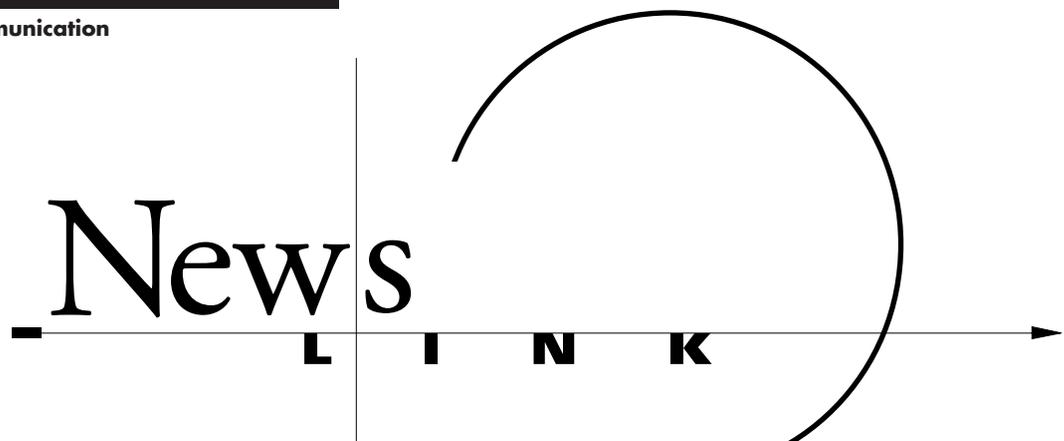


The Annenberg School for Communication
University of Pennsylvania



**Pew Grant to ASC:
Presidential
Campaign Archives**

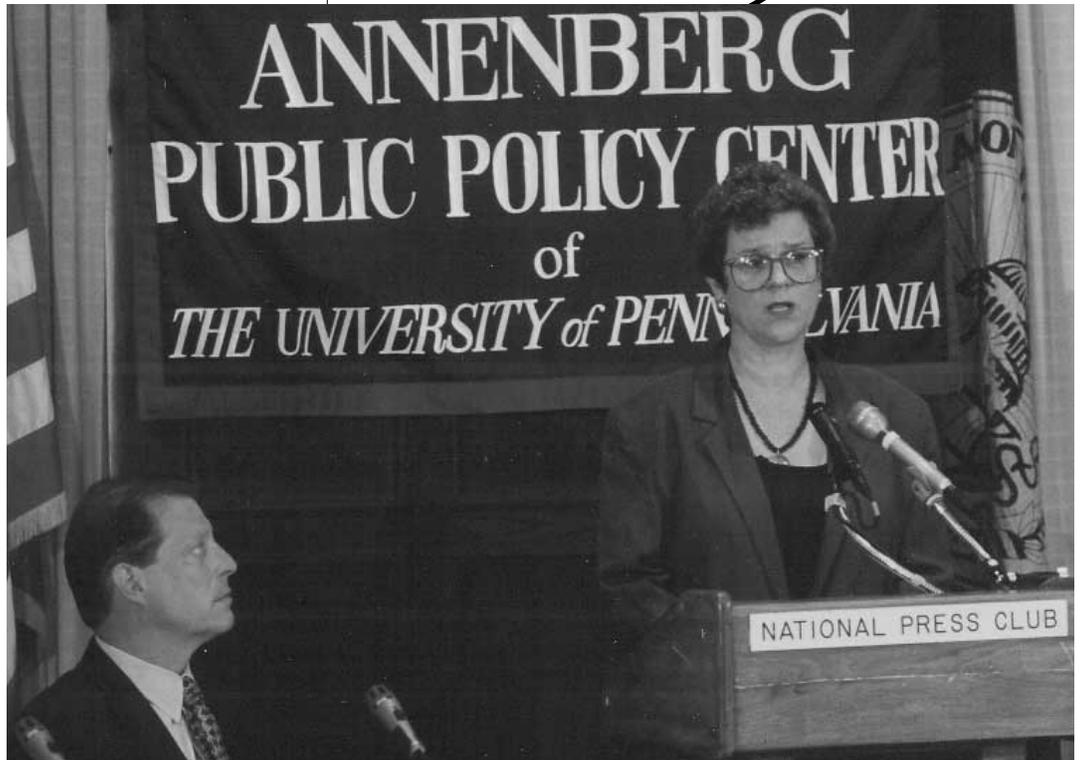
The Annenberg School has received a \$900,000 grant from the Pew Charitable Trusts to archive and index extant Presidential general election campaign materials for 1952, 1956, 1964, 1968, 1972, 1976, and 1984.

Archives of debates, speeches, and advertising for other recent Presidential campaign years have been completed under grants from The Ford Foundation and the Carnegie Corporation of New York.

"By 2000, these materials should be available to scholars throughout the country," said Dean Kathleen Hall Jamieson, project director. "Knowing what was said and broadcast should enhance our understanding of Presidential campaigning in the electronic age."

The Fifth Annual Walter and Leonore Annenberg Lecture

will be presented at 5:30 pm on October 24, 1996, by Jaroslav Pelikan, Stirling Professor of History at Yale University. The topic is "Rhetoric and Beyond: Learning from the Greeks." For more information, call 215-898-7041.



ANNENBERG WASHINGTON PROGRAM OPENS WITH CHILDREN AND TELEVISION CONFERENCE

The Annenberg School inaugurated its new Annenberg Washington Program with a conference on Children and Television, featuring speeches by Vice President Al Gore, children's television advocate Peggy Charren, and FCC Commissioner Susan Ness. Based in the National Press Building, the Annenberg Washington Program will serve as a site for Annenberg Public Policy Center (APPC) conferences and for the dissemination of research to the Washington community. The program will be staffed by Douglas Rivlin (MA '95), director, and Jeffrey Stanger (MA '96), associate director.

The June 17th conference on Children and Television, co-sponsored with the Children's Television Workshop, preceded an FCC agreement requiring broadcast stations to present three hours of educational programming to children a week. The conference brought together programmers, producers, advocates and academic researchers to discuss issues related to the production and distribution of quality children's television.

"What we are trying to answer," said Dean Kathleen Hall Jamieson in introducing the conference, "are the questions, what constitutes quality children's programming, how do we encourage more of it and how do we increase the audience for the high quality programming

Children



Douglas Rivlin Jeffrey Stanger

that exists?” She also noted that one of the purposes of the conference was to set a research agenda. “What are the unanswered questions regarding children and television and how can we as a research community contribute to answering them?”

To stimulate the discussion, the Center released three studies: an analysis of the state of children’s television, a national survey of parents’ and children’s attitudes towards children’s television, and a study of the positive effects of television on social behavior. (See page 4 for highlights of the studies and survey.)

Among the key findings:

- While children ages 2–5 have an array of good television choices — particularly on public broadcasting and cable channels — there is a dearth of quality educational programming for the 6–11 year-old audience. The high-quality programs that do exist for the elementary school audience are frequently buried in the schedule.

- Parents believe that television has done their children more good than harm and they would use the v-chip not simply to block out programs they disapprove of, but to encourage viewing of quality programs. However, they frequently do not know about the existence of quality programs for their children.

- Quality children’s television has many pro-social effects.

“The Annenberg School for more than 30 years has looked at violence on television,” Jamieson noted. “We want to now officially say we’ve always believed that television has had positive effects. Children exposed to pro-social content have more positive social interactions, show more altruistic behavior and self-control, and they have less stereotyped views of others.”

At the conference, Jamieson announced the creation of the Annenberg Public Policy Center’s Advisory Council on Excellence in Children’s Television. The Council will guide the Policy Center’s efforts to increase both the amount of quality programming available for children and adolescents and

the audience for it. (See page 8 for list of members of Council.) She also announced that each year APPC will examine the range of children’s television programs, including the programs submitted to the FCC by stations seeking license renewal.

In a keynote address to the conference, Vice President Al Gore described APPC’s new Advisory Council as “the most recent sign that the movement for quality children’s television has really begun to pick up steam.” In combination with the new FCC three-hour ruling, the Advisory Council’s creation “could make this week the best week for children’s television in more than a generation,” Gore said.

The Vice President added, “A year from now television networks may well be fighting each other to win the Annenberg Advisory Commission’s seal of approval.”

Congressman Ed Markey, who was instrumental in the passage of the Children’s Television Act of 1990, also addressed the group. He said, “The conversation that you are having here today, the panel which is being established ... is going to be the mighty force which will



Ed Markey

help enforce the consensus to insure that there is quality in the programming placed on the air.”

In her address, Federal Communications Commissioner Susan Ness declared: “The Annenberg Public Policy Center is making a huge contribution to what we will be seeing on television for children.” Ness noted how timely the conference was, given the FCC discussions on the three-hour rule. The new guideline, she said, “creates pressure to produce more educational programs — and without

that pressure there would be less demand for the programs. The demand for the programs is what spurs the creative community to produce better offerings.”

Ness pointed to the social implications of improved educational programming for children. “Research shows that it is particularly children from the lower-income families that have really benefitted greatly from the availability of quality educational programming. Those from the lower income families who watch ‘Sesame Street’ and other educational programs have performed better on vocabulary, school readiness, pre-reading and math tests than non-viewers.” She also emphasized that “contrary to the views of some broadcasters, the evidence demonstrates that kids will watch well-designed, educational programs.”



Susan Ness

At a luncheon ceremony, Dean Jamieson presented Peggy Charren, founder of Action for Children’s Television, with the first Annenberg Public Policy Center Award for Distinguished Lifetime Contribution to Children and Television. Charren told the gathering that federal regulation of broadcasters was essential to produce quality children’s television. “If the marketplace worked for children we wouldn’t be here,” she said. She claimed that broadcasters are always looking for the highest ratings in their programs and frequently abandon excellent programs, even when the programs capture a respectable audience. As an example, she pointed to an animated special based on Maurice Sendak’s book, “Really Rosie.”

“This show attracted over 21 million viewers — more than 9 million of whom were under 12. According to the network it was a ratings failure. Sendak said, ‘That’s more children than I could ever reach in 20 publishing lifetimes.’”

Charren emphasized the importance of improving the quality of children’s television, particularly for poor youngsters. “Television can’t be blamed for the problems of

poverty, but it can be part of the solution to improving the lives of these children. Shows that speak to a child’s need to know, that teach coping skills and encourage creativity can make a difference.”

She added, “And sometimes that’s just what TV does do for our children. PBS does it every day. Cable does it. But unfortunately commercial broadcasting educates almost never — at least in regularly scheduled series. And when it does, the shows often appear before kids get up in the morning.”

Charren had praise for the APPC examination of the state of children’s television. “I’ve read everything that’s ever been written about Children’s Television for the last 25 or 30 years, and I can’t remember reading something that got it so right in such a short space. I think that the Annenberg Public Policy Center of the University of Pennsylvania has established itself as a major resource in contributing to the Public Policy debate and you can all say that you were there at the birth of it.”



Peggy Charren Accepting APPC Award

Excerpts

E X C E R P T S F R O M T H E C O N F E R E N C E



David V. B. Britt,
President
and CEO,
Children's
Television
Workshop:

"I believe

the impact of good television is underrated in this society not overrated. And I believe that children will watch it in large, large numbers if it delights as well as educates. That's why it is so important to examine the barriers our kind of system puts between kids and good television."



Milton Chan,
Director,
KQED
Center for
Education
and
Lifelong

Learning: "I think we all feel that television does play an important role in the development of children's minds, in the development of their bodies, in the development of their souls."



Dale Kunkel,
Professor
of Commun-
ication,
University
of Southern
California

at Santa Barbara: "Children's programming actually has more violence than the average level found in programming overall, and I think that is very troubling. However, not all violence is necessarily anti-social. Violence can be pro-social, communicating the message to the viewer that violence is an unacceptable means to resolve conflict.

Unfortunately we found that was present in less than four percent of all programming and to a smaller amount than that in children's programs ... We need to counter-balance the messages that superheroes so often communicate that the best way to accomplish a goal is to beat someone else up."



Dan Anderson,
Department
of Psychol-
ogy, Uni-
versity of
Mass-
achusetts:

"Quality starts with a curriculum and by curriculum I don't mean something necessarily formally academic — but a set of goals for the series in terms of what it is intending to accomplish, how it intends to benefit children. There are not very many programs on television that correspond to this definition of quality aside from 'Sesame Street'."



Donald Roberts,
Department
of Commun-
ication,
Stanford
University:

"I would make a distinction between quality programming and quality educational programming. I think it's just fine to tell kids really good

stories that don't have a curriculum. I also think it is possible to have — and we've had a lot of this — educational television that isn't high quality."



Ellen Wartella,
Dean,
College of
Communi-
cation,
University
of Texas

at Austin: "We need to educate teachers to say that all television isn't bad, that you can have good quality shows, and to identify what they are. If we had programs in our schools that said to children more than "Don't watch television," but gave them tools for evaluating TV, then we would have a much more educated group of children demanding better quality."

{ continued on next page }

Excerpts

EXCERPTS FROM THE CONFERENCE



Margie Hogan, American Academy of Pediatrics:

“What children see on TV they will model and I see it as a very rich opportunity for children to learn how to respect others and also to learn about issues of health, safety and nutrition. Showing children wearing bicycle helmets is a very simple example of teaching that we can do in a subtle way.”



Jo Holz, Vice President for Research, Children’s Television Workshop:

“I don’t know how much control parents really are going to have over what their children [ages 6–11] are going to watch. Ultimately we have to make these shows hip, cool and wonderful for these kids in their own terms ... We need to do research with these kids

and really find out what’s important to them, being very sensitive not to drive them away. They are at an age when they are starting to define their identities away from their parents and being contrary, and I think we have to be very careful not to feed into that.”



Linda Carpenter, Director of Community Development, KidStar Interactive

Media: “Kids like edgy, cool, sophisticated dialogue, but that doesn’t mean they don’t want good, clear information about their society.”



Casey Keller, Producer/Head Writer, “Beakman’s World”:

“I would trade all the Emmies, Ollies, and Ace awards that we have, for a shot at the 8:00 p.m. time slot when children are actually watching. I think our show is entertaining enough to pull in a nice share, but

for some reason nobody has enough faith in children or in our ability to mix entertainment with education to trust us with that time.”

Geoff Haines-Stiles, Executive Producer,

“Passport to Knowledge”: “Television can be a way of sending children back into the world with a new perspective on the world. Our projects have been live from Antarctica, in which kids in Chicago, from the inner city, were able to talk to other kids at the South Pole. Live from the stratosphere in which kids on the ground at science museums, camping out overnight, were able to communicate with NASA researchers in space ... You can show kids models in the real world that send them back to use the Internet with new skills. It’s truly talking back to television and not just television as a story-telling medium.”



Jane Startz, Co-founder and Executive Vice President of Scholastic Productions:

“I’ve been doing children’s programming for over twenty years, and the economics really have changed. You don’t get enough money from any one single source to be able to produce decent programming. So the money that you do get from merchandising, from licensing, ancillary sales, really is a necessity, and that money gets pumped back into the shows. Hopefully you can do high quality educational licensing, concentrate on books, concentrate on educational CD Roms — have any kind of toy or electronic game be something that’s worthwhile ... but all those other things that I personally used to be terribly disdainful of, I now accept as a way of life, helping to bring an audience to a show and extend its reach.”



Marjorie Kalins, Senior Vice President for Production, Children’s Television

Workshop: “If you talk to the programmers they will tell you they have no budgets to promote their own shows ... So if they use something with a pre-sold awareness — whether it’s “Aladdin” or “The Mask” or “Dumb and Dumber” — they have a chance of tapping into something that a kid will respond to... If networks realize that they should be promoting these day parts better and give higher budgets to the very people who program them, then in fact I think that they’d have more chance of taking risks.”



Horst Stipp, Director, Social and Development Research, NBC-TV:

“I wish the academic community would place more focus on trying to figure out how can we reach the older audience with positive messages,

because we have figured it out for the younger audience — for the two-to-fives with ‘Sesame Street’ and all these programs — but it’s a real big challenge to get older kids and teenagers to watch programs which are ‘FCC shows.’”



Noel Resnick, Senior Vice President for Program Development, Lancit Media:

“I think it was a very sad day when the ABC after-school specials were cut back...and the CBS school-break specials were dropped from the schedule, all for dollars and cents issues. The broadcasters have really weeded out a lot of these wonderful shows for kids that were entertaining and quality shows which imparted very good social messages.”



Vicki Rideout, Director, Children and Media Program, Children NOW:

“We have to ask, what role can advertisers play in supporting high quality educational shows for kids and in reducing the pressures to air children’s shows that are either simply program-length commercials or are actually sending harmful messages to kids? And, secondly what role can advertisers play in reducing the pressures for adult-oriented programming that’s not really suitable for children, airing in early evening hours when there are millions and millions of kids watching?”



Jayne Spittler, Senior Vice President and Director of Media Research,

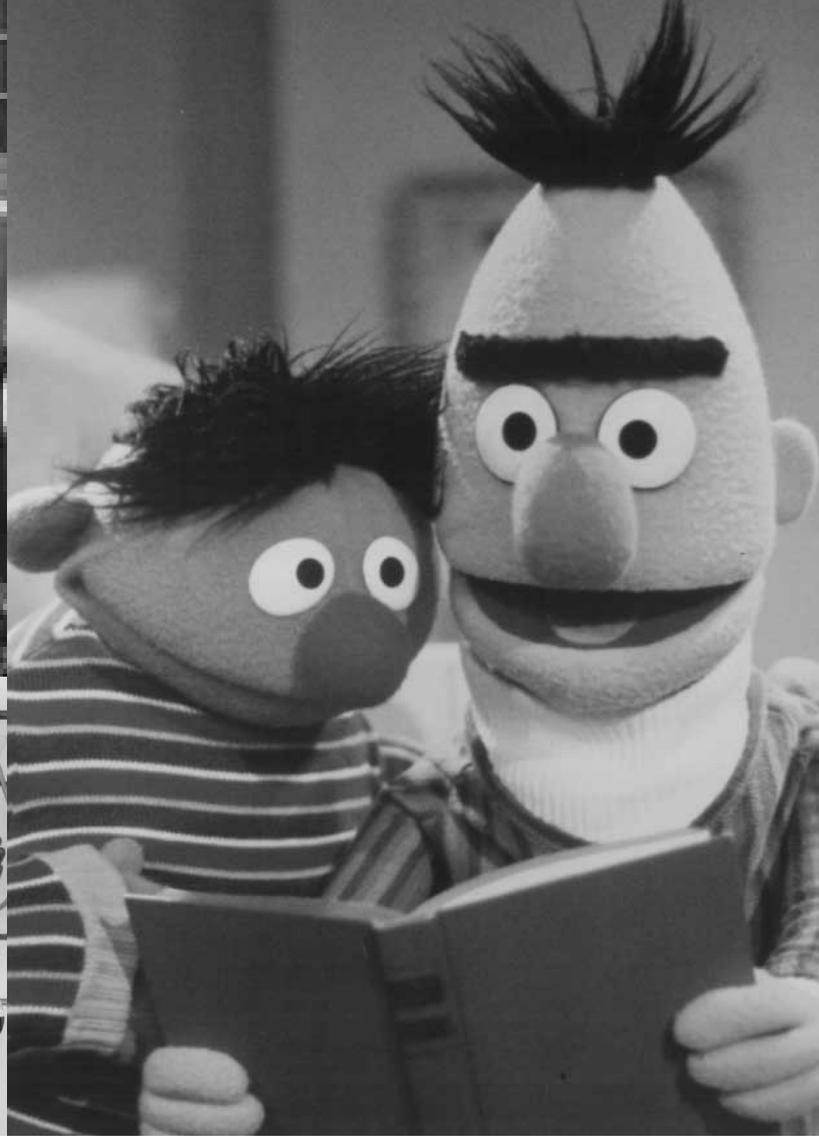
Leo Burnett: “The kind of research that I think needs to be done is not just content analyses but to be able to say why. Why were the Power Rangers so compelling? Even

if you don’t like the way it was expressed, clearly there’s something compelling [in shows like that]. Take what’s compelling and turn it into something that’s much more educational and pro-social.”



Joanna Lei, Executive Vice President, C3 Media and Marketing:

“We have to somehow figure out how to find solutions within the current market structure ... New technology will slowly but surely change some of the market economics. We’re already seeing Carmen San Diego being transported from CD-ROM into the regular programming, broadcasting environment. We have to use the new media as incubators.”



Some of the children's television shows lauded by participants at APPC's Children and Television Conference included (clockwise from left): Gullah Gullah Island, Sesame Street, Bill Nye the Science Guy and Ghostwriter.

From The NewsHour with Jim Lehrer, August 8, 1996:

Federal Communications Commissioner Reed Hundt on how the FCC will define educational children's programming, under the new rule: "We ought to use outside groups like the Annenberg School to give report cards to broadcasters in the same way that kids get report cards at schools. So that if a broadcaster is doing a show and it says it's educational and social scientists at Annenberg give them an F, well, maybe they ought to go back and do homework on their own show and try to get it an A ... [The Annenberg School] is the kind of outside group that has expertise in TV and in social science and that can help us figure out how to invent a new art form, the art of teaching kids."

- APPC Advisory Council on Excellence in Children's Television**
- Dan Anderson, Professor of Psychology, University of Massachusetts**
 - Ken Burns, Documentary Filmmaker**
 - James Comer, Maurice Falk Professor of Psychiatry, Yale University**
 - William Damon, Professor of Education, Brown University Child Study Center**
 - Jonathan Kozol, Author**
 - Charles Ogletree, Professor of Law, Harvard University**
 - Roger Rosenblatt, Essayist and Professor at Southampton University**
 - Zena Sutherland, Author of children's books and Professor Emerita, University of Chicago**
 - Marta Tienda, Ralph Lewis Professor of Sociology and Department Chair, University of Chicago**

Has Campaign Rhetoric Gotten **Nastier?**

Many Americans still remember Governor Michael Dukakis's quip that George Bush was the "Joe Isuzu of American Politics," delivered during a 1988 Presidential campaign debate. But few may recall that in addition to throwing out this barb, Dukakis offered a reasoned argument for why Bush might not fulfill his promise to reduce the deficit.

And that is not surprising, according to a new Annenberg Public Policy Center study, because the news media tend to focus on negative attack lines while ignoring the evidence and arguments offered by candidates in their speeches, ads, and debates.

The study of campaign discourse, under the direction of Dean Kathleen Hall Jamieson and Roderick P. Hart, Liddell Professor of Communication at the University of Texas, found that the press make campaign rhetoric appear more negative than it is. The study collected and analyzed the speeches, ads, debates, and much of the broadcast and print coverage of the 1960, 1980, 1988, and 1992 Presidential general election campaigns. The research team included ASC graduate students Megin Adams, Christopher Adasiewicz, Jessica Davis, James Devitt, Laura Segal, Jeffrey Stanger, Kiersten Stewart, Jeffrey Tancil, and Paul Waldman.

In discussing the research, Jamieson noted, "What is lost when we focus on Joe Isuzu is the larger argument that's being made. When the press digests that debate answer to a single sound bite, it loses the evidence, and it suggests that Dukakis's answer was more negative than it was."

The study, which was funded by The Ford Foundation and the Carnegie Corporation, found that the perception that campaigns have been getting nastier over time is not borne out. Campaign discourse was found to be, over time, remarkably positive in nature, with candidates' speeches and ads advocating their own positions more often than attacking opponents or engaging in name-calling.

"Journalism, both print and broadcast, is creating an unrepresentative sense of the negativity of candidate discourse," said Jamieson.

The study also found that direct attacks on opponents make up a small percentage of discourse and that generally, when candidates make charges, they support them with evidence and arguments that present important information to voters.

"The news process may have the effect of removing evidence from candidate arguments, thus converting indictments — oppositional claims with supportive evidence — into attacks, that is, negative assertions without evidence," Jamieson noted.

While both press practice and candidate discourse improved in 1992, the press were found to continue to focus predominantly on strategy or "horse race" themes in their coverage.

One of the graduate students who worked on the project, Paul Waldman, said that when the results of the study were released to the media at a press conference at the Washington Annenberg Program, the response was gratifying. "The reporters took our critique of their performance seriously," he said, "and seemed to genuinely desire to improve their coverage of Presidential campaigns."

Through the fall campaign, the project will release weekly analyses of the current candidates' speeches, ads and debate performances, as well as of press coverage of the campaign.

“JOURNALISM, BOTH PRINT AND BROADCAST,
IS CREATING AN UNREPRESENTATIVE SENSE OF THE NEGATIVITY
OF CANDIDATE DISCOURSE”



INVESTIGATING TALK-RADIO AS POLITICAL DISCOURSE

A NEW

Annenberg School study has found that 18 percent of the adult population regularly listen to political talk radio shows, and that these shows exhibit considerable variation in the tenor of their conversation and the political leanings of their hosts. The study also found that the mainstream media tend to paint talk radio as more extremist than it actually is, and to exaggerate the impact of the medium on politics and policy.

The one-year study, under the direction of Dean Kathleen Hall Jamieson and Professors Joseph Cappella and Joseph Turow, was funded by The Ford Foundation and the Carnegie Corporation of New York. It included a three-wave national survey, a content analysis of Rush Limbaugh's talk radio show, an examination of fifty talk shows on each of three days during the Republican primaries, and of 2,647 print articles mentioning talk radio from Fall 1993 to Fall 1995. A number of ASC graduate students participated in the research effort, including: Megin Adams, Joseph Borrell, Elaine Casey, Susanne Chan, Stacy Davis,

Karen Frazer, Alice Hall, Molly Johnson, GangHeong Lee, Thomas Nessinger, George Nimeh, Malkia Payton, June Woong Rhee, Melinda Schwenk, Susan Sherr, Heather Steingraber, Brian Southwell, John Sullivan and Emory H. Woodard IV.

The study found that political talk radio listeners are more likely than non-listeners to consume all news media other than TV news, to be more knowledgeable, and to be involved in political activities. Interestingly, the study did find that listeners to the Rush Limbaugh show were less likely to vote than listeners to more conservative talk radio shows.

Particularly noteworthy was the disparity between the way the mainstream media portray the political talk shows and the actual content of the shows. "The mainstream media tend to portray political talk radio superficially and as powerful, pernicious, and homogeneous," Professor Joseph Turow noted in his findings. However, content analysis of shows suggested that the media had focused on extreme moments of talk radio that were not typical of the overall content.

The mainstream media, for example, gave extensive coverage to comments such as G. Gordon Liddy's remark that threatening agents from the Bureau of Alcohol, Tobacco and Firearms should be shot or Bob Grant's derogatory remarks about African Americans. However, such comments were not typical even for those talk show hosts, much less for the majority of political talk radio. "Extremist comments by hosts are the exception, not the rule," the study found.

The study also found that the media tend to exaggerate the impact of talk radio, by focusing on moments in which talk radio may have mobilized citizens or influenced legislation but not on those in which it failed to do so. During the two weeks in mid-March that the study monitored faxes, e-mail, calls and letters to two Senatorial and two Congressional offices, it found few references to political talk radio.

In examining mainstream media coverage of talk radio, researchers found that national talk radio programs, such as Limbaugh's and Liddy's, receive most press attention. In contrast, local radio talk hosts do not receive much attention in

their cities' daily press, even in listings. (Forty six percent of the press comments about talk radio controversies revolved around Liddy, while another 43 percent revolved around Bob Grant.) Even when discussing national talk radio, the media paid little attention to issues discussed on programs. Rather, the news coverage focused on the personalities and personal lives of the hosts, or made generalized negative comments about the tenor of the discourse.

One of the graduate students who worked on the project, Melinda Schwenk, observed that "the picture the media paint of talk radio is that it is overly conservative and sensational, but the actual programs are infrequently outrageous, or the outrageous comments are mitigated by the host or another caller."

The project concluded that in addition to the relatively small number of extreme statements, political talk radio includes many "less volatile but perhaps more important contributions to political discourse being made by national and local hosts who cumulatively reach large numbers of people."



Robert Hornik and Marissa Ghez

In the past, attempts to reduce domestic violence have focused on helping battered women to seek help or on treating abusers. But now a novel approach, using a localized media campaign to change social norms, is about to be explored in Philadelphia, and Annenberg School researchers will help determine whether it succeeds.

The project represents a collaboration between Annenberg School Professor Robert Hornik and ASC alumna Marissa (Mimi) Ghez (MA '92), associate director of the Family Violence Prevention Fund in San Francisco. The Fund's Philadelphia project will attempt to increase public awareness and change attitudes about domestic violence in such a way as to ultimately change the behavior of abusive men, victims, and of friends and neighbors.

Hornik and his team of four ASC graduate students — Kimberly Maxwell, Robin Nabi, Sarah Sayeed, and Ricardo Wray — received a \$200,000 grant from a private foundation to evaluate the project over a two-year period. They will

examine whether the project is succeeding in mobilizing public action on the issue of domestic violence. They will also look at whether it is influencing social norms — i.e. the attitudes and beliefs that average people hold and the way that people who are not themselves batterers act with regard to domestic violence. The evaluation will then determine whether the project succeeds in reducing the rates of domestic violence.

The researchers will collect time-series data, derived from three major sources: archival evidence about incidence of domestic violence; tracking surveys of the general population; and media monitoring. Four hundred adults will be interviewed at the start of the project and thereafter, every month, 100 adults representing the target population will be interviewed about exposure to domestic violence messages, as well as about knowledge, beliefs, attitudes, and behaviors. At the same time, media monitoring will assess how often and in what ways print and broadcast news are covering the issue of domestic violence.

Hornik described how this research differs from his previous projects. “There isn’t a discrete educational intervention here — a single campaign we are trying to evaluate — but rather a big, messy effort to change the entire public educational environment.” He said that this change reflects the evolution of his own research interests.

“In the United States, discrete programs have been irregularly successful. In contrast, there have been huge changes in important health behaviors — like heart disease, blood pressure control, and condom use — that are a reflection of massive changes in the public communication environment. The way communication really seems to affect behavior,” he said, “is not through targeted, discrete low-exposure programs but through messy, ‘kitchen sink’ efforts that produce lots of exposure.” He said that he has become increasingly aware of the need to evaluate the effects of larger changes in the communication environment.

Annenberg

Scholars Workshops

1996-1997

Research on the Future of Fact



Ravina Aggarwal
Smith College, Department of Anthropology
Behind the Copper Masks:

Women's Lives, Historical "Truth" and Ethnographic Accountability in the Ladakh Himalayas



Ronald Jacobs
Rice University, Department of Sociology
News Narratives

and Historical Memory



Hannah Kliger
University of Massachusetts at Amherst, Department of Communications

Testimonies of Survival, Texts of Identity: Verity and Variety in the Construction of Life Narratives



Tali Mendelberg
Princeton University, Department of Politics
Mobilizing

Race in the Age of Equality: Implicitly Racial Messages in U.S. Elections



Itzhak Roeh
Hebrew University, Department of Communications and Journalism
Representa-

tions are Social Facts—On the Contribution of the Press to Solidarity



Jeffrey Strange
Max Planck Institute for Human Development and Education

Lay Epistemology of Fact and Fiction

ZELIZER APPOINTED TO ASC FACULTY POSITION



Annenberg School alumna Barbie Zelizer (PhD '90) has been appointed Associate Professor of Communication at ASC, effective January, 1997. Zelizer, who specializes in the areas of collective memory, cultural studies and journalism as cultural practice, will return to Annenberg from her position as associate professor at Temple University's Department of

Broadcasting, Telecommunications, and Mass Media. Zelizer is the author of *Covering the Body: The Kennedy Assassination, the Media, and the Shaping of Collective Memory* (University of Chicago, 1992), based on the doctoral dissertation she wrote under the direction of Professor Larry Gross. She is also the co-author (with Elihu Katz and Itzhak Roeh) of *Almost Midnight: Reforming the Late-Night News* (Sage 1980.) Her new book, *Snapshots of Memory: The Image, the Word, and the Holocaust*, will be published by the University of Chicago Press in 1997.

Zelizer was a Research Fellow at Columbia University's Freedom Forum Center for Media Studies during 1994-1995. She was a Fellow of the John H. Simon Guggenheim Memorial Foundation in 1995. In that year, she also received a research grant from the Joan Shorenstein Center on Press, Politics, and Public Policy for her research on the Holocaust.

JORDAN JOINS APPC

Amy Jordan (PhD '90) has been appointed senior research investigator at the Annenberg Public Policy Center. She will be directing research on children and television through the Media and the Developing Mind section of the Annenberg Public Policy Center. Jordan wrote her doctoral dissertation on "The Role of Mass Media in the Family System: An Ethnographic Approach." From 1990 until 1992, she taught in the Media Studies Department at Widener University, and then worked as a research associate for Public/Private Ventures in Philadelphia, evaluating school and community-based programs for disadvantaged youth.



JOHN MASSI AND PHEBE SHINN RETIRE

Two long-time and esteemed members of the Annenberg School staff retired at the end of June: John Massi and Phebe Shinn.



JOHN MASSI, manager of television services, was a pioneer in the early days of television in Philadelphia. He came to ASC in 1965 from work as a cameraman at all three of the local network affiliates: WCAU, WFIL, and KYW. In a conversation in June, Massi reflected on how technology has changed since he first came to the Annenberg School. “Back then the equipment was so unlike today,” he said. “TV was black and white, of course, with camera tubes that were almost two feet in length. And in those days we had reel-to-reel tape recorders, which were very awkward to handle and got terrible pictures, and you actually used your hands for editing. Everything changed with video cassette recorders and when editing became electronic. Everything is hands-off now.” He also noted how the introduction of the transistor and integrated circuit changed his work by “making everything so much smaller and cheaper.” Massi’s equipment-filled office adjacent to the video lab on the School’s ground floor — crammed with wires and pliers, and strung with Christmas lights — will be remembered for its collection of tabloid stories with such headlines as: “How to tell if YOU are descended from a space alien” and “Plane Missing since 1939 lands in South America — With 36 Skeletons Aboard.” Massi talked about the pleasure he has had in working with Annenberg graduate students over the thirty years he has been at the School and the excitement of the last few years working with Kathleen Hall Jamieson, “a vibrant dean who takes all kinds of chances.”

PHEBE SHINN joined ASC in 1974 as film coordinator and assistant to Professor Amos Vogel. In the 1970’s, when Vogel directed the Annenberg Cinematheque, Shinn was in charge of organizing film screenings and weekend programs where new films were premiered. After the Cinematheque ended, she continued to work with Vogel as film and video coordinator in charge of the film archives, and in her later years at the School worked in administration. Before her retirement, Shinn paused to reminisce about the excitement — and anxiety — associated with screening films. She recalled a Philadelphia premiere of the French film “Lacombe Lucien,” which was being screened at the Zellerbach theater. “I remember that we were totally sold out and so we had set up seats in the orchestra pit. I had been running around setting up, but when I finally went and sat down in the pit — when the lights went down, and the projection started — I realized that the entire section of seats was sinking. I didn’t know what to do — should I shout, run? Well, it turned out that we sank a few inches and settled and all was fine.” Staying graceful under pressure was a hallmark of Phebe Shinn’s tenure at the Annenberg School.

In her retirement, she plans to get back to her painting and work with her husband George in practicing the old American craft of painting and stencilling floor cloths.



**Susan Williamson:
New Library Resources for Communication Research**



At the May meeting of the International Communication Association in Chicago, ASC Librarian Susan Williamson discussed new communication library resources and offered some cautionary notes about the quality and reliability of the new media. Williamson, who is also head of the Council of Communication Librarians, said that the Annenberg School Library has recently acquired several new information resources, including:

CommSearch 95, a CD-ROM put out by the Speech Communication Association (SCA), containing the full text of and an index to and abstracts for the six SCA communication journals from 1994 on. It also provides an index to 18 other communication journals since 1991, with more coming in the future.

Film Index International, a CD-ROM which provides citations from the British Film Institute's database covering some 90,000 films from 1930–date, indexing specific directors and actors and offering filmography and citations to criticisms of work.

Ethnic Newswatch, a CD-ROM which contains an index to and full text of about 100 ethnic newspapers in the United States. Newspapers are published in

English and Spanish, dating from 1990. Ethnic Newswatch Softline has also published histories of these newspapers.

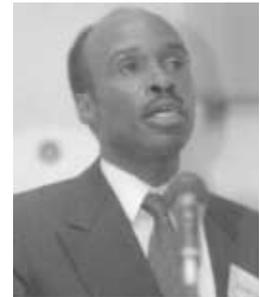
Polling the Nations, an electronic version of the American Public Opinion Index, containing hundreds of public opinion questions and data from the United States and some European countries, dating from 1986.

Along with the advantages of these new sources, Williamson said, come new concerns. "We want to believe that what we see in the actual text of a newspaper is what we are getting online or on a CD-ROM. It isn't," she said. Some sections of the paper editions of newspapers are left out entirely, she said, while some sections, such as food and fashion, or religion, are purposely deleted. And some papers include only those stories in the online version which the editors think have significant news value. "How they determine the news value of a story is not published anywhere or known to anyone but the few editors doing the choosing," Williamson said.

She also noted that newspapers have different policies about which edition of the newspaper goes to the commercial online vendor and that online newspapers from Lexis/Nexis do not include graphics or photographs yet, a shortcoming for scholars who want access to pictorial data.

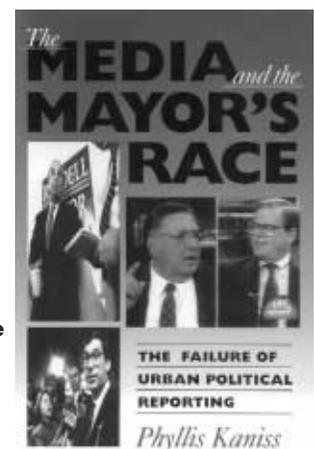
Williamson also pointed to a serious problem with the new CD-ROM products, brought to her attention by ASC alumnus David Perlmutter (MA '91): page numbers of the full texts of articles from journals are not shown on the screen. "A student or faculty member who needs to cite an article will need to go to the original to determine where a quotation or article appeared," she cautioned.

Members of the the National Black Caucus of State Legislators discussed issues related to new telecommunications technology at the Telecommunications Regulatory Forum held at the Annenberg Public Policy Center July 15-16, 1996. The forum addressed issues of universal service, access to advanced technology, small business opportunity, as well as how regulation relates to social and economic policy concerns of African American elected officials



The Annenberg Public Policy Center, in conjunction with the Wharton School, hosted a conference on "Information Technology and Its Impact on Catastrophic Management" on June 12-13. The conference focused on the role that information technology is playing in changing the way that the insurance and reinsurance industries will be doing business in the future. The keynote speaker for the conference was James Lee Witt, director of the Federal Emergency Management Agency.

The Media and the Mayor's Race: The Failure of Urban Political Reporting (Indiana University Press, 1995) by ASC's Phyllis Kaniss has been presented with the Bart Richards Award for Media Criticism. The award, sponsored by the Penn State School of Communications, recognizes outstanding contributions to the improvement of print and broadcast journalism through responsible analysis or critical evaluation. One of the judges, Jonathan Alter, a columnist and senior editor at Newsweek, said The Media and the Mayor's Race was an "important and rare contribution" to the field of media criticism.



A L U M N I



LYNNE EDWARDS (PHD '95) has been appointed Assistant Professor of Mass Communication at the University of Evansville, where she teaches courses in public relations and online publishing. Edwards recently received two grants from the university, a faculty fellowship to examine values and program preferences for female adolescents and an alumni grant to track political messages from convention to inauguration.

MAURICIO GERSON (MA '78) has been promoted to vice president for Latin America at USA Networks International. He will assist in overseeing the creative and business aspects of the USA Latin America and USA Brazil networks while monitoring USA's revenue in the region.

EVA ILLOUZ (PHD '91), of the Department of Sociology at Tel-Aviv University, received a \$25,000 grant from the Ford Foundation for research on a book on "Passions, Control and Civil Society."

EDWARD B. KELLER (MA '79) has been promoted to president and chief operating officer at Roper Starch Worldwide, one of the nation's most prominent research firms, specializing in marketing, public opinion, advertising and media research.

ROBERT KRINSKY (MA '92) received his J.D. degree from Case Western Reserve School of Law in May.

MARC KRONES (MA '85) has become account manager at ICR, a full-service market research company based in Media, Pa.

RUSS NICHOLS (MA '72) has begun publishing "The Artists and Writers e-Job News," the first e-mail newsletter devoted exclusively to helping artists and writers find work in the electronic entertainment and information industries. He is based in Los Angeles.

JOEL REISH (MA '84) has been appointed vice president/research for The Eagle Group in Atlanta, which provides research services for the radio industry. These services include perceptual studies, format searches, focus groups, music testing, personality testing, and sales research.

LESLIE SAYLOR (MA '94) is working as a producer/editor of national commercials at Charlex, a New York City company which specializes in high-end graphics. She has also started her own freelance avid editorial business, Anchor Editorial.

LORIE SLASS (MA '90) has become senior associate at Greer, Margolis, Mitchell, Burns & Associates, a Washington-based public relations, advertising, and political consulting firm.

ERIC SWARTZ (MA '77) has formed Byline Marketing Services, a marketing communications agency providing integrated marketing and corporate communications to companies in the online, information, and electronic publishing industries. The firm is based in San Mateo, California.

SHEILA WITHERINGTON (MA '93) has been appointed research associate for the Mid-South Center for Education, Research, and Training at the University of Arkansas at Little Rock, which provides family-centered education and training for service providers of foster children.

ASC's Buten Surveys Web Personal Home Pages



The *Washington Post's* "Cybersurfing" column of August 1, 1996, heralded the results of a survey of World Wide Web home pages carried out by ASC graduate student John Buten. "Research by a University of Pennsylvania graduate student," the column began, "reveals that hundreds of thousands of us need to get a life."

Actually, Buten's survey, which found that at least 600,000 Americans have their own Web pages, suggested that most personal Web pages are used to maintain valuable interpersonal relationships. "Sure, browsing is a big part of the Web," he noted, "but Web page authors write their pages primarily for their friends and family to read. People use their personal Web pages as one more device to keep in touch with other people."

The survey found that most personal Web page authors update their pages frequently (63 percent do it at least once a month, 25 percent at least once a week) and that students write the bulk of personal pages. The survey also found that women were under-represented among personal home page authors, and that people write home pages for "self-expression," the desire to learn HTML and to distribute information to friends.

"People have complained that freedom of the press is only meaningful if you have one," Buten commented. "With personal home pages, people have access to their own printing presses in record numbers and are actually using them. Personal home pages catch a lot of flak for being useless, but for the people who use them, they're anything but useless. They're not as flashy as interactive television, or online shopping, but this use of the Internet may prove more revolutionary."

John Sullivan delivered a paper at the 1996 International Communication Association meetings in Chicago entitled "Group Viewing and the Interpretive Community: Social Rules and the Group Construction of Television Meaning." He presented another paper on "Viewing in Context: The Problem of Group Reception and Interpretation" at the Crossroads in Cultural Studies International Conference in Tampere, Finland, July 1-4, 1996. Also at the Finland conference, **David Gleason** presented a paper entitled, "From Self Comparison to Analogic 'Other': The Development of Critical Distance to Mass-mediated Representations of People," and **Mariaelena Bartesaghi** delivered a paper on "Memory as Dialogic Process: An Exploration of Narrative Truth and Life-History Co-Constructions in the Ethnographic Interview."

June Woong Rhee co-authored a paper with Professor Joseph Cappella and Dean Kathleen Hall Jamieson on "Cynical Reactions to Strategic and Issue-based News: Experimental Tests and Social Cognitive Explanations" for the International Society of Political Psychology conference in Vancouver, Canada on July 1, 1996. His article "How Polls Drive Campaign Coverage" was published in Volume 13 of *Political Communication* (1996.)

James Devitt presented a paper on "The Effect of Critical News Coverage on Public Confidence in Institutions" at the American Association for Public Opinion Research in Salt Lake City, Utah, May 16-19, 1996.



Joseph Borrell has been selected the Annenberg Public Policy Center Federal Communication Commission Fellow for Fall 1996. Borrell will be working as an assistant to Commissioner Susan Ness, providing briefings on emerging issues such as concerns related to the growth of new communication technologies and low earth orbit satellites.



ASC doctoral student Sean Aday presented findings from a two-year study of local news coverage called "Covering the City" at the U.S. Conference of Mayor's annual convention in Cleveland, Ohio, June 22, 1996. The study was directed by Dean Kathleen Hall Jamieson.

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