It was a celebration unlike any other — a whirlwind day and a half of impassioned discussion and rousing festivities that left guests searching for superlatives to describe it. "It was not merely multimedia; it was multi-spectacular," observed one guest.

Another, alumnus Michel Huber (MA ’61), described the event as "socially spectacular and intellectually exciting and stimulating," while Darry Sragow (MA ’68) called it "unique — memorable for all of us who were there."

"The best anniversary bash in the country," pronounced Annenberg Foundation Program Director Gail Levin, "but also one with an important and serious theme: that making a difference demands ongoing sacrifice and genuine focus on the well-being of others."

The occasion was the September 29th, 1999 celebration of the Annenberg School’s 40th anniversary and the opening of the new home of the Annenberg Public Policy Center. Over 400 alumni and guests joined faculty, staff and students for lectures, panel discussions, and salutes to the School and to Ambassadors Walter and Leonore Annenberg, who were in attendance.

The dramatic renovation served as a backdrop for stimulating lectures, provocative discussions, and many amusing moments. Filmmaker Duncan Kenworthy (MA ’73) regaled his Zellerbach audience on the gala’s eve by describing the 72 takes required for Hugh Grant to record the opening of Kenworthy’s new film Notting Hill and by confiding how Grant’s girlfriend, actress Elizabeth Hurley, boosted the movie’s publicity by wearing a...
The festivities began Tuesday evening with a cocktail and dessert reception welcoming filmmaker and producer Duncan Kenworthy to deliver the Walter and Leonore Distinguished Lecture in Communication. Before the lecture, ASC alumni, faculty, and other invited guests had the opportunity to mingle and reflect on their memories of their time at Annenberg and what lies ahead for the School.
As asked by Dean Kathleen Hall Jamieson to kick off the 40th anniversary celebration, producer Duncan Kenworthy (MA ’73) said he racked his brains and went back to his Annenberg notes before calling the Dean to tell her his title: “Repetitive Metacommunication and its Role in Cinematic Contextualization.”

“There was a silence at the other end of the line and Kathleen — who perhaps knows me better than I realized — asked, ‘Couldn’t you just talk about how you made Notting Hill?’”

Kenworthy was referring to his latest film, starring Hugh Grant and Julia Roberts. And talk about the very successful film he did — including, to the delight of many in the audience who had seen the film, showing hilarious outtakes that were left on the editing room floor. Of the course of the lecture, Kenworthy offered a witty list of the elements comprising a successful movie.

Duncan Kenworthy’s 10 Keys to Successful Movie-making

1. Enumerate for Success. “You can even substitute a list for a plot. We’d certainly done more than half the editor’s job when we decided to call our first film Four Weddings and a Funeral.”

2. Get a good script. “And if you want to make a big audience cry, make a comedy. Few people want to go to a drama that they know will wring their emotions, but everyone loves to have a big laugh and then a little weep.”

3. Choose the most interesting setting, but think twice before naming your movie after it. “Probably the only serious criticism that was leveled at the film in the UK was the racial makeup of Portobello Road…when we cut from the film a key scene featuring a heavily multi-ethnic crowd, the perceived balance shifted. We were accused of intentionally whitening Notting Hill for a worldwide audience — something that hurt me not just because it was so completely untrue, but also because I should have seen it coming.”

4. Use digital effects. “In Notting Hill, we used digital technology to erase a sweat patch under Hugh’s arm, and to smooth out creases in Julia’s space suit. But sometimes it was to make a bolder statement, as in the sequence in which six months pass as Hugh’s character walks a hundred yards along Portobello Road.”

5. Keep the audience guessing. Always have a chase.

6. Edit well. “If a scene is fantastic, but it really messes up the rhythm of the storytelling, it’ll have to go.”

7. Finally number ten. And this is a brief one but an important one — keep your out-takes. You never know when you might need to blackmail your star.”

Filmmaker Duncan Kenworthy

The Walter and Leonore Annenberg Distinguished Lecture in Communication
Drawing on her own experience pushing a constitutional amendment to protect open space, New Jersey Governor Christine Todd Whitman emphasized the importance of communication to public policy. "It wasn't enough just to go to places and stand behind a microphone and deliver a message. We needed to capture the media's attention and the public's imagination. So at one farm, I arrived on horseback with a group of kids, all riding on ponies. At a state park, I hiked up to the highest spot in the State of New Jersey… I reviewed a contingent of Revolutionary War soldiers at Fort Lee, and sailed on a schooner in the Camden Waterfront, and shot the rapids at the Water Gap. I even took a press photographer with me when we went up in a hot air balloon… Now, I know that some people might dismiss this approach as 'gimmicky'… but we were able to get the message out."

Whitman called on the Annenberg School and the new Institute for Public Service to take the lead in studying how communication can be used for civic good. "Because we live in a political system that depends on the consent of the governed for its success, we must engage the public in effective political communication. Failure to do so truly risks the failure of our system. The great service that this school will provide to America's next generation of political leaders is an understanding of the skills of how to master all the new methods of communication that will be available to us. By combining in one place the study of communication and public policy with the real-world experiences of prominent public service, you will become the source of practical knowledge about effective political communication."

She concluded by declaring that "today, perhaps more than ever before, we need a place where effective communication is recognized and studied."

"Today, perhaps more than ever before, we need a place where effective communication is recognized and studied…"
Before an audience in the Zellerbach theater, Annenberg Public Policy Center Senior Fellow David Eisenhower officially assumed the role of Director of APPC's new Institute for Public Service and announced the release of the Campaign Archive CD-ROM. "This archive will present every transcript of every campaign address, every debate transcript, every transcript of a political ad, by every major party nominee, since 1952," he said. "It will fill libraries, it will serve as course work, it will serve book writers and pundits, and will become a standard reference for campaigners."

Eisenhower welcomed a panel of discussants to examine how campaigning, and in particular speechwriting, have changed in the period covered by the Archive—what he called the "television age." Martin Medhurst, Professor of Communication at Texas A & M University, pointed out that with the advent of television "the public relies more on paid advertising to get its information about the candidates than it does on the speeches and the appearances, and therefore the role of the speechwriter has changed."

"What we've lost is not the capacity to write a great speech... what we've lost are great audiences." — Stephen Hess

Stephen Hess, a former speechwriter for both President Dwight Eisenhower and President Richard Nixon, and Senior Fellow at the Brookings Institution, added, "what we've lost is not the capacity to write a great speech, to deliver a great speech. What we've lost are great audiences." He said that he thought that with television "you get a very inattentive audience. It's a very different thing than sitting there [in person] listening. Television is the time you watch while you're talking on the phone... doing your homework. Any of us who've been on the news know that the next day we bump into someone who says, 'hey, I saw you on Peter Jennings yesterday. Nice necktie. You need a haircut.'"

No one ever says, 'hey, that was an interesting point you made.'

Frank Mankiewicz, former Press Secretary to Robert Kennedy and Campaign Director for George McGovern, and currently Vice Chairman of Hill and Knowlton, responded, "I think television has been responsible for the personalizing of our politics, rather than [focusing] on issues. And among the personalizing things about our politics is that everybody knows who the speechwriters are. Partly that's because the speechwriters have done a pretty good job of making that known."

Eisenhower asked Michael Waldman, Kennedy School Fellow and formerly Chief Speechwriter at the Clinton White House, whether the Campaign Archive of Presidential speeches would have been useful in his position at the White House.

"It would have been tremendously useful," Waldman answered. We
A dedication ceremony was held as an audience of 600 watched on a screen in the Zellerbach theater. Dean Kathleen Hall Jamieson, Ambassadors Walter and Leonore Annenberg, University President Judith Rodin and Provost Robert Barchi assembled with other invited guests on the sidewalk outside the School’s new Walnut Street entrance for a dedication ceremony. The Dean read out Ambassador Annenberg’s words, from forty years before, when he founded the school.

“Every human advancement or reversal can be understood through communication. The right of free communication carries with it responsibility to respect the dignity of others and this must be recognized as irreversible. Educating students to communicate this message effectively and to be of service to all people is the enduring mission of this school.”

Dean Jamieson added: “Ambassador, in the 40 years that this school has been in existence, we’ve tried to live up to that ideal. On behalf of the more than one thou-

A video transmission of the dedication ceremony was screened in the Zellerbach Theater.

wound up doing it by hand — you know, photocopying. I always found it very helpful to go back and look at what other presidents have said. President Clinton did also.” He described how he had used past speeches to research the 1996 State of the Union speech. He noted that the speech followed the government shutdowns when there was a great deal of partisan bitterness and when the media were focusing on layoffs and downsizing, even though the economy was actually performing well.

“And so it was a question of what should [the President’s] tone be in this State of the Union? He’s naturally ebullient and optimistic, but a lot of advice he was getting was that he shouldn’t show that side. I happened to look at the State of the Union addresses delivered by all the Presidents, this century, running for reelection, and it was very striking. President Carter, in 1980, started, ‘This has been a difficult year for us all.’ President Bush opened by... making a joke, apologizing for not being Barbara, then made a joke about what had happened with the Prime Minister of Japan a few weeks earlier. And then he apologized for seeming not to care about the country’s problems.

Then I looked at Reagan in 1984. A time when people weren’t quite sure if the economy was really as strong as we now know it was. It was ebullient; ‘America is back, standing tall.’ ‘It’s a little simplistic,’ Waldman concluded, “but basically, you could tell who was going to win and who was going to lose by reading the speeches.”
sand graduates of this school, I would like to say that we pledge that in the next 40 years, and in the years after that, we will continue to aspire to your high ideals.

Before unveiling the School's new entrance, Lee Annenberg rose to the podium to deliver a greeting. "When Walter dedicated the Annenberg School — what was then — of Communications — in honor of his late father, Moses Annenberg, in the presence of the late President of the University of Pennsylvania Gaylord Harnwell, and his beloved mother, no one could have foreseen the accomplishments or the stature the School would attain. The School has been led and inspired by remarkable deans. The first dean was noted critic Gilbert Seldes, who presided over its early years and was succeeded in 1964 by George Gerbner, a distinguished and prolific scholar. During his 25 years as dean, George Gerbner defined the emerging field of communication studies and was the pioneer in establishing a broad program leading to Master of Arts and Ph.D. degrees in communication. Under his direction the school became well known and widely respected for a strong curriculum and excellent research. Through the media he was influential in making the public aware of communication's important role in contemporary thought and life. "Now we are truly indebted to our present dean, Kathleen Hall Jamieson, for her outstanding scholarly work, her talented leadership of the School, the Washington Program, and the founding of the Annenberg Public Policy Center. She has built brilliantly on the foundation laid by her predecessors in the first three decades. Her representation in the media has brought recognition nationally and internationally to the study and understanding of communication and public affairs.

"Walter and I have been extremely fortunate to have outstanding deans, outstanding faculty, who have turned out outstanding graduates and who have reflected honor and pride on our outstanding school. Kathleen, we are so proud of you, your faculty members and staff, and we are confident that you will continue to carry our vision to new heights in the 21st century."

After her remarks, Mrs. Annenberg joined Dean Jamieson, President Rodin and Provost Barchi, in unveiling the new entrance, with the words "The Annenberg School for Communication" clearly visible from Walnut Street.
At a luncheon in a tent on the Annenberg School plaza, NBC Nightly News Anchor Tom Brokaw delivered a speech on Communication in the 21st century.

Brokaw lauded the Annenberg School as a "national treasure, because of the intersection of communication and public policy. It is a place where we can find common ground for discussion of these issues, and that will help us to find our future."

Brokaw's remarks focused primarily on the profession of journalism: how it has changed in the forty years since the founding of the Annenberg School, and what challenges it faces in the future, particularly covering government and politics.

He cautioned that nostalgia for the "good old days" masks the fact that 40 years ago the media were dominated by "a small circle of white middle-aged males who came from common backgrounds and cultures." While they covered important issues, such as the Vietnam War and the Civil Rights movement, they also "missed or under-reported so much of what was going on in the rest of the real world: the rise of women... the rise of a drug and violence culture in our midst, the deterioration of public education."

As he looked to the future, the newsmen praised the emergence of new technologies that are "empowering and accessible" but noted concerns about the integrity of information and questioned whether the Internet will help create common grounds for discussion. "I believe that one of the greatest challenges that we have as a society, but especially in my profession, is to attempt to restore in America the concept of a common ground."

Brokaw noted his concern with what he called a "distancing going on from our national political institutions. Those people who serve in Washington are much too inclined to pay too much attention to narrow personal agendas, financed by special interest."

He called on policymakers, journalists, academics, and business and community leaders to point the way to campaign reform.

"I know of only a few politicians of either party these days who enjoy the demeaning process by which campaigns are financed and conducted. We have allowed our greatest political process, the election campaign, to be taken hostage by hit men who fill the airwaves with the dense smoke of attack ads. Ads that are designed to destroy the personal character of the opponent, not to elevate the understanding of the citizens from whom they want their vote. Those of us in the American press, especially at the national level, have learned some painful lessons in recent campaigns. I believe that, by-and-large, we have righted ourselves and we now provide more thoughtful, broad and balanced coverage of the candidates and the issues." But alas, politics, driven in part by public indifference to it, has fallen off the screen in the most powerful instrument of contemporary news media in communities, and that is the local news. At the same time, those of us in the American press, especially at the national level, have learned some painful lessons in recent campaigns. I believe that, by-and-large, we have righted ourselves and we now provide more thoughtful, broad and balanced coverage of the candidates and the issues. But alas, politics, driven in part by public indifference to it, has fallen off the screen in the most powerful instrument of contemporary news media in communities, and that is the local news. At the same time, those of us in the American press, especially at the national level, have learned some painful lessons in recent campaigns.
Also at lunch, Philadelphia Mayor Edward G. Rendell took to the podium to pay tribute to the Annenbergs. “It is not simply how much they give, but the way that they do it: to challenge us. Not just to challenge us to raise matching funds — that’s important — but the way they challenge us with their gifts to look at important issues. When the Catholic school system was in deep trouble five or six years ago, and the Cardinal was going to close some great, great Catholic high schools, the Cardinal called me and asked if I would help try to raise some money to avoid having to close those schools. And I said yes, but I didn’t know where we were going. And then, Walter and Lee gave a grant, and challenged the rest of the private sector to meet that goal. And not only did we meet the goal, but it got the private sector into the business of understanding how important our parochial school system was. What the Annenbergs have done is not only to give money, but also to give money in a way that provokes thought and provokes people into thinking about how important our institutions are.”

Annenberg alumni George Custen (M A ’76, PhD ’80), Professor of Communications, Theater, and American Studies at the City University of New York (far right), Nancy Morris (M A ’88, PhD ’92), Assistant Professor of Broadcasting, Telecommunications, and Media at Temple University (far left), Stuart Sigman (M A ’79, PhD ’82), Dean of the School of Communication, Management, and Public Policy at Emerson College (second from left), and Nikhil Sinha (M A ’89, PhD ’91), President and Chief Executive Officer of I D L X Technology Program, gathered after lunch to discuss “How Did I Get Here From Here?” a consideration of ASC Grads in the Academic World. The panel was moderated by ASC’s Larry Gross, Sol Worth Professor of Communication.
After lunch, Barbie Zelizer (PhD '90), Raymond Williams Term Chair and Associate Professor of Communication at ASC, introduced a panel discussion on the topic of Television and Popular Culture. She noted, "Popular culture provides a default setting, or at least a background, for considering much of what we do as communication scholars. That's not to say that we have been consistent in how we think about popular culture or the degree to which we admire it. Back in the late fifties, to say you studied television as an academic was to secure a raised eyebrow and a disapproving look. To say that you were looking at prime time, fictional programming was enough to get you booted out of an academic forum. And yet, the academic study of popular culture has persisted, and vigorously so. In fact, its resilience is proof-positive, to paraphrase and re-articulate Gertrude Stein, that they're worth looking at."

The panel discussion that followed involved a conversation among academics who study the medium of television, and writers and producers who work in the industry. An excerpt from their conversation:

**Lisa Henderson** (MA '83, PhD '90) Associate Professor of Communication at the University of Massachusetts, Amherst: "I'm struck by the ways in which certain things get lodged…in the minds and lives of viewers, and aren't forgotten. And they can potentially be quite formative things that wouldn't necessarily have been attended to by producers. A program that I really admired was the Golden Girls, because here was a bunch of women living together in middle-age and some even had real sexual personas, which was uncommon for middle-aged women in television. And they did a well-received episode in which a friend of Dorothy's... came to visit, who was a Lesbian, and who was much like the other characters in the program. But three episodes later the Golden Girls were looking for a housekeeper, and the opening sequence was various people who weren't going to work, being interviewed. And this incredibly thoughtful, intelligent and oftentimes very creative program invoked one stereotype after the other for the kinds of people you don't want in your house. For a program that had just sought this gesture of inclusion three episodes earlier — that just struck me so profoundly."

**John Masius,** television writer and creator of Providence and Touched by an Angel: "Television is still the medium by which you can reach the most people in the shortest period of time and have the greatest influence. Television is an incredibly personal medium for people. When you see the mail that you get, you realize how seriously people take television, what ownership they have over television... In New York City, you can go into a restaurant for dinner with Robert Redford, and people will point to him from afar. If you go into that same restaurant with a Tim Allen, people will come up to him, and they'll interrupt him, because they feel they've had ownership, because this is someone they've had in their home, every Wednesday night, for x number of years."

**Matthew Blank,** Chairman and Chief Executive Officer of Showtime Networks Inc.: "We have an interesting equation at Showtime because premium networks are unlike all the rest of the popular media, which for all practical purposes are highly dependent on eyeballs. Unlike other television, we're not in the eyeballs business. We are a..."
subscription service, and we have the advantage of saying, as I frequently do, that we're in the hearts and minds business. We pride ourselves on serving underserved audiences, whether that's an African American audience, whether it's a Gay and Lesbian audience, anybody not well served by the mass media. We also view ourselves as somewhat of a safe haven for product that might not have commercial viability elsewhere.

Sari Thomas, (MA '73; PhD '77) Professor of Mass Media and Communication at Temple University: "The running gag on Seinfeld was that it was a show about nothing, when we all know it wasn't. We could identify episodes and say what each was about, and none of them was about nothing. But what it lacked, and what the new comedies that I find so much more appealing on television share — Mad About You, Seinfeld, probably from Cheers on — is the non-didacticism of them. In other words, you cannot identify a show as [the one] where the writers are going to give you some moral lessons about this issue. And this is very common for talk shows, for situation comedies, for dramas, and certainly for movies of the week. Since when did we give over moral philosophy to the writers and producers of television?"

Kenneth Kaufman (MA '73), President and Chief Operating Officer of Patchett Kaufman Entertainment: "I do think we have responsibility to raise issues in these shows. And I think, in a way, we're fighting the business experts, who are constantly telling us to do something that's not going to offend anybody. And I think all of our instincts are to offend somebody. All our instincts are to challenge people, and to try to do something a little bit different. And when you're constantly told, 'nah, that's outside the box, don't do it', then you are put in a position where you think, 'I'm going to be a champion, I'm going to be a hero, and I'm going to do it'."

A SC Associate Professor and Public Opinion Quarterly Editor Vincent Price led an alumni exchange that examined whether public opinion polls have been helpful or hurtful to the democratic process. "What are some of the best uses of public opinion polls?" Price asked the panel. "And conversely, what do you think are some of the most worrisome uses of public opinion polling? Finally, what issues related to polling do you think are of the greatest import for ordinary citizens in our country?"

Bob Gardner (BA '64), president of his own advertising agency, Gardner, Gary, Coll, and Young, responded, "Most of the people who are running for office, and particularly high office — Senator, Governor, President — have huge egos, enormous egos. I've seen a number of them say, 'I don't give a damn what the polls say, this is the way we're going to do it.' Polling, for people like me who have to actually craft the ads, is, okay, he's not going to say this, so how do we craft a message on what he wants to say that makes it the most appealing?"

I think the danger is in the phony polling... the so-called fundraising polling, where you get these outrageous questions, like, 'You wouldn't want the Soviet Union to unleash its nuclear missiles on the U.S., would you? And if you answer no, then you send money. And both parties do this a lot. Push-polling, I think, is a real danger. That's phony polling where, instead of having a sample of, say, five hundred, a good national sample, the campaign calls thousands of people and says things like 'If you knew [a specific candidate] was a drug addict, would you be more or less likely to vote for him?' They're not interested in your answer at all, what they're interested in is raising a doubt about the candidate."

Ken Winneg (MA '85), director at the corporate and political strategic research firm Penn, Schoen and Berland, pointed out other concerns. "The most worrisome things that I've seen in polling are polls that don't use the appropriate or acceptable methodology, i.e., either through sampling, or wording of questions, or lousy interviewing, or..."
improper ratings. So it’s not going to reflect both the true population and the survey. There are lots of polls out there that ask people to call in on a particular issue, usually used by local news organizations and radio stations. Again, they suffer from self-selection where anybody who’s interested in the program can call. They’re not really representative of the total population, only particularly representative of whoever’s watching that show. Similarly, with some web site polls that ask you to vote on a particular issue, [the samples] are self-selectable."

But Winneg said he believed there were many good uses of polling, particularly when it is not used "to change policy, to follow the prevailing winds. Instead, they are tools to determine how to persuade people about an idea. And nuclear energy. They can do great harm, and they can do great good, and it depends on how you use them. I would argue that in California private polling, internal polling is very important, because in California, which had thirty-three, or thirty-four, or thirty-five million people, depending on how you count, you cannot go take a tour of bars on a motorcycle and find out what’s going on in the minds of Californians. You need public opinion polling to get a grasp of what’s going on in the electorate when you are running in any kind of a big race."

Sragow stressed the importance of candidates staying in touch with what the electorate is feeling. "Public opinion polls are very important to ground campaigns, in a big state, because they’re the only source of real information."

"We’ve created a campaign financing scheme in the United States, particularly with federal races, that requires candidates in a place like California to raise sums like thirty million dollars to run for statewide office. And they are not legally able to raise more than a thousand dollars a person in the general, and a thousand in the primary. If you do the math, you discover that what that does is send perfectly fine open-minded candidates into the drawing rooms of Bel Air and Beverly Hills and Brentwood, in search of people who are able and willing to give thousand dollar contributions in enough numbers to get the thirty million dollars. The result is that, after a while, your candidate comes to you and says, ‘you know, the most important issue in the campaign is the capital gains tax.’ And you need something to say to the candidate, ‘no that’s not true, it’s really schools’ — because that candidate probably hasn’t met anybody whose kid goes to a public school in the last month. Public opinion polls are very important to ground campaigns, in a big state, because they’re the only source of real information."

But Sragow emphasized that there were many problems with polls taken for external use by the media to indicate the chances of a candidate. "Public polls create a self-fulfilling prophecy," he said. "Underdogs cannot become viable if they’re not viewed as being close in the polls. It’s very simple: people vote for winners, people contribute to winners... If you are not ahead on a poll, it’s very difficult to win an election."
PANEL DISCUSSION:

Information and Society
Challenges of the New Media Environment

A panel discussion on Information and Society, featuring Edward Keller (MA '79), President of Roper Starch Worldwide, and Martin Nisenholtz (MA '79), President of the New York Times Electronic Media Company. "While their professions look quite different, they are both involved in storytelling," Turow said. "Martin's organization helps tell news stories over a new medium, the Internet. Ed's organization tells stories about what Americans and others value and believe about the world. Both companies are at the center of a gamut of key issues about the way stories will be told in the new media environment, and the implications of that form of storytelling for their companies, industries and society at large."

Martin Nisenholtz addressed the challenges facing newspaper companies. "The newspaper industry is at a crossroads," he said. "Will we get to scale in the digital world and play a meaningful role? Or will our Internet efforts be mere adjuncts to the print side of the business. I think we must get to scale, and to do that, we need to compete in a new industry with new rules. To the extent that we do that, it's ours to lose. But to the extent that we play by the old rules, or play the defensive game, we will lose. It will be interesting to look back five years from now and see which companies have successfully crossed this divide."

Edward Keller spoke of the challenges that new technology brought to American society. "While he noted that Americans "have a love affair with technology" and that new technologies "are moving quickly from luxury items to necessities," he also cautioned his audience that "not everyone is as wired as you and I."

"Whereas nearly three quarters of affluent Americans have home personal computers, for the total population personal computer penetration stands at about 40 percent," he said. Keller emphasized that "there exist sharply different attitudes towards new technologies among different population segments. "When it comes to the 50 percent who haven't yet brought a range of new technologies into their homes, the group we call "tech nots," we see an attitude that says new technologies are a bit beyond them, or they outright scare them. Keller said that the key to capturing this group was to change their attitudes by making technology as easy to use as possible. "It will be interesting to look back five years from now and see which companies have successfully crossed this divide."

"Whereas the early adopters like mastering new technologies, those who are not yet on the technology superhighway don't want to work as hard."

Joe Turow, Martin Nisenholtz, and Ed Keller.
led by ASC’s Robert Hornik, Wilbur Schramm Professor of Communication, this panel examined some of the issues facing public health communication and public education efforts. Marissa Ghez (MA ’92), Associate Director of the Family Violence Prevention Fund, spoke of the challenges she faces. “Since 1994 we’ve been lucky enough to receive $100 million dollars worth of donated [media] support. Now, on the surface, that’s a tremendous accomplishment, and something to be proud of. But if you look closer, 70 million dollars of the total comes within the two-year period where O.J. Simpson was in the news, ’94 and ’95. Then there’s a drop-off in coverage. And if you look even deeper you see that only one percent — one percent — of the $100 million total was during primetime hours.

“So our problem becomes, how do we, in the post-O.J. context, bring back the focus of public attention to the issue of domestic violence — on a limited budget? If we know that exposure matters, and we do, how do we pay for it? How do we get this issue, and our other issues, which are so important and compelling, into the front and center of journalists’ eyes?”

Christopher Koopke (MA ’89, PhD ’93), Director of the Office for Children’s Health Policy Research in the Albert Einstein Medical Center, spoke of other issues. “I’m concerned at the moment about applying the knowledge that we’ve acquired over the last twenty years to what’s going on currently. Much of the writing about health communication has pretty much a common model. It says, you start formative research to develop messages and identify target audiences… and you apply attitudinal and social psychological and cultural theories in this development. You test an array of messages to see how they resonate with the target audience and you use media research to choose channels… and monitoring and evaluation to fine tune and to assess… What I’m arguing here is a need to promote this type of model in health agencies. Too often I see that agencies are relying on advertising firms for creativity with little attention to the literature about what really motivates people and little attention to formative research.”

William Novelli (MA ’64), President of the National Center for Tobacco-Free Kids, described changes that he sees in the future of health communication. He noted the emergence of larger and better-funded social and health communication programs with opportunities to study whether, and how, change occurs. As an example, he pointed to the tobacco settlement money. “This is pouring hundreds and hundreds of millions of dollars into health behavior change — at the state level and at the national level. The American Legacy Foundation has $250 million dollars to spend on public education this year and then $30 million a year thereafter. That’s for public education. It has $25 million, in addition, to spend on research. Not biomedical research, but behavioral research — the kind of research that this institution is interested in,” Novelli noted.

William Novelli (MA ’64), President of the National Center for Tobacco-Free Kids, described changes that he sees in the future of health communication. He noted the emergence of larger and better-funded social and health communication programs with opportunities to study whether, and how, change occurs. As an example, he pointed to the tobacco settlement money. “This is pouring hundreds and hundreds of millions of dollars into health behavior change — at the state level and at the national level. The American Legacy Foundation has $250 million dollars to spend on public education this year and then $30 million a year thereafter. That’s for public education. It has $25 million, in addition, to spend on research. Not biomedical research, but behavioral research — the kind of research that this institution is interested in,” Novelli noted.
He added, however, that there were still concerns. “Even with the changes that are occurring, some things stay the same. The disparities in health status among population segments are likely to remain stubbornly resistant. . . . It’s going to be a challenge for health communications and health promotion professionals to close this gap.

“I’ve heard it said that people from Osaka, Japan, where business is revered, often greet each other by asking, ‘Are you making money?’ Well I think that Annenberg graduates should greet each other by saying, ‘are you making change?’” Hornik summarized the discussion by pointing to pressing issues he sees in the future. “What has been valued in the field for a number of years has been effective message creation. The sense has been: we really have to attend to our audiences, we have to be responsive to our clients, we have to understand why it is people are doing things now, and why they’re not doing it. And then design our messages with great care and test them with great care, and make sure they’re really good. And I’m the last one to say that’s a bad idea, but it’s a bad idea. Bad because it’s taken our attention away from another problem that Mimi described so clearly, and Bill described so clearly, which is getting exposure, actually getting to our audiences. It has turned out we’ve become quite good in developing messages with high skill. We don’t always do it, as Chris described. Lots of agencies don’t do it the way we know how to do it… But even when we do that, we often turn out not to be able to get enough exposure to matter. You have to get to audiences, not just once but multiple times to try to influence behavior.

“This recognition about the difficulty of making sure people were exposed to messages,” continued Hornik, “has led to several possible solutions. One solution, and the nicest of them, is Bill’s solution. That is — find money to buy time. Clearly, there are some ‘haves’ out here, who have access to resources,” he said, such as the anti-tobacco or anti-drug campaigns. “But there are lots of ‘not-haves’ legitimate causes which simply don’t have the call on the same resources, and it’s not clear right now how they’re going to get them.” He concluded, “And that’s the hallmark of the current evolution in the field of health communication: the struggle between message quality and getting exposure.”
Linda Simensky (BA ’85) Vice President of Original Animation at the Cartoon Network: “My goal — and one that has been the entire Cartoon Network’s goal — has been to elevate cartoons, which are much maligned in the industry, to the point where they’re actually respected. What I’m trying to do more than anything is understand the audience, respect the audience, and attempt to make cartoons that we’re proud of, not embarrassed by. And we have a couple of interesting challenges. One is that the Cartoon Network is not just for kids. One third of our audience is adults. We have to acknowledge that kids, a lot of times, don’t watch alone, they watch with their parents. Adults don’t watch alone, they watch with their kids. And we’re trying to come up with things that are smart and funny. I think what we have in store for the future is just to keep pushing animation, to keep understanding our audience better, to keep trying to make animation that people will really enjoy. Not necessarily what they want, because I think people don’t know what they want, because I think people don’t know what they want. We want to give them things they didn’t know they wanted.”
Books authored by Annenberg School faculty, alumni, researchers and scholars, were prominently displayed at the new Penn Bookstore at 36th and Walnut Streets.

Richard Goldsmith (BA '85), President of Hollywood Ventures: "I think that the good news [from digital media] is that, for the independent, you can start your own network. You can go into the Internet tomorrow and start your own network, and be, automatically, tomorrow, in forty million homes. The good news is that it's going to give tremendous competition to the networks. And the bad news is, for the networks, and for us, it's going to fragment the market so much that there's not going to be concentrated advertising. So, you're going to have to do things like not relying on advertising to sell your products. Think of other ways — sell services to parents, for instance. It's unbelievable how fast it's changing."

Peggy Charren, founder of Action for Children's Television and member of the APPC Advisory Board on Media and the Developing Mind: "I think what the V-Chip's going to do is that parents who don't really want their kids to spend a lot of time at home will find that kids will migrate to somebody else's house that doesn't use the V-Chip. [What parents have to do] is turn off the TV set more often and take the TV set out of kids' bedrooms. Fifty-one percent of American families let kids have a TV set in their bedroom, which is the perfect way to make sure you have no idea what they're doing with television. And we have to set policies that encourage more voices, that encourage new technology, which may bring more stuff that's inappropriate for children, but along the way, it brings the kind of stuff that a democracy needs, and most important, it can support the healthy growth of public telecommunications."
The final speech of the celebration was delivered by David Halberstam, Pulitzer-prize winning journalist and author of 16 books, including The Best and the Brightest, The Fifties, The Powers That Be, and Playing for Keeps. Michael Jordan and the World He Made. In his speech, Halberstam took a sober look at where the profession of journalism is heading in the new century, as well as a look back in time.

"The 60s and 70s [were] an uncommon time. More, better newspapers were becoming more serious and more affluent than ever before. The technology of television did not yet dominate print, and television had yet to cut into the economic base of our best newspapers in every major city. If anything, it had made them stronger and more affluent by killing off some of their competitors. The values which came to the fore in that era reflected the best tradition of journalistic seriousness — of reporters taking on difficult, demanding subjects, with fairness, toughness of mind, and a true sense of obligation to the country. Equally important, those values were shared by that generation's television reporters, and we thought of them as peers.

"But because of its growing power and influence, and because of the ever-greater competition — not just network against network, but network against cable shows — the television executive producers have redefined what constitutes news, often going for stories that television likes to cover — stories which are telegenic because they have action, or are sexy, or are tabloid, or are scandal-driven. We have morphed, in the larger culture, from a somewhat Calvinist society to an entertainment society, and that is reflected in the new norms of television journalism — where the greatest sin is not to be wrong but to be boring, because boring means low ratings.

"In the new norms of television journalism... the greatest sin is not to be wrong but to be boring, because boring means low ratings."

Halberstam warned the audience about the consequences of such trends. "I believe, in some way, there will be a terrible payback for the kind of abuse to our freedom that is taking place now. ... I think we are risking hard-won freedoms for the most trivial kinds of results."
As close to six hundred people gathered for a lobster and champagne dinner under the tent on the School’s plaza, more toasts and tributes were offered to the Annenbergs and to the School. Martin Nisenholtz rose from his table to offer a toast on behalf of the alumni.

“Forty years ago, it took great vision to foresee the profound impact of the relatively new field of communication. And to understand how quickly this new industry would evolve, and to create a new academic institution that would take a more thoughtful and scholarly look at the many different ways that communication would affect our lives. But perhaps more importantly, what the Annenbergs also understood is that the caliber of any University is largely determined by the quality of the students that it is able to attract. Because of their breathtaking generosity, thousands of people, including many sitting in this room tonight, have had an opportunity to come to this outstanding School. Speaking personally, as well as for many of my fellow alumni, we simply would not have been able to achieve our potential, and to make our mark, without the extraordinary opportunities provided by these two exceptional people. Yet, they never ask for our gratitude. I suspect, however, that they take a lot of pleasure in knowing that there are thousands of Annenberg graduates who all share a common bond — a genuine desire to use our extraordinary training to make a difference. I left Annenberg twenty years ago, and tonight, I’ve come back to say thank you, on behalf of my family and on behalf of my fellow Annenberg alumni.”

After Nisenholtz’s toast, Dean Jamieson read a letter of congratulations from President Bill Clinton, lauding the Annenberg School for its contributions to scholarship and policy in communication.

Many others offered their praise and congratulations on videotape. Dinner guests watched the taped tributes on large screens mounted at the front of the tent.

Among the video tributes was one from First Lady Hillary Clinton. Mrs. Clinton congratulated the School, particularly for its research on children and television and for producing graduates dedicated to the public good.
Lady Margaret Thatcher: “Walter pursues the art of communications because he has messages worth communicating. He believes that enterprise, integrity and generosity are worth pursuing not only for their own virtue but because they build greatness in a nation. As I was wondering how to put it, I came across some verses from Longfellow, which put the whole position so perfectly, as he usually did. May I share them with you: ‘Not enjoyment, and not sorrow/is our destined end or way/but to act that each tomorrow/find us further than today… Lives of great men all remind us/we can make our lives sublime’ and we, too, may leave behind us ‘footprints on the sands of time.’ That’s exactly what Walter and Lee have done.”

President George Bush: “Barbara and I are here to congratulate Lee and Walter. I can think of no two people who have done more for others than the Annenbergs. And here we are celebrating, not only their 48th wedding anniversary, but the 40th anniversary of the founding of the Annenberg School for Communication. Walter and Lee, we congratulate you newlyweds on your anniversary; we wish we were there to look you in the eye to tell you we love you, and once again, to thank you for all you do for so many.”

Barbara Bush: “I just want to add to what George said that no two Americans have ever given more to their country or more to their friends and we love our precious friends, the Annenbergs. God Bless you.”

General Colin Powell: “Today, the Annenberg School for Communication of the University of Pennsylvania inaugurated the Policy Center’s Institute for Public Service. Under David Eisenhower’s leadership, I know that the Institute will instill in a new generation of students and scholars a heightened sense of the valued importance of service to others and to the nation. I am pleased to add my voice to those congratulating the Annenberg School, its faculty, students and graduates on 40 years of dedication to the noble ideals of the School’s founder, my dear friend, Walter Annenberg.”

Pennsylvania Governor Tom Ridge: “The Annenberg School for Communication is recognized as one of the nation’s foremost communications institutions. Annenberg graduates work at commercial and public television networks, at some of the nation’s largest advertising and public relations firms, they even advise some of the top elected and appointed officials in Washington, D.C. But the Annenberg School does more than produce successful graduates. It also examines the way communication tools and techniques affect our everyday lives. Whether it’s parents’ fears about the influence of the Internet on their children, the impact of political ads on the population, or the quality of children’s television programming, The Annenberg School studies the issues and provides valuable perspective.”
President Gerald Ford:
"Today, the Annenberg School for Communication at the University of Pennsylvania opened the Pew/Annenberg Campaign Archive. I am pleased and honored that my campaign materials and speeches are among those in the Archive. I applaud the School and its faculty for focusing scholars and reporters on election campaigns rather than sound bites. Congratulations to the Annenberg School. Happy 40th Birthday."

Commentator Bill Moyers:
"I'm just one of many journalists whose work owes a great deal to the Annenberg School for Communication. As we say in my shop, you can't go wrong singing Dean Jamieson's song. The scholarship is strong, and the passion for democracy is contagious. So thank you, Walter Annenberg, for the vision and Happy Anniversary to you, Lee, and the Annenberg School."

Pew Charitable Trusts
President Rebecca W. Rimel: "Quality, credibility, creativity and commitment. These are words that quickly come to mind when I think of the Annenberg School and the extraordinary leadership of Kathleen Hall Jamieson. The Pew Charitable Trusts are honored and delighted with our partnership with the Annenberg School. We've been working on some tough issues: renewing elections as meaningful events in public life, campaign conduct, campaign finance reform. Through Kathleen's hard work and that of her colleagues, they have earned the respect of politicians, policy-makers, the press, and the public at large."

Justice Sandra Day O'Connor: "This is a very special occasion as we celebrate the 40th anniversary of the Annenberg School for Communication at the University of Pennsylvania. Walter Annenberg has been a great communicator indeed, all his life, as a publisher, as a broadcaster, both in the private and the public sector, as Ambassador of our country to the Court of St. James. Walter has spoken for all of us through the years, and congratulations on the founding of this very important school."

Entertainer Dick Clark:
"In 1959, Walter Annenberg saw the need for a school that would teach students to put the power of communication in the service of democracy. For 40 years, leaders in government and industry have paid attention to the scholarship of the Annenberg School for Communication at the University of Pennsylvania. Congratulations to the faculty and graduates of the school for 40 years of distinguished service and scholarship. Happy Anniversary. Happy 40th."
David and Julie Blumhover, with David Halberstam and Peggy Charren.

ASC Professors Martin Fishbein and Robert Hornik with Deborah Fishbein.

Wallis Annenberg joins her father at the gala celebration.
Gala caterer Maryann Blum (far left) joins ASC staff members Leslie Atik, Deborah Porter, Debra Williams, and Donna Burdumy, in a toast.

ASC alumna Mary Ellen Mark with David Halberstam.

Lee Annenberg, Judith Rodin, David Halberstam, Wallis Annenberg, and Kathleen Hall Jamieson surround Walter Annenberg at the tribute dinner.
The Annenberg School Celebrates 40 Years

(continued from page 1)

revealing dress to the premiere. But there were many serious moments as well, as when New Jersey Governor Christine Todd Whitman made a plea for the importance of communication in strengthening governance or when author David Halberstam turned a critical eye on the profession of journalism at the dawn of a new millennium.

Panel discussions with faculty and alumni examined cutting-edge issues in health communication, political discourse, polling and public opinion, new information technologies, and children’s media. Academics who study television came together with industry writers and producers to debate the medium's influence on popular culture.

Throughout the day, a multitude of tributes were offered to the School, particularly from the many ASC alumni in attendance—representing 40 graduating classes—who expressed their appreciation for their education. Martin Nisenholtz (MA ’79), President of the New York Times Electronic Media Company, summarized alumni sentiments when he toasted the Annenbergs. "Because of their breathtaking generosity, thousands of people, including many sitting in this room tonight, have had an opportunity to come to this outstanding School," he said. "We simply would not have been able to achieve our potential, and to make our mark, without the extraordinary opportunities provided by these two exceptional people."

Nisenholtz’s toast took place at a champagne dinner held under a tent on the plaza outside of the School. As guests finished their desserts, they were treated to more tributes from dignitaries from around the world who were unable to attend the celebration, including President Bill Clinton and First Lady Hillary Rodham Clinton, Lady Margaret Thatcher, and General Colin Powell. Guests broke into laughter and applause at the tribute from entertainer Dick Clark. Clark’s American Bandstand was produced at the studios of WFIL-TV, then owned by Walter Annenberg. The evening was capped by an emotional moment when a replica of the Annenbergs’ wedding cake was wheeled into the aisles and Mrs. Annenberg cut the first piece.

Dean Jamieson concluded the evening by presenting anniversary presents to the Annenbergs on behalf of the School’s alumni, faculty, and staff: a digital camera, a computer to play the pictures on, and a printer. As a photo taken at the wedding of Walter and Leonore Annenberg 48 years ago flashed on the large video screen, a replica of the Annenbergs’ wedding cake was wheeled into the aisles and Mrs. Annenberg cut the first piece.

“I would like to propose a toast to Walter and Leonore Annenberg,” Dean Jamieson said, lifting her glass, “whose marriage, whose lives, whose philanthropy are an inspiration to everyone in the school, as well as in the nation and around the world. We are incredibly grateful for all that you’ve done to create opportunities for those who’ve reached the American dream through your example and through your philanthropy.”

The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220
215-898-7041
www.asc.upenn.edu

The Annenberg School Faculty:
Joseph Cappella
Martin Fishbein
Oscar Gandy, Jr.
Larry Gross
Robert Hornik
John Jemmott III
Elihu Katz
Klaus Krippendorff
Carolyn Marvin
Paul Messaris
W. Russell Neuman
Vincent Price
Joseph Turow
Charles R. Wright
Barbie Zelizer
Kathleen Hall Jamieson, Dean

Phyllis Kaniss, PhD, Newslink Editor
Newslink Design: Dyad Communications
Photography by Candace diCarlo