

The Annenberg School for Communication
University of Pennsylvania

News

L I N K

Women in Politics: BARBARA MIKULSKI



“UNTIL RECENTLY, access to money for paid media has been the single most significant obstacle to breaking the glass ceiling for women in either Senate, House, or Governors’ races,” declared Barbara Mikulski (D-Maryland) in a speech to the Annenberg School on February 28, 1994. “Now it is changing and it is changing fast.”

The importance of fundraising and television advertising for female candidates was at the core of Mikulski’s speech, which was part of the School’s Women in Politics Lecture Series. The first Democratic woman ever elected to the Senate in her own right described the typical path of many women into politics as being through “sweat equity” campaigns for local office. “We ran for city council, school board and state rep as candidates with real ties to the community, as advocates on behalf of local issues. And we succeeded using ‘retail politics:’ relying on door-to-door campaigning that does not rely on paid media to win.”

Mikulski described her own background in community organizing in Baltimore, and how she quickly became adept in getting news coverage—or “free media”—for the causes she supported, such as stopping a highway from

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Ford Foundation Grant to ASC: Promoting Intergroup Cooperation

How can mass media communication be used to promote tolerance, reduce tensions, and promote cooperation between the many ethnic and racial groups living in urban areas? This question is at the center of a new Annenberg School research project, supported by a \$193,000 grant from the Ford Foundation.

The study, which will be under the direction of Dean Kathleen Hall Jamieson and Senior Researcher Dr. Daniel Romer, will provide research to aid in the design and evaluation of a Philadelphia public education campaign. The Philadelphia campaign will serve as a test for using similar strategies to overcome intergroup tensions in other urban areas.

In the first phase of the study, researchers will conduct interviews with Philadelphia residents to identify the psychological and social barriers that impede better intergroup relations. Residents are being selected from neighborhoods that have experienced tension, as well as from neighborhoods that have been more successful in accommodating diversity, and will

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In Print

FACULTY

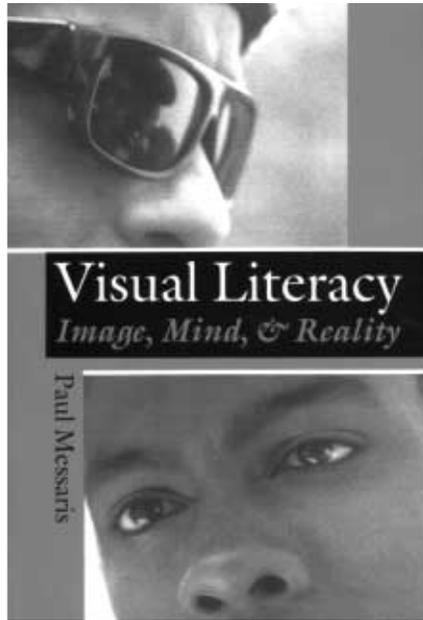
How do pictures—both moving and still—create an almost palpable world of objects and events? With this question in mind, Annenberg Associate Professor Paul Messaris analyzes the process by which people interpret and respond to the visual media (movies, television, photographs, drawings, and the arts) and discusses the social and political agendas that may underlie the use of visual manipulation.

“Visual Literacy is the most coherent treatise on the subject to date. Professor Messaris thoughtfully integrates the literature from cognition, perception, physiology, and aesthetics to establish the foundation for understanding how we interpret the images of photography, cinema, and television. It is an important work for all visual communicators—practitioners and scholars alike.”

ROBERT K. TIEMENS, University of Utah

“Visual Literacy constitutes an important contribution to the expanding fields of cognitive sciences and visual semiotics. Evoking a wealth of empirical demonstrations, the author argues brilliantly for the recognition of the un-learned and non-conventional character of the basic elements visual language shares with the visible world: forms, colors, textures, or depth.”

FERNANDE SAINTE-MARTIN,
Author of *Semiotics of Visual Language*



Visual Literacy: Image, Mind, and Reality
by Paul Messaris,
(Westview Press: Boulder, 1994)

“Paul Messaris provides a comprehensive and accessible exploration of the issues surrounding visual literacy. He challenges common conceptions about the nature of visual literacy and the kind of skills it requires, grounding his perspective in a careful examination of research in this area. Anyone interested in the effects of images, their interpretation, and the cognitive consequences of visual literacy will find this a valuable source book.”

SONJA K. FOSS,
Ohio State University

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include a sizable youth component. Next, a survey of the city’s residents will be undertaken to assess how widespread are the beliefs and attitudes that emerge from the interviews.

The results of both interviews and survey research will be used to help design a mass media campaign, aimed at changing beliefs and presenting new messages about intergroup cooperation. Once the campaign is executed, the Annenberg research team will use telephone interviews to evaluate effectiveness, measuring changes in campaign awareness and in beliefs and attitudes. This research will allow for modifications in both the media used for the campaign and the messages being transmitted to target groups.

The research will also examine the role of the local news media in reporting on intergroup conflict. The project team will schedule meetings with local news media executives to reveal findings and make recommendations for improving reporting of events.

“This project represents the first attempt to use research in a systematic way to develop, monitor and evaluate a large-scale intervention designed to improve the social climate,” noted Dr. Romer. He added, “it is the first opportunity to observe the dynamics of change in public opinion as a result of a planned intervention to improve intergroup relations.”

Annenberg in the News

A *Chicago Tribune* story on the possibility of commercial billboards in space (7/7/93), noted that “Carolyn Marvin has detailed how 100 years ago American and European prophets alike foresaw ‘great banks of electric lights spelling out letters and pictures’ and ‘mammoth searchlights projecting stenciled messages and images on the clouds.’ A few such projects were actually attempted, but the results were generally disappointing. Not only was “celestial advertising” widely condemned in terms remarkably like those used against the proposed space billboard, but far fewer crowds than anticipated came out nightly after the initial experiments, so the sales of advertised items were modest.”

In a commentary for the *Los Angeles Times* (12/18/93), Professor Joseph Turow argued, “During the past few years, as medicine has seen increasing political and economic turmoil, medical programs have almost disappeared from prime-time network television...Clearly missing from the entertainment industry are attempts to come to terms with the health-care debate and its implications for American society. Ironically, the topic might be just right for the television

reform to duck Whitewater. By framing health-care reform speeches as strategic attempts to divert attention from Whitewater, reporters enhance our understanding of neither,” she wrote.

networks, reeling as they are from political blows that challenge violence on the airwaves...A new generation of medical shows that encourages a variety of viewpoints can serve a crucial role in helping American society shape its new health-care era.”

Professor Larry Gross discussed why television ignores older Americans in a report with Gannett News Service (7/6/93). “This is not a culture that tends to think of old people as repositories of wisdom,” he said. “We tend to think of them as out of it.”

Kathleen Hall Jamieson, in a commentary for the *Philadelphia Inquirer*, took the media to task for paying more attention to Whitewater than to health care legislation. “When not pushing health reform off the screen, Whitewater marauds around inside health stories. In the process, reporters insinuate the cynical assumption that the White House is pushing health

reform to duck Whitewater. By framing health-care reform speeches as strategic attempts to divert attention from Whitewater, reporters enhance our understanding of neither,” she wrote.

In a *New York Times* analysis of Whitewater(3/13/94), Dean Jamieson was quoted as saying, “What causes a scandal to take root is what involves a reader in an Agatha Christie novel: the anticipation that a full-blown plot is going to be revealed that is going to explain something basic to mankind, like human venality, thwarted love or the corrupt use of power.” She said that is why the suicide of Vincent Foster was such a central aspect of the Whitewater case, since the incident held elements of a mystery novel.

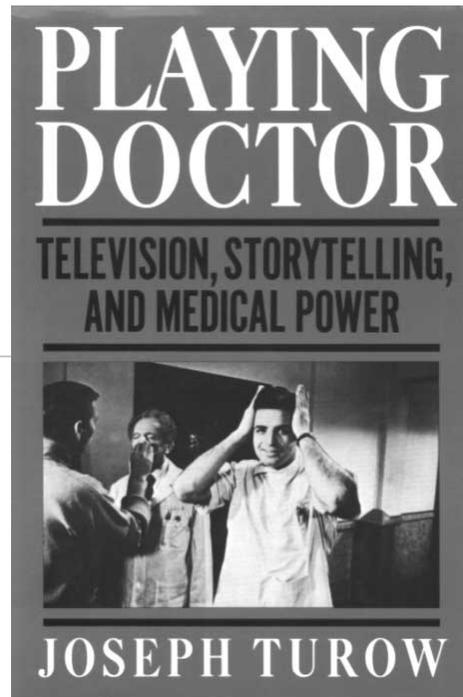
Professor Joseph Turow was awarded a summer stipend award (senior division) from the National Endowment for the Humanities. The award is to help him complete a book on the advertising industry’s role in shaping the new media world.

Annenberg's Television Script Archive: Investigating the Storytelling Medium

“If one watches a lot of television and never sets foot in a library, their image of a librarian would be that of a young, conservatively attractive, white woman enforcing silence and other ascetic behaviors on people...Prime time network television turns the library into a parlor or pick-up joint, a correctional site for the petty offender, a dangerous place where criminals stalk, as well as a refuge for the lonely and misunderstood. Occasionally it is the site of learning and even inspiration, however no thanks to the librarian. Anyone involved in literacy programs or campaigns should give pause to what television is saying to readers and non-readers about the institutions and professionals most closely associated with reading.”

These observations about the depiction of librarians on prime-time television were offered by Annenberg School librarian Sharon Black, in an article which drew on the unique research resource for which Black serves as archivist. Since 1982, when the School received a gift of 7,000 television scripts from TV Guide, ASC has become home to one of the country's premier collections of primary research materials for American television. It now houses over 39,000 scripts, two thirds of which consist of prime time programming from the four networks (ABC, CBS, NBC, and Fox), with the remaining holdings made up of a substantial daytime soap opera collection from 1956 to the present.

Rather than merely serve as a repository for these materials, the School has embarked on an ambitious project to provide a system of access themes and issues for communication researchers. The first major effort has been to catalogue and index the scripts, using graduate students as indexers. At present, the Archive's bibliographic database contains over 17,000 records of scripts, which



Joseph Turow's *Playing Doctor* relied in part on the Annenberg School script archive for its research.

have been catalogued by as many as 18 items (e.g. authors, titles, etc.) and indexed by as many as 10 or 15 subject headings selected from the project's custom-made vocabulary for television fiction. Each script is also coded for place and time descriptors—i.e., when and where the story occurs.

In addition to the indexing effort, in the last two years the Archive embarked on a new initiative: computer scanning of scripts. The goal of the effort is to be able to provide a single, integrated system through which researchers may search for concepts by the controlled vocabulary, as well as do free text searches for related words and semantic phenomena.

Researchers have used the Archive to examine television's depiction of a number of different topics including: images of the disabled, characters from the Soviet Union and Japan, the profession of nursing, Vietnam War veterans, and adoption. Annenberg Professor Joseph Turow used the Archive, in addition to interviews and program viewing, for research on his book *Playing Doctor: Television, Storytelling, and Media Power* (Oxford, 1989.) The Archive was also used for William Puette's *Through Jaundiced Eyes: How the Media View Organized Labor* (ILP Press, 1992) and Camille Bacon-Smith's *Enterprising Women: Television Fandom and the Creation of Popular Myth* (University of Pennsylvania Press, 1992.)

Speaking at Annenberg...

John Durham Peters

University of Iowa
"The Public: Adventure of
an Idea"
January 31, 1994

Daniel Hallin

University of California at
San Diego
"Journalism and the Public
Sphere"
February 4, 1994

James Young

New York University
"Counter-monuments and Ruins:
Memory Against Itself?"
February 17, 1994

Benjamin Ginsberg

Johns Hopkins University
"Media and Politics"
February 18, 1994

Michael Schudson

University of California at
San Diego
"Do We Really Need An
Informed Citizenry?"
February 27, 1994

Colin Shaw

Director of Broadcasting
Standards, Council of Great
Britain
"British Broadcasting: Outlook
Uncertain"
March 16, 1994

John Zaller

University of California,
Los Angeles
"The Myth of Massive
Media Effects Revived:
Some Demonstrations of Very
Large Effects"
March 23, 1994

C. Edwin Baker

University of Pennsylvania
Law School
"Advertising and a Democratic
Press"
March 31, 1994

Joseph Turow

Annenberg School for
Communication
"Breaking Up America:
Advertising Audience Talk
and New media World"
April 14, 1994

Nancy Fraser

Northwestern University
"Reflections on the Public
Sphere"
April 15, 1994

Marina Roseman

Department of Music,
University of Pennsylvania
"Healing Sounds from the
Malaysian Rainforest:
Temiar Music and Medicine"
April 18, 1994

Elizabeth Long

Rice University
"Women's Reading Groups:
Literature, Reform, and
Effacing the Public"
April 21, 1994

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destroying inner city neighborhoods. But she drew an essential distinction between the ability of community activists and local office holders to get news coverage for their causes and the ability of a woman to get the kind of major media exposure needed to win statewide elective office.

"Often women who hold those city council seats, who are the kind of popular 'go-get-em' organizing kind of candidate, are lionized by the media as this grass roots leader, a populist office holder. You are sought after, they go for your pithy quotes, the press is friendly. But the day you announce for a statewide office, it all

changes. The media opportunities shrink, and, particularly for women, media coverage is harsh. It is scrutinizing, it is adversarial, and most often even combative."

The Senator claimed that campaign news coverage often trivializes women candidates. "Mostly the reporting is on our looks—our make-up, our hairdo, our clothing. It is always 'the short, stocky Barbara Mikulski said aggressively...' They never said [about an opponent] 'the handsome nevertheless aging Harry Hughes showing a trifle pot belly from sitting eight years in the State House...'"

"Often our style is criticized—we are either too soft spoken or too outspoken. Our marital status always becomes a subject that is negative. If you're married, the press says you're neglecting him. If you're widowed, deep down inside you really killed him. If you are divorced you couldn't keep him and if you are single, you couldn't get somebody in the first place."

Because of this kind of news coverage, Mikulski stressed, "paid media is important to fashion our own message about ourselves and our agenda and this is why fundraising is so important." She noted that in 1992 there was an "extraordinary convergence" of three key forces, which led to the election of a record number of women to the U.S. Senate. She pointed first to the "seismographic impact" of the Anita Hill/Clarence Thomas hearings. "There was no woman on the Senate Judiciary committee and only two women in the United States Senate. And of the two of us, there was only one of us who spoke up for Anita Hill, that she be treated with respect and dignity."

Equally important, Mikulski said, was Ellen Malcolm's founding of EMILY, the organization that raises money for Democratic women candidates. "By raising money through small donors, really yuppie donors, asking to pledge two hundred and fifty dollars, we could get money out to the women in the primaries." And then, she noted, "we had this great farm team," referring to women in local elective office who could step into campaigns for statewide races.

"What difference does it make?" the Senator asked in her conclusion. "I absolutely believe we have brought change to the United States Senate. And why? Because we, the Democratic women, have defined ourselves as power feminists. We do it by organizing alliances with the wonderful men in the United States Senate (who) we call Galahads, who support us to bring about change."

On February 25, 1994, Annenberg alumni from a variety of communications fields gathered at the School for the third annual Career Day. The following are excerpts from the advice they offered to the undergraduate and graduate students in attendance at the day's sessions.

Katharina Kopp (M.A.'92), Communication and Society Program, Aspen Institute: "Communications policy requires more than a good understanding of the issues involved — it requires an understanding of the policy process. Who is shaping policy? Why are some groups more successful than others?"

Esha Bhatia (M.A.'89), Children's Safety Network: "Narrowing your focus does help...my interest in children helped me narrow my search. But don't worry too much about the level you enter in a non-profit organization. In this area, you can advance quickly because there is a lot of turnover."

Joanna Lei (M.A.'83), Capital Cities Capital: "When the three networks have a 62 percent market share of the audience, it is one story. But when that number goes down to 45 percent, the networks will not have as much money to pay production companies. The new opportunities in the future will be with the content providers."

Marc Ostfield (B.A.'87), AIDSCAP: "In international communication, people tend to look for graduate degrees, for experience working in another country or working cross-culturally, and the ability to speak another language."

Kristen Conrad (M.A.'92), Chilton Research Services: "Working with polling, you learn that research methods does have its practical uses. Sample matters and design matters. You need an understanding of computers and a willingness to deal with pressure situations."



Peter Brodnitz (M.A.'94), Penn and Schoen: "Networking is very important in the business of political consulting. Be very systematic, line up your targets, make sure to harass people, make sure they know you're out there. Then the luck might hit."

▶ **Ed Keller, (M.A.'79), Roper and Starch:** "Try to get meetings through networking, just to talk to people even if they don't have a job opening. You'll probably get something out of it and they may pass your name along. If you write a letter, say you'll call to follow up...and then call. Be persistent without being too pushy."

Donna Williams (M.A.'92), Upper Merion Township Public Information Office: "The outlook for municipal public relations is very good. In 1962, few communities reported having a PR person, but in 1990, 73 percent of communities reported having a public information officer. This is a good field for people with a short attention span and a variety of interests, who like crazed, fast-paced work environments."

Emerson Coleman Jr. (M.A.'78), WBAL-TV Programming: "I regret having to talk about the death of local programming — I don't see many locally-originated, locally-produced shows with entry-level opportunities. However, if you want to try to get into the field, I would stress the importance of being as versatile and flexible as possible. The first step may be the toughest — just getting in the door. Once inside you can change."



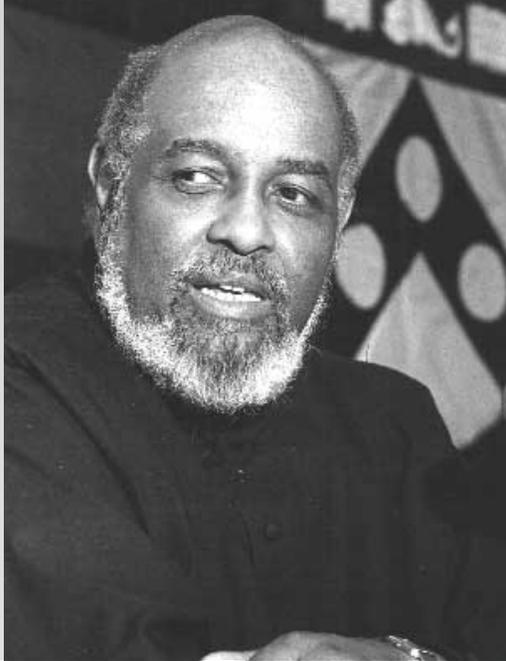
Brian Levine (M.A.'89), SONY Public Relations: "You must be able to communicate effectively—that means write and speak well. You need to know your audience and understand the marketplace. You should be confident, persuasive, and aggressive. You should be able to provide clear direction."

▶ *Marc Kroner (M.A.'85), Elrick and Lavidge Market Research: "Be honest in your presentation. Be flexible in your work environment. And be willing to start at the bottom and pay your dues."*

John Carey (Ph.D.'76): "It's now possible to hang up a shingle and go into private practice as a communication researcher just like a doctor or a lawyer. However, I'd advise you not to do it right away. Instead, work for a research firm four or five years and then consider whether you might want to go into private practice."

▶ *Janet Boakes, (M.A.'83), Showtime Networks: "A cable system is not where I would recommend looking. There are more opportunities with the people putting together the programming — for example, places like Viacom New Media, where they are developing interactive games for television. Be assertive and take the initiative."*

James Devitt (M.A.'92), Council for the Advancement and Support of Education (CASE), "While you need a clear direction in your job search, be flexible in your pursuits. Creating more options enhances your opportunities for employment."



Alumni Profile: James DePreist

On February 17, 1994, acclaimed conductor James DePreist (M.A. '61) returned to campus for a program commemorating his aunt, Marian Anderson, and took time out to reflect on the days he spent as a student at Penn. DePreist has led the Oregon Symphony since 1980 and conducted the Boston, Chicago, New York, and Philadelphia Orchestras. He has also appeared with the New York Philharmonic at Avery Fisher Hall at Lincoln Center, the Grant Park Orchestra in Chicago, the Aspen Music Festival in Colorado and the Sun River Music Festival in Oregon.

In a conversation shortly after his visit to Philadelphia, DePreist looked back fondly to his days at Annenberg and recalled what drew him to the School after graduating from Wharton. "I was intellectually curious about a variety of things in those days," he said, "and intellectual curiosity seemed to be the order of the day at Annenberg." While at Annenberg, DePreist and a fellow student, working with Professor Sol Worth, made what they called a "rat film" about experiments at the Medical School, intended to be used as a training film. "I enjoyed greatly those days at Annenberg. I ended up doing television programs for a time, and I had an understanding of what was involved in the industry."

News

{ Alumni }

JULIE DOBROW (PH.D. '87) has been appointed director of graduate programs in the College of Communication at Boston University.

MIMI GHEZ (M.A. '92) has become media director for the Family Violence Prevention Fund in San Francisco.

PABLO HALPERN (PH.D. '92) served as director of communication for Chilean presidential candidate Eduardo Frei. After Frei's landslide election, Halpern was appointed Director of Communication.

WILLIAM HOFFMAN (M.A. '91) is assistant manager for product planning at Sharp Electronics in Mahwah New Jersey.

HANNAH KLIGER (M.A. '77, PH.D. '85), associate professor of communication at the University of Massachusetts at Amherst, is the editor of *Jewish Hometown Associations and Family Circles in New York: The W.P.A. Yiddish Writers' Group Study*, published by Indiana University Press.

ROBERT B. KRINSKY (M.A. '92), formerly a producer in public affairs radio, has entered law school at Case Western Reserve University in Cleveland.

CHARLES OLIVER (M.A. '76) is an attorney specializing in communications law at the firm of Cohn and Marks in Washington, D.C.

KRYSZYNA WARCHOL (PH.D. '92) is assistant professor of media studies at Widener University. In 1993, while a Getty Fellow in Austria, she participated in the week-long Salzburg Seminar on "The Economics of the Arts."

KEN WINNEG (M.A. '85) has become senior associate at Princeton Survey Research Associates, a firm that designs and conducts surveys on business, social and political issues for nonprofit associations, government agencies, corporations, and news organizations.

BARBIE ZELIZER (PH.D. '90) received a John Simon Guggenheim Memorial Foundation Fellowship for a research project on "The Image, the Word, and the Holocaust." Zelizer is assistant professor in the Department of Rhetoric and Communication at Temple University and author of *Covering the Body: the Kennedy Assassination, the Media, and the Shaping of Collective Memory*.

Photograph: Steven M. Falk



Eleanor Novek reviews the newspaper she helped West Philly students create

A new book, *Death By Cheeseburger: High School Journalism Today* (Freedom Forum, 1994), features a description of a pioneering student newspaper project that ASC doctoral candidate and former journalist Eleanor Novek brought to West Philadelphia High School. As part of the research for her dissertation (“Newsmaking, Knowledge Construction, and Self-Determination: A Community Newspaper as an Empowerment Strategy for African-American High School Students”) Novek worked with students to set up a 12-page quarterly newspaper about their community. The students at the school, who are 99 percent black and half of whom come from families below the poverty line, see their effort as being quite distinct from the mainstream media which so often sensationalize the news of their communities. Novek says that the students go about their reporting “as if they are on a mission,” selecting their own story ideas, choosing interviews, handling layouts, and even deciding on distribution sites. In her thesis, Novek argues that such high school newspapers in inner city schools do more than provide students with journalistic skills; they become an active force for creating community and transforming the lives of the students themselves. She applauds the existing support for the program—publishing costs are covered by the West Philadelphia Improvements Corps. and 18 computers were donated through a grant—but notes that more support is needed. “It might mean five dollars to catch a cab home each time they have to stay late because many reside in unsafe neighborhoods. It could come in the form of child care for those with young children. Or a small stipend might help a promising candidate who needs to hold down a fast-food job after school.”

Another doctoral student, Andrea MacDonald, was a contributor to a new book *Theorizing Fandom: Fans, Subculture and Identity*, co-edited by Cheryl Harris and Alison Alexander, to be published later this year by Hampton Press. MacDonald’s chapter “Virtual Fans,” focuses on how the new information technologies affect media fan practices.



Master’s student Robin Nabi connects with a fast ball, while playing for the newly-organized Annenberg School softball team: the Hegemonic Batting Order, or HBO. The team finished the season with a respectable record of two wins and one loss.

THE ANNEBERG SCHOOL FACULTY

Joseph Cappella	Paul Messaris
Oscar Gandy	Zhongdang Pan
George Gerbner	Roberta Pearson
Larry Gross	Joseph Turow
Robert Hornik	Charles R. Wright
Elihu Katz	
Klaus Krippendorff	Kathleen Hall Jamieson
Carolyn Marvin	Dean

PHYLLIS KANISS, *Assistant Dean and Newslink Editor*
{ dyad }, *Newslink Design*
Photography by Stephen Shapiro, except page 6 and 8

Public Policy

C E N T E R

*APPC Examines the Dark Side of Global Change
in a Conference on the Global Drug Scourge*

On April 18th, Dean Kathleen Hall Jamieson welcomed nearly 40 distinguished scholars and government officials from around the globe to a conference on “The International Implications of the Transnational Drug Phenomenon.” The conference was the inaugural event for the new Annenberg Public Policy Center and was co-sponsored with the Brookings Institution, the Washington-based think tank.



Stephen Flynn

THE TWO-DAY CONFERENCE was organized by Annenberg Professional-in-Residence, Stephen Flynn. “The drug issue represents the very kind of challenge that the Annenberg Center was created to address,” Flynn asserts. “It is one of the most urgent public policy challenges to confront the United States and the international community, and yet our understanding of the global drug phenomenon has often been hampered by the governmental and academic tendencies to examine it through narrow jurisdictional and disciplinary lenses. The Annenberg Center has been founded for the very purpose of overcoming these age-old and ultimately counter-productive barriers.”

The diverse backgrounds of the conferees illustrated the value of using the Public Policy Center forum to examine the drug issue. The practitioners came from the United Nations Drug Control Programme, the European Commission, INTERPOL, the U.S. Department of State, and the Drug Enforcement Administration. The academics represented a broad spectrum of disciplines including biology, chemistry, communications, criminology, demography, economics, epidemiology, history, law, philosophy, political science, psychology, public health, and sociology. As Dean Jamieson declared in her opening remarks, “Collectively, you represent a mini-university from which I am confident new insights on an old and vexing problem can emerge.”

Over the course of two days of presentations and discussions, the conferees found ample evidence to support the core notion of the conference: that global changes to the international system connected with the passing of the Cold War have facilitated an explosive rise in the worldwide production, trafficking, and consumption of illicit drugs. Ralph Bryant of the Brookings Institution began by describing how the global market economy has been transformed by the combination of the revolution in information and communication technologies and the trend towards greater privatization and liberalization. One outcome of these generally positive developments has been to diminish the ability of nation-states to control both licit and illicit production and distribution activities within and across their borders.

James Rosenau, University Professor at George Washington University, argued that the weakened position of the state in the economic sphere was mirrored in the political. As a result of what Rosenau described as “localization” and “globalization” forces, the “sovereign” state finds itself increasingly unable to muster sufficient resources to effectively promote and defend its national integrity and welfare. Transnational organizations such as drug cartels have been able to step into the void.



Timothy Wirth

Lamond Tullis of Brigham Young University and George Moffett of the Woodrow Wilson Center pointed to a rise in the incentives for impoverished citizens in the developing world to participate in illicit drug production and trafficking. Annenberg School Dean Emeritus George Gerbner noted how the world's youth are being increasingly exposed to Western-dominated mass media, where messages of instant gratification and fast-paced consumerism in general, and pro-drug messages that promote the use of legal drugs in particular, are pervasive.

Richard Clayton, Director of the University of Kentucky's Center for Prevention Research, contended that when the general risk indicators of youth, broken families, unemployment, social alienation, and an ero-

sion of legal norms are combined with the collapse to the traditional barriers to drug abuse—scarcity, custom, and ritual—the risk of widespread drug consumption is particularly pronounced. Michael Brown of Harvard University and Louise Shelley of American University saw recent developments in the former Communist world as particularly ominous for the spread of the global drug trade. Brown pointed out that the plethora of ethnic groups in Eastern Europe and the former Soviet Union are likely to find the enormous profits connected with illicit drugs irresistible. In Russia, Shelley asserted, organized crime is entering the preliminary stages of becoming major players in the global drug market, and their potential to eventually become dominant players is enormous.

Against this sobering backdrop, the conference participants found current U.S. and international drug control policies no match for the challenge. In his keynote address to the conferees, Timothy Wirth, Counselor of the Department of State, acknowledged that as with the problems of the environment and population, the U.S. foreign policy bureaucracy is poorly constructed for global threats such as drugs. A U.S. drug control strategy must be embedded in a coordinated international response. As conference co-chair Paul Stares of the Brookings Institution, observed, "The drug issue reminds us that global forces indeed have local implications. The crime and human misery that infest our neighborhoods are inextricably linked to global changes that are fueling an explosive growth in illicit drug production, distribution, and consumption. We cannot deal with the former without addressing the latter."

MEDIA AND THE DEVELOPING MIND

- *The Microethnography of learning in classrooms and computer-based multimedia environments for foreign language learning*

Professor Ralph Ginsberg

Regional Science, Sociology, and Public Policy

Professor Frederick Erickson

Graduate School of Education

MEDIA AND THE DEMOCRATIC DIALOGUE

- *A Public Education Campaign About Race, Democratic Accountability and Access*

Professor Lani Guinier

The Law School

Research Projects to be supported by the Center in 1994-95 include:

INFORMATION AND SOCIETY

- *An Analysis of the Issues, Architecture, and Components of an International Electronic Marketplace*

Professor David Farber

Alfred Fitler Moore Professor of Telecommunication Systems