

The Annenberg School for Communication
University of Pennsylvania

News

L I N K

APPC Awarded Three New Research Grants

The Annenberg Public Policy Center has received three major research grants related to the 2000 Presidential Campaign.

The Information and Society Program received \$2.9 million from The Pew Charitable Trusts for experimental and public opinion research on political web sites and to provide a Web-based clearinghouse for the latest research and analysis on political communication through the Internet. The project, under the direction of Professor W. Russell Neuman, is called **"Energizing the Electronic Electorate."** (See story, page 2.)

Another APPC study, funded by a \$700,000 grant from The Pew Charitable Trusts, will focus on how voters deliberate through electronic communication and how public opinion is formed through on-line discussions. Associate Professor Vincent Price, along with Professor Joseph Cappella, are heading up **"Electronic Dialogue and Democratic Participation: Deliberation, Knowledge, and Campaign 2000."** (See story, page 4.)

Finally, APPC has received a grant for \$300,000 from the Carnegie Foundation for **Issue Advocacy Research** and to create a compilation of issue advertising for use by the public, policymakers and journalists. (See story, page 4.)

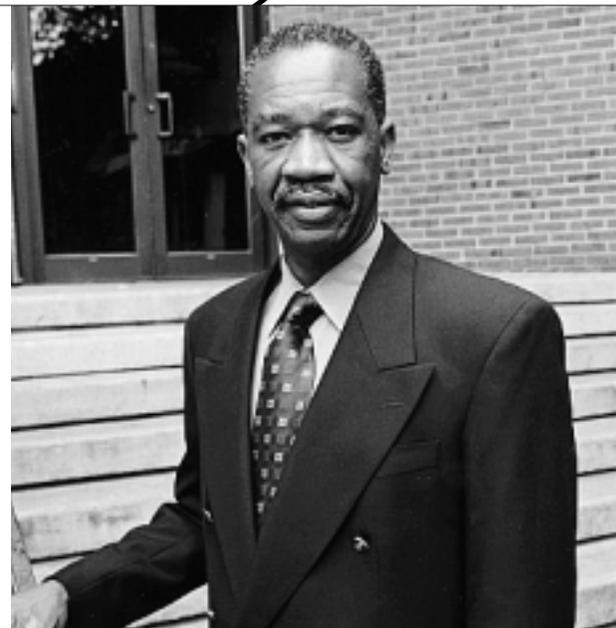
John Jemmott III Joins ASC Faculty

John B. Jemmott III, a national expert in the evaluation of programs to reduce sexual risk-taking among inner city adolescents, has been appointed Professor at the Annenberg School. Jemmott comes to ASC from Princeton University, where he was Professor of Psychology.

In the last decade, Jemmott has conducted two major evaluations of theory-based interventions to encourage safe sexual behavior among young people. He directed a major grant from the National Institute of Child Health and Human Development on "Reducing Violence, STDs, and Pregnancy among Black Youth" and most recently, headed a National Institute of Mental Health (NIMH)-funded study on "Abstinence vs. Safer Sex: HIV Risk-Reduction Strategies."

That study evaluated a program involving 659 African American adolescents recruited from three Philadelphia middle schools serving low-income communities. The study featured randomized controlled trials with three-, six-, and 12-month follow-up. Jemmott found that while both abstinence and safer-sex interventions can reduce HIV sexual risk behaviors, safer sex interventions may be especially effective with sexually experienced adolescents and may have longer-lasting effects.

Jemmott's research also found that adolescents who received the safer-sex intervention, which emphasized condom use, were not more likely to report having sexual intercourse at the follow-ups than were adolescents in the control group. "Indeed, among adolescents who reported preintervention



sexual experience, those in the safer-sex group reported less frequent sexual intercourse than did those in the control group at the six-month and 12-month follow-ups, thus providing evidence contrary to common belief that sex education increases sexual activity," the study concluded.

Currently, Jemmott is working on a \$4 million grant from NIMH, which expands the examination of risk-reduction interventions to a larger population of adolescents. At the same time, he is co-investigator, along with his wife, University of Pennsylvania Nursing Professor Loretta Sweet Jemmott, on another NIMH grant to investigate HIV risk-reduction interventions involving mothers and sons. He has also been analyzing interventions to reduce violence among African American and Latino adolescents.

Jemmott received his bachelor's degree from City University of New York, and his master's and doctoral degrees in Psychology from Harvard University.

APPC Receives Grant to Study

Internet Use IN CAMPAIGN 2000

The Information and Society Program has embarked on a new initiative to study and monitor the development of the Internet in political campaigns. The \$2.9 million project, "Energizing the Electronic Electorate," is funded by The Pew Charitable Trusts. The project represents a collaborative effort between APPC, the Center for Public Integrity and the Center for Governmental Studies.

Professor W. Russell Neuman, director of the project, described its objectives. "We hope to raise the bar of public expectations for information-rich candidate and other political web

sites so that they offer an alternative to soundbite-driven TV journalism and 30-second ads." Neuman added, "We know the Internet will be an increasingly important and influential tool in coming campaigns. By focusing on it now, at the beginning, we can strive to make sure it achieves its potential for playing a positive role in our democracy."

The project will provide a Web-based clearinghouse for the latest research and analysis of political communication through the Internet, located at www.NetElection.org. At the same time, experimental and public opinion research will determine the

best web site formats for attracting citizens' attention, informing them about candidates, and motivating them to participate in campaigns.

Neuman stressed that while the Internet offers great promise as a tool to improve campaigns, "candidates and consultants are likely to fall back on politics as usual and use the Internet as little more than a computer-based form of television." He cited recent research showing that most candidate Web sites offer biographical information and position papers that are "simplistic and often out of date. Very few sites offered links to the opposition's site-which would engage voters in a comparative debate of issues-or offered links to information about

campaign finances or past voting records." One of the project's aims, he said, is to demonstrate the Internet's potential for providing high quality, interactive, engaging and useable information, so that citizens come to expect this standard as the norm.

At the outset of the 2000 presidential primary season the project conducted focus group research on 250 New Hampshire voters to determine what they valued in campaign Internet sites. The study found:

- 1 Citizens, including even the most active Internet users, are just now beginning to use the Web for campaign and candidate information.
- 2 They like the flexibility and interactivity the Internet provides and they appreciate the added breadth and depth of information.
- 3 They want to be able to compare and contrast candidates' positions, promises, chief contributors and professional experience.



W. Russell Neuman

4 They are looking for something new on the Web, such as the chance to interact live with the candidates in an online chat or Q&A forum.

5 They see the Web as a supplement, rather than a substitute, for traditional media, live events, and televised debates.

"The positive response to candidate web sites was overwhelming," Neuman said. "Thirty nine percent of our participants said they felt more positive about the candidates after looking at the candidate and campaign web sites." However, he added that 41 percent said they were not sure they could trust what the Web site was saying.

Both the focus groups and experimental research, in which participants were exposed to different kinds of political Web sites, suggested that people highly valued interactivity and the capacity for structured

comparisons. ASC doctoral student Jennifer Stromer-Galley, who conducted some of the New Hampshire focus groups, described the specific features participants liked. "It was clear that they valued interactive options on candidate sites, particularly e-mail and e-mail opportunities, video and audio clips, the opportunity to answer a survey, to give their opinion on an issue, and question and answer opportunities. Many also expressed the desire to be able to engage in an interactive live chat with the candidates, which of course was something that they didn't find on the candidates' sites."

Stromer-Galley added that participants wanted a "neutral" site that would show all the candidates' positions in a comparative type framework. "Very few, though, had any idea how to find such a site," she noted.

APPC's partners in the project both have experience in providing information to citizens about candidates for office. The Center for Governmental Studies in Los Angeles, headed by Bob Stern, works closely with The Democracy Network, which provides issue statements from candidates, online candidate debates, and voter information for nationwide campaigns. (The Democracy Network's web site can be accessed at www.Dnet.org.) The Center for Public Integrity, directed by Charles Lewis, is a non-profit, nonpartisan organization that engages in research and education on issues of the public trust, particularly on campaign finance. The Center's web site, www.publicintegrity.org, provides information on key donors to political candidates and parties.

Also working on the project at APPC are Information and Society Associate Director Hugh Carter Donahue, post-doctoral

scholars Steven Schneider (MA '89), who received his Ph.D. in Political Science from the Massachusetts Institute of Technology, and Kirsten Foot, who received her Ph.D. in Communication from the University of California, San Diego. ASC graduate students working on the project along with Stromer-Galley, include: Laura Ducceschi, Josephine Ferrigno-Stack, Masaki Hidaka, Chris Hunter, Elena Larsen, Corina Matiesanu, Kirkland Ahern, and Lesley Sillaman.



Jennifer Stromer-Galley



www.NetElection.org

\$300,000 Carnegie Grant to APPC for Issue Advocacy Research

The Annenberg Public Policy Center has received a \$300,000 grant from the Carnegie Foundation to create a compilation of issue advertising for use by the public, policymakers and journalists. The project, which will be carried out by researchers based at the Annenberg Public Policy Center-Washington office, will be comprised of the continued collection and analysis of issue advocacy advertising, and the development, maintenance and promotion of an IssueAds@APPC Internet site. The site will provide easy access to those wanting to know who is behind "soft" election money and how much they are spending for what purposes.

APPC will also be continuing its Campaign Mapping project, begun in 1996, into the 2000 presidential general election. Researchers will collect ads, speeches, debates, and news of the campaign, then code, index, and analyze them, and finally disseminate the analyses. The goal of the effort is to introduce an historically accurate, academic voice into the general election presidential campaign. The project's aim is to improve the quality of discourse by holding candidates accountable for what they say, by holding media accountable for what and how they report, and by providing the electorate with the information needed to make informed voting decisions.

New APPC Study:
**ELECTRONIC DIALOGUE
& Democratic Participation**

Another new APPC study focusing on the World Wide Web and the 2000 presidential campaign is examining how voters deliberate through electronic communication and how public opinion is formed in this new form of conversational space. Associate Professor Vincent Price and Professor Joseph Cappella are heading up "Electronic Dialogue and Democratic Participation: Deliberation, Knowledge, and Campaign 2000." The project is funded by a \$700,000 grant from The Pew Charitable Trusts.

Beginning in February 2000, representative groups of citizens have been participating in online political deliberations about the presidential campaign. Sixty groups, each composed of 12-14 participants, have been drawn from a random sample of Americans. The groups carry out three types of activities: periodic discussions, responding to on-line surveys, and reacting (individually and through group

discussion) to campaign information disseminated via the project web sites. APPC has been providing audio, video and material relevant to the campaign (candidate information, campaign advertisements, news reports, etc.) to serve as the focus of deliberations. In the course of the project, the research team will examine how much participants learn from group interactions, and determine the extent to which unique ideas and arguments are generated by deliberation.

Price said that constructing and observing citizens' conversations conducted electronically "will help test the expectation that group deliberation produces deeper and more thoughtful public engagement with political issues." A second major benefit of the study, he said, will be the development and testing of group-discussion designs and research protocols for use in future elections.

Cappella noted that the project was unique in two ways. "It is the first project that has tried to create political discussion groups that meet on-line. Although there are many chat groups



Vincent Price

that discuss politics, membership in these groups is occasional. The members of our groups are stable and the groups will remain together virtually over the course of the election year. Equally important our project will try to answer the question 'Does conversation about politics add to the quality of knowledge and the involvement that citizens exhibit?'

ASC graduate students working on the project include: Yariv Tsfati, Jennifer Stromer-Galley, Joe Labrie, Emily West, Eun-Kyung Na, Dannagal Goldthwaite, Tresa Udem, and Frances Mesa.

APPC Researchers EXAMINE USE OF
V-Chip Technology

As a part of a \$300,000 grant from a private family foundation that prefers to remain anonymous, APPC's Media and the Developing Mind researchers are conducting a yearlong study of the impact of the V-Chip. The project is directed by post-doctoral fellow Emory Woodard, along with Senior Research Investigator Amy Jordan, and Kelly Schmitt, another post-doctoral fellow.

The researchers have distributed new television sets to 120 Philadelphia families. Half of those families will receive information and training about how to use the device and why it is important, while the other half will receive nothing more than the set and the printed material that normally accompanies a new set. A third group of 60 families, which did not receive new sets, will serve as the control group. The study will examine several classes of questions.

Overall Use: Will parents use the V-Chip? How does use vary depending on the social, demographic and parenting practices of the family?

Exposure to Undesirable Content: Will the V-Chip reduce exposure to objectionable content? Do children usurp parental authority and counter-program the V-Chip? Do children merely relocate their viewing to a non-V-Chip equipped bedroom set or a peer's home? Do children choose unregulated media for their viewing pleasure, such as home videos, video games, or the Internet?

Exposure to Enriching Television: Does the V-Chip increase exposure to quality programming? Does blocking objectionable content increase the probability of children's exposure to quality programming? With no "bad stuff" to choose from, will children choose "good stuff?"

Family Negotiation Patterns: How does the use of the V-Chip get negotiated within the home?

In discussing the new study, Woodard noted, "The V-Chip represents a significant technological innovation for negotiating media use in the home. Through this research we will gain insight into parental use of the new mediation tool as well as the ways the family system negotiates media in the home generally."

ASC graduate students working on the research include: Anne Albright, Cory Allen, Veronica Davison, Laura Duff, Jen Horner, Oren Meyers, and Jeff Niederdeppe.



Emory Woodard

Faculty In Print

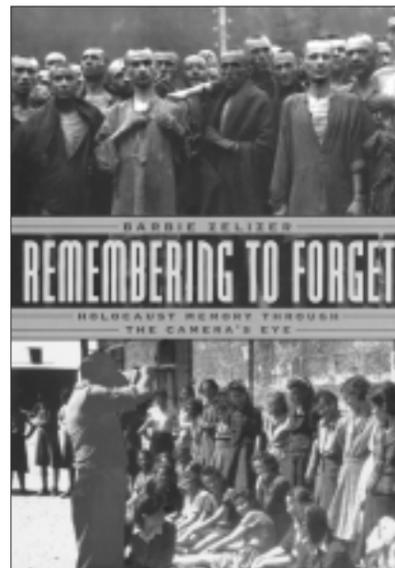


Kathleen Hall Jamieson, *Everything You Think You Know About Politics...and Why You're Wrong* (Basic Books, 2000)

Everything You Think You Know About Politics explores the validity of many assumptions that both the media and the

American public make about campaigns, and separates fact from fiction in understanding political discourse and its effects. Among the questions Jamieson and her colleagues address: Are sound bites necessarily harmful to political discourse? Does attack offered by candidates hurt the public and drive voters from the polls? And do campaign debates bore voters and produce little useful information? Drawing upon research from the last two presidential campaigns, Jamieson surveys the existing public record on voting patterns, campaign promises, and electioneering and comes up with an engaging mix of analysis, surprising factoids, quizzes and political cartoons. She shows why the American public, seemingly eager for “unspun” information about candidates and their positions, invariably

ends up feeling manipulated by the political process and how their mistaken assumptions often deter voters from caring about the processes and outcomes of elections.



Barbie Zelizer, *Remembering To Forget: Holocaust Memory Through the Camera's Eye* (University of Chicago, 1998)

Remembering To Forget has won three awards, including the 1999 National Communication

Association Diamond Book Award, the first International Communication Association Book Award and the Bruno Brand Tolerance Book Award from the Simon Weisenthal Center. The Bruno Brand Award was presented to the book published during 1998 that most promoted human understanding and tolerance on the subject of atrocity.

Remembering to Forget was issued in paperback April 2000.

FACULTY

News

Martin Fishbein worked with the National Institute of Mental Health to convene a Workgroup on Behavioral and Biologic Outcomes in HIV/STD Prevention Studies to provide guidance to the research community. The Workgroup produced a Position Statement addressing questions about the validity of self-reported behaviors, the sensitivity and specificity of diagnostic tests, the relationship among behavioral measures, STDs, and HIV, and the utility of HIV transmission models.

Oscar Gandy delivered a keynote speech on “Race, Reason and Communication Research: The Challenge Before Us All” for the Association for Education in Journalism and Mass Communication/Graduate Education Interest Group Mid-year Research Conference at the University of Colorado, Boulder, April 14–16, 2000. The conference also included a special session devoted to a discussion of Gandy’s research.

Larry Gross has been elected to serve as Chair of the University of Pennsylvania Faculty Senate for the 2000–2001 academic year. (His speech at the Penn Commencement is on page 24.) He has also been selected as co-chair of the National Research Advisory Board of the Gay and Lesbian Alliance Against Defamation (GLAAD).

Robert Hornik was appointed to the Institute of Medicine’s Committee on Effective Health Communication for Diverse Populations for 2000–2001. He continues as Chair of the International Communication Association Committee on Research (1998–2001) and as Scientific Director for the Evaluation of the National Anti-Drug Media Campaign (1998–2003.)

Kathleen Hall Jamieson delivered the 1999 Carroll C. Arnold Distinguished Lecture of the National Communication Association in November, 1999 on “Incivility and Its Discontents: Lessons Learned from Studying Civility in the U.S. House of Representatives.” She also presented the Howard Lecture for the Robert Penn Warren Center of Vanderbilt University in Nashville, TN in October, 1999, and the James Moffett Lecture in Ethics for Princeton University, in February 2000. Her book (co-authored with Karlyn Kohrs Campbell), *The Interplay of Influence: Media and Their Publics in News, Advertising and Politics*, was issued in its 5th Edition by Wadsworth Press in 2000, while *Spiral of Cynicism: The Press and the Public Good*, co-authored with Joseph Cappella, was translated into Japanese this year by Minerva Shobo Publishers. (Her newest book is profiled at left.)

Elihu Katz received honorary degrees in May from the University of Paris-2 (formerly the Sorbonne) and from the University of Haifa. He was also invited to lecture at an all-European meeting on Media Ethics at the University of Leuven in Belgium, and at universities in Portugal and Brazil. His new book, *Leisure, Culture and Communication in Israel*, has just been published in Hebrew by Israel’s Open University.

Klaus Krippendorff, published “On the Otherness that Theory Creates” in J.V.Ciprut (ed.) *Of Fears and Foes* (Praeger, 2000), “Ecological Narratives: Reclaiming the Voice of Theorized Others” in J.V.Ciprut (ed.), *The Art of the Feud: Reconceptualizing International Relations* (Praeger, 2000) and “A Field for Growing Doctorates in Design?” in R. Buchanan, et al. (eds.), *Doctoral Education in Design*, Carnegie Mellon University, 1999.

Carolyn Marvin was the keynote speaker at two recent conferences: “Critical Themes in Media Studies” at the New School for Social Research, New York, April 29, 2000 and “Information Technologies: Social, Political and Ethical Implications” at the University of Vermont, Burlington, February 19, 2000. The topic of both speeches was “Peaceable Kingdoms: Prospects for the Nation-State.” She also wrote a review essay, “On Violence in Media,” in *Journal of Communication* 50(1). She delivered a paper on “The Structure of News Ritual,” to the National Communication Association (NCA) in Chicago, in November 1999.

W. Russell Neuman’s *The Future of the Mass Audience* (Cambridge University Press, 1991) is being translated and published in Japanese and Spanish this year. The Japanese language edition is translated by Shunji Mikami and published by Gakubunsha, Tokyo, 2000. The Spanish Language Edition, *El Futuro de la Audiencia Masiva*, is translated by Cristobal Marin, Santiago, Chile: Fondo de Cultura Economica, 2000.

Joseph Turow delivered the Chancellor’s Distinguished Lecture at Louisiana State University on April 4, 2000 on “Selling America on Internet Time: Marketers and the New Digital World.”

Barbie Zelizer was an invited participant at the National Workshop on Questions of Citizenship, Middle Tennessee State University, Murphreesboro, TN, November, 1999. She delivered invited lectures on “Holocaust Memory, Then and Now” at the Berman Center Symposium on Representing the Holocaust at Lehigh University, May 2000 and on “Documenting the Holocaust” at St. Mary’s College, St. Mary’s City, MD, October 1999. She is co-editor of a new Sage journal, *Journalism: Theory, Practice, Criticism*.

Milton Mueller *Delivers* → Gerbner Lecture 2000

In the late 1980s, the newly-emerging Internet was viewed by some as a utopia, free of interference from the state or the impediments of property rights. However, by the year 2000, with corporations and countries doing battle over the rights to domain names, the institutionalization of the Internet has proceeded to raise many thorny issues. Some of these issues were discussed by Milton Mueller (MA '86, PhD '89) in delivering the 2000 George Gerbner Lecture on "Sovereignty and Semantics in Cyberspace: Country Codes and Domain Names in ICANN's New Regime" on April 13. The Lecture is held annually to honor the former Annenberg School dean, who was in attendance along with his wife Ilona.

Mueller, Associate Professor and Director, Graduate Program in Telecommunications and Network Management, Syracuse University School of Information Studies, began by discussing how libertarians, technologists, and leftists all hailed the Internet as "a kind of Garden of Eden exempt from the corruption of worldly institutions. Even a fairly conservative U. S. Supreme Court showed a special solicitude for the Internet in its decision unanimously striking down the Communications Decency Act in 1997. Indeed, CDA served as a galvanizing force for cyberspace utopians of all ideological stripes in their confrontation with established institutions and norms."

Although those institutions would soon enough intrude, Mueller pointed out that "that belief in the special status of cyberspace was not entirely naïve. The interworking of computers did in fact break free of established institutional constraints. The whiff of possibility and autonomy was not an illusion. Many of the Internet's benefits and innovations occurred precisely because it had slipped out from the grasp of the old rules and organizations."

But in recent years, Mueller said, that freedom from established institutions has begun to slip away. "Formal organization, property rights and commerce, regulation and geopolitics are reasserting themselves systematically," Mueller noted, pointing to the area of the regulation of Internet domain names. "Names and numbers represent the most centralized part of what is otherwise a highly decentralized and distributed public network architecture," he said. Mueller described the creation of the Internet Corporation for Assigned Names and Numbers or ICANN as a possible harbinger of a new international regime, claiming that "the creation of ICANN can be seen as a process by which resource assignment and allocation are linked to regulation and control."



Martin Mueller (left), with Dean Emeritus George Gerbner and Dean Kathleen Hall Jamieson.

Mueller claimed that ICANN was particularly interesting for two reasons: "First, it is happening on a global scale, outside the nation-state framework, and second, it has been done in a manner that represents a major re-alignment of the positions of the public and private sector." He pointed out that distributing Internet domain names was a function traditionally performed by U.S. government contractors. With ICANN, however, the function is moved to the private sector.

With the commercialization and expansion of the Internet, Mueller said, had come what he called "the domain name wars." He said that in recent years the value of a domain name has gone as high as seven million dollars, and many issues have come up related to trademarks and property rights about how these domain names can be used. He explained how "generic top level domains" (TLDs), such as .com, or .gov, were created, and how later 240 two-letter TLDs were created as country codes, such as .ca for Canada, or .fr for France. However, he said, "not all entities eligible for country codes want to run them as national domain registries. So entrepreneurs from the developed world come to them and contract for the right to administer the TLD." For example, he pointed to the code for Tuvalu, a tiny Pacific nation with a population of 10,600, that has survived on selling stamps, fishing licenses, and collecting foreign aid. Tuvalu's country code, .tv, was auctioned by the country for \$50 million in royalties over the next ten years.

Mueller said that the interesting process to watch in the coming years was how nation-states interacted with ICANN on the issue of domain names.

Mimi Ghez *Selected as* White House Fellow

ASU alumna Marissa (Mimi) Ghez (MA '92) has been selected for a prestigious and highly competitive 2000–2001 White House Fellowship. The bipartisan Commission on White House Fellowships selected ten men and five women to serve as the 36th class of White House Fellows. Starting on September 1, 2000, each Fellow will report to work for a member of the Cabinet or a senior White House official. When the newly elected Administration shows up in January 2001, the Fellows will be in place to welcome and acclimate the new Cabinet secretaries and agency heads. With this in mind, the 32-member Commission selected from among the 30 national finalists those people most qualified to serve the nation during the often disruptive year following the election of a new President.

Competition for White House Fellowships is very intense, with hundreds applying every year for only 11 to 19 fellowships. The program was started in 1964 by President Lyndon Johnson as a way to involve young people in the leadership of the nation by providing a first-hand experience of government at the highest



levels and exposure to national leaders in all fields of endeavor. Fellows work full time, participate in an education program, and travel as a group domestically and internationally to see U.S. policy in action and to view the U.S. from other perspectives.

Ghez has served as Communications Director for the Family Violence Prevention Fund in San Francisco, CA, since 1993. In that capacity, she developed and managed the first national media and grassroots organizing campaign aimed at changing social norms related to domestic violence.

As part of "There's No Excuse for Domestic Violence," Ghez oversaw the development of a dramatic and culturally-specific anti-abuse radio soap opera targeting the African American community.

Ghez is also co-author (with E. Klein, J. Campbell, and E. Soler) of *Ending Domestic Violence: Changing Public Perceptions/Halting the Epidemic* (Sage, 1997).

New APPC Study Analyzes

The Primary Campaign

Campaign finance and education represented the top issues of the 2000 primaries, according to an APPC study about the campaign released in March in Washington, DC. The study, based on a content analysis of the candidates' debates and televised ads, found that while the issue agendas of the candidates varied both within and between parties, these two issues were among the top four areas the four major contenders for President discussed in the debates.

For George W. Bush, the most common themes in debates during the primaries were taxes, foreign policy, education and campaign

finance. For John McCain, campaign finance was first, followed by foreign policy, education and taxes. On the Democratic side, Al Gore focused first on race relations, then education, health care and finally campaign finance. Bradley led with campaign finance, followed by race relations, health care and education

"While there is evidence that McCain and Bradley may have pushed Bush and Gore to address campaign finance, and Gore may have prompted Bradley to add education to his agenda, these two issues ranked near the top in all four candidates' claims during the primary

debates," said Dean Kathleen Hall Jamieson, lead author of the study.

"As Gore and Bush have begun a general election campaign, we are seeing that education, a theme that was a focus for debates and advertising in the primaries, continues to be a major issue," added Jamieson.

The report found that voters learned the distinctions between the two major contenders in each party on the issues on which the candidates focused. Some were more successful than others in making their positions known. For example, more voters learned of McCain's stand on cam-

paign finance reform than Bradley's stand on universal health care.

The analysis found that the amount of candidate communication to which citizens were exposed differed from primary to primary, with more information learned by voters in New Hampshire, South Carolina and Michigan than in the Super Tuesday states. And while people throughout the country gained greater awareness and knowledge of the candidates and their positions as the primary season progressed, knowledge gains were higher in states with primaries in which the candidates actively campaigned than in states without candidate activity.

"What we are seeing is a primary season of haves and have nots — those states that have primaries with aggressive campaigning have voters with more understanding of candidates and their positions. Other states that don't have a great deal of campaigning by the major candidates don't learn as much about the candidates and their policy positions," added Jamieson.

As in previous elections, men got more of the answers to questions about policy

positions correct than did women. Men were more likely to correctly answer questions about candidate positions on health care, test ban treaty, soft money ban, abortion rights and biographical questions about all four candidates. Women scored higher in only one area of questions — public campaign funding.

The conference, which was carried on C-Span, featured presentations by APPC Senior Researcher Michael Hagen, as well as by ASC graduate students Leslie Sillaman, Daniel Orr, Kimberly Kirn, Suzanne Morse, David Dutwin, Kate Kenski, and Paul Waldman.

To read the entire report online, go to www.appcpenn.org/32700report.pdf.

APPC Embarks on Election 2000 Survey of Voters

The Annenberg Public Policy Center has embarked on the largest continuous survey of the American electorate ever undertaken by a university, designed to gauge the effects of campaign events in real time. Continuous national monitoring of American voters began on November 8, 1999 and will continue until January, 2001. By the time the survey is completed APPC will have talked with a hundred thousand voters, according to Dean Kathleen Hall Jamieson, who is directing the study. "We're trying to find out what do they learn, how did they learn it, why do they vote, why don't they vote, and what does it all mean for their sense of governance," she noted. Overseeing the survey is Richard Johnston, Professor of Political Science at the University of British Columbia, with the assistance of APPC's Michael Hagen.

The survey, which features a rolling cross-section design, represents the first attempt to stay in the field every day during a national election campaign. Each day researchers interview at least fifty voters, while on some days that number may be as high as five hundred. While inter-

views are being undertaken on the national level, the survey also features over-samples of key primary or caucus states. The size of the sample in this survey greatly exceeds that of predecessors, according to Johnston. "We are conducting two-to-ten times as many interviews on a given day as the 1984 National Election Studies (NES) conducted in a given week." He also noted that the APPC Election Survey will have particular statistical power in analyzing the behavior of specific demographic groups. "We have more Hispanics in our sample than NES will have total respondents."

Johnston emphasized that the challenge was to create a survey instrument that "was sensitive to the rhetoric of campaigns. Political scientists still tend to be hostile to the notion that campaigns make a difference. They focus on long-term trends of voter mobilization or energization. We want to see if there are any movements in voter intentions as a result of short-term trends. For example, do debates and ads actually inform people?"

Questions in the survey concern turnout and vote intention, candidate recog-



Richard Johnston

nition, knowledge, and evaluation, opinions on issues, media use and political discussion, candidate chances, cynicism, and orientation to government, awareness of advertising and debates, and a wide range of demographics. Some of the instrument shifts according to context and some parts of it employ randomizations, either for experimentation, for methodological control, or to expand the scope of the instrument by asking certain questions only of random subsets. Apart from randomization, all first-time interviews in the field on a given day employ, with a few exceptions, the same instrument. Fieldwork is under the management of Princeton Survey Research Associates and the bulk of it is being carried out by Schulman, Ronca, and Bucuvalas, Inc.



ASC graduate students presenting their research in Washington: From left, Kimberly Kirn, Leslie Sillaman, Suzanne Morse, David Dutwin, Kate Kenski, Daniel Orr, and Paul Waldman.

Gender *on the* Campaign Trail →

Are women treated differently than men when running for executive office?

Are women candidates covered as frequently as men are?

Does having more than one woman in a campaign influence the coverage of female candidates?

These questions were at the heart of a forum convened October 25, 1999 at the National Press Club in Washington, DC to discuss “Gender on the Campaign Trail: Women Candidates and the Media.” The event was co-sponsored by the Annenberg Public Policy Center, The White House Project, and the Women’s Leadership Fund.

At the forum, James Devitt (MA ’92), Communications Director for the White House Project, released the results of a new study he conducted of coverage of female candidates in the 1998 elections. Devitt told those assembled that overall the study found that differences in coverage between male and female candidates were qualitative rather than quantitative. “However,” he noted, “male candidates receive significantly more issue coverage than female candidates. That is, they are more likely to have their public policy positions described in newspaper stories. By contrast, female candidates were

significantly more likely to have their personal aspects reported in these news stories.” The study also revealed that female candidates were less likely to be quoted backing up their claims with evidence, as opposed to their male counterparts.

Dean Kathleen Hall Jamieson, who moderated the conference, noted that there were two distinct possible outcomes of this pattern of news coverage. “To the extent that personality descriptions, things that situate women in families, activate a set of assumptions, they might in subtle ways make it harder for women to be elected to executive offices,” she said. However, she added, it could be that something quite different is going on. “It could be that by personalizing women, by giving a

sense of who they are, these kinds of personality descriptors help distinguish them from the rest of the field.” “So, one of the things that we don’t know from this kind of content analysis is, when presented with it, what does the audience do?” Jamieson asked. She then introduced a panel of discussants to comment on the study and these questions.

Andrea Mitchell, chair of the Annenberg School Alumni Advisory Board and chief foreign affairs correspondent for NBC News, observed, “I think there is a tendency to focus on the downside of how we tend to trivialize female candidates, without necessarily holding women to the same standard. That said, I can’t imagine a presidential candidate getting away with some of the foreign policy mistakes that George W. Bush made early on, and saying, ‘well, I’ll be okay because I have good advisors.’ Just remember... the immediate attention



focused on Geraldine Ferraro when she mistook ‘first strike’ for ‘first use.’ Even though she was running for vice president, the media were talking about whether a woman who didn’t understand those distinctions in nuclear strategy shouldn’t be that close to having her finger on the nuclear button. So there is a double standard and it persists...”

Another panelist, Charles Cook, editor and publisher of the Cook Political Report, added, “By and large good candidates in winnable races who run good campaigns get good press, and bad candidates in losing or un-winnable situations who don’t run good campaigns don’t tend to get good press. And too often

women get put in a situation where if the nomination isn’t worth having, a woman is more likely to get it. Also, there really tend to be stylistic differences in the way men and women differently campaign, and that sometimes can drive this press coverage. Female candidates are more likely to tell their story. Male candidates are more likely to read you their resume. Now, I personally think that telling your story is more effective than reading your resume. And I think it’s more likely to connect with voters...putting it in a narrative, story-telling way, I think, is a very, very effective way for candidates to connect with voters...I don’t think women candidates have to be just as good as male candidates, I think they have to be better than male candidates. And I think they have to be more substantive than male candidates. They have to be meatier, they have to use more of that evidence, use more statistics, use more concrete examples.”

Also on the panel were Celinda Lake, President of Lake, Snell, Perry and Associates, a research-based strategy firm; Bob Carpenter, Vice President of American Viewpoint, a survey research firm; and Gwen Ifill, Moderator and Managing Editor for “Washington Week in Review” and Senior Correspondent for the “NewsHour with Jim Lehrer.”

To read the study online, go to the Women’s Leadership Fund web site at www.womensleadershipfund.org/.

From top: James Devitt, Andrea Mitchell, Charles Cook, Gwen Ifill

What Issues Did the Candidates Ignore?

EXCERPTS FROM APPC-DC CONFERENCE



Lawrence Sherman (left),
Martin Marty, Matt Miller

On March 26, 2000, The American Academy of Political and Social Science held a Fellows Induction Dinner at the National Press Club in Washington, DC. The following morning, the new fellows discussed the 2000 Campaign with journalists and academicians.

From the Academic's Perspective

Dr. Lawrence Sherman, Director of the Fels Center for Government at the University of Pennsylvania: "Rising geographic inequalities is the common theme of many of the issues that were left out of the presidential primaries this year. Arguably there is now more geographic segregation by class and by race in this country than at any other time in our history, a segregation that has been heavily subsidized by both federal expenditures and tax policy. I think the three most important manifestations of the pattern of geographic inequality that have been left out of the campaign are the increasing concentrations of poverty in inner city areas, as well as hyper-segregation with that poverty where we now see an estimated two percent of the population producing about half of the homicides in the United States. The

crumbling infrastructure of the center cities as we choose instead to invest in new infrastructure, in sprawl, in what was once farmland and forest. And the problem of matching jobs and people in places, which as we may come to realize, although as no candidate has yet pointed out, could provide

"What I would ask the candidates is... that we would bring forth those issues of mercy and justice, fairness, equality, dealing with poverty, dealing with life-and-death issues..."

a much more compelling reason for worrying about the destruction of our cities. And that is our decreased global competitiveness."

Martin Marty, Professor Emeritus, University of Chicago: "You can't debate whether our military actions should be for humanitarian purposes or not without the religious question...You have to think about the nature of religious disputes in our society [and not] talk about irrelevancies like Bob Jones.

Religion is not an issue. It hitchhikes on issues. It barnacles to issues. It subverts issues. It's a penumbra around issues. It's part of a constituency on all sides of all issues. And if you reduce religion to where do you stand on abortion or gay marriage and so on, you're

going to get on the killing side right away and not on the healing side. I think most of the religious groups are really looking for 'Are there ways in which candidates can pose issues that will bring out their potential constructive and healing side?' What I would ask the candidates is, 'When you get near these questions, can you help frame them so that what Abraham Lincoln called the better angels of our natures might show, and that we would bring forth those issues of mercy and justice, fairness, equality, dealing with poverty, dealing with life-and-death issues, instead of distracting us and misusing religion, which is still the most volatile subject in American political life when brought up badly?'"

From the Journalist's Perspective

Charles Krauthammer, syndicated columnist: "The one issue that I think has been remarkably neglected, not just in this campaign cycle but now for 12 years, is foreign policy... I think it is absolutely remarkable that the one country that so dominates the world in everything it does, even haphazardly and by inadvertence, has a huge effect all over the world, is amazingly unconscious, if you like, of its role in the world...The more general and abstract issue, and the one that I'm not surprised does not make it into presidential campaigns, is how do we maintain this position of dominance, what do we do with it? And I think this notion that we are living in now —that it is inevitable, it's sort of God-given, and

we see no way in which it will change — I think is rather short-sighted. The reason there has never been a country as dominant as ours is because inevitably when one country achieves hegemony as ours has, you get coalitions of rivals who inevitably arise to counter it and to make opposition coalitions...There was no discussion of the general issue of what should America

"Why are we in Haiti? Why are we in Kosovo?... What is America's role as the dominant power in the world?"

be doing in the world. Why are we in Haiti? Why are we in Kosovo? Why are we in Bosnia? Why are we not in parts of Africa, which have suffered far more than any of the areas in which we have intervened? What is America's role as the dominant power in the world? Are we to be involved in these humanitarian adven-

tures, or are we to reserve our strength, as I would argue, for the kinds of conflicts, for the kinds of situations where only American power and only American strength can be effective?"

Matt Miller, senior fellow at the Annenberg Public Policy Center, and a nationally syndicated columnist: "To me, the biggest, the biggest omission on the domestic side in the

campaign so far is the incredible disconnect between our aspirations and our resources. We're at a time now when the fiscal, and financial, and

economic situation of the country is so dramatically different than it was in 1990, '91, '92. We've gone from deficits that were \$300 billion almost, scheduled to go to \$500 billion, and a debate over how to reduce them that paralyzed all action in Washington. Now we've got surpluses as far as the eye can see, and yet the scope of our ambition across the board in domestic policy in areas where money does matter and can make a difference, is totally cramped. And that paradox to me is the overriding, glaring fact, domestically, at least, of this 2000 campaign...The fact that there are millions and millions of families who work full time, but remain in poverty, I think is a scandal. And we have the resources now, which we didn't have a decade ago, to actually try and do something about this."

Welcome from

THE NEW ASSOCIATE DEAN OF GRADUATE STUDIES

Hannah Kliger

Greetings to alumni and friends. I am writing to you in my new position as Associate Dean of Graduate Studies and Senior Research Investigator at ASC. I am delighted to be back at Penn, having completed my M.A. ('77) and my Ph.D. ('85) here. After serving as a tenured faculty member at the University of Massachusetts, Amherst and then as Associate Dean for Education at Philadelphia's MCP Hahnemann University School of Public Health, I've returned to the school in a newly created position.

Before I describe the full range of my work, allow me to share a brief word about my own scholarly interests. Overall, my research and writing have focused on delineating the ways in which ethnic culture is communicated, maintained and modified. I have long been interested in the processes by which communities sustain diversity while nurturing shared identity, and have most recently been examining how legacies of coping are transmitted in Jewish Holocaust survivor families living in the United States. I also will continue to teach

while at Annenberg, including a new seminar I developed on "Communication of Trauma."

Within the administrative scope of my position, my chief responsibilities are to manage the development and coordination of the M.A. and Ph.D. graduate studies program, together with the Graduate Studies Chair and the Committee on Graduate Studies. I oversee our admissions process, the maintenance of student records, and the planning of student activities throughout the academic year. Each of these goals encompasses many component parts that require collaboration with other University offices, ongoing consultation with students and faculty, and creative problem-solving on a daily basis.

It has been a pleasure to work alongside the ASC staff, particularly Beverly Henry, our Graduate Studies Coordinator. She and I work closely on all projects related to graduate student life, and our accomplishments are in no small measure due to her

pleasant we-can-do-it approach to our agenda. Since January, our office has initiated a new on-line system for recording and transcribing admissions data, participated in the first University-wide graduate student recruitment fair in New York City (many thanks to our NY alums who stopped by at the Penn Club to say hello), and held a successful Prospective Students Day in April for candidates accepted to our program.

I invite you all to be in touch with comments and suggestions. For the alumni of our school, I invite you to send recommendations and information about Summer Mentorships 2001 to me, as I will be advising our first-year MA students about possible openings. You may reach me at hkliger@asc.upenn.edu.



Welcome from Lorie Slass

THE NEW DIRECTOR OF APPC-DC

As the new director of the Washington Office of the Annenberg Public Policy Center, I look forward to helping the Policy Center highlight important federal, state and local issues and their public policy implications.

Ten years ago I received my Masters Degree from the Annenberg School, and came to Washington to work. I joined the Advocacy Institute, an organization that works to strengthen the capacity of political, social and economic justice advocates to influence and change public policy. I then served as Director of Public Affairs at Podesta Associates, Inc., a public relations and lobbying firm. I had the opportunity to lead a variety of children's, health, and education accounts, designing and implementing communications strategy for groups such as the American Public Health Association, the American

Association of University Women, the National Organization on Fetal Alcohol Syndrome and the Annie E. Casey Foundation.

I left Podesta Associates to become a Senior Associate for Greer, Margolis, Mitchell, Burns and Associates (GMMB&A), a political consulting and public relations firm in Georgetown. At GMMB&A, I was able to continue my work on political, health and children's issues, managing accounts as diverse as the I Am Your Child Campaign, the National SAFE KIDS Campaign, the American Academy of Family Physicians, the Federal Emergency Management Agency and the AFL-CIO.

My last job was as Communications Director for Families USA, a non-profit advocacy organization



that sought to achieve high-quality health care for all Americans. Hopefully, these jobs have prepared me for the challenging work of the Center, building on the impressive jobs done by Doug Rivlin and Jeffrey Stanger in overseeing the work of the Washington Office of the Policy Center. I hope I am able to build on what they have done and continue the great work of the Center.

Please check out the Center's website for upcoming events and recent reports at www.appcpenn.org or if you have a question, please call me at 202-879-6700 or send me a note at lslass@appcpenn.org.

ASC Joins Oxford University Press
to Sponsor **Public Debate Series** →

In an attempt to raise the level of public discourse, Oxford University Press and the Annenberg School have joined forces to sponsor a series of major public debates on issues of moral, political, and cultural importance in the United States. In announcing the debates, Dean Kathleen Hall Jamieson explained, "Much public discourse has become polarized and adversarial, making it difficult for citizens to make sense of the complex issues, such as affirmative action, facing the country. Our goal is to present these contentious subjects in a way that respects their complexity, encourages the debaters to defend alternative points of view, and encourages the common good." She noted that Oxford would publish a book derived from each debate.



Nat Hentoff



Cynthia McFadden

The first Oxford/Annenberg Debate was held on January 13, 2000 at the New York Public Library on the topic, "Is Affirmative Action an Appropriate Remedy for Discrimination and Exclusion in America?" Arguing Yes was Christopher Edley, Jr., Professor of Law and Co-Director of the Civil Rights Project at Harvard University. Edley, author of *Not All Black and White: Affirmative Action, Race, and American Values*, served as Special Counsel to the President for the White House Initiative on Race. Arguing No was Nat Hentoff, columnist for the *Washington Post* and *Village Voice*, and author of several books including *Living the Bill of Rights: How to Be an Authentic American* and *Free Speech For Me — But Not for Thee*. The debate was moderated by Cynthia McFadden of ABC News and was carried on C-Span.

A panel of advisers was also present at the debate to question and comment on the two debates. They included: Albert Camarillo, Professor of History and Director of the Center for Comparative Studies in Race and Ethnicity at Stanford University, Richard Kahlenberg, from The Century Foundation, Glenn Loury, Professor of Economics of the Institute on Race and Social Division at Boston University, Ruth Simmons, President of Smith College, and Abigail Thernstrom, of the Manhattan Institute.

The debates are planned to occur annually. The second debate, scheduled for early 2001, will focus on the death penalty.

etc...

FELLOWS OF THE INSTITUTE FOR PUBLIC SERVICE

Edward G. Rendell (shown in top photo teaching his undergraduate class), Chairman of the Democratic National Committee, and former Mayor of Philadelphia, and Pat Harrison (shown in photo below in lecture hall), Co-Chairman of the Republican National Committee, served as the first two Fellows of the Institute for Public Service in Spring 2000. Rendell taught two courses at the University, while Harrison visited classes in both Political Science and Communication as a guest lecturer.



Candace diCarlo



Kyle Cassidy

APPC BOOK PARTY WITH ADAM CLYMER

Journalist and author Adam Clymer (below) autographs copies of his new book *Edward M. Kennedy: A Biography*, (William Morrow and Co., Inc.) at a book party held in



his honor at the Annenberg Public Policy Center on December 8, 1999. Clymer began work on the book as a Professional-in-Residence at APPC in 1995.



Kyle Cassidy

a l u m n i (n e w s)

M.A. & Ph.D. Program

Robert Aibel (MA '76, PhD '84) delivered the keynote lecture, "Wharton Esherick: From Cubism to Organic Design" at the Longhouse Reserve Museum and Gardens in Easthampton, LI. He also curated the show "Edgar Brandt: Art Deco Ironwork and Photographs from the Atelier", October-December 1999 at the Moderne Gallery, where he serves as director.

Isabel Ferguson (MA '95) recently published a chapter on "African-American Parent-Child Communication About Racial Derogation," in *Communication, Race, and Family: Exploring Communication in Black, White, and Biracial Families*, edited by T.J. Socha and R.C. Diggs.

Arthur W. Frank (MA '70), Professor of Sociology at the University of Calgary, in Alberta, Canada, won the 1999 Faculty of Social Science's Distinguished Research Award. Last summer he was Visiting Professor at the Centre for Values, Ethics, and the Law in Medicine, University of Sydney, Australia.

Don Fredericksen (MA '69), Director of the undergraduate program in Film at Cornell University, served on the juries of the Krakow International Short Film Festival and the Camerimage Film Festival, Torun, Poland last year. At the latter festival, he delivered a paper titled, "Finding Adequate Images."

Melissa Herrmann (MA '97) has been promoted to Vice President of Social Science Research at International Communications Research (ICR), a firm that specializes in customized marketing research studies.

Peter Ginsburg (MA '94) is a staff writer for NBA Entertainment in New York, NY.

Janet Cirone Hoefling (MA '87) is Director of Marketing and University Graphics for Thomas Jefferson University Hospital, Jefferson Health Systems, in Philadelphia, PA.

Stewart Hoover (MA '81, PhD '85), has been appointed Interim Dean of the School of Journalism and Mass Communication at the University of Colorado, Boulder.

Christopher Koepke (MA '89, PhD '95) has been named Social Science Analyst for the Health Care Financing Administration, where he is designing and conducting formative research for social marketing campaigns for Medicare and Medicaid beneficiaries.

Lynne Lamberg (MA '67) received a 1999 Outstanding Media Award from the National Alliance for the Mentally Ill for her news article, "What Are You Going to Do With a 41-Year-Old Man?", which ran in the *Journal of the American Medical Association*, September 16, 1998.

Susan Lape (MA '99) has been named Research Associate at NBC Research in New York, NY.

Paula Lazili (MA '98) has joined Porter Novelli in Washington, DC, as Research Associate.

Steven Leuthold (PhD '92) is Assistant Professor in the Art and Design Department at Northern Michigan University in Marquette, MI.

Paul Licker (PhD '77) is Professor of Information Systems at the University of Cape Town, South Africa, where he directs the Master's and doctoral programs, focusing on appropriate use of information technology for national development in the Third World.

Judith Mcdivitt (MA '81, PhD '85) has become Communications Team Leader for the Centers for Disease Control in Atlanta, GA.

Joslyn Read (MA '85) has been named Assistant Vice President for Regulatory and International Affairs at Hughes Network Systems in Germantown, MD.

Catherine Rice (MA '85) is Co-Founder and Vice President for the Institute for the Positive Use of Technology, a Washington-based non-profit organization that implements future cable-related community needs assessments for local governments as part of the cable renewal process.

Amy Sarch (MA '90, PhD '94) has become Assistant Professor of Communication at the University of Michigan-Flint.

Sarah Sayeed (MA '94, PhD '98) has been appointed Assistant Professor at CUNY's Baruch College School of Public Affairs, where she will be teaching Public Communication and Health Communication.

Darryl Trent (MA '94), Vice President and General Manager of WPHI-FM (103.9) in Philadelphia, has been appointed to the Board of Directors of public television station WYBE-TV and of Philadelphia business incubator The Enterprise Center.

Nessim Watson (MA '95), Assistant Professor in the Communication Department at Westfield State College, organized a speakers' series at the College on the topic of "Media and Social Responsibility." The series welcomed ASC Professor Oscar Gandy, as well as ASC alumni Lisa Henderson (MA '83, PhD '90), Associate Professor at the University of Massachusetts, Amherst and James Miller (PhD '81), Professor at Hampshire College.

Tom Yagelski (MA '90) is Key Account Manager at NCH NuWorld Marketing Limited, based in Lincolnshire, IL.

a l u m n i (n e w s)

Undergraduate Communication Major

David Anderman (BA '91) is Associate Director of Business Affairs for Lucasfilm, Ltd., in San Rafael, CA.

Chris Barlow (BA '89) has been named Senior Producer at NFL Films in Mt. Laurel, NJ.

Dawn Baxter (BA '97) is Entertainment Marketing Associate at Teen People Magazine in New York, NY.

Sundeep Bhan (BA '94) is President and Chief Executive Officer of Medsite, an Internet healthcare site offering medical books, software, journals and supplies, electronic physician credentialing, the latest medical news, a customizable finance channel and numerous other services.

Sarah Bolton (BA '94) has become marketing communications manager for iSyndicate, an Internet content syndicate service based in San Francisco, CA

Mike Cambareri (BA '92) is bureau producer for ESPN in the New York office.

Karen Cho (BA '96) is Marketing Manager for Time Inc. Consumer Marketing in New York, NY.

Laura D'Amato (BA '90) has been named Manager, for Retention Marketing, at Cablevision Systems Corp. in Bethpage, NY.

Jalil Dawson (BA '95) has become Marketing Communications Manager for GE Small Business Solutions in Stamford, CT.

Amy Jo Donner (BA '88) is Vice President/Group Manager for Cohn and Wolfe in Los Angeles, CA.

Heather Dorf (BA '96) has been named Field Producer for CNN's "Moneyline News Hour."

Christopher Downey (BA '87) has become Co-Producer of a Joan Cusack project for Columbia/Tri-Star Television.

Andrew Frankel (BA '96) has been promoted to Marketing Manager for Hasbro Toy Group in Pawtucket, RI.

Ingrid Hubler (BA '88) is Account Director for MK Advertising in New York, NY.

Alexandra Jaffe (BA '92) is Director of Promotion Marketing and Events at CBS TV Net in New York, NY.

Michelle Kay (BA '96) is Account Manager for Innovative Internet Marketing Solutions (IIMS) in Wallingford, CT.

Allison Kluger Shaw (BA '87) is Co-founder and Vice President of Programming for Sage Street, an E-commerce Web site for women debuting in Spring 1999.

Jennifer Lang (BA '98) is Creative Assistant at Grey Advertising in New York, NY.

Austin Lieb (BA '97) has been appointed Convenience Retail Manager for Africa and the Middle East for ExxonMobil, managing convenience store development in Cyprus, Egypt, Kenya, Zimbabwe, Morocco, Tunisia, Senegal, Ghana, Ivory Coast, and Nigeria.

Laura Lieberman (BA '94) is Communications Consultant at Towers Perrin in Philadelphia, PA.

Jennifer McLyman (BA '92) is Assistant Director for Franchise Development at People Magazine in New York, NY.

Susan Orman Schnell (BA '92) is Editor and Content Manager for GiftEmporia.com, based in San Mateo, CA.

Suzanne Pappas Quint (BA '89) is Associate Circulation Director for The Parenting Group, a division of Time Warner, in New York, NY.

Steve Sciafani (BA '93) is the Chief Executive Officer of the Baseball Factory, Inc., a firm that markets top high school baseball players to colleges nationwide.

David Shane (BA '94) has become Director of Public Relations for the East/West Region for Comcast Cable Communication, Inc. and Director of Original Programming for CN-8 in Philadelphia, PA.

John Taylor (BA '95) is Assignment Editor at WB-17 News at Ten in Philadelphia, PA.

Nancy Weiner (BA '95) has become Reporter for WJLA-TV in Washington, DC.

ASC Alumni: Career Day 2000

NON-PROFIT COMMUNICATION



Esha Bhatia (MA '89), Program Director for the Center for Interdisciplinary Pediatric Trauma Research at Children's Hospital of Philadelphia.



Katharina Kopp (MA '92, PhD '97), Senior Associate in the Benton Foundation's Communications Policy Program, where she directs the E-commerce project.



Gregg Meister (MA '88), President of Interlink Media, which produces educational, training, and fundraising videotapes for corporations and non-profit institutions.



Brian Southwell (MA '97), Senior Communication Specialist in the Communication and Behavioral Sciences Branch of the Division of Cancer Prevention and Control of the National Center for Health Promotion and Disease Prevention.

POLITICS AND PUBLIC AFFAIRS



Sue Ducat (MA '84) Director of Communications and Public Affairs for the Council for Excellence in Government, a non-partisan non-profit organization that works to improve the quality of government performance and to help the public better understand what government does well.



Anessa Karney (BA '92) Chief of Staff for New York City Council Member Eva Moskowitz.

MARKETING/CORPORATE COMMUNICATIONS



Brian Kaiser (BA '92), Associate Director of Relationship Marketing Services at Nexgenix Corporation, supplier of end-to-end e-business services.



Nicholas May (BA '97), Marketing Manager at Systems/Link Corporation.



David Nathanson (BA '98), Director for Marketing for News Corporation.

NEW MEDIA AND E-COMMERCE



Margaret Crocker (MA '97), Sales and Marketing Coordinator for Consumer CD-ROMs for Scholastic, Inc.



Jon Guttenberg (BA '86), Chief Executive Officer at GORP.com, the great outdoor recreation pages web site.

Jennifer Musser, Senior Producer for Interactivity at Philly.com.

ADVERTISING AND PUBLIC RELATIONS



Alison Berke (BA '86), Managing Director of BSMG worldwide, overseeing strategic development and tactical implementation of corporate positioning, branding, and crisis communications campaigns.



Deborah Heller (BA '96), Account Executive at BBDO in New York.

JOURNALISM/ENTERTAINMENT



Gail Chalef (MA '87), Executive Producer at Cable News Network, in Washington, DC.



Leslie Cohen (BA '85), Vice President of Business Development at Sony Music Entertainment.



Robin Kramer (BA '86), Line Producer for MTV and VH1 Networks.



Emily Wolk (BA '91), Reporter for WCBS-TV in New York City.

MARKET/AUDIENCE RESEARCH



Rich Appel (BA '79), Director of Market Research at Sony Music Entertainment.



Jo Holz (MA '76, PhD '81), Vice President in the Public Affairs and Communications practice at Roper Starch Worldwide.



Stephen Kim (MA '95), Vice President at Media Metrix, a provider of Internet audience measurement products and services.



Abigail Leafe (BA '95), Research Analyst for Cyber Dialogue, which delivers Internet database marketing, data mining and analysis services, and consumer information.

Larry Gross → Address to Penn Graduates

“Graduates of the University of Pennsylvania’s first class of the 21st century, I bring the congratulations of the Faculty to you and to your family and friends who have joined this happy occasion. You have earned a moment of celebration as you cross a threshold and commence a new stage in your lives.

Behind us is a century adorned by progress and marred by barbarism, and much of both can be traced to the human capacity for combining farsightedness and short-sightedness. The 20th century was the era of antibiotics but also of the atom bomb; of astounding technological invention but also of global pollution and



Larry Gross speaking at the Penn Commencement.

ecological destruction. And the next century promises even more dangers and challenges.

The terra incognita of the human genome is being mapped as we speak. We stand at the threshold of a scientific gold-rush, but this is not only a matter of interest to scientists and venture capitalists eager to profit from their discoveries. We all have cause to be concerned because the territory that may be fenced off or despoiled lies at the core of human nature.

Universities are the crucibles in which the key discoveries of the past century have been shaped, and those of us who have made our lives within the academy, as well as those of you who

have been passing through, must remain at all times alert to the moral dimension of the academic enterprise. The pursuit of knowledge is not a democratic enterprise, but the uses of that knowledge must be open to democratic deliberation. Knowledge, we are often reminded, is power, but we also know that power can corrupt, and it corrupts most when we forget that knowledge without accountability is morally bankrupt.

If we have been successful in our task as educators it is not because we have given you the knowledge you will need to confront the challenges of the new century, but because we will have encouraged you to ask tough questions, to treat conventional wisdom with suspicion, and never to accept a Final Answer.

Alfred North Whitehead wrote that ‘the justification for a university is that it preserves the connection between knowledge and the zest of life, by uniting the young and the old in the imaginative consideration of

learning. The university imparts information, but it imparts it imaginatively.’ And, he continued, ‘Youth is imaginative, and if the imagination be strengthened by discipline this energy of imagination can in great measure be preserved through life.’ If we have been successful we have exposed you to the contagious disease of imagination, but inoculated you as well with discipline.

I hope that you will never again speak the six words dreaded by teachers everywhere: ‘Will this be on the final?’ For one thing, as Franz Kafka wrote in one of his notebooks, ‘it is only our conception of time that permits us to speak of the Day of Judgment by that name, when in reality it is a court in perpetual session.’ As you depart the protected groves in which you have spent these past few years, you are likely entering a world that does not measure time in semesters, nor accomplishments in credit units. You will have to grade your own work — and not on a curve — and you will have to set the standards that you will be judged by. If we have been successful, then these standards will include a commit-

ment to concerns larger than the size of your paycheck or your office.

The philosopher Simone Weil wrote that, ‘If we know in what way society is unbalanced, we must do what we can to add weight to the lighter scale.’ This is a moral imperative that should be affixed to every university diploma, because you all — because we all — are the beneficiaries of such amazing and, frankly, such undeserved luck, in a world that contains so much suffering and so much injustice. I do not think that it diminishes in any way your accomplishments in arriving at this happy day, nor does it denigrate the support and sacrifices of your families and friends, to confess that we are among the lucky few to have the opportunity to pursue the imaginative consideration of learning. And our debt can only be repaid by our willingness to take stands — even occasionally by sitting in — to add weight to the lighter scale.”

Graduation 2000

On Monday, May 22, 2000, the Annenberg School conferred master’s degrees on 25 students, and doctoral degrees on ten students. At the School’s graduation ceremony, Professor Larry Gross presented Mary Ellen Mark (MA ’64) with the Merrill Panitt Citizenship Award, lauding her contributions to art and photojournalism. Dean Kathleen Jamieson announced the creation of a new award, honoring the memory of the late Edward Palmer, who was instrumental in creating Sesame Street for Children’s Television Workshop, and who later taught at ASC. The Edward Palmer Award was presented to Amy Jordan (MA ’86, PhD ’90), Senior Research Investigator in the Annenberg Public Policy Center. Also at graduation, Professor Charles Wright was named Graduate Dean Emeritus. The featured graduation speaker, selected by the ASC class of 2000, was Michael Moore, the documentary filmmaker who produced “Roger and Me” and “The Big One.”

Mary Ellen Mark: “Because of the Annenberg School for Communication, I became a photographer and I’ve had a wonderful life. This School gives you the foundation for a wonderful life.”

Amy Jordan: “I am proof that you can come home again. I have the utmost respect for Dr. Palmer.”

Michael Moore: “I have learned in my experience that by doing very little, you can make a lot happen. Most people in our society don’t bother to participate because they think it takes so much time. ‘Roger and Me’ took 20 shooting days over three years, and resulted in General Motors being unable to close another plant in Flint, Michigan for the next three years...History has been changed so many times by just a couple of people trying to make a difference.”



Top: Mary Ellen Mark accepting the Panitt Award from Larry Gross.

Middle: Dean Jamieson presenting Palmer Award to Amy Jordan.

Bottom: Michael Moore speaking with graduate student Dan Orr.

Mariaelena Bartesaghi published "Cibo per la mente: alcune osservazioni sui cannibali" in the Italian journal of critical theory *Pluriverso*, 2, 1999. She was invited to hold a one-week graduate seminar on Family Communication at Auxilium University in Rome, January 2000, as part of the Master's in Educational Communication program.

Stacy Davis had an article published in the fall 1999 volume of *Journal of Broadcasting and Electronic Media*, called "The effects of audience reaction shots on attitudes towards controversial issues".

Jessica Davis received two fellowship awards to fund her dissertation research in Senegal: a National Security Education Program Graduate International Fellowship and a Dorothy Danforth Compton Fellowship from the Institute for the Study of World Politics. Her dissertation explores the attributes of organizations and the characteristics of individuals within them as predictors of Internet use in Africa. Davis also received the Graduate Paper Award for "Positioning Africa Within The Global Information Infrastructure: A Plan of Action," delivered at "Across the Silence Above the Noise: Communicating Differences", the Fourth Annual New Jersey Communication Association Conference at Rowan University, March 25, 2000.

Veronica Davison presented "Cops Like Us: Camera Placement and Viewer Identification on COPS" at the Association for Education in Journalism & Mass Communication meeting in New Orleans, LA, in 1999.

Gustavo Dantas presented, with **Marina Levina**, "Factors influencing condom use behavior for anal sex with regular and casual partners among men who have sex with men" at the NCA meetings in Chicago, November 1999.

Laura Ducceschi presented "Y2K Coverage in Ethnic and Minority Newspapers" at the NCA November 1999 meetings in Chicago. At the same conference, she also presented, with R.L. Mikesell, M. Diskin, and E. Klish, "Levity and Play in Argument Sequences." She delivered "Online Journalism: A Study in the Continuum of Media Technology Convergence" at the Popular Culture Association (PCA) meetings, April, 2000 in New Orleans, LA.

Rosa Gross co-authored, with **Kate Kenski** and **Dean Kathleen Hall Jamieson**, "Inconsistent Consensus: A Communication Perspective on the Valence-issue Paradigm," at the American Political Science Association meetings in Atlanta, GA, September 1999.

Masaki Hidaka presented, with **Shawn O'Donnell** "How Journalists Use the Web," at the ICA meetings in June 2000.

Alice Hall and two recent ASC alumni, **Todd Anten** (MA '98) and **Idil Cakim** (MA '98) co-authored "Perceived Typicality: American Television as Seen By Mexicans, Turks, and Americans" in *Critical Studies in Mass Communication*, Volume 16, 1999.

Christopher D. Hunter published "Internet Filter Effectiveness: Testing Over and Underinclusive Blocking Decisions of Four Popular Filters" in *Social Science Computer Review*, Summer 2000. He won the top student paper award at the Computers, Freedom, and Privacy 2000 Conference, held in April in Toronto for "Internet Filter Effectiveness: Testing Over and Underinclusive Blocking Decisions of Four Popular Filters."

Kate Kenski presented a paper entitled "Voting Intentions, Social Capital, and the Absentee Voter: An Analysis of Absentee Voters in San Francisco" at the American Political Science Association conference September 1999 in Atlanta, GA.

Elena Larsen co-authored (with **Hugh Donahue** and **Cory Allen**) "The Resolution of Digital Television: How the Focus on HDTV and Must-Carry Are Hindering the Return of the Analog Television Spectrum" in *Media Management Journal*, Spring 2000. She presented "Strategic Liberalization and the Ecology of Games: Looking Forward to the Competitive Provision of Wireless Broadband" and "Campaign 2000, The View from the Web: New Hampshire to Super Tuesday" at the ICA meetings in June 2000.

Oren Meyers presented a paper "Holocaust Memory and Israeli Popular Culture: The Case Study of *Ashes and Dust*" at the ICA conference, June 2000, in Acapulco Mexico. The paper was co-authored with **Eyal Zandberg**.

David Park published "Picturing the War: Visual Genres in Civil War News," in *The Communication Review* Vol. 3 (4), pp. 287-321.

Brian Southwell co-authored, with ASC Professor **Robert Hornik**, **David Fan**, **Itzik Yanovitzky** and ASC alumna **Paula Lazili** (MA '98) "News Coverage Predicts Reported Mammography Behavior: A Time Series Analysis Using the Ideodynamic Model," a paper presented at the Kentucky Conference on Health Communication, Lexington, KY, April 2000.

Susan A. Sherr and **Jennifer Stromer-Galley** presented "What Governor's Race?: Presidential Scandal and Displacement of Gubernatorial Election Coverage" at the Late Deadline Poster Session; NCA Convention, Chicago, 1999.

Itzik Yanovitzky co-authored (with C. Bennett) "Media attention, institutional response, and health behavior change: The case of drunk driving, 1978-1996" in *Communication Research*, Volume 26, 1999. He published "The Contradictory Demand Paradox: Social Embeddedness and Organizational Performance" in *Israeli Sociology*, 1(1): 55-90, 1999. He also edited, with ASC Professor **Elihu Katz**, *Culture, Communication, and Leisure in Israel* (The Open University, 1999.)

Yael Warshel presented a paper entitled "Channeling Conflict" to the conference of the International Association of Mass Communication Research (IAMCR) in Leipzig, Germany, July, 1999. She also presented a paper entitled "Early Innovations in Technology: Communication Through the Talking-Drum" at the conference of the African Studies Association (ASA) in Philadelphia, November, 1999. Her article "Alternative Communication: Surrogate Languages" was published in the Philip M. Peek and Kwesi Yankah (eds.), *The Encyclopedia of African Folklore*.

Kimberly Woolf published "Actions Without Consequences: Injury-Related Messages in Children's Programs" (with F.K. Winston, A. Jordan, & E. Bhatia) in *Archives of Pediatric and Adolescent Medicine*, April, 2000. She presented two papers at the 2000 ICA meetings in Acapulco: "Disney's Women and the Child Audience: Children's Comprehension of the Female Protagonists in Walt Disney's Animated Feature Films" and, with **Kelly Schmitt** and **Dan Anderson**, "What Do Children and Parents Do While Watching Television? A Quantitative Evaluation of Behaviors While Viewing at Home."

Eric Zimmer delivered an invited lecture at Boston College on "How to Buy Eyeballs: The Internet and Business as Usual" as part of a lecture series entitled "Faith, Justice and Public Communication" in March 2000. He presented, with **Christopher Hunter**, "Risk and the Internet: Perception and Reality," at the conference "Citizens at the Crossroads: Whose Information Society?" London, Ontario, Canada, October, 1999. He also presented, with ASC alumna **Robin Nabi** (MA '94, PhD '98), ASC Professor **Martin Fishbein**, and **Dean Kathleen Hall Jamieson**, "Comparing the Effectiveness of PSAs in Black and White Versus Color" at NCA, Chicago, November 1999.

Roger Milgrim

Delivers First Annual Dean's Lecture



The Annenberg School inaugurated a new tradition on March 28, when attorney Roger M. Milgrim delivered the first annual Dean's Lecture on "Intellectual Property: The Foundation of Our Burgeoning Communication Industry." The lecture was endowed by alumni of the Annenberg School's undergraduate Communication major program.

Milgrim, Senior Partner in the firm of Paul, Hastings, Janofsky and Walker LLP in New York City, began his lecture by pointing out how many of today's new millionaires and billionaires in the communications industry owe their wealth to intellectual property law protection. His lecture focused on how copyright laws have evolved to meet the many challenges of technological innovation. Originally conceived to protect books, music and graphics, Milgrim said copyright "has become a vital form of protection for what may be this country's single most valuable asset, computer software."

The attorney described how copyright laws originating in the eighteenth century to deal with copying by mechanical and chemical means have had to cope with such technological breakthroughs as xerographics methods, scanning, and dissemination on the Internet. Even more intriguing, he said, is how these copyright laws have dealt with computer software. Milgrim stressed that American copyright laws "do not afford protection for ideas, nor for procedures, processes, systems, methods of operation, concepts, principles, or discovery."

"What our copyright laws can do is protect against copying of expression, preparation of derivative works, such as converting a novel into a screenplay, distribution, performance and display. These concepts of ideas and methods versus expression are important to understand how we've grappled with computer software. Is it a writing? If source code is, is object code in a copyright system that does not protect ideas, methods, and processes?" he asked.

Citizen Voices '99 Wins 2000 Batten Prize for Excellence in Civic Journalism

The Pew Center for Civic Journalism has awarded the 2000 James K. Batten Award for Excellence in Civic Journalism to the *Philadelphia Inquirer* for the “Citizen Voices '99” Philadelphia mayoral campaign project, undertaken in partnership with the Annenberg Public Policy Center. The Batten Awards are named in honor of the late James K. Batten, former chief executive of the Knight Ridder newspaper chain, who pioneered some of the earliest civic journalism efforts. The awards are funded by a grant from The Pew Charitable Trusts.

APPC worked with the *Philadelphia Inquirer*, WHYY public television and radio stations, and WPVI/6ABC to create a yearlong dialogue about the issues at stake in the 1999 mayoral election. The effort included more than 60 public forums, three broadcast candidate forums with citizen questioners and two electronic town meetings. Also part of the “Citizen Voices” project was APPC’s “Student Voices in Campaign '99,” which aimed to involve high school students in the mayoral campaign.

In accepting the award, the *Inquirer’s* Editorial Page Editor, Chris Satullo, acknowledged the Annenberg School’s contributions. “Anyone involved in the Citizen Voices project knows how important to its success were the faculty, staff and students of the Annenberg School for Communication. I came to rely on the ‘Annenberg Cavalry,’ the eager and committed students who were always ready to take on any necessary task, be it taking the Saran wrap off the brownies or leading a complex forum on race relations. The input of people such as [APPC Senior Researcher] Dan Romer was invaluable, and there would have been no way to pull off many of the public events we held without the tireless and patient efforts of [APPC Grants Coordinator] Deborah Stinnett. Just as obviously, the participants recruited by the Philadelphia Compact brought depth, diversity and passion to the group.”

ASC Colloquium Series 1999–2000

Lynn Vavreck, Dartmouth College, “More than Minimal Effects: Explaining the Behavior of Clarifying and Insurgent Presidential Campaigns in Strategy and Effect,” September 17, 1999

Georgina Born, Cambridge University, “The BBC Goes to Market: An Ethnographic Study of Organizational and Textual Change,” September 21, 1999

Mary McFarlane, Centers for Disease Control, “The Sexual Internet: A Newly Emerging Risk Environment,” October 14, 1999

Randy Pausch, Carnegie Mellon University, “The Interdisciplinary Challenge of Building Virtual Worlds,” October 19, 1999

Marc J. Hetherington, Bowdoin College, “Declining Political Trust in a Shrinking Public Policy Agenda,” January 21, 2000

Suzanne Globetti, Center for Basic Research in the Social Sciences, Harvard University, Cambridge, Massachusetts, “A Choice, An Echo, or Neither: The Effects of Ideological Campaign Rhetoric,” January 21, 2000

Pippa Norris, Harvard University, “A Virtuous Circle: Political Communication in Post-Industrial Democracies,” February 11, 2000

Melanie Green, Ohio State University, “Narrative Worlds, Real Impact: How Stories Affect Beliefs,” February 22, 2000

Michael Schudson, University of Southern California, La Jolla, “Are Americans Political Idiots?” February 23, 2000

Michael Billig, Loughborough University, “Freud and the Language of the Unconscious,” February 28, 2000

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