy, The Pew Charitable Trusts, assisting the Health and Human Services program.



Sasha Costanza-Chock, Communication Rights in the Information Society, working on Web site development, newsletter preparation, and outreach.



Kimberly Meltzer, Philadelphia *Inquirer*, working on civic journalism projects with the Editorial Board.



Lee Humphreys, Philadelphia All Stars, developing and managing public relations efforts.



Russell Tisinger, MTV Networks, (with ASC alumna **Tanya Giles**, MA '95), working in the research and planning department.



Bethany Klein, WHY? Fresh Air, providing background research for programs.



Frannie Wellings, Health and Social Care Quality Network and Gray's Inn Communications, performing survey research on health care issues.



Kelli Lammie, LHK Partners, Inc (with ASC alumna **Kristen Conrad**, MA '92), assisting with surveys, data analysis, and other aspects of marketing research.



Zhan Li, Society for Environmental Journalists (with ASC alumna **Beth Parke**, '80), providing background information for journalists.

Career Day 2002

The Annenberg School for Communication held its 11th Annual Career Day on Friday, March 1, 2002. The following ASC alumni were guest speakers.

Joseph Borrell (MA '95, PhD '00), Assistant Professor at Shippensburg University in Chambersburg, PA.

Kristen Conrad (MA '92), Account Manager at LHK Partners, Inc., a market research firm in Newtown Square, PA.

Nadia Conte (BA '00), Account Coordinator at Medical Broadcasting Company, a healthcare communication company, in Philadelphia, PA.

Blair Davis (BA '90), Communications Specialist with the Pennsylvania Environmental Council, a statewide non-profit organization in Philadelphia, PA.

Tanya Giles (MA '95), Director of Research and Planning for TV Land/Nick at Nite in New York, NY.

David Gleason (MA '95, PhD '99), Director of Research and Planning for TNN in New York, NY.

Melissa Herrmann (MA '97), Vice President of Social Science Research at International Communications Research, a market research firm in Media, PA.

Karen Hoffman (BA '79), Director of Advertising Traffic at Comcast SportsNet in Philadelphia, PA.

Eliza Jacobs (BA '00), Marketing Assistant at the Philadelphia Sports Congress in Philadelphia, PA.

Marian Lai (BA '96), Manager of Integrated Media and Marketing at News Corporation in New York, NY.

Pamela Sankar (MA '84, PhD '92), Assistant Professor of Bioethics at the Center for Bioethics at the University of Pennsylvania in Philadelphia, PA.

John Taylor (BA '95), Assignment Editor at WB 17 News in Philadelphia, PA.

Marie Thibault (BA '92), Account Supervisor at Dudnyk Advertising in Horsham, PA.

Lynda Tran (BA '00), Campaign Communication Specialist at the Service Employees International Union, AFL-CIO, in Washington, DC.

Jill Ward (BA '91), Director of the Violence Prevention and Youth Development Division at the Children's Defense Fund in Washington, DC.

Ricardo Wray (PhD '00), Instructor at the Harvard School of Public Health and Research Fellow at the Dana Farber Cancer Institute in Boston, MA.

Jessica Yin (BA '95), Web Producer at Oxygen Media, an integrated media company designed to serve women, in New York, NY.

Shirley Zilberstein (BA '00), Associate Producer at CNN for Inside Politics in Washington, DC.

ASC COLLOQUIUM SERIES SPRING 2002

JANUARY 15

Deborah L. Linebarger, Assistant Research Professor, University of Kansas, "Television Viewing and Literacy Skills in Young Children"

JANUARY 29

Lynn Schofield Clark, University of Colorado at Boulder, "Touched by a (Vampire Named) Angel: The Entertainment Media and the Disenchantment of the World"

FEBRUARY 1

Dr. Jeffrey Alexander, Department of Sociology, Yale University, "Social Drama: From Holocaust to Watergate"

FEBRUARY 5

Katherine Sender, University of the Arts, "Producing the 'Professional Homosexual': Subcultural Capital and the Making of the Gay Market"

FEBRUARY 8

Kwan Min Lee, Department of Communication, Stanford University, "Social Responses to Synthesized Speech: Theory and Application"

FEBRUARY 12

John Zaller, Department of Political Science, University of California, Los Angeles, "Beating Reform: The Resurgence of Parties in Presidential Nominations, 1980 to 2000"

FEBRUARY 15

Joel Waldfogel, Professor of Business and Public Policy, Wharton School of Business, University of Pennsylvania, "Does the *New York Times* Spread Ignorance and Apathy?"

FEBRUARY 22

Dr. Lawrence Wallack, Professor and Director, School of Community Health, Portland State University; Professor of Public Health Emeritus, University of California, Berkeley. "Media Advocacy: A Strategy for Framing and Advancing Policy"

MARCH 5

John Kasich, Former Chairman of the House Budget Committee, "The United States Budgetary Process"

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