CELEBRATING 1959-2009 YEARS

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ON THE COVER: Blanchard Hall, left, located at the corner of Walnut and 34th Streets, was the first home of the Annenberg School for Communication. An old Victorian home, Blanchard eventually gave way to the school's new home at 3620 Walnut Street (right) seen here from the Annenberg Plaza.

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A Light In The Sky

"For the moment, it is heartening to see a new light burning in the sky."

Those words were written 50 years ago by the late Gilbert Seldes, first Dean of the Annenberg School for Communication. Seldes was writing for the *Saturday Review* about the establishment of the school.

"For the first time—and this is what gives significance to the event—all of these requirements are met: 1. A big, traditional, Eastern University. 2. An adequate endowment. 3. A separate school, and, most of all, at the right time."

Seldes expounded upon what he meant by saying "at the right time." He noted that a university exists to not just create excellence, but to help students define excellence so they can find it relevant in their own lives and, "if they are creative, (they) will want to offer it to others."

During several recent Annenberg School's graduation ceremonies, I have noted that part of the joy of becoming a Ph.D. is to disseminate knowledge to others. It is indeed heartening to read that desire existed here at the School's very beginning.

And now we have passed the age of 50. What, if anything, does that mean? In some corners of society, turning 50 means you have arrived. It means you have spent a half century proving yourself to the world, and now you can enjoy the next few years by kicking back and taking it easy.

That approach certainly does not apply here at The Annenberg School for Communication. One of our noted alumni, Bill Novelli (ASC '64), noted that turning 50 is a time when one finds "the next best you." I think this comes much closer to what we are striving to achieve.

The school that chartered life on a Navajo reservation by giving movie cameras to residents and letting them capture images from their daily lives, the school that helped Americans reevaluate how they think about elections, the school that has been the birthplace for some of the most phenomenally successful media professionals and scholars continues to push the boundaries of communication research, giving society insights about such questions as:

- What types of Public Service Announcements are most effective when developing anti-smoking campaigns? (Surprisingly, it is not the most shocking.)

Do consumers really understand what happens to their personal information with every click of a mouse on the Internet? (No!)

- Can Western models of media infrastructures work in emerging democracies in the Middle East? (Watch this space.)

Where and how will Americans get their news in the future? (As likely from "entertainment" media and each other as from traditional journalists).

We will get better not by "scowling at the forms now in use" (as Seldes wrote 50 years ago) but by building on, adapting, and when appropriate rethinking what we have learned in light of the rapidly changing, globalized information environment in which we all increasingly live.

Thanks to the foresight and dedication to our mission that was established by Ambassador Walter H. Annenberg and continued after his passing by his wife Leonore, we can continue looking for our next best selves.

That light in the sky still burns after 50 years. I am confident that it always will.

Michael X. Delli Carpini
Professor of Communication
Walter H. Annenberg Dean
Annenberg School for Communication

P.S. This issue of *NewsLink* contains numerous recognitions and reminiscences of the Annenberg School's first 50 years. I offer my sincerest thanks to everyone who took the time to contribute.
A legacy of dedication to the School, to Penn, to Education

In the fleeting length of one’s lifetime, very few can make as large or significant a contribution to the world as the honorable Walter and Leonore Annenberg.

Walter H. Annenberg, son of Sadie and Moses Annenberg, was, by all accounts, committed to educational philanthropy. It is this noble pursuit that prompted him to establish a school for communication at Penn 50 years ago.

A student at the Wharton School of Finance, as it was called in 1930, one-time owner and publisher of The Philadelphia Inquirer, and president of Triangle Publications, Ambassador Annenberg married Leonore “Lee” Rosensteil in 1951 and together they built a charitable empire, contributing to major expansions in the fields of science, education, the arts, and civic affairs. Founding a school for communication was an early example of the Annenberg’s charity—and their commitment to education as a means of improving society.

“The ability to utilize the techniques of communication provided by the technology of our age for the clear and rapid dissemination of information requires the existence of a skilled and educated profession of communications,” said Mr. Annenberg in a joint statement in 1958 with Gaylord P. Harmswell, Ph.D., president of the University of Pennsylvania from 1953 to 1970, regarding the new program at Annenberg.

According to a University of Pennsylvania news release dated April 21, 1959, the Annenberg School’s curriculum was shaped during a three-month period of visits to leading U.S. schools of communication, conferences with communication industry leaders, and an extensive study by a 20-plus person committee comprising University scholars, administrators, and Mr. Annenberg.

“For 50 years the Annenberg School has engaged in cutting-edge research, teaching and service designed to better understand the role of communication in almost every aspect of people’s lives, to improve this role, and to prepare the next generation of communication scholars and practitioners,” said Michael X. Delli Carpini, Ph.D., Professor of Communication and Walter H. Annenberg Dean. “We have attracted some of the world’s best Communication scholars and most talented, promising students, and provided them with the resources necessary to excel. None of this would be possible without the vision and generosity of the Annenbergs. For this we are deeply indebted.”

Stephen Chodes, a member of one of the first classes at the School (Class of 1961), said of the School in its early years, “I believe my experience at the Annenberg School is a valuable adjunct to my liberal education. The small size of the School — 23 students and seven faculty members — allows for a continual exchange of ideas in a seminar atmosphere. It has also enabled me to extend my education in philosophy in a meaningful way.”

(Editor’s note: Mr. Chodes passed away in January 1987. Read other alumni and faculty memories of the Annenbergs beginning on page 4 of News Link.)

“The key to appreciating the Annenbergs’ philanthropic oeuvre was their strong sense of purpose: to make the institutions that are central to our country’s well-being stronger and better,” said Gail C. Levin, Ph.D., Director of the Leonore Annenberg Scholarship Program at the Annenberg Public Policy Center, and former executive director of the Annenberg Foundation.

“Because they believed that our democracy depends on a supportive and well-informed citizenry, they did what they could to ensure our collective future. That is why they invested so heavily in education; they had a truly purposeful approach to grantmaking in this area. Indeed, many of their grants were before their time, not the least of which was Walter Annenberg’s seminal $500 million challenge grant in 1993 to support promising efforts at school reform.”

Dr. Levin said the Annenberg’s support for education took on nearly every possible combination: health education, arts education, civic education, teacher leadership, and more.

“The grants they made tended to have a significant impact, even on occasion a transformational effect,” Dr. Levin said. “Penn’s Annenberg School and
Policy Center, in fact, received an additional $100 million a few years ago to secure its future. The Annenbergs understood which organizations had strong and dedicated leadership, which organizations performed work of an essential nature (public education, for one), and which organizations would benefit from a gift in multiple ways (the multiplier effect).

“What I loved most about the Annenbergs, though, was that they conducted their philanthropic and other work without fanfare, without the need for a whole lot of adulation,” she continued. “They preferred to give credit to others (even when the others had given less and demanded more!); Ambassador Annenberg tried hard to avoid plastering his name everywhere – he often told me that he didn’t have an ‘edifice complex’ — although there were many occasions when he had little choice but to put his name out front so that others with means would be willing to join the cause.”

Best of all, she said, the Annenbergs held high expectations for quality and impact once a grant was made. “That explains why we believe the best way to repay the generosity of Ambassador and Mrs. Annenberg, and honor their memory, is by continuing to focus on the quality and impact of our work – at Penn, at the Annenberg Public Policy Center (APPC), and of course at the School they supported unstintingly for so many years.”

“The Annenberg School and Policy Center are Walter and Lee Annenberg’s living legacy at Penn,” noted APPC Director Kathleen Hall Jamieson, Ph.D., the Elizabeth Ware Packard Professor of Communication, who worked closely with the Annenbergs during her two decades at Penn. “Everyone at APPC feels a special sense of pride in the fact that Lee Annenberg asked the policy center to help her build the civics programming at the heart of her Annenberg Foundation Trust at Sunnylands and also donated Walter’s ambassadorial desk to Penn for placement in the director’s office of our beautiful new building. Our ongoing obligation is doing work worthy of the Annenberg name.”

Since the inception of the Annenberg School, Penn has been the recipient of nearly $500 million in gifts, according to university estimates. Sheldon Hackney, Ph.D., Penn’s president from 1981 to 1993, said of Walter Annenberg “He is a visionary who has not only earned his own place in our country’s history, but one who also shares our belief in history as an essential building block of education and as a discipline whose study prepares students to fulfill their obligations as free citizens.”

“Thanks to Walter and Lee Annenberg, an experience of robust and deliberative civic engagement will be a central part of the Penn experience, open to every member of the Penn family,” stated Amy Gutmann, Ph.D., Penn President. **
Memories in Honor of 50th

Editor's note: We asked Annenberg alumni to submit brief statements about their memories of the School. Some responses follow.

» My Annenberg education was invaluable and there isn’t a day of work that goes by in which I don’t put it into action. However, one of my strongest memories from Annenberg was working on the V-Chip Study. I spent every other day in the wintry month of February 2000 driving to a hundred homes all over Philadelphia, interviewing families about their media habits and instructing the test families on how to use the V-Chip. Through the study I was welcomed into homes all over Philadelphia and developed insights into what life is like for many families throughout the city. In this regard the study shaped my world view.

—James “Cory” Allen (ASC ’00)

When I entered Annenberg as a graduate student in the Fall of 1969, I had no idea what I wanted to do with my life, and I was deathly afraid of speaking in front of a group. Both of these things changed at Annenberg. In the first semester, I attended the Proseminar, in which each week, a different member of the faculty gave a presentation on his or her research or area of expertise. What a wonderful way to be introduced not only to the entire faculty but to the larger field as well! As a function of that experience, I discovered that I was interested in the psychological study of media effects, and I went on to become a professor and researcher at the University of Wisconsin. I am happy to say that the fascination with this area that was ignited at Annenberg is still with me today. Even though I have retired from classroom teaching, I continue to do research and mentor younger scholars, who themselves become professors, researchers, and mentors, and pass along that tradition.

My fear of speaking in front of groups was extinguished in an ordeal-by-fire experience I had in my second year, when I served as a teaching assistant in introductory statistics for graduate students. This was a tough crowd by any measure, especially since many of the students had entered grad school along with me, so I had no particular credibility going in. As the semester progressed, however, and the students increasingly came to depend on me to understand how to do each new assignment, I won them over. Since then, I have never been intimidated by any audience. My joy of public speaking has even led me to start my own speaking business, Your

Mind On Media, in which associations and businesses hire me to give presentations with titles like “This is Your Mind on Media: Staying Sane in a Crazy Culture” and “You’ve Got (too much) Mail: Preserving Productivity Under Information Overload.” This continues a tradition spearheaded by Dean George Gerbner to bring the findings of communication research to the general public and to use them to benefit society at large.

Needless to say, I will always be immeasurably grateful for my Annenberg experience.

—Joanne Cantor (ASC ’71)

I studied at Annenberg between 1985-87 as a Thouron scholar and had a great time. My memories are multiple. They include studying at the Film Lab and having to edit film shot in the 1960s featuring long-haired Annenberg students, some of whom had now become tight-cropped professors. One sensed that the School had shifted from a hippy, ethnographic Navaho Indian style community into a more rigorous, number-crunching content-analysis approach. My understanding of film as a subversive art and poetic form was due to Amos Vogel’s lectures, including his Monday Night at the Movies - as it was popularly dubbed - for undergraduate students, and his in-depth analysis of Bertolucci’s Before the Revolution and Orson Welles’ Touch of Evil shown at one quarter speed. I felt I lived a warren-like existence during my time there, occasionally having the privilege of visiting
the sunlit offices on the first floor. My dedication to film editing and also a course in photography with many hours spent in the dark room, intensified this underground feel. Other memories include dancing in the round square in front of Annenberg during an improvised party in the summer and many long evenings spent discussing the resurgence of fascism in America during the Reagan era. Great memories. I'd love to see my former colleagues again. Annenberg gave me a good sense of where the industry was going and a taste for creative work.

—Martin Dale (ASC '87)

Congratulations to the finest communications school in the country with gratitude to the Annenbergs for their exceptional vision and generosity.

—Maria Dandola Dwyer (ASC '81)

My fantasized role of shaping television broadcasting morphed into a career the family work clothing manufacturing business in the Midwest. While selling via direct mail and catalogs can hardly be considered "the media," my Annenberg education probably did help me to think through more carefully just what and how I was trying to communicate. I am glad for having gone and I know that I enjoyed it more than I would have going for an MBA. After all, a Master's from Penn in one year? Can't beat that.

My finest moment of student uprising was when Dr. Patrick Hazard said that there wouldn't be a test on assignment. Of course, there was a test a few days later and after getting our lousy grades back there was anger and frustration in the class. I advised Dr. Hazard that while he had the right to pull a test whenever he wanted to, once he said that he wasn't going to test on something, he had the obligation — I'm sure he appreciated my stating the ethical issue — not to test.

He never pulled that stunt again and while it is cool to think that I influenced his decision with my concise statement of the ethical issue, I do think that he figured it wasn't worth the grief that we have him.

—Lewis R. Elm (W '60, ASC '61)

I was in the first class in the new building. Small class - under 50 students. Four different disciplines -- TV, documentary film, journalism, still photography. Very hands on, practical. If you wanted to major in photography, they gave you a camera and rolls of film, etc. Academic classes, of course, but easy. And the financial grants, not only full tuition but cash money for living, were humongous. I made more money my year at Annenberg than I did my first two years working at Universal Studios.

The week I started I got a job at WHYY, from box boy (unpaid) to gofer to floor manager for live TV to cameraman, and within a couple of months I was directing. That was good preparation for the real world of TV and movies. Breaking into the business was much easier back then.

A few of my friends from this class have done very well. Mary Ellen Mark, the noted photographer, with whom I'm still friendly and in touch, and Steven Karpf, who with his wife Elaine wrote some movies in the 70's. Also Bill Novelli, former CEO of AARP.

After school I got a job at Universal in L.A., and within a few years I was writing, producing, and directing for television. In the next 25 years I produced, wrote, and/or directed dozens of TV series, TV movies, and feature films. In 1991 I published my first novel under my initials, J.F. Freedman. So far I've published ten novels, several of them New York Times best-sellers. I've been living in California since 1965 and have three adult children.

One strong memory I have is walking into the School lobby around noon on November 22, 1963. There was a cluster of students and faculty watching the television. JFK had been shot, but we didn't know yet he was dead. That was an incredibly sobering and searing experience for all of us. The following day my girlfriend and I took the train to Washington and saw his coffin in the Capitol rotunda. Then we stood in the rain the next mooring as the funeral procession passed by. And then it was back to school, but the world was never going to be the same.

—Jerry Freedman (ASC '63)

At ASC, you felt important and relevant: we alone were carving out a timely and essential academic discipline. And everything Dean Gerber believed proved true: we are what we watch. I'm delighted that ASC has continued to lead the way making sense of tech-dependent subscultures like iPhone-clutching robots and reality-TV zombies. (Another thing we absorbed at ASC: you can't express an opinion till you've learned something!)

—Karen Tina Harrison (ASC '80)

Being a member of ASC's third class ('62) was special—from the close relationship with the Annenbergs to the Charles Addams building where the upper floor's safety always seemed
probabilistic to the frequent group get-togethers (including one at my home in Philadelphia.)

We were, in truth, “a family.” No doubt the atmosphere in the School was more casual than it became later but, when a student in a later class noted with a sniff that “THEIR degrees would mean something,” I bristled—then and now. We actually learned a hell of a lot, and I do believe that my own degree has always been meaningful.

—Margot Freedman Horwitz (ASC '62)

I came into my adulthood at ASC, where I studied off and on from 1985 (when I arrived at age 24 to start the M.A. program) to 1995 (when I abandoned my dissertation for a job in California). While I am extremely grateful for the formal education I received, what impacted me most was being able to study, scheme and play with brilliant people from all over the world. By the late '80s, I knew people from Denmark, South Korea, India, Scotland, Japan, Turkey, Poland and Israel. I was dating someone from China when the Tiananmen Square massacre happened, watched a friend from Yugoslavia deal with the disintegration of that nation, and learned about Islam from a GAPSA colleague from Morocco. To say these experiences shaped my worldview is an understatement.

I also bonded with folks from the U.S. In 1986, three other M.A. students (Rob Kirsch, Bill Mikulak and Eva Goldfarb) and I rented a large Victorian townhouse at 4508 Locust Street. Although we lived there only a year, we saw each other through the kind of turmoil that forges lifelong friendships. We also committed to throwing a huge party whenever the season changed, and capped each one with ritually destroying some obsolete communication technology (a pre-cable television, a manual typewriter) by throwing it off the roof into our backyard. Along with the diverse ASC student body, we invited friends from Sociology, Folklore, AmCiv, and the other departments Annenbergs were won to infiltrate. These rowdy solstice and equinox celebrations were our small effort to expand the worldview of our peers. The “4508ers” are still in touch, though we are now scattered around the country: Eva is an academic in New Jersey, Rob is an artist in Philadelphia, Bill is an editor in Los Angeles, and I am a program manager and writer in Seattle.

—Pam Ingledby, (ASC ’88)

I have no shortage of extraordinary ASC reminiscences and appreciation. But this milestone anniversary also begs a transparent accounting of the past, present and future of ASC's master's program.

I've followed the statements, made my inquiries and still cannot comprehend how a school, whose master's program was once its largest, now offers undergrad and doctoral programs but no longer a master's program: a glaring hole. And it's odd holding a degree from a non-existent program once offered by an institution that goes merrily along with programs on either side of the defunct master's.

A renewed dialogue on this anomaly—in particular, revisiting the rationale for the master's demise, suspension, or however it's being couched—would, I'm certain, be appreciated by the many who hold an ASC master's on the occasion of this 50th anniversary.

—Ken Karp (ASC '77)

I attended from 1967-1968, receiving my degree in May of '69. Annenberg did have an impact on my career, albeit a roundabout one. I became greatly enamored of work in the TV studio. At the end of my first year, thanks to the Annenberg School connection, I got a job at WQIL-TV, on the production end, which I hoped would be what I did for my career. Unfortunately, it was the most stifling and noncreative job I ever had! I was at a loss to know what to do with my professional life. In the fall of my second year, we were allowed to take the copyright class at Penn Law School, which completely captivated me—I went on to Columbia law school and have made a career in copyright law (I'm a partner in the international firm of White & Case). Indeed, I also teach as an adjunct at Columbia, both in the Law School (Seminar in Law & the Music Industry) and the graduate program in Arts Administration (Law & the Arts), and I find much of what I learned at Annenberg of use in my courses. My personal memories of my time at Annenberg center first on some of the people: my professors in the TV studio, George Dessert, who came down from New York City, where he was at WCBS-TV, every week, and Al Rose, who was at WCAU, and John Mass, who actually ran the studio, keeping the cameras and everything else operational, and Prof.

Plaza Lobby in the 1970's.
Charles Hoban, who was my thesis advisor. They were strange days indeed – the war in Vietnam raging, the summer of love, the assassinations of Dr. King and Bobby Kennedy, Woodstock. And, although our politics were as far apart as can be, I have very fond memories of Walter Annenberg. Every year, he threw a dinner for all the students and faculty at one of the hotels (on Rittenhouse Square, as I remember), and in my second year I found that I and my then-girlfriend (then Karen Grossman, now Karen Brand, also an Annenberg student) found ourselves assigned to sit at Mr. Annenberg's table. He couldn't have been more gracious or kind, and this then-impecunious student was very grateful for the excellent free meal!

- L. Fred Koenigberg (ASC '69)

My time at Annenberg was my best educational experience. I especially remember certain faculty members: Hiram Haydn in writing, John Rowe Townsend in journalism, and Rolf Meyerson in sociology. The School's program of professional courses taught by media professionals, with an academic basis in social sciences, was the best plan for a school of communication. Good memories of my experience at Annenberg and Penn generally have caused me to be an active alumnus. I was an officer of the Penn alumni club in Los Angeles for nearly 17 years – mainly as director of educational events – and remain a club member. My post-Annenberg career has included work in print and broadcast journalism, educational multimedia, university teaching, and medical communication. At present, I am self-employed as an editorial and publicity consultant, a book manuscript editor in online publishing, and a freelance journalist. I would enjoy hearing from other Annenberg graduates.

- Alan Kouns (ASC '67)

My Annenberg degree was certainly the most challenging thing that I had completed at that point in my life, and I appreciated Ambassador Annenberg for making an opportunity like this possible for me. The Annenberg memories I have on this occasion include being a student when Annenberg held its 25 year anniversary celebration. What a blast! I'm also grateful that I was part of an incoming class that was extremely close and supportive of each other. Finally, I am lucky that I chose (and she accepted!) Dr. Christine Bachen as my thesis advisor. I learned so much from her, and I will never forget her patience and sensitivity in her dealings with me.

-Marc Krones (ASC '85)

On the occasion of the 50th anniversary of the Annenberg School, I want to thank the Annenbergs for their extraordinary generosity. I am extremely grateful for all of the opportunities they have provided me and the thousands of students like me – we would not have been able to succeed without the vision and philanthropy of the Annenbergs. Happy 50th!

-Kelli E. Lammie (ASC '05, GR '07)

It is hard to believe that the School is having its jubilee, and harder to believe that I left it almost 40 years ago (1970).

Since I am in the field of aging as Director of Geriatrics for Israel's second largest HMO (Maccabi Healthcare), I am neither apprehensive of the 40 years passage of time or concerned that the School is 50. When the School is 75 or 80 I hope to attend the celebrations. In our organization our computer database lists ages up to 121. This is to ensure that if a person reaches 120 (not yet) that he, more likely she, should not be expected to die on that birthday.

I wish the students, staff and alumnus many more healthy and productive years.

-John Lemberger (ASC '70)

Thank you Annenberg and congratulations on your 50th. Thinking back to my time spent at Penn, I am reminded less of the grades I received and the job offers I longed for – and more of the hours spent writing my thesis, the conversations with my classmates and professors, and the early morning runs around the campus. Of course, I still gaze with pride at the diploma that hangs on my office wall, but it is the memories of the people, the lessons I learned and the experiences I enjoyed that endure.

-Brian Levine (ASC '89)

I am forever grateful to the generosity of the Annenbergs in providing full funding for my graduate school experience. My time there equipped me well for my career, and I worked with many extremely talented people in the process. A million thanks!

-Molly Malsam (ASC '97)

The Annenberg School indeed shaped my destiny. It gave me the opportunity to become a photographer, an art and profession that I have been devoted to for 46 years. My work has taken me all over the world and introduced me to so many different people. Some of the people were very famous, like Mother Teresa, and some were totally unknown, like the prostitutes I photographed in Bombay or the homeless family I photographed living in their car in Los Angeles. Without the good fortune of being a student at the Annenberg School for Communication I would not have had the wonderful opportunities and the fascinating life I’ve had. I’m forever grateful.

-Mary Ellen Mark (ASC '64)

Congratulations to the Annenberg School for Communications for 50 years of groundbreaking contributions to our field! When I attended the School I had the honor of working with George Gebner, Robert Lewis Shayan, and Erick Barnouw.
The first International Encyclopedia of Communication project was in its early stages. It was an exciting time. Since leaving the School I worked as a corporate spokesperson and crisis manager for a national freight railroad and as a marketing communications specialist for a mutual fund company. Nearly 17 years ago I created KBM Communications, Inc. to provide freelance writing, editing, consulting and research to a diverse client base on such projects as corporate annual reports, marketing literature, white papers, website content, national magazines, and books.

—Kathleen Byrne Mehan (ASC '83)

The Annenberg School for Communication is a sanctuary where scholars may shape their explorations across disciplines, subjects and methodologies. Under the guidance of professors Larry Gross and Paul Messaris, I was able to follow my interests in aesthetic in as much as I could. At the time, I thought he was referring to the hors d'oeuvres, but now I realize the breadth of his vision. I am forever grateful for the opportunities I was afforded at Annenberg.

—Bill Mikulak (ASC '87, GR '96)

I find it impossible to do a thorough accounting of the reasons I should be thankful for the Annenberg Family and the wonderful people of this institution. All I know is that I arrived to Ber-Henry’s smile 10 years ago and I awake to Erika’s (ASC ’00) every day. The things in between are of different, yet equally important, consequence to me and my family. Thank you Annenburgs!

—Ronald A. Nirenberg (ASC ’01)

Quite a few of the fond memories I have of the Annenberg School for Communication involve coffee. Coffee (with a cranberry scone) in the Gold Standard (is it there yet more?) with my dissertation advisor Professor Oscar Gandy, discussing my field work at West Philadelphia High School. Coffee (strong and black) at the White Dog Cafe, arguing about race and class, gender and determinism with my fellow student, Bernadette Barker-Plummer. Coffee (pot of it, early in the morning) in my apartment, writing and rewriting chapters of my dissertation.

In fact, the Annenberg school seemed less like an ivory tower than a percolator. The atmosphere in the seminar rooms, offices and hallways was caffeinated too; sometimes my brain would buzz for hours after a densely theoretical chapter, vibrant seminar, or colloquium presentation, as abstractions battled with pragmatics for ascendancy. Oscar Gandy, Klaus Krippendorff, Carolyn Marvin, George Gerbner, and other professors with stimulating research agendas showed us how to inquire after truths, philosophically and empirically, that might otherwise escape us. We drank down their advice and adored for more, jerrying with ambiguity and paradox.

Back then, nobody warned us that the air elsewhere would be less rare, but we suspected as much. Today, as a professor and director of a master's program at Monmouth University, I see students trying to juggle the demands of work, family, and school, squeezing their intellectual growth into tiny spaces between other commitments. With great empathy, I encourage them to stop and smell the coffee, to take as many big gulps as they can of unfamiliar ideas and contradictory concepts, to drink deeply of that big pot of stimulation that sustains the inquiring mind.

—Eleanor Novek (ASC ’90, GR ’94)

Congratulations to The Annenberg School for Communication on its 50th Anniversary! It is impressive to see how the School has grown and prospered. Since my daughter returned to Penn as an undergraduate and graduate student, I’ve had the chance to go back many times and watch the physical growth of both Annenberg and the University. During the 44 years since graduation, I have also been lucky enough to get to put into practice a few of the things I learned at ASC, working first for the United States Information Agency and now the private sector. Almost all of my communication activities have been linked to public diplomacy and international development. My travels have taken me to nearly 70 countries, the most recent being Afghanistan. It has been a wonderful ride around the “global village” we talked, read and researched about so many years ago. My fondest regards to the class of ’65!

—Larry Ott (ASC ’65)

I am grateful to the Annenburgs for their generosity and vision, and to the many brilliant and good people I was fortunate to meet and learn from at ASC. I’m honored to be an alumnus of Annenberg and take great pleasure in the work of our D.C. and
California cousins. I can still quote George Gerbner at the drop of a hat. Thanks to him, I find myself engaged in something like a lifelong longitudinal field study of homo-narrans, the storytelling species. You probably know exactly what that means. Congratulations to the whole ASC family.

—Beth Parke (ASC ’79)

It’s the fundamental belief that one man and woman could have conceived so lofty a goal for the simplest of actions – communication – that inspires me most about the Annenberg School. The idea that meaningful interaction with your fellow man can have such profound repercussions like peace and progress is one of the lessons I have taken seriously in both my personal and professional life. I was most proud to point to that famous quote that lined our hallways more often than the Ivy League status.

Annenberg’s greatest lesson in my life may have been to listen with a servant’s heart and communicate that mentality to all I come in contact with.

—Erika Prosper (ASC ’00)

That day in 1964 when I received a letter from Dean Gilbert Seldes informing me of my scholarship to the ASC was truly a momentous day for my family. For it was then that my mother, who as a young woman had ridden the 34 trolley through Penn’s campus, shared with me her youthful dream that one day her child would attend the University. My father was equally as proud for our story was to be featured in his company’s magazine. Thanks to the Annenberg’s who helped to fulfill my family’s dream, May their foundation continue to support the community that they loved.

—Ed Robertson (ASC ’64)

What fond memories of those early days at Annenberg, I especially enjoyed listening to Gilbert Seldes and having production drama with Lou Barlow. I then went on to bring what I had learned to ABC and CBS (where I met my wife who worked for William Paley) and then a run of 14 years as host and producer for HGTV. Annenberg gave me the tools to venture into this wonderful world of communications as it pertains to Home Design and I thank them for this.

—Joe Ruggiero (ASC ’64)

What I learned at Annenberg colored my “world view” and had a tremendous impact on my immature young mind! It changed me.

Not only did I learn to manipulate large TV cameras, produce a radio program or create a TV ad I also learned to understand how to “read the slant” of news by the picture shown and the hidden message of NPR in its reporting style and subject. I was presented with an intellectual “feast” that stimulated. Not a day passes without applying my Annenberg tools. Learning from Dr. Arthur Broadbeck about value structures, listening to Dr. George Gerbner in his Colloquium or having a lavish dinner hosted for students by Leonore Annenberg all enlightened and broadened my experience. It was an extraordinary time for me coupled with a terrific learning opportunity.

—Elizabeth Schmeckey (ASC ’63)

Ode to Annenberg

Reflecting back on my Annenberg days when Billy Penn’s hat was lost in the haze My memories of friends are vivid and clear Their voices distinct as if they were here There’s Darryl, Blaine, Ellen, and Jim Friez, Howie, and Ruth Levin Moshe, Walt, Lorraine, and Liz Jack, Tony, George, and Myra Plus Bob, Rich, Janet & Paul And Tom & Jo...I remember them all. Especially professors like Larry and Sol Gerbner and Birdwhistell, all of them famous Like Shayan, Wright, Klaus, and Amos Confidantes such as Mrs. Maloney and Pete, the night dean...that’s no baloney My coursework fed my hungry mind From cultural mythology to double bind There was Film Lab, Aesthetics, and Socio-Linguistics Codes & Modes and dreaded Statistics MassComm and Literary Theory and my thesis of which I grew increasingly weary The films we viewed pushed the envelope From Entr’acte to Punney Swoppe Directors like Deren and Paul Bartel Eisenstein, Vertov, and Louis Bunuel I read Barthes, Baxandall, and Northrop Frye Symbolic Strategies, Through Navajo Eyes Artheim, Langer, and Levi-Strauss We even had Bateson in the house Signs and symbols that opened doors Like meta-reflective metaphors The map, we were told, wasn’t anything like the territory we were studying That facts and apples were equally rotten was a biting remark I’ve never forgotten We pondered the death of itching lovers And Sol Worth’s notion of person-hole covers “Nothing never happens” was grammatically quaint Just like “pictures can’t say ain’t” Recalling my stint at ASC it forever shaped my destiny Thank you Walter, thank you Leonore And thanks to those who have gone before Here’s to another fifty years A century of leadership, a chorus of cheers

—Eric Swarren (ASC ’77)
I arrived at Annenberg in 1976, the year of the bicentennial, and both the City of Philadelphia and Penn were alive with festivals, lots of bunting, and much community spirit. If I’m remembering correctly, that early fall included the first of two dinners that the Ambassador and Mrs. Annenberg hosted for faculty and students of the School during my six-year residency. I was fortunate to sit with a Lady of St. James Court and to speak briefly with Lenore Annenberg, whom I thanked profusely not only for the evening but for making the Annenberg School possible.

Over the course of six years, I met many distinguished world leaders, dignitaries and academics ... but ultimately nothing could compare to the faculty right on campus I was fortunate to study with. My field, sometimes called “social communication,” was represented at Penn by three pre-eminent scholars – Ray Birdwhissell, the anthropologist who applied a descriptive linguistic model to the study of bodily communication and coined the term “kinesics,” who was a professor at Annenberg; Erving Goffman, the sociological observer of public life who transformed the study of social interaction and who held a named professorship in anthropology and a faculty appointment at Annenberg; and Dell Hymes, the anthropological linguist whose ethnography of communication paradigm served as a needed corrective to culturally silent models of language analysis, and who held multiple positions including Dean of the Graduate School of Education and an Annenberg faculty appointment.

There was no better time for someone with my interests to be at Annenberg than in the late 1970’s and early 1980’s. The framework that studies everyday behavior as acts governed by cultural and social rules systems, and as the moment-by-moment strategies and maneuverings of the players at the scene, was being developed then. The modest contributions I have made to the social communication literature, and my more recent work as a university administrator, have all been shaped by the approach to human relations largely forged at Annenberg and Penn.

I am grateful for the wisdom and generosity of the Annenbergs to fund a school dedicated to the study and practice of communication. From the first formal dinner, to the seminars, visiting lectures, field trips, and the like, the Annenbergs fostered a context for scholarly excellence. I honor their spirit on the Annenberg School’s 50th anniversary.

—Stuart J. Sigman (ASC ’79, GR ’82)

When I went to Annenberg in the fall of ’83, the School’s building was undergoing a complete renovation. Our classes were conducted, and the library housed, in an office building several blocks away. It was a tight squeeze, and inconvenient for most of us.

When we finally moved into the beautiful building on Walnut Street, I couldn’t believe...
how fortunate we were - the spacious library, the state-of-the-art computer center, and a home that was now part of the vibrant Fenn community once again.

In spite of the temporary inconvenience, I believe the remote location helped a tight-knit group of master's candidates bond even closer than we would have under normal circumstances. I'm grateful to have been there during and after the renovation.

-Michele Sims (ASC '93, GR '01)

I graduated from Annenberg in May 1976. My favorite memory of graduate school was having my advisor, Larry Gross, insist that I take Ray Birdwhistell's class. I am sitting in his class and he talked for an hour and half without taking a breath. At the end of the class I had no idea what he was talking about except that at the end of the lecture he said, once a society starts believing in something, that's a good sign that it isn’t right anymore. That one phrase has stuck with me my entire career, challenging the status quo and the idea of accepted beliefs. Annenberg made me think in dimensions and directions that helped set me on my course in the world. Best wishes for a happy 50th!

-Jeffrey L. Slater (C '75, ASC '77)

The impact of my education at the Annenberg School is apparent to me every day in the classroom as I teach research methods, media history and media effects. As I work to engage a new generation of media users and scholars in critical analysis of communication processes, I hear echoes of my mentors at Annenberg. The way I think, speak and write about communication was molded by the work of Carolyn Marvin, Larry Gross, Kathleen Hall Jamieson, Joseph Cappella, Robert Hornik, Klaus Krippendorff, Joseph Turow and other faculty and students who inhabited the halls of Annenberg while I was there. I will always be grateful to the Annenbergs for provoking me the opportunity to learn from these incredible scholars.


I'll never forget my first week as a master's student at Annenberg. One professor told me he “hated” rhetoric, while another told me he “hated” historical research. Notwithstanding these two rebukes to the research I love, and despite ASC's penchant for quantitative behavioral research, I forged ahead with a comprehensive, historical, rhetoric-inspired study for my dissertation. I appreciate Dr. Messars' faith in my abilities and all the professors at ASC for teaching me the scientific method, allowing me to become the ASC “coding queen” for a short while, and preparing me to teach and research new technologies’ influence on mediated communication. My favorite outside speaker to address the School? Jaroslav Pelikan. What my body doesn’t miss? All those pizza lunches for Friday seminars and the cheese-steak hoagies from lan’s truck. What Ambassador Annenberg told me the one time I met him? Keep whaling away! And, in honor of the Annenbergs and all they gave me through this school, that’s what I’m doing!

-Melinda Schwenk-Borrell (ASC '95 GR '04)

I was one of the older students, older than at least half my professors, having previously led a full life as a television producer. I thus became both a doctoral student and head of the TV lab. What I especially remember is John Massie, who was the technical genius that kept it all going. However, I had some very, very bright master's students who wanted to experiment with new ideas about doing television, and John came out of the old school, where you played by the rules set by the union of technicians (as I had had to do). I had a key to the studio, however, so on the weekend my bad students and I were there trying out some of the radical innovations (leading, as it turned out, to three master’s theses, and later one of the students, Mike Mills, developed the idea for QuickTime at Apple, still a standard I believe). One of the videos we produced, Ronnie and Paulie, was for years a property of the Museum of Modern Art in New York. John Massie must have known about our misadventures, but, gentleman that he was, he never complained and he and I got on very well.

-Jim Taylor (ASC '78)

During my freshman orientation week in 1960, I attended an address by Gilbert Stiles, in which he outlined his plan for a new graduate/professional school with the mission of “infiltrating intellectuals into the mass media.”

By graduation in 1964, I had begun hanging around the ASC lobby, taking Lew Klein’s writing course, acting in student productions in the TV studio.

When I became a student there (Full '64) everything changed. George Gerbner and I arrived at the same time (as did Klaus Krippendorff). The emphasis shifted dramatically, and on a dime, to social psychology and academic research. As I recall, I was one of the few students who felt comfortable with the change and, n fact, Gerbner invited me to stick around and become the School’s first Ph.D. candidate - assuming a Ph.D. program was just around the corner. Possibly the greatest milestone of my career was to decline that offer.

After working a few years in TV and getting a Ph.D. elsewhere, I returned briefly to serve as Associate Dean of the ASC - a short-lived job that proved a bad fit for my talents.

In the years since I’ve been a writer, consultant, and professor (at Fordham Business School). I’ve written five books and got 40 pages of hits on Google. But I am never far in my thinking from those days at ASC, the skills and insights I acquired there.

I was there almost from the beginning. And I’m never very far away.

-Edmond H. Weis, Ph.D. (C '64, ASC '65)

...
Memorial for the Honorable Leonore Annenberg at Annenberg School for Communication

A nostalgic crowd attended a memorial service for Mrs. Leonore Annenberg on April 21, 2009 at the Annenberg School for Communication.

The afternoon included loving and poignant vignettes from Amy Gutmann, Ph.D., President of the University of Pennsylvania; Michael X. Delli Carpini, Ph.D., Professor of Communication and the Walter H. Annenberg Dean of the Annenberg School for Communication; Sheldon Hackney, Ph.D., former president of the University of Pennsylvania (1981-93); and numerous other attendees who knew Mrs. Annenberg. A film chronicled her philanthropy and service to the nation with her husband at the Court of St. James and as President Ronald Reagan’s chief of protocol.

“Everything that has made this School the best in the nation...from the world-class faculty to the cutting-edge research they produce...to the incredible students we teach to the generations of successful alumni...”, said Dean Delli Carpini, “it’s only been possible because of the generosity, vision, and support of Mrs. Annenberg and her husband, Ambassador Annenberg.”

Acknowledging Mrs. Annenberg’s devotion to American democracy, President Gutmann recounted a lengthy timeline of substantial gifts from the Annenburgs and the Annenberg Foundation to Penn, including the $42 million gift to build the Annenberg Public Policy Center. “Lee knew that the American teaching and research university is the institution best suited to realize democracy’s highest principle and humanity’s highest potential,” said President Gutmann. “The Public Policy Center is going to have a space that exudes the best of American democracy and American higher education... thanks to Lee.”

The pressing issues of American democracy are a shared passion of President Gutmann and Mrs. Annenberg. “Lee expressed dismay at all the alarming trends that threaten to erode American democracy from within... from the attacks on our independent judiciary to declining election turnout from young voters.” In the face of cynicism and extremists, President Gutmann expressed how such issues simply are no match for Mrs. Annenberg’s philanthropic drive to strengthen American democracy and “democracy around the world but the right way - from within, from the ground up, through education, through deliberation and through the hearts and minds of young people who grow to be true citizens.”

The Annengbergs' love for their country and unbound support for educating society was echoed in every speech. “You can’t walk on this campus many yards without coming across one of the buildings or programs that they have made possible,” said Judge Arlin M. Adams, Emeritus Trustee of the University of Pennsylvania and a longtime friend of the Annenburgs. “They made the law school which I attended possible, and I shall always be grateful for that.”

By endowing initiatives such as the Center for Global Communication Studies at Annenberg, and establishing the Leonore Annenberg Institute for Civics at the Public Policy Center, Mrs. Annenberg continues to strengthen scholarship and arts and culture at Penn.

“Ronald Regan did one of the most brilliant things I’ve ever seen anyone do when he made Lee Annenberg his chief of protocol,” said former University of Pennsylvania President Sheldon Hackney. “Not because she knew the manuals about how important people are to be treated, but because she was herself so observant about human relationships and so sensitive to those relationships and so humane in the way she deal with it.”
Condolences for Leonore Annenberg

The Annenberg community reacted almost immediately to the announcement of Mrs. Annenberg’s death. A sampling of messages left on the ASC web site follows. More can be seen at the Annenberg School web site.

« I met Leonore Annenberg in 1964, when Walter Annenberg gave a Christmas party, perhaps the first, for students, faculty, staff, and trustees for the Annenberg School for Communication. Walter's world was then much smaller than it came to be. I saw Leonore grow into the active role she ended up playing in supporting the School and greater causes. She certainly will be missed.
—Klaus Krippendorff, Ph.D., the Gregory Bateson Professor of Communication

As a postdoctoral research fellow at the Annenberg School, working also with Central European University in Budapest where I write from today, I have benefited tremendously both intellectually, professionally and personally from the generosity of Leonore Annenberg. I am indebted to her continued support that makes possible these kind of opportunities for scholars at early stages in their academic careers like myself. Her generosity has touched so many of us who may never have met her but for whom her legacy has had a major impact on our lives. It is a great honor to have had this time to be a small part of the institution that bears (the Annenberg) name.
—Kate Cayer, Ph.D., former post doc with the Center for Global Communication Studies, now with the Central European University in Budapest, Hungary

It was Lenore and Walter’s generosity that helped me through ASC financially and allowed me to benefit from the School and its special network of faculty, alumni, staff and students. With the passing of time I’ve come to appreciate more and more Lenore’s contribution to the School’s vision, excellence, continuity, and inclusiveness. May we remember her often as she often remembered us.
—Kas Kallon (ASC ’67, GR ’75)

I did not know the Annenbergs, but they touched my life tremendously and positively with their creation and support of the Annenberg School. For this, I will always be thankful.
—Chris Koepke (ASC ’95)

I remember seeing Mrs. Annenberg at a lecture some years ago and wanting so much to tell her how she changed my life. It seemed a bit abrupt at the time, after all she'd never met me. Yet her generosity and belief in the power of scholarship to do good in the world have indeed changed my life for the better. I will always be grateful.
—Doctoral student Mary Bock

I only met Mrs. Annenberg once, but she impacted — and will continue to affect — my life every single day. Her steadfast commitment to the promotion of the informed and educated study of political communications was admirable. I am honored to have studied at the school that bears Mrs. Annenberg’s name, and will remember her legacy as I, and so many other Annenberg graduates, are honored to carry it forward in our professional lives.
—Alex Slater (ASC ’02)

The generosity of the Annenberg family put me through graduate school and was instrumental in getting my career started in movies and television. Not only did I have a full tuition grant to ASC, they gave me a stipend to cover my expenses. I cannot thank them enough.
—Jerold Freedman (ASC ’64)

The impact that Mr. and Mrs. Annenberg made on my life, and my ability to help others through communication is something for which I will be forever grateful. The opportunities provided by the Annenberg family to Annenberg School alumni are no doubt making a collective impact to society as we bring these skills and perspectives into our careers and positions serving others around the globe. It seems no matter where I travel, I see the living legacy of Mr. and Mrs. Annenberg and I am proud to have been a part of the Annenberg School. My gratitude to Walter and Leonore Annenberg is immeasurable.
—Laura Ducceschi (ASC ’00)

I only saw the Annenbergs from afar while I was receiving my M.A., but, like many, I owe them a lifetime of gratitude for not only my education, but my family (I met my husband in the program). Annenberg
continues to be an active part of our family and a daily reminder that communication is the lynchpin for so many great works. She will be missed.
—Erika Proper (ASC '00)

Just want to express my deepest condolences to the Annenberg family. Like many others, my life was profoundly changed by the generosity of the Annenberg family. I remain deeply grateful to them.
—Dara Carr (ASC '91)

I would like to extend my gratitude and my deepest condolences to the Annenberg family. Thank you for your vision in creating an environment that encourages critical thinking in a field that can be overlooked. I am proud to say that I attended Annenberg.
—Marissa Kase (ASC '02)

Generations will benefit from the generosity of the Annenberg family. A truly remarkable woman and a lasting legacy.
—Jennifer Koeury (ASC '97)

Please accept my condolences, coupled with my appreciation for all that your family has done for generations of students like me. My years of studying for my B.A. in Communication in the Annenberg building at the University of Pennsylvania brought me to a career of freelance writing in the not-for-profit world. The spirit of both of your parents lives on through those whose lives they touched, and those whom your generosity continues to touch. May you be comforted by the legacy of your parents.
—Sari Steinberg (C '90)

I was one of a handful of first year graduates at the newly opened Annenberg School September 1959 - June 1960. My wife, Bernice, served as Secretary to Dean Seldes and the chief administrator so the Annenberg School and family were very special for us in that groundbreaking year. It was an exciting time for all. Through the next 50 years, the Annenberg family provided a landmark education for many of the leaders of the media industry. We’re very proud, forever grateful and honored to have played a role in that legacy.
—Jay Sedlik (ASC '60)

I look back on my two years at the Annenberg School with huge affection; it was a life-changing experience for me and I am indebted to the Annenberg Family for the vision and generosity that helped create the School and the commitment and support the family has given over so many years. Walter and Leonore embodied all that is magnificent about the American spirit.
—Nigel Jeremy Birkbeck (ASC '72)

Mrs. Annenberg's legacy is an inspiration for all of us - creativity of vision, excellence in action and generosity of spirit. The impact of her work has touched more lives than can ever truly be assessed. We are all so fortunate to have spent even a few moments along her path.
—Shannon Reinard Demko (ASC '02)

The extraordinary generosity of Mr. and Mrs. Annenberg deeply changed my life and gave me two of the most personally rewarding years. The world seems grayer without the light they brought: one knows they can’t, but still wants the truly great people to live forever. Their spirit abides through their many good works and the countless number of lives they benefited so profoundly. My deepest condolences to the family.
—Vanda Kreefi (C '76, ASC '01)

Warm thoughts about a wonderful woman.
—Bill Boggs (C '62, ASC '64)

The legacy Mrs. Annenberg leaves is vast and important but also deeply felt by the community of scholars and students she nurtured. Those of us who remember her grace and intelligence are fortunate indeed for that personal contact. Those of us whose minds were cultivated through her commitment and generosity owe a debt that can only be repaid in small measure by acts consistent with her vision. May her family take some comfort in knowing that this influence for good, to which she dedicated herself, will continue.
—Tom Newman (ASC '75)

Leonore Annenberg exemplified to me, over the span of my career, along with the Ambassador, an elegance of philanthropy. Not only was she generous to education and medicine and the arts, but very elegant in the manner of her philanthropy. I will always be grateful to them for my year of tuition scholarship at ASC which gave me the tools and experiences that allowed me to lead a successful life.
—Arthur Plutzer (ASC '64)

I am forever grateful for being fortunate enough to graduate from the Annenberg School. Your memory is celebrated each day by every life you have touched.
—Wendee Plonnick (ASC '81)

My condolences to the Annenberg family for your loss. I wanted to thank Mrs. Annenberg and the family for their support of Justice Talking, the radio program of civil debates on constitutional and legal issues which I produced for several years. Justice Talking, like many Annenberg-supported initiatives, helped inspire public interest in issues that matter, while deepening the quality of discussion and increase understanding.
—Julie Drizain (C '85)

I was invited to give a lecture at ASC in March 1997 and at the dinner afterwards found myself seated with the Annenburgs. Leonore's gentle and gracious presence and her enquiring spirit soon put me at ease and I will always remember the lovely conversation we had. That evening brought a human face to an education that I cherish deeply.
—Nikita Vachani (ASC '84)
The following Annenberg doctoral students participated in the Annenberg School for Communication's May graduation ceremony for degrees bestowed in December, May, and August.

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<td>Media Attributions and Racial Cues in News About Obesity: Effects on the Public's Attributions About Weight and Opinions About Health Policies</td>
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<td>Mihaela Popescu</td>
<td>Keeping it Dirty: Defining and Redefining Obscenity in American Judicial Discourse, 1873 – 2007</td>
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<td>Billy David Herman</td>
<td>The Battle Over Digital Rights Management: A Multi-Method Study of the Politics of Copyright Management Technologies</td>
<td>Michael X. Delli Carpini, Ph.D.</td>
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<td>Magdalena Wojcieszak</td>
<td>When Deliberation Divides: How People with Strong Views Respond to Political Disagreement</td>
<td>Vincent Price, Ph.D.</td>
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<td>Nadine Gabbadon</td>
<td>Reconstructing Age By Redefining Boundaries: Women’s Service Magazines in the 50+ Market</td>
<td>Joseph Turow, Ph.D.</td>
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<td>Jasmine Cobb</td>
<td>Racing the Trans-Atlantic Parlor: Picturing Freedom in the Early Nineteenth Century</td>
<td>John L. Jackson, Jr., Ph.D.</td>
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<td>A. Susana Ramirez</td>
<td>Communicating Cancer Prevention Information to U.S. Latinos: The Moderating Role of Acculturation</td>
<td>Robert Hornik, Ph.D.</td>
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*Annenberg graduates (from left) Chul-joo Lee, Nicole Maurantonio, A. Susana Ramirez, Billy David Herman, and Magdalena Wojcieszak celebrate during Penn’s Commencement on Monday, May 18.*
Annenberg Launches Interactive 50th Anniversary Website

Imagine a school yearbook that comprises a half-century’s worth of photography. With the sheer number of photos, such a tome would be enormous.

But in this digital age that tome exists at the click of a computer mouse. Now the photograph archives comprising of a simple of 50 years worth of memories build on a communication program that Walter H. Annenberg established are available in a unique new web site; one that allows people to congregate on shared memories.

Spanning the five decades of the school’s history, the website is divided into five categories: Decades; Events; Leadership; Buildings; and Documents. And like any good yearbook, there is the capability for visitors to the site to comment on the photos.

“Here are nearly 500 photos on the website,” said Joanne Murray, Assistant Dean for Graduate Studies at the Annenberg School for Communication. “Alumni are encouraged to post comments and help to identify themselves or others that they recognize in the photos.”

This kind of “yearbook-turned-blog” contains slideshows; black and white photos dating back to the first class at Annenberg up until today; the progression of Annenberg’s library from the stacks to the balcony; historical documents, including syllabi, course bulletins, Proseminar essay questions, and Gazette articles; and an expository look at the evolution of the Annenberg building with aerial views of the plaza and parking lot prior to renovations – all segments of the site which will be open for active commenting when the site becomes live in the fourth quarter of 2009.

“We wanted a unifying format that’s accessible to all,” said Ms. Murray. “And this inclusive, universal medium allows us to invite everyone into the conversation.” From pensive images of students studying or immersed in research to casual group photos by the steps or in the shade, the 50th Anniversary website is an instantaneous transport into the Annenberg experience.

Did You Know...

Before the construction of the Annenberg School, before the site was ever designated 3620 Walnut Street; the name initially considered to carry Ambassador Annenberg’s legacy was The Annenberg Institute of Communications.

A letter from Gaylord P. Harnwell, Ph.D., then president of the University of Pennsylvania to Joseph First, Vice President of the Philadelphia Inquirer in 1958, noted the Ambassador’s preference to use the word “school” as the designation of today’s scholarly enterprise rather than “institute.”
Farewell to a long time friend

Estelle Parker, who generations of students knew from her work on the facilities and housekeeping staff at Annenberg, retired earlier this year. She was feted with a gala in the Plaza Lobby attended by faculty, staff, family, and friends. Above: Dean Michael X. Celli Carpini, shares a laugh with Mrs. Parker. At left, doctoral student Robin Stevens bids a fond farewell.

Chinese Internet Research Conference at Annenberg

Monroe E. Price (center), Director of the Center for Global Communication Studies, poses with participants and organizers of the seventh annual Chinese Internet Research Conference, which took place May 27–29 here at Annenberg. A video on the conference is available at the Annenberg YouTube channel.
Watching history Above: Students and faculty gathered at every available TV screen at Annenberg last January 20 to watch the inauguration of Barack Obama as the 44th President of the United States. Here students and faculty watch on one of the flat-screen televisions in the Library.

Evaluating the President
Below: David Eisenhower, Director of the Institute for Public Service, (third from left) gestures as he makes a point at the "Obama's First 100 Days" webinar. Approximately 40 journalists logged in to listen to comments by, from left, John L. Jackson, Jr., Ph.D., the Richard Perry University Professor of Communication and Anthropology; Dana Mutz, Ph.D., the Samuel A. Stouffer Professor of Communication and Political Science; Mr. Eisenhower; David Grande, M.D., Instructor of Medicine, Penn School of Medicine; Brooks Jackson, Director of FactCheck.org; and Annenberg Instructor and Presidential historian Al Felzenberg. You can watch the webinar at the University of Pennsylvania YouTube channel.

Reporting with the mobile phone
Left: Professors Joseph Turow (left) and Monroe Price look at comments streaming in live during a webinar titled "Reporting with the Mobile Phone: The Role of Mobile Technology as an Information Platform in China." The April 20 webinar, conducted with the Chinese University of Hong Kong, Fudan University, and the University of Helsinki, Participants at Annenberg conference live with participants in Beijing, and posted questions and comments live.
Barbie Zelizer becomes President of the International Communication Association

Barbie Zelizer, Ph.D., the Raymond Williams Professor of Communication at the Annenberg School for Communication, has become President of the International Communication Association (ICA), the academic association dedicated to all aspects of studying, teaching, and application of human communication. Professor Zelizer took on her new role during the ICA conference in Chicago May 22-25, 2009.

Professor Zelizer becomes the third member of the Annenberg faculty to be elected to the Board of ICA. Both Joseph N. Cappella, Ph.D., the Gerald R. Miller Professor of Communication; and Klaus Krippendorff, Ph.D., the Gregory Bateson Professor of Communication, have served as President of ICA.

In addition to her teaching and research at Annenberg, Professor Zelizer also runs the Annenberg Scholars Program in Culture and Communication. A former journalist, Professor Zelizer spent many years covering news in the Middle East for Reuters, before obtaining her doctoral degree from Annenberg in 1990.

Additionally, Professor Zelizer recently was named an ICA Fellow in recognition of her distinguished scholarly contributions to the broad field of communication. This distinction also was presented to Professor Zelizer during the ICA’s annual conference in Chicago.

Other Annenberg faculty member to become ICA fellows include Professors Cappella and Krippendorff; former Annenberg deans George Gerbner, Ph.D. and Kathleen Hall Jamieson, Ph.D.; and Elihu Katz, Ph.D. Additionally, University of Southern California Annenberg professors Larry Gross and Peter Monge are ICA Fellows.

In addition to the honors from ICA, some of Professor Zelizer’s achievements this spring and summer include:

Delivered the keynote address during the “Beyond East and West: Two Decades of Media Transformation After the Fall of Communism” conference at Central European University, Budapest, Hungary, June 25-27. Other Annenberg speakers at the conference included Elihu Katz, Ph.D., Distinguished Trustee Professor of Communication; Monroe E. Price, Director of the Center for Global Communication Studies and Adjunct Full Professor; Ellen Huene, Annenberg Fellow who is situated at Central European University’s Center for Media and Communication Studies; and former Annenberg visiting scholar Peter Dahlgren from Lund University. Annenberg was one of several hosts for the event.

Participated in an invitation-only panel discussion “Human Suffering on Display: Ethical issues in documenting pain, disfigurement, and death in war and other conflicts,” April 18 at the Imperial War Museum in the U.K. The event was part of a seminar organized by the Centre for Applied Philosophy, Politics, and Ethics at the University of Brighton, U.K., and the Brighton Photo Biennial, the U.K.’s leading festival of photography.

With Michael X. Delli Carpini, Ph.D., Professor of Communication and Walter H. Annenberg Dean; served as plenary speaker at the recent conference, “Journalism in the 21st Century: Between Globalization and National Identity,” which took place July 16 and 17 in Melbourne, Australia.

Delivered a keynote address “Global News, Local Memories” at conference titled Journalism in the 21st Century, Melbourne Australia in July.

Delivered the keynote address, “About To Die and the News” at the Annual Meeting of the Australian-New Zealand Communication Association in Brisbane, Australia in July.

Delivered the keynote address, “Cannibalizing Memory in the Global
Flow of News” at the conference on Memory and Media at the University of Haifa, Israel in July.

Delivered the keynote address “On Binaries and Traumatic Memory Or When Communism ‘Melts Like Butter in Sunshine’ in 1989 ... And Why It Is Still Melting” at the Conference on Beyond East and West, at the Central European University in Budapest in June.

Spoke at an invitation-only symposium on Human Suffering at the Imperial War Museum, London, UK, in April.

Delivered the Ralph L. Grossman Lecture in March at the University of Colorado at Boulder titled “How News Images Work: When Engagement Comes at the Expense of Understanding.”

**Prof. Katz honored with lifetime achievement recognition**

**Elihu Katz, Ph.D., Distinguished Trustee Professor of Communication**

Won the 2009 “William F. Ogburn Career Achievement Award,” which is presented by The American Sociological Association’s (ASA) section on Communication and Information Technologies. The award recognizes a sustained body of research that has provided an outstanding contribution to the advancement of knowledge in the area of sociology of communications and/or the sociology of information technology. It is named for the late William F. Ogburn, former president of the ASA. Professor Katz was a unanimous choice of the awards committee, which includes Keith N. Hampton, Ph.D., Assistant Professor of Communication at Annenberg.

In April Dr. Katz presented a paper, “Some Dilemmas of Deliberative Democracy,” at the “International Symposium on Deliberative Democracy” sponsored by the Aydin University in Istanbul, Turkey, drawing on the early voting studies at Columbia, the work of Annenberg alumnus Joohan Kim together with Robert Wyatt and Elihu Katz, and the recent work of Diana Mutz, Ph.D., the Samuel A. Stouffer Professor of Communication and Political Science at Annenberg, and the doctoral dissertation of alumna Magdalena Wojcieszak (GR ’09).

Participated in a symposium last summer at the Ben-Gurion University in Beersheba, Israel on Dr. Zvi Reich’s new book, “Sourcing the News” (Hampton Press) to which he also wrote a foreword. The book is a rare empirical study of the interaction of journalists and their sources. Prof. Katz also spoke on “The End of Television” at the East-West symposium co-sponsored by Annenberg’s CGCSC and ICA at the Central European University in Budapest.


Author (with Prof. Jefferson Pooley) of “Further Notes on Why Sociology Abandoned Communication Research,” in the *Journal of Communication*.


**Price becomes Penn’s 29th Provost**

Vincent Price, Ph.D., the Steven H. Chafee Professor of Communication and Political Science

Vincent Price was, on May 28, 2009, named the 29th provost of the University of Pennsylvania. Price, who had served as interim provost since March 1, was described by Penn President Amy Gutmann as “an eminent scholar, a seasoned academic administrator and an exceptionally judicious and effective academic leader. He has a passion for academic excellence, access and diversity, interdisciplinary scholarship and teaching, effective collaboration, deliberative problem solving and inclusive team building. He will be a superb partner with Penn’s deans, faculty, staff, students and me in leading the University in the years ahead and advancing the Penn Compact.”
More faculty news:

Joseph Cappella, Ph.D., the Gerald R. Miller Professor of Communication

Was a speaker during a March 5 seminar at Johns Hopkins University’s Bloomberg School of Public Health. The title of his talk was “Public Deliberations About Ethical Issues in Genetics: Some Preliminary Findings.” Professor Cappella’s presentation was part of a “Genomic Technologies: Societal and Behavioral Implications” seminar series Hopkins is running.

With Caryn Lerman, Ph.D., Mary W. Calkins Professor in the Department of Psychiatry and Deputy Director of the Abramson Cancer Center at the School of Medicine, contributed to an article in the journal *NeuroImage* titled “Reduced prefrontal and temporal processing and recall of high ‘sensation value’ ads.” (Number 46, pages 219 - 225).

Interviewed by the *New Journal* of Wilmington, Del. May 3 for a story about Delaware’s plans for managing swine flu risk.

With Barbie Zelizer, Ph.D., Raymond Williams Professor of Communication, were plenary speakers at the recent conference, “Journalism in the 21st Century: Between Globalization and National Identity,” which took place July 16 and 17 in Melbourne, Australia.

Is featured in a short video produced by documentary filmmaker Jeffrey Abelson as part of Mr Abelson’s “Song Of Citizen” project, a web video series about the need to upgrade the concept of civic engagement in America. More information on the Song of A Citizen project can be found at Mr Abelson’s blog (www.songsforcitizen.blogspot.com).


Keith Hampton, Ph.D., Assistant Professor of Communication

Was interviewed along with Prof. Joseph Turow for an April 9 story in the *Penn Current* about Twitter, the latest social media craze.

Interviewed for a May 4 story in *The Washington Post* about the growth of
neighborhoods during recessionary times. Professor Hampton’s i-neighbors project was cited in the story.

Ran a seminar on “Social Network Analysis,” at the Robert Wood Johnson Foundation’s (RWJF) New Connections Symposium on June 25. New Connections: Increasing Diversity of RWJF is a program designed to expand the diversity of perspectives that inform RWJF employees and introduce new researchers and scholars to the Foundation.

Delivered the keynote address during the “Communicative Cities Conference: Integrating Technology and Place” event June 26 at Ohio State University. His talk was titled “New media and the structure of community in private, public, and parochial spaces.”

Delivered a paper on June 27 on the Social Life of Wireless Urban Spaces along with two graduate students, Oren Livio, and Lauren Sessions, at C&T2009: 4th International Conference on Communities and Technologies.

Served on a panel on June 27 on Community Technology to Support Geographically-Based Communities, at C&T2009: 4th International Conference on Communities and Technologies.

Quoted in a July 24 story in The New York Times regarding the role the Internet played in the coverage and response to the incident between Harvard Prof. Henry Louis Gates and the Cambridge, Mass. police department.

Delivered lectures on Network Theory and the Application to the Study of New Media to students at the Graduate Summer School, School of Journalism and Communication, Renmin, University of China in Beijing. The July 30 and 31 lectures were delivered via Cisco Telepresence. Prof. Hampton was a guest professor at the school during the summer of 2009.

Robert Hornik, Ph.D., the Wilbur Schramm Professor of Communication and Director of the Annenberg School’s Center of Excellence in Cancer Communication Research (CECCR)

Was quoted in a April 20 story in The Wall Street Journal on research conducted into the effectiveness of a Federal Government sponsored anti-drug campaign.

In May Professor Hornik was elected Chair-Elect of the University of Pennsylvania Faculty Senate.

John L. Jackson, Jr., Ph.D., the Richard Perry University Professor of Communication and Anthropology

Was frequently called upon by the press for her perspectives on presidential politics, rhetoric, and related subjects. A sampling of news stories where she was quoted includes:

March 4 - Reuters story about President Obama’s healthcare summit.

March 9 - ABC News story about the new vocabulary of the recession.

March 21 - The New York Times on the art of political deception.

March 23 - WNYC radio program The Takeaway.

March 27 - NPR’s On the Media discussing the Obama administration’s new terminology for the war on terror.

March 28 - Pittsburgh Post-Gazette regarding how often President Obama appears in the press.
March 30 – PBS’ News Hour discussing President Obama’s online town meeting and other methods of reaching out to the public.

May 2 – story in the National Journal on President Obama’s ability to sell his programs.

May 6 – story in CQpolitics.com about politicians framing their various messages.

July 7 – Christian Science Monitor story on the Democrats’ positioning of the stimulus package.

July 9 – Reuters news service story about Democrats’ struggles to position the stimulus package as effective.

July 10 – Panel discussion on PBS’ News Hour regarding news coverage of the passing of Michael Jackson.

July 19 – The Toronto Star for a story about former President Jimmy Carter’s so-called “Malaise” speech.

July 27 – Advertising Age regarding issues advertising related to the debate on health care reform.

August 12 – Guest on the program The Takeaway discussing President Obama’s attempts to manage the health care reform message.

August 14 – Guest on Bill Moyers Journal.

Other news regarding Professor Jamieson:

Delivered the Penn Association of Senior and Emeritus Faculty lecture, “How He Won.”

Her book, Presidents Creating the Presidency, was cited in a March 28 National Journal article on President Obama’s message on the U.S. economy.

Research into the impact of newspaper endorsements of Presidential candidates was cited in an April 8 The Nation piece on the status of newspapering in America.

The book, Spiral of Cynicism: The Press and the Public Good with Annenberg’s Joseph N. Cappella, Ph.D., the Gerald R. Miller Professor of Communication, recognized with the ICA Fellows Book Award by the International Communication Association.

In late July Professor Jamieson moderated an economic roundtable discussion at the National Conference of State Legislatures in Philadelphia.

Presented at the Executive Directors Summer Meeting of the National League of Cities in August.

Marwan M. Kraidy, Ph.D., Associate Professor of Communication

Published an article in the Journal of Communication titled “Reality Television, Gender, and Authenticity in Saudi Arabia.” The article is based upon Prof. Kraidy’s forthcoming book, Reality Television and Arab Politics: Contention in Public Life, which will be published this October by Cambridge University Press.

Interviewed for a story that appeared March 10 in The National about a reality show on Middle East television featuring Arab and Israeli teenagers attempting to resolve the ongoing Middle East conflict.

Spoke at the University of Copenhagen, Denmark, March 19, where he talked about the shift from rejection to critical engagement in public rhetoric about television in Saudi Arabia.

Participated in a conference April 3-5 at the University of Virginia, Charlottesville titled, “Connections: The Future of Media Studies,” where he presented during the opening plenary about the importance of the global in future media studies. He also presented a talk on the renewed importance of gender in communication research.

Delivered a public lecture on April 15 at the University of Texas-Austin (where he also was teaching a master class on Rethinking Comparative Media Research) on Reality Television and Arab Politics.

Klaus Krippendorff, Ph.D., the Gregory Bateson Professor for Cybernetics, Language and Culture


Other publications by Prof. Krippendorff include:


Attended a conference on cybernetics in Olympia, Washington and gave a presentation titled “Cybernetics’ Reflexive Turns” in March.

Delivered a keynote address to the Eighth Conference of the European Academy of Design meeting in Aberdeen, Scotland, April 1-3. The title of his talk was “Principles of Human-Centered Design in The Semantic Turn.”

Spent two weeks, May 4-15, 2009, at the newly-forming Linnean University in Kalmar, Sweden. He was invited to help form a single unit out of three departments: Communication, Industrial Design, and Computer Interaction Design. In addition, he taught a one-week workshop with students. He contributed to in a one-day conference on participatory research and design, that attracted scholars from several Swedish universities. And he debated the leading scholar and only professor in Sweden on Semiotics, Goran Sonesson, of the University of Lund. The debate pitched contemporary communication theory/social constructivism against semiotics and consumed the two-day university sponsored annual conference convened under the title “Word, Use, Artifact.”

Participated in a Pecha Kucha event in Kalmar, Sweden, May 6, presenting: “Challenges to Education for a Future that is Continuously Reconstructed.”

His 2006 book, titled *The Semantic Turn: A New Foundation for Design*, appeared in a Japanese translation, published 2009 by SIIaccess Co. LTD, Tokyo, Japan. Unlike the English language version, the Japanese publisher wanted to make it affordable to university students and published it as a paperback. Professor Krippendorff admits that he cannot read a word of it in this new translation, not even his name, but his cover design was kept.

Conducted a two-day seminar-workshop July 16-17, 2009, at the Design Lab of the Deutsche Telekom AG, Berlin, the German communication corporation. The seminar-workshop addressed issues of human centered design. Its participants were advanced scholars working on a variety of fascinating projects of contemporary communication designs.

Deb Linebarger, Ph.D., Assistant Professor of Communication

Led a study by the Annenberg School for Communication’s Children’s Media Lab to help prove the value of the PBS program *Super Why* in teaching young children to read.

Was quoted in a *MedPageToday.com* story about how television can interfere with parent/infant communication. She also was interviewed for a story that appears in education.com about “Must See TV” for preschoolers.

Carolyn Marvin, Ph.D., the Frances Yates Professor of Communication

Has received a Fulbright award for research on religious expression in public space in Varanasi, India for the academic year 2009-2010. She will be a Fulbright-Nehru scholar affiliated with Malaviya Centre for Peace Research of Banaras Hindu University for that period. She has a blog chronicling her experiences.

Paul Messaris, Ph.D., the Lev Kuleshov Professor of Communication

Published an article “What’s Visual about Visual Rhetoric?” in the *Quarterly Journal of Speech* (2009, Vol. 95, No. 2, pp. 210-223.) Working in collaboration with doctoral candidates Aymar Jean, Moira O’Keeffe, and Mario Rodriguez, Messaris has completed a project involving interviews with visual artists engaged in the production of “transgressive” images. Selected excerpts from these interviews are available online at the research team’s Myspace page, “Artists Unboun.” During the past year, Messaris’s film “The Harmful Effects of Violent Movies” (a comedy) was shown at several film festivals, including the International Film Festival of South Africa in Pietermaritzburg, KwaZulu-Natal.

Participated in a panel discussion on “Preparing the Next Generation of Visual Communication Scholars,” held at the Association for Education in Journalism and Mass Communication conference in Boston, in August. The panel focused on the creation of a new graduate program in visual communication studies, with a major online component and a faculty drawn from several institutions across the US as well as internationally.

Spoke at Bar-Ilan University in Israel, on April 19 during that institution’s “Knowledge & Power” event. The title of her talk was Physiognomy and Self-Engineering in the Victorian Streets.”

Delivered a talk on July 14 at a joint meeting of the North American Victorian Studies Association and the British Association for Victorian Studies. Her talk, “New Historicism: Sites and Stages of Theatrical Realism,” will be delivered during the “Building Victorian City: Modernity, Cultural formation, and the Modification of the Architectural Past.”

Katherine Sender, Ph.D., Associate Professor of Communication

Has been named assistant dean for graduate studies, succeeding Joseph Turow, Ph.D., the Robert Lewis Shayon Professor of Communication. In this role, Professor Sender will have responsibility for oversight of all of the School’s graduate recruitment and admissions activities.

Joseph Turow, Ph.D., the Robert Lewis Shayon Professor of Communication

Spoke at a Central European University conference in June titled “Beyond East and West: Two Decades of Media Transformation After the Fall of Communism.” Dr. Turow addressed the subject of “Scholarly Publishing in Transition.” During the same overseas trip, Professor Turow was invited to speak at the Oxford Internet Institute and Reuters Center for the Study of Journalism. His topic was “Journalism Organizations and the Clickmetrics Economy.”

Was the featured speaker at a Law and Media program lunch series at the Yale Law School in March. Professor Turow’s talk was titled “Your Fingers For Sale: Consent Not Requested.” He discussed the contemporary transformation of the advertising industry and the implications of its new measurement techniques for individuals’ social identities and reputations.

Interviewed for an article on online privacy that appears March 19 at the web site for The New York Times.

Along with Annenberg’s Keith Hampton, Ph.D., Assistant Professor of Communication, explains the phenomenon behind “Twitter” in the Penn Current.

Proposed the idea of creating a “privacy dashboard” on online advertising that would enable consumers to manage how much personal information about them is gathered by advertisers. The value of said dashboard was cited in a July 6 blog by The New York Times columnist Saul Hansell. 

with alumna Magdalena Wojcieszak (GR ’09)

Published “Online Groups and Political Discourse: Do Online Discussion Spaces Facilitate Exposure to Political Disagreement?” in the Journal of Communication (Volume 59, Issue 1, Pages 40-56).

Named vice president of the Midwest Political Science Association (MPSA).

Delivered the Pamplin Lecture on March 17, at Lewis and Clark College, Portland, Ore. The title of her talk was “Preliminary Analysis of the 2008 Election.”

Interviewed for a May 4 story that appears in The Philadelphia Inquirer about the growth of Fox News.

Sharrona Pearl, Ph.D., Assistant Professor of Communication

Professor Pearl does a little hands-on work alongside of Dean Delli Carpini during the "Performing Science" conference held at Annenberg last June.
Annenberg Student Visits Kenya for Media Law Research

In a small Kamororan village outside of Molo, a town in western Kenya, a crowd gathers across from grazing cattle nearby to listen to a team of journalists and scholars. The discussion centers on a timely project in the wake of upcoming elections in Somaliland — a breakaway region of Somalia. Among the scholars present was second-year Annenberg doctoral student Matt Blanchard, who traveled to Kenya in May with a digital camera in tow, chronicling his research on the Kenyan experience during the presidential election of 2007.

Molo was Mr. Blanchard’s first stop in a journey that would take him and his Somali partners — including Nicole Stremelau, Ph.D., former visiting scholar at Annenberg (March 2007) and professor at Oxford University, from Nairobi to the Rift Valley to talk to political analysts, journalists, villagers and average people about how the media may have shaped the violence that resulted from a disputed vote count in 2007.

“We see lessons in Kenya’s experience — particularly the election violence of 2007 — that should be heeded by journalists and governments in other African states, such as Somaliland,” said Mr. Blanchard. “With Somaliland looking at a fairly close election in September, we were curious by what process and in what way the media had impacted the outcome in Kenya.”

The most prominent issue that surfaced in Mr. Blanchard’s discussions and interviews on the Kenyan violence was vernacular radio stations: radio stations that broadcasted hate speech in the tribal vernacular languages. “As the election came down to the wire, and as the vote count was being disputed, those stations were kicked into high gear and broadcasters on the vernacular radio stations were expected to draw a political line,” he said. “This resulted in some pretty incendiary forms of speech.”

Since his team returned from Kenya, there has already been work on constructing new media policies for Somaliland. One new policy under discussion is an agreement about the allocation of broadcasting time — a bid to get the two government-run television and radio broadcasters to agree to fair distributions of air time for the opposition and for the ruling party. Over the summer, Mr. Blanchard worked with a researcher in Oxford, England to finalize a report on the media in Kenya. “Don’t want to repeat the same mistakes,” said Mr. Blanchard, a former reporter for The Philadelphia Inquirer. “The last election held in Somalia was determined by just 80 votes.

In a situation like this (that being a tight vote count), it is likely that the election will be disputed — here, media can play a crucial role in the outcome of this election.”

Mr. Blanchard spent the remainder of the summer collaborating with the Programme in Comparative Media Law and Policy (PCMLP), a partner of Annenberg’s Center for Global Communication Studies. He was also among the participants of the 2009 Annenberg-Oxford Summer Institute held at the University of Oxford from July 5 to July 18, 2009.

A video documenting his field research in Kenya, entitled “Student Report from Kenya,” can be found on Annenberg’s YouTube channel.
How can survey tools help pave the way for conflict resolution in zones of civil war, long-term ethnic violence, and contexts of genocide? The Center for Global Communications Studies (CGCS) is exploring these questions under a State Department-funded project. Graduate student Lauren Kogen has been working on the project for two years, culminating with a visit to Sudan in August to help prepare pilot surveys of various groups in the Darfur region.

“The conflict in Darfur has reached a critical stage in which violence has declined, but insufficient initiatives have been put in place by the government to secure peace,” said Kogen. “There is an opportunity and willingness for peace negotiations, but no peace will be accepted that fails to take into account the diverse needs of the Darfur population, of which some groups have been marginalized by the government for decades.”

Playing a central role in the research project evaluating Darfur public opinion on the conflict in Darfur, Kogen is working with Annenberg Alumna Magdalena Wojcieszak, Ph.D. (ASC ’09), Assistant Professor in Political Communication, IE School of Communication; Dr. Colin Irwin, Research Fellow in the Institute of Irish Studies at the University of Liverpool; Ignio Gagliardo, PhD candidate at Media@LSE, and a CGCS/Annenberg Research Fellow; and Maureen Taylor, Professor at the University of Oklahoma, to better understand the roots of the conflict and avenues for a potential solution. Annenberg's Monroe E. Price, director of CGCS, coordinates the team, together with Susan Abbott, the Center’s Associate Director.

Kogen and the CGCS team have also collaborated with Sudanese scholars Yassir Satti, Professor in West Darfur and director of the Peace Center; Madina Dosa, director of Media Center for Gender and Development; Fadoul Abdul Jabbar, Professor from North Darfur; and Anna Rahma, Professor in Khartoum, to obtain local interpretations of the survey.

According to Abbott, CGCS’s work in Sudan seeks to provide an important local perspective to current efforts to resolve the Darfur crisis. The results of the survey offer the potential to significantly shape U.S. policy in Sudan.

“There needs to be a comprehensive strategy to help diplomats and policymakers articulate their strategies and peace tools, and we’re on the frontlines preparing such strategies,” said Abbott. “The survey data will help in defining a way forward in Darfur where we have a better understanding of general attitudes and highly sensitive issues, like future elections, compensation, resettlement, land, priorities for restructuring Darfur, and the needs and interests of women and children in Darfur.”

CGCS has been working in Sudan since 2007. The Center’s first project, “Assessing Attitudes and Public Opinion in Darfur: Frameworks for Moving Forward and Advancing Dialogue,” was initiated by UK consulting firm Albany Associates as part of a larger strategic communications campaign aimed at explaining the Darfur peace process and Comprehensive Peace Agreement. In the first phase of the project, Kogen worked on a content analysis of opinion pieces in the popular press, tracking the way Sudanese and international newspapers have covered the crisis. In the second phase, she is working in the field to develop a sampling methodology, and working on the logistics of rolling out the survey in Darfur.

“This project has been incredibly valuable in terms of my own academic development,” said Kogen. “In my studies at Annenberg, one of my focuses has been the use of media in conflict zones, and the use of public opinion polls in conflict zones and emerging democracies. Being able to assist with the creation, orchestration, and implementation of a survey on the ground has been helpful not only with regard to refining my skills as a researcher, but also in terms of focusing my research interests and understanding where there are knowledge gaps in the field.”

Funded by a grant awarded to CGCS from the U.S. State Department, the project seeks to provide a reality check on claims by various segments of Darfur society as well as the government and provide local and international mediators the knowledge needed to move towards a peace agreement that has more legitimacy among the population. Reports and background information related to the work CGCS has done to date related to Darfur and public opinion research are available at the CGCS web site (www.global.asc.upenn.edu/).
Two Annenberg Alumni to be Honored

DePriest, Jacobsohn will receive awards at 75th Annual Alumni Award of Merit Gala

A world-renowned musician and a scholar in health communication, both of whom are alumni of the Annenberg School for Communication, will be featured honorees during Alumni Weekend this November 6.

James DePriest (W ’58, ASC ’61, HON ’76), presently the Director of Conducting and Orchestral Studies at The Juilliard School and Laureate Music Director of the Oregon Symphony, will be the inaugural recipient of the Penn Creative Spirit Award.

Lela S. Jacobsohn, Ph.D., (C ’97, ASC ’02, GR ’07), presently the lead behavioral research scientist for the Young Driver Research Initiative (YDRI) at the Children’s Hospital of Philadelphia’s Center for Injury Research and Prevention, will receive the Young Alumni Award.

Both will receive their award at a gala dinner on Friday, November 6, at the Annenberg Center for Performing Arts.

"It is a wonderful statement to the achievement of our alumni that two of our colleagues are being presented with these honors," said Michael X. Delli Carpini, Ph.D., Professor of Communication and Walter H. Annenberg Dean, Annenberg School for Communication. “Annenberg alumni excel in their fields – be it the arts, academia, government, non-profits, or the private sector. For 50 years ours has been an elite club, and I am sure I speak for all Annenberg alumni when I say we are proud of James and Lela.”

The Penn Creative Spirit Award, being presented for the first time ever this year, recognizes a member of the Penn community who has illustrated a life-long commitment to the arts through outstanding personal achievements and/or philanthropic support. The award is a part of Penn’s heightened commitment to promoting its arts and culture offerings, through this year’s academic theme “Arts and the City.”

A board member of the Oregon Symphony orchestra summed it up DePriest this way: “He took a group that wasn’t a full-time professional ensemble and made it into a first-rate orchestra, in part because of his ability to attract and keep first-rate players.” His 50-plus recordings include more than a dozen records with the Oregon Symphony that helped immeasurably in growing its international reputation.

Dr. Jacobsohn began her Penn life as a Benjamin Franklin Scholar. While working on her Master’s and Doctoral degrees, she assisted former Penn Provost Ron Daniels on the Planning and Budget Committee. Provost Daniels called her the most effective student leader he had ever worked with. She taught undergraduate courses at Annenberg before moving over to CHOP in 2008.

More information on the Gala can be found at the Penn alumni web site.
New neighbor to the Annenberg School

Staff is moving into the new Annenberg Public Policy Center. The beautiful new building welcomed staff and faculty from APPC offices at 3535 Market Street, Philadelphia, as well as from the Annenberg School for Communication building. Additionally, staff from the Center for Global Communication Studies is slated to move in later this year. A dedication ceremony is planned for later this year.