

Photo courtesy of the White House



Annenberg Grad Appointed Hillary Clinton's Chief of Staff

As a graduate student at the Annenberg School, Maggie Williams (M.A. '92) studied politics and communication, media industries, and the political economy of information. But with a new administration in Washington, Williams quickly found herself on the front lines of political communication as she took over as Chief of Staff for the nation's new first lady, Hillary Rodham Clinton.

Williams, 38, joined the Clinton campaign in the summer of 1992 to serve as Mrs. Clinton's press secretary. Her association with the first lady goes back to when Williams served as director of communica-

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Margaret Thatcher Speaks To The Annenberg School

In the hushed Harrison Auditorium of the University Museum on February 4, 1993, a student in Dean Kathleen Hall Jamieson's Introduction to Political Communication found himself with the rare opportunity to question the former Prime Minister of Great Britain.

Lady Margaret Thatcher, delivering a lecture to the Annenberg School on the personal invitation of Walter Annenberg, listened as the student asked why, during the Falklands War, an Argentine ship heading away from the Islands was sunk by British forces.

"Can I ask you to be a little bit realistic?" Lady Thatcher responded. "Ships do turn you know.

"They weren't there for amusement. They were there for a purpose...The idea that a ship can go one way and can't turn around and come back when you have got intelligence that it is after your fleet," she said, "is ridiculous."

"As a result of which," she added with emphasis, "a dictator was defeated. As a result of which, the Argentines can thank me for the beginning of democracy in their country," she proclaimed, as the audience burst into applause. "Next question."

The importance of democracy for world order was at the heart of Lady Thatcher's speech, which was delivered to over 800 people, in addition to being relayed via the Annenberg Video Network to the the School's Auditorium and major classrooms and

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Margaret Thatcher with
Dean Kathleen Hall Jamieson

Charles R. Wright

“As a social process, communication is essential to society and to human survival.

Every human society—so-called primitive or modern—depends on communication to enable its members to live together, to maintain and modify working arrangements about the social order and social regulation, and to cope with the environment.”

In his pioneering work *Mass Communication: A Sociological Perspective*, Charles Wright set out the framework that has been his unique contribution to the field of communication. In the 1950's, Wright brought the concept of functional analysis, developed by sociologist Robert K. Merton, to bear on the study of mass communication. He developed a paradigm through which communication activities could be understood as either contributing to or detracting from a social system's ability to survive and adapt to changing environmental conditions.

As a simple example of functional orientation, Wright sometimes points to regular news broadcasts. Such newscasts could be viewed as functional if they allowed a society to respond to new dangers or to potentially devastating approaching conditions. But if their regularity merely engendered public apathy and warnings went unheeded, such routine broadcasts could be viewed as dysfunctional.

The seeds of Wright's interest in sociology go back to his graduate work at Columbia University, where he studied with Merton, as well as Paul F. Lazarsfeld and Herbert H. Hyman. Later, he introduced a course in the sociology of mass communication in Columbia College in the mid-1950's and at UCLA in 1956.

In 1959, he wrote *Mass Communication: A Sociological Perspective* to provide a text for this approach to communication. Now in its third edition, the book has been translated into Japanese, Spanish, Italian and Portuguese.

Bruce Stromberg



A continuing intellectual concern of Wright's has been to relate people's communications behavior to social structure. He has looked at how a person's use of mass media is influenced by such factors as the individual's and his parents' level of schooling, by the educational achievement of a spouse, or by certain combinations of social statuses, such as age, in conjunction with being employed or retired.

Some of Wright's other influential work has concerned education. With Herbert Hyman and John S. Reed, he wrote *The Enduring Effects of Education* (1975,

1978) and with Hyman, *Education's Lasting Influence on Values* (1979). The first work presented massive evidence that the retention of knowledge and the continued propensity to seek new knowledge throughout one's lifetime are directly related to the number of years spent in school early in life. The second book extended the work to consider the long-term effects of education on the values of adult Americans.

Wright came to Annenberg from UCLA in 1969, accepting a joint appointment with the University's Sociology Department. During each succeeding academic year, he has come to devote an increasing amount of attention to the academic programs of the School and its students, and this year he assumes the position of Associate Dean for Graduate Studies.

“Our programs have attracted and continue to attract excellent graduate students,” he says. “They are bright, hard-working and originals. I take pride in their accomplishments.”

FACULTY News

Oscar Gandy has been awarded a 1993-94 Fellowship from the Freedom Forum Center at Columbia University, an institute for the advanced study of mass communication and technological change. As a Freedom Forum Fellow, Gandy will be carrying out research on the topic "Statistical Reality: The Role of the Press in the Communication of Risk." The project will examine how news reports communicate the risks of discrimination based on race and gender, particularly in cases in which reporters draw upon statistical information. It will also assess the extent to which such reports are the product of enterprise journalism and reflect the use by journalists of computers and public and private databases. Finally, the project will examine the awareness of journalists and their editors of the problems involved in the public's understanding of risk when it is communicated in statistical terms.

George Gerbner was a commentator on "Rethinking Soviet Studies" at a February workshop at the Kennen Institute of the Woodrow Wilson Center in Washington and in March delivered the Guy Wilkerson Gray lecture on "Stories to Tell or Stories to Sell?" at the Louisiana State University in Baton Rouge.

Carolyn Marvin was featured speaker at an April 23 symposium at the University of Colorado at Boulder on "Redesigning Ethnography: Responses to Postmodernist, Feminist and Other Critiques."

Tom Newman, who teaches the ASC video lab, has begun producing "International Dispatch," a 26-hour syndicated series on public television. He chaired a panel in March for the New York chapter of the International Interactive Communication Society on "Legal Issues in Multimedia."

Shayon Lectures:

Agnes Nixon and Joel Cox

Agnes Nixon, one of the guiding forces behind the development of daytime serials, came to the Annenberg School on March 19, 1993, to deliver a lecture in the Robert Lewis Shayon Colloquium Series.

Nixon, who started her career as head writer for "The Guiding Light" and went on to create such programs "As The World Turns," "All My Children," "One Life To Live" and "Loving," told students that both technological and social changes have affected the form and content of serials.

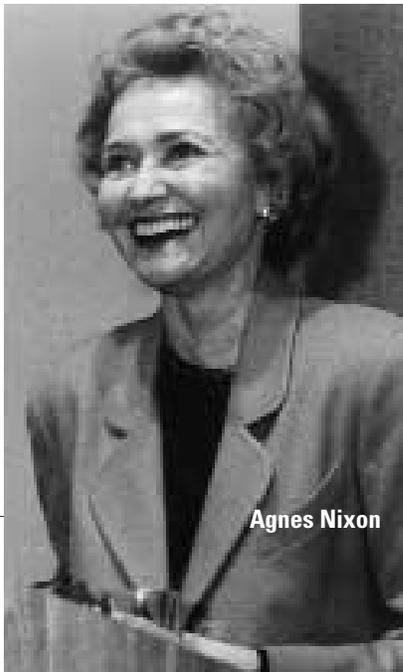
She spoke about the early days of television when programs had to be live and cameras were "monsters" and how the arrival of videotape enabled writers to create dreams and fantasies, as well as allowing characters to have "recalls" of past plot lines.

Nixon also described the changes brought about by a new focus on demographics by network decision-makers, as the 18-49 age group has become most prized. Plots are designed, she suggested, not to appeal to the senior citizen component of the audience, but rather to younger members with more disposable income who increasingly tape soap operas for later viewing.

Credited with bringing social issues to soap operas, Nixon detailed the causes she has introduced into her plots over the years, from the importance of pap smears and the acceptability of racial friendships in the sixties, to the more recent exploration of child abuse, abortion and AIDS. "The great value of doing social issues on soap operas," she said, "is that you sneak it in on an audience, as opposed to pounding them over the head."

The second Shayon Lecture of the year was delivered by veteran film editor **Joel Cox**, who a few weeks before speaking at Annenberg won the 1993 Academy Award for film editing. His lecture focused on his long career working with actor-director Clint Eastwood and on the challenges of editing the film for which he won the Oscar, "Unforgiven."

Cox showed students excerpts of raw tape shot for past movies and described the process of going from scenes shot from the vantage point of several cameras to a final cut of the film. "My job is to take 18,000 feet of film and turn it into a four minute scene," Cox said. "The job of the film editor is to cut together in such a way as to create an illusion. It is all in the timing."



Agnes Nixon

The ASC Colloquium Series: Spring 1993

Speech Acts and the First Amendment
February 17th
Franklyn Haiman
Visiting Professor, ASC

Media Literacy Post-Doc Revue
February 24th
Elihu Katz
Director, ASC Post-Doc Fellows program

Sex, Lies, and Journalism: The Question of Outing
March 17th
Larry Gross, ASC

*En-gendering: A Comprehensive Approach
to Sex and Speaking*
March 26th
Robert Hopper
The University of Texas, Austin

*Performing the Past in Israeli
Settlement Museums*
March 29th
Tamar Katriel
University of Israel, Haifa

The Panoptic Sort: A Discriminatory Technology
March 31st
Oscar Gandy, ASC

The Problem of Politics
April 2nd
Rod Hart
The University of Texas, Austin

*Reframing Culture: The Case of the
Vitagraph Quality Films*
April 8th
Roberta Pearson, ASC

*Crisis Leadership: FDR's 1940 Destroyer
Trade with the British*
April 14th
Robert Shogan,
ASC Scholar in Residence



The 1993-94 Annenberg Scholars: Public Space

MARYELLEN BOYLE received her Ph.D. in Communication from the University of California, San Diego. At Annenberg she will research "Citizenship Through the Eyes of the East German Media: A Public Conversation about Nazis, Xenophobes, and Germans."



LISA HENDERSON, who has a doctorate in Communication and Sociology from the University of Pennsylvania, will investigate public dialogue in two contexts: a local call-in radio program for readers of women's literature and a videography workshop for teenagers in West Philadelphia.



YOSEFA LOSHITZKY received a Ph.D. in Comparative Literature from Indiana University. Her work will focus on the role of television in the construction of a global public space for public debate and political change, as illustrated by the fall of the Berlin Wall and the Madrid Peace Conference.



RICHARD LOUISELL, who has a Ph.D. in Communication from the University of Illinois, Urbana-Champaign, will study the conflict between the public's need for news and the individual's need for privacy in situations in which ordinary people are thrust into public notice.



SILVIO WAIBORD, who received his Ph.D. in Sociology from the University of California, San Diego, will research the uses of street theater in new democracies, examining why and when people resort to street demonstrations and rallies rather than the mass media for political communication.

(Williams)

tions for the Children's Defense Fund during which time Mrs. Clinton chaired the organization's board.

As chief of staff, Williams manages a staff of 13, overseeing everything from the First Lady's schedule and correspondence to the direction of her press coverage and coordination of her activities with the President's staff.

While the Clinton administration has been criticized for its inaccessibility to the press, Williams stressed that they have tried to "stay in touch" with the American people through more localized communication. "You only have so many hours in the day and what [the Clintons] have said is we are going to share our time between the national press and the local and regional press."

Since taking on the position, Williams says that she has been "amazed" at the triviality of the national media's concerns, like the much heralded fascination with the Clinton's cat Socks. "In this country, where people are so concerned with how they're going to live their lives, how they're going to take care of their kids, it just strikes me that there are so many things that are important..and need to be communicated..that I'm surprised the focus of the press is not different."

She also scoffs at the notion that the First Lady may be superseding the President's role. "Is she a trusted advisor to the President? Absolutely. Does he honor and think highly of her opinions? Yes, he does. But he also honors and thinks highly of Mack McLarty, his chief of staff...But clearly, he is the President and clearly he makes the decisions."

Although Williams was no novice in political communication when she came to Annenberg, she says that her graduate education has provided her with a "broad-based knowledge that really informs the way I make decisions and decide strategy."

"The discussions I had in Joe Turow's class about industry, ownership, and competitiveness, have really helped me understand in part why we have such an aggressive press corps," she said. Media competition—including print reporters struggling to compete with the allure of television—is "part and parcel of why we have people falling over themselves to get the story of Socks."

Dean Kathleen Hall Jamieson's class on Politics and the Media "made me a lot more sensitive to the tools that you have in shaping a political message," she said, while from Oscar Gandy's seminar, she learned the importance of paying attention to the small media. "When the press secretary says, we need to do something on ABC, I say, we [also] need to do something to reach the black community newspaper."

(Thatcher)

to other sites on campus. The former Prime Minister noted that central to both the British and American governments is the belief that "there are certain fundamental human rights that no government should be able to take away." She called the Anglo-American relationship "the greatest alliance for human liberty that the world has ever seen."

Lady Thatcher pointed to the great lesson of the twentieth century that followed the emergence of Naziism and Communism. "Civilization doesn't depend on what you know. It depends on keeping government in the hands of the people."

In looking at the present day world situation, Lady Thatcher said "In practice there is no such thing as a New World Order...People think there is something to keep law and order internationally. There isn't." She said that the importance of the United Nations lies in its ability to "pass resolutions which will give moral authority on which other nations may act...At least there is a body that sets the tone."

The major task facing both the United States and Great Britain, she said, was to ensure that "where you get a big center of power [as in Russia and China] that democracy follows. Because democracies don't fight one another."

On the subject of how changes in communication have altered political life, she claimed that the advent of television has reduced the level of political discussion among ordinary people, leaving them relatively uninformed about important public issues. She also noted that when Parliamentary sessions began to be televised in Britain, she would spend some four hours preparing for her twenty minutes of Prime Minister's question time.

And finally she noted that at every major economic summit, the seven world leaders, confronted with anywhere from 2000 to 7000 journalists, would spend a good deal of time thinking about what to "feed the press." At the end of each session, she said, "you have to have a bit of news to give them...and then at the end of the day, they have to be fed again."

Annenberg Career Day 1993

On February 25, 1993, Annenberg held its second annual Career Day, with sessions on Marketing, Public Relations, Public Affairs, Advertising, Television, Political Communication and Social Marketing. The following are excerpts of the comments from the alumni speakers.

“The most important thing you can do in looking for a job is networking. Go on informational interviews, get additional names from the people you speak to, contact professional organizations. Be sure you’ve done your research and know something about the people you’re contacting for help.”

Linda Stryker (M.A. ‘85), assistant vice president for corporate public relations for CoreStates Financial Corp. in Philadelphia.

“Your time at Penn can be important in your later job search...a master’s thesis on cable franchising, or an original video production can help open doors for you, help get you the informational interview.”

Peter Edwards (M.A. ‘81), president of Atlas Video, a primary distributor of home video in Bethesda, Maryland.

Bill Novelli



“How do you get a job? I can’t stress enough the value of internships. There is no substitute for having experience. You learn how a corporation works, how to deal with people, even how to dress.”

Jeff Goldstein (M.A. ‘64), manager of Corporate Communications, Merck and Co, Inc., New Jersey

“Frequent job-hopping is not necessarily good, but it doesn’t mean you shouldn’t be changing. Stair-stepping is a good idea. Always think of yourself as being in training for the next opportunity. Work really hard and work really smart. Employers will notice and you will be enormously popular.”

Bill Novelli (M.A. ‘64) chief operating officer and executive vice president for C.A.R.E. in New York

“I could not do the job I do today without what I learned at Annenberg on how the communications industry comes together. It is a learning experience that is invaluable. You may feel now like you’re getting a lot of theory, but I will bet you anything it comes to fruition.”

Barbara Lukens (M.A. ‘75), vice president for Public Affairs at Comcast Corporation, Philadelphia



Lorie Slass, Michael Burton, and Ken Winneg

Martin Nisenholtz and Linda Stryker



“At Ogilvy and Mather, my department creates marketing programs using interactive television. The upside is that it’s very interesting. The downside is that the risk is very high.”

Martin Nisenholtz (M.A. ‘79), senior vice president and director of electronic marketing, Ogilvy and Mather, New York



Jeff Goldstein and Barbara Lukens

“There are only a finite number of jobs available in broadcast journalism. Corporate video is a direction to go in if you’re interested in production.”

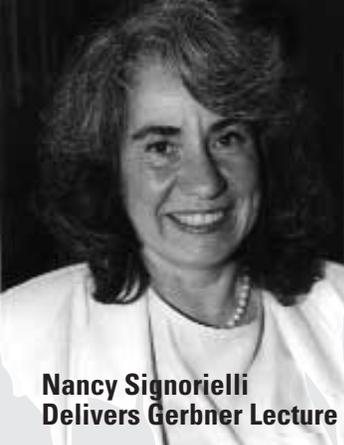
Eric Luskin (M.A. ‘82), news and feature reporter, New Jersey Network, Trenton

“If you want to differentiate yourself, do a lot of reading. Even to get in a door, you need to pass a certain threshold. Read the trade journals, they will tell you where the jobs are.”

Jonathan Guttenberg (B.A. ‘86), director of business development and operations at Viacom New Media.

“Washington, unlike a lot of other places, does not really advertise jobs. You need to network with other people. I will say that everyone who passed my resume on was a woman. Political communication is still an old boy’s network.”

Lorie Slass (M.A. ‘90), program associate for Podesta and Associates, a political consulting firm in Washington D.C.



**Nancy Signorielli
Delivers Gerbner Lecture**

When it comes to the images of women, “television gives an illusion of change, yet studies give another picture,” according to Nancy Signorielli (Ph.D. ‘75), who delivered the fifth annual George Gerbner Lecture in Communication on April 22, 1993. Signorielli, Professor of Communication at the University of Delaware, spoke on the topic “From Mary Richards to Murphy Brown: Some Things Never Change.”

Signorielli said that her research has shown that in the 1980’s men continued to outnumber women on television: by two-three to one in prime time, and by four-five to one in children’s programming. She added that while in the 1980’s, roughly 60% of American women were working outside the home, on television only four in ten women characters were shown with such employment.

In discussing children’s programming, Signorielli noted that “women’s roles are particularly shortchanged,” her research showing that male cartoon characters far outnumber females. When women do appear, as in shows such as “The Little Mermaid,” they are portrayed as helpless and dependent on men. Even on Public Broadcasting the bias exists, Signorielli noted, pointing out that in the new “Barney” show, the purple dinosaur was deliberately given a male name.

“I’m not saying there hasn’t been any improvement,” she said. “It’s just that there hasn’t been enough.”

{ Alumni } News

VEYSEL BATMAZ (M.A. ‘85), partner and managing director of PANAJANS Communication and Research in Istanbul, received a grant from the Women’s Affairs Ministry of Turkey to investigate “Family and Television” within the framework of the Cultural Indicators Project.

JOHN CAREY (M.A. ‘71, PH.D. ‘76) is director of Greystone Communications in Dobbs Ferry, New York, a telecommunications research and planning firm specializing in educational and commercial applications of interactive media.

EMERSON COLEMAN (M.A. ‘78) is the director of broadcast operations and programming for WBAL-TV, the CBS affiliate in Baltimore, Maryland.

KEN GARDNER (M.A. ‘64) is station manager at WNVC, a public television station in Falls Church, Virginia.

ANDREA KAVANAUGH (M.A. ‘85), assistant professor at Virginia Polytechnic Institute and State University, completed a Fulbright Research grant in 1992 on the use of new communications technologies and services in North Africa.

EDWARD KELLER (M.A. ‘79) is executive vice president of The Roper Organization in New York, producing marketing and public opinion research.

ROSS PETZING (M.A. ‘61) is business development manager for International Broadcasting Corporation, a subscription television network in Bangkok, Thailand.

ALBERT ROSE (M.A. ‘62) has become executive director of the Program Resources Group, which provides national programming services to a consortium of public television stations. His international production “The Germans in W.W.II” premiered on the Arts and Entertainment cable network in March, 1993.

MARC RUBNER (M.A. ‘90) is manager for research and information systems at the Point-of-Purchase Advertising Institute in Englewood, N.J.

LYNDA STARR (M.A. ‘90) is a research analyst for Probe Research, a telecommunications research firm in Cedar Knolls, New Jersey.

JANE GOULD TOROUS (PH.D. ‘82), research fellow at the University of California, Irvine, is carrying out a multi-year study on the diffusion of alternative fuel vehicles, and on telecommuting.



Graduate Student Profiles: Robin Nabi and June Woong Rhee

As a Ph.D. student in communication at Seoul National University, June Woong Rhee was well aware that he was studying at the most prestigious school in South Korea. But he yearned to study abroad and the reputation of the Annenberg School drew him to Philadelphia in the fall of 1992 to begin a doctoral program at ASC.

In Korea Rhee focused on the study of interpersonal communication, but when he came to Annenberg he was eager to pursue political communication and social cognition. "I am very concerned with the phenomenon of public opinion formation on specific issues like abortion or racial conflict," he said. "I am interested in how people get into conflict issues and how they come up with their own opinions."



Since coming to Annenberg, Rhee has worked with Dean Kathleen Jamieson and Professor Joe Cappella on their MacArthur and Markle Foundation research grants. The projects examine the effects of political advertising and the effects of alternative reporting schemas on people's evaluations of candidates and understanding of issues. "I think these projects are marvelous," Rhee said, "and they could only be done by Cappella and Jamieson."



Robin Nabi's growing interest in political communication led her to pursue the graduate program at Annenberg. Shortly after coming to Philadelphia last fall, Nabi found herself in the thick of the Annenberg School's Schuman grant on the presidential campaign of 1992. Nabi also served as a teaching assistant for the Dean's course "Election Campaign Rhetoric."

A native of Sharon, Massachusetts, Nabi is a graduate of Harvard University where she majored in government. In her Harvard days, she earned a varsity letter in football for being one of five women who managed the Harvard football team. After graduation, she worked as a paralegal in the Boston firm Ropes and Gray, where she was active in AIDS research in the health law group. Her interest in political communication was heightened by work on Paul Tsongas' campaign and her involvement in a Massachusetts congressional campaign. "I got very interested in political ads from working on the campaigns," she said, "and I became attracted to the work Dean Jamieson was doing."

Cultural Studies: Interdisciplinary Conference at ASC

The Annenberg School took a lead role in organizing an interdisciplinary cultural studies conference on the topic of "Nation-State: Interrogating the Hyphen" on April 2 and 3, 1993. The conference, which was held in conjunction with the Center for the Critical Analysis of Contemporary Culture at Rutgers University and the English department at Princeton University, was organized by Roberta Pearson, Assistant Professor of Communication at ASC.

The conference featured lectures by ASC Professor Larry Gross, as well as by Liliana Weissberg from the University's German department and Yael Zerubavel from Near Eastern Studies. The keynote speaker was noted cultural studies scholar Meaghan Morris, of the Cornell Society for the Humanities, who spoke on "The Nation, Television, and the Chattering Classes."

The Annenberg School Faculty

Joseph Cappella
Oscar Gandy
George Gerbner
Larry Gross
Robert Hornik
Elihu Katz
Klaus Krippendorff

Carolyn Marvin
Paul Messaris
Zhongdang Pan
Roberta Pearson
Joseph Turov
Charles R. Wright

Kathleen Hall Jamieson, Dean

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