

# News

L I N K

## ANNENBERG FOUNDATION ENDOWS ADOLESCENT RISK COMMUNICATION INSTITUTE

The Annenberg Public Policy Center (APPC) has received a five-year commitment totaling \$25 million in endowment from the Annenberg Foundation to establish an Institute for Adolescent Risk Communication. The new Institute will develop cross-disciplinary communication theory aimed at addressing a major social concern—the propensity of adolescents to engage in a variety of “risky behaviors.”

Drawing its researchers from across the Penn campus, the Institute will build on extensive work already underway at APPC to formulate and evaluate campaigns geared at minimizing high-risk behavior among adolescents. The Institute’s work will focus on five critical areas: tobacco use, drug use, behaviors leading to sexually transmitted diseases, suicidal behavior, and gambling.

APPC has played an important role in evaluating and developing many mass media campaigns that attempt to alter the disposition of adolescents to engage

in risky behaviors, said Annenberg School Dean and APPC Director Kathleen Hall Jamieson.

“To this point we have focused on reducing one risky behavior at a time,” she said. “What’s lost in this ‘single issue’ approach is whether, for example, a successful anti-smoking campaign results in a decreased perception of the risks of drugs, or how the effectiveness of a particular campaign changes as very young teens grow older. What works in one campaign may reduce the effectiveness of another.

“The Institute will enable us to have, for the first time, an integrated focus on adolescent risk communication that will leverage our expertise and resources for the best possible results,” she said. Dean Jamieson noted that the research director of the new Institute will be Daniel Romer, APPC senior research fellow.

Romer has been at Annenberg since 1990, serving as a co-principal investigator on a variety of research projects, which have been



Walter Annenberg



Leonore Annenberg

funded by the Ford Foundation, the National Institute of Mental Health, and the National Institute of Child Health and Human Development. He has published extensively on topics relevant to youth risk behavior in such journals as *The American Journal of Public Health*, *Pediatrics*, *Health Education and Behavior*, *Archives of Pediatric and Adolescent Medicine*, and the *Journal of Adolescent Health*. Romer is a member of the recently formed Centers for Disease Control National Expert Panel on Adolescents and Sexually Transmitted Disease Prevention and serves on the editorial board of *Youth and Society*. His most recent projects have focused on national surveys on adolescent risk and tobacco and a study of the media portrayal of suicide and its influence on adolescents, both of which will be

incorporated into his work in the new Institute.

In addition to endowing the Institute, the Annenberg Foundation also provided an additional \$2.5 million to establish the Walter and Leonore Annenberg Chair for the Director of the Annenberg Public Policy Center.

In announcing the endowment of the Chair and the Institute, The Honorable Leonore Annenberg, Vice Chairman of the Annenberg Foundation, said: “With our nation increasingly focused on minimizing adolescent risk, this new Institute is poised to advance research in the field and contribute to a better understanding of the issues and treatments. Walter and I are pleased to be able to make these grants, which affirm our confidence in the work of the Public Policy Center and its leadership.”

# Presidential CAMPAIGN DEBRIEFING



ASC doctoral student Kate Kenski and Dean Kathleen Hall Jamieson



Bush Advisors Matthew Dowd and Fred Steeper

ON FEBRUARY 10, 2001, DEMOCRATIC AND REPUBLICAN STRATEGISTS IN THE CLOSEST PRESIDENTIAL CONTEST IN MODERN MEMORY GATHERED AT ASC TO DISCUSS TRIUMPHS AS WELL AS BLUNDERS IN THE CAMPAIGN.

The occasion was the ASC Campaign Debriefing, a quadrennial tradition that provides an opportunity for one-time opponents to discuss each other's planning and execution of campaign strategies. According to Dean Kathleen Hall Jamieson, the organizer of the event, the Debriefing also provides a report of the election before perceptions of the events are "locked in." This year's ten-hour session—in which strategists for the Gore and Bush presiden-

tial campaigns came together for the first time after the election in the same room—has been edited into a two-hour tape available for use in schools.

Gore strategist Carter Eskew admitted that several situations contributed to the surprisingly close vote. First, the Democratic camp was caught without a post-primary game plan after Gore's defeat of Bradley. In addition, Eskew said that their reversal of Clinton's stance on the Elian Gonzalez con-

troversy "made us look unprincipled and stupid." Matthew Dowd, polling and media planning director for Bush, added that the Elian case and Gore's proposal to tap the Strategic Petroleum Reserve after a summer spike in oil prices presented the vice president as a man who would say anything to get elected. The scenarios "rein-

forced negatives" that many people already had about Gore, Dowd commented.

Other Democratic officials mentioned that the political climate was unfavorable for Gore. In the shadow of Clinton, the campaign could not take credit for the nation's prosperity while also differentiating itself from the scandals



Democratic Strategists Bob Shrum and Carter Eskew address the Annenberg community.

that clouded the White House for eight years. Gore pollster Stan Greenberg said, “Anything we tried to take credit for just did not work.” That came as a surprise to Bush’s chief political adviser, Karl Rove, who suggested that, with the robust economy of 2000, “we should have gotten our brains beat” in the general election.

While Gore officials admitted that they should have handled the relationship with President Bill Clinton better, they maintained that internal polls showed that the former president would be a drag on the ticket. More than any other single factor, they said, they believed Clinton’s scandals resulted in Al Gore’s loss.

“If there had been no so-called scandals, does anyone doubt who would be sitting in the Oval Office today?” said Bob Shrum, a Gore campaign media consultant.

Rove and other Republican panelists did not ignore their own campaign miscues. In regard to the close Florida contest, Rove noted that the Bush camp did not recognize Gore as a threat soon enough. “I should have shored up the ground game in Florida earlier,” Rove said. And in what Bush officials called “a horrible month,” September’s debacles included the infamous “RATS” commercial (the supposedly subliminal commercial from Republicans that flashed the word

“RATS” on the screen as a reference to the Democrats), a leak of Bush debate materials that made its way to a friend of Gore, and several polls that showed the vice president gaining in the polls. Bush media director Mark McKinnon called it the month of “rats, moles, and bad polls.”

While both camps were comfortable admitting their own mistakes, they both agreed on the mistakes of another party at the conference—the news media. They and nonpartisan conference participants grappled with lone broadcast representative Kathy Frankovic in a lively and lengthy debate. Frankovic, director of surveys for CBS

News and a board member of Voter News Service (VNS), was the target of pointed questions about faulty projections throughout Election Night. After she detailed the minute-by-minute circumstances that led to calls, recalls, and new calls for Bush and Gore, Curtis Gans of the Committee for the Study of the American Electorate asked, “Why are you not reporting the results rather than making calls? This policy is wrong and it has to be changed.”

Frankovic countered by suggesting that mistakes made by the news media were a reflection of problems with the U.S. electoral system, not with news anchors or journalists.



Carl Rove



Kathy Frankovic



Stan Greenberg

APPC RECEIVES \$13 MILLION FOR

# National Civic Engagement Project

The Annenberg Public Policy Center (APPC) received a \$13 million grant from the Annenberg Foundation and The Pew Charitable Trusts for a major new youth civic engagement initiative for high school students in 22 cities. The project, which pairs APPC's "Student Voices" and "Justice Talking" programs, uses new communication technologies to stimulate student interest in campaigns, public policy, and constitutional issues.

The project is led by the APPC Director Kathleen Hall Jamieson, with Phyllis Kaniss serving as national director of the Student Voices Project, Kathryn Kolbert directing the "Justice Talking" component, and Dan Romer supervising the project's evaluation. In each city,

a local university partner will implement the two-semester project in the public high school system.

During one semester, the Student Voices project uses both new and traditional media to help students learn about the issues and candidates in a local mayoral campaign. A novel interactive web site was created for the project by Annenberg alumnus Jeff Stanger (MA '96) of NetCampaign, designed to encourage students to become informed and involved citizens ([www.student-voices.org](http://www.student-voices.org)). The web site for each city features up-to-date campaign news coverage, background information about candidates and issues, and links to local government resources. In addition, click polls, online discussion groups, and online question-

and-answer exchanges with candidates provide opportunities for students to communicate their own ideas and opinions. Each city also sets up classroom visits with candidates and partnerships with local media to help the young people make their voices heard.

In the other semester, "Justice Talking" introduces students to the operations of the American legal system and government. The curriculum is based on APPC's award-winning "Justice Talking" radio program, which takes an in-depth look at the controversies that come before the nation's courts. Using the radio program and a supplemental curriculum, classes examine a series of constitutional issues, from freedom of speech and freedom of religion to discrimination and criminal justice concerns.

As part of the project, APPC provides a new computer with Internet access to every participating class, as well as for control classes that are included as part of the project's evaluation. The evaluation will assess the project's effect on young people's learning and engagement.

In its first year, the project was implemented in conjunction with mayoral

campaigns in Los Angeles and San Antonio. The Los Angeles project was under the direction of Professor Thomas Hollihan, of the Annenberg School for Communication of the University of Southern California. The San Antonio project was under the direction of Professor Roderick P. Hart of the Annette Strauss Institute of the University of Texas at Austin.

For 2001–2002, the project will expand to additional cities with mayoral campaigns. Professor Otto Feinstein of Wayne State University will direct the Detroit effort; Professor Lance Bennett of the Center for Civic Engagement at the University of Washington will implement the Seattle program, Professor Robert Doolittle of the University of Tulsa will direct the Tulsa project, Professor David Birdsell of Baruch College at the City University of New York will direct the New York City project and Susan Sherr (MA '97) of Eagleton Institute at Rutgers University will direct the Newark project.



The San Antonio Student Voices Web Site

## *New Research Grants:* **APPC's Center for Health Behavior & Communication**

Candace diCarlo



John Jemmott

Under the direction of ASC Professor John B. Jemmott III, APPC's Center for Health Behavior and Communication received two major new grants from the National Institute of Mental Health. The first grant, for \$1,059,226, is for "HIV/STD Prevention Interventions for Black Adolescents,"

and will run through August of 2004. The major goal of the project is to test abstinence-only and safer-sex interventions for inner-city African American sixth and seventh grade adolescents and to evaluate strategies (for example, newsletters, telephone counseling) for extending the longevity of intervention effects. The other investigators on this project include Loretta Jemmott, Hazel Spears, and Geoffrey Fong.

In addition, Professor Jemmott will serve as the principal investigator on another NIMH grant focused on "Abstinence vs. Safer Sex: HIV Risk-Reduction Strategies." This project will conduct a 40-month follow-up of inner-city African American adolescents who participated in a randomized controlled trial of abstinence and safer-sex HIV risk reduction interventions implemented by peer vs. adult facilitators. The co-investigators on this project are Loretta Jemmott and Geoffrey Fong.

## **ROBERT WOOD JOHNSON GRANT:** Effects of Mass Media on Suicide

In September 2000 APPC received a \$100,000 grant from The Robert Wood Johnson Foundation to study how journalists and the media portray acts of suicide. The project builds on earlier research suggesting that media portrayals of suicide in the news and in such fictional forms as books and films are linked to increases in suicide rates. The research is directed by Dean Kathleen Hall Jamieson, in conjunction with Daniel Romer and Patrick Jamieson.

Dean Jamieson initiated the research in response to a request from the American Foundation for Suicide Prevention to examine how the media have been using the 1994 Centers for Disease Control guidelines for press reporting of suicide. The APPC team is carrying out an extensive search of suicide reporting in the major newspapers in the United States during the 1990s, conducting interviews with reporters and editors of stories covering suicides, and reviewing the guidelines issued by other countries and organizations.

As part of the research effort, APPC collaborated with various governmental and nongovernmental organizations to issue new guidelines for the United States at a press conference at the National Press Club, August 9, 2001. A program of widespread dissemination of the guidelines is planned for this fall.

Another focus of the project is a thorough test of the effects of media portrayals of suicide on suicide rates. A four-month period in 1993 has been analyzed to determine the effects of local newspapers, local and national television news, national film rentals and local screenings, and television programming in six U.S. cities. This analysis is the first to examine simultaneously such a wide range of media influences.



## Caryn Lerman *Joins APPC and Medical School*

Clinical Psychologist Caryn Lerman, whose research involves translating advances in molecular genetics to the development of cancer prevention and control programs, has accepted an appointment with the Annenberg Public Policy Center. Professor Lerman will have a primary faculty appointment with the Department of Psychiatry at the University's School of Medicine, serving as associate director of the UPENN Cancer Center for Population Science and Cancer Control. Her secondary appointment will be in the Annenberg School, where she will work in APPC's Health Communication area and in the Institute for Adolescent Risk Communication.

Lerman comes to Penn from the Georgetown University School of Medicine, where she was a professor in the departments of Oncology, Psychiatry, and Pharmacology. She was also the associate director of Georgetown's Lombardi Cancer Center for Cancer Control and Population Science. Before going to Georgetown, she served as director of the Behavioral Oncology Research Program at Fox Chase Cancer Center in Philadelphia. Lerman received her Ph.D. in clinical psychology at the University of Southern California.

Recognized for her research on the psychosocial aspects of cancer risk notification, Lerman was among the first to document empirically the adverse psychological effects of positive cancer screening tests. In several randomized clinical trials, she evaluated the effects of individualized breast cancer risk counseling interventions for women with a family history of breast cancer. Lerman's studies suggested that psychological distress can interfere with comprehension of risk information, and ultimately with adherence to cancer screening. Her results provided support for the need to incorporate psychological counseling into cancer risk counseling programs.

Lerman has also made important contributions in the areas of colon cancer and lung cancer. She was the first researcher to collect and analyze empirical data on factors influencing uptake of hereditary colon cancer screening, and to evaluate the risks and benefits of incorporating genetic testing for lung cancer susceptibility into smoking cessation programs. The latter research showed that while genetic information had strong positive effects on patients' perceptions of their personal risk of cancer and on their motivation to quit smoking, in the short-term such information did not lead to increases in actual quit rates. Genetic testing was found to lead to short-term increases in depressive symptoms, particularly in individuals who were unable to quit following the smoking cessation intervention. Lerman's research suggested caution in incorporating genetic testing into smoking cessation programs, at least until more effective treatments for nicotine addiction were available.

Lerman currently is the principal investigator on the NCI/NIDA-funded Transdisciplinary Tobacco Use Research Center. The focus of this Center is the genetic basis of nicotine addiction, including research from the basic biology of nicotine addiction as it relates to public policy and communication. Studies include determining genetic influences on the progression of smoking behavior in adolescents, and genetic influences on response to alternate smoking cessation treatments.

At APPC, Lerman plans to explore how findings from research on genetics and smoking behavior can be translated effectively and ethically into mainstream medical care. She is also collaborating with ASC professors Joseph Cappella, Martin Fishbein, and Robert Hornik on investigations of how genetic information is framed in the news media, and on studies to develop and test public service announcements (PSAs) to deter smoking progression in young adults.

**SUSAN NESS TO TEACH AT ASC IN FALL 2001**

Former FCC Commissioner Susan Ness will join the Annenberg Public Policy Center as a senior research fellow, teaching a graduate course in communication technology, policy and law in fall 2001. Ness stepped down from the Federal Communications Commission on June 1, after seven years of service. She will coordinate research in the Information

and Society area of the Annenberg Public Policy Center, a role formerly played by Professor W. Russell Neuman, who has left the Annenberg School for a position at the University of Michigan. Neuman, who joined the ASC faculty in 1997, has accepted the John Evans Chair in Media Technology at Michigan.

Amy Jordan, senior research investigator at the Annenberg Public Policy Center noted, "We have worked with Commissioner Ness on children's issues during her time at the FCC and look forward to her involvement in the Policy Center." At the Commission, Ness chaired the Federal-State Joint Board charged with addressing universal telephone service issues, and served as the FCC's senior representative at the 1995, 1997, and 2000 World Radiocommunication Conferences. While at the FCC, Ness played a key role in shaping policies for efficient management of the radio spectrum and helped forge agreement on the digital television standard. She also worked to facilitate the delivery of advanced telecommunication services to the classroom and community libraries. Ness received her BA degree from Douglass College, her law degree from Boston College Law School, and her Master's in business administration from The Wharton School.

**POLITICAL SCIENTIST TED CARMINES JOINS APPC**

Edward G. (Ted) Carmines has accepted the Annenberg Chair in Political Science, which carries an appointment in the Annenberg Public Policy Center, in fall 2002. At APPC, Carmines will be directing an Institute on American Government. The Rudy Professor of Political Science at Indiana University, Carmines is the co-editor (with Paul M. Sinderman and Philip Tetlock) of *Prejudice, Politics, and the American Dilemma* (Stanford University Press, 1993). He is the co-author (with James A. Stimson) of *Issue Evolution: Race and the Transformation of American Politics*

(Princeton University Press, 1989), which won the Gladys M. Kammerer Award in 1990 from the American Political Science Association for the best book in American national politics. He won the Kammerer Award again in 1998 for his book (co-authored with Paul M. Sniderman) *Reaching Beyond Race* (Harvard University, 1997). He is also the co-author (with Richard A. Zeller) of *Reliability and Validity Assessment* (Sage, 1979).

**LARRY GROSS APPOINTED DEPUTY DEAN**

ASC Professor Larry Gross has been appointed to the new position of deputy dean of the Annenberg School for Communication. According to Dean Kathleen Hall Jamieson, the duties of the new position will include chairing the School's long range planning committee and coordinating relations with other schools.

**ROBERT LEWIS SHAYON RECENTLY PUBLISHED**

*Odyssey in Prime Time: A Life in Twentieth Century Media* (Waymark Press, 2001, [www.waymarkpress.com](http://www.waymarkpress.com)).

This recently published book by ASC Emeritus Professor Robert Lewis Shayon details experiences from a career that stretched from broadcast journalism in the early days of television at CBS News to years of media criticism at the *Saturday Review*. Erik Barnouw describes the book as "a splendid introduction to the broadcasting world. We follow Shayon and his colleagues to the occasional exhilarating moments of triumph. More often we follow them through agonies to uncertain results and frustration. For the ever hopeful beginner, all this is useful."

# Faculty

## NOTES

**Joseph Cappella** and **Vincent Price**, along with ASC students Lilach Nir, Yariv Tsfati, and Emily West, were invited speakers at Yonsei University in Seoul, Korea at the Public Opinion Research in the Digital Age (PORDA) Conference, Oct 28, 2000. The topic of their paper was "Measuring Opinion Quality in the Electronic Dialogue Project: Reliability and Validity."

**Oscar Gandy** was awarded the Year 2000 Presidential Award from the Association for Education in Journalism and Mass Communication. The award, presented in August 2000 in Phoenix, AZ, recognized "unwavering dedication and outstanding service to journalism and mass communication education." Gandy has also been elected to the International Council of the International Association for Media and Communication Research and gave the closing keynote address at the Kent State University Symposium on Democracy in April. He made a presentation on media segmentation at the Conference on Media and Race at the University of Michigan, also in April, and presented a paper on privacy and public opinion at the conference on Computers, Freedom, and Privacy in March at the Massachusetts Institute of Technology.

**Larry Gross** was the recipient of the International Communication Association's Aubrey Fisher Mentorship Award, presented at the organization's annual meeting in Washington in May. He was also invited to deliver a lecture on December 5, 2000 in the University of Pennsylvania Provost's Lecture Series. The title of his lecture was "Visibility and Its Discontents: The Politics of Media Representations".

**Kathleen Hall Jamieson** will receive the American Political Science Association's (APSA's) third Ithiel de Sola Pool Award and Lectureship. The award was established in 1994 and is given triennially to a scholar selected to explore the implications of research on issues of politics in a global society. Her lecture will be delivered at the 2001 Annual APSA Meeting in September in San Francisco. In October Jamieson will also be inducted into the American Academy of Arts and Science, joining Professor Elihu Katz as the second ASC Faculty member to receive the honor.

**John B. Jemmott III** received the BEBASHI organization's 2001 John Allen Blue Award, presented annually to an individual who strives to build and maintain community and who works to solve problems collectively. BEBASHI is a Philadelphia-based non-profit corporation that provides education about sexual health issues. The award is named for the late John Allen Blue, an AIDS activist.

**Elihu Katz** has been invited to inaugurate the Paul F. Lazarsfeld Visiting Professorship at the University of Vienna in late spring of 2002. In mid-October he will deliver the first Samuel L. Becker Distinguished Lecture in Communication Studies at the University of Iowa. The following month Katz will be the guest of the interdisciplinary (social science and humanities) colloquium at Northwestern University. He was also keynote speaker at an international conference on "Internet, Privacy, and Family," organized at University of Haifa in mid-June as part of a collaborative project with Joseph Turow. Katz's talk is entitled "Disintermediating the Family: What Else is New?"

**Klaus Krippendorff** delivered the keynote address at the 4th Congresso Brasileiro de Pesquisa e Desenvolvimento em Design, October 28 – November 1, 2000, Novo Hamburgo, RS, Brazil on the topic "Human-centered Design; A Cultural Imperative." He also delivered a talk at the Escola Superior de Desenho Industrial do Rio de Janeiro, November 6, 2000, on "Human-centeredness, The Link Between Communication and Design" and was co-organizer and participant of the 2nd Conference on Doctoral Education in Design, La Clusaz, France, July 8-14, 2000.

**Vincent Price** gave invited talks to the Ohio State University School of Public Policy and Management and the Institute for Social Research at the University of Michigan, reporting his current research (with **Joseph Cappella**) dealing with online political deliberation.

**Joseph Turow** was the Chancellor's Distinguished Lecturer at Louisiana State University in April 2000. Along with doctoral candidate Lilach Nir, Turow authored "The Internet and the Family: The View From Parents," in Cecilia von Feilitzen and Ulla Carlsson (eds.), *Children in the New Media Landscape* (UNESCO International Clearinghouse on Children and Violence on the Screen, 2000). With ASC alumnus John Bracken (MA '99) and Bioethics Professor Arthur Caplan, Turow co-authored "Domestic Zealotry and the Press: The Case of Kevorkian's Euthanasia Incident," *Journalism* (August, 2000).



# Joseph Cappella *Delivers*

PRESIDENTIAL ADDRESS AT MAY ICA MEETINGS

*Concluding his year-long term as President of the International Communication Association, Professor Joseph Cappella delivered the Presidential Address on the topic of “Cynicism, Social Trust in the New Media Environment” on May 27, 2001 in Washington, DC at the annual ICA conference. The following are excerpts from his lecture. (The president’s speech at ICA is generally published in the Association’s Journal of Communication.)*

“I believe that a case can be made that the media are best understood as replicators and propagators — that is, they are in the meme-transmission business. The media want their stories to dominate the minds — and more importantly, the expressions — of consumers and the pages of other newspapers or the opening minutes of other telecasts. It is through imitation by news consumers that news media and specific news outlets become prominent. So it is through replication that the news media are the purveyors of cultural transmission. Their stories must be selected and retained if the media source is to be successful.

Under the “media as meme” theory (your take-home sound bite for today), research changes focus. Research agendas about media effects broaden to questions about the replication of stories, whether those stories are reproduced in other media and established news outlets or whether the stories also find expression in popular culture, social interaction, electronic exchange, or entertainment.

For example, the *New York Times* is a powerful newspaper because — as research by Larry Bartels has shown — its stories drive the agendas of other newspapers and even other media. The *New York Times* is a meme machine!

Research would also expand to ask what makes some stories replicate while others wither. Cognitive and emotional and genetic biases will certainly play a role here. Researchers might focus on story variation as well. Is the only story told about political campaigners the horse race story? Or are there variants that appear in other media that help to retain the memetic diversity of the stories we tell about politics?

Whether the stories that are written, told, and shown are bad or good for society is not at issue. The only issues of importance from a mimetic point of view are replication, variation, selection, and retention.

...

I envision studies of ‘media as meme’ to trace and track stories, themes, key phrases, and central terms expressed in news or entertainment venues as they weave their way through other media outlets, through popular culture, and through social communication. The task is to document replication in all of its venues and to begin to understand the social, psychological, and genetic forces that lead to retention, selection, and variation.

...

What memes transmit are stories that are heard, reheard and retold both by other cultural transmitters such as media and by ordinary transmitters such as you and me when we converse. These stories, as Shank and Abelson have convincingly demonstrated, are the central organizing units for the human mind and ultimately for human culture. So turning one’s research agenda away from causal effects toward memetic effects is to turn away from looking for causes of identifiable outcomes toward studying stories, their frequency, and their replication. It is an agenda that will consider not only the existence of stories of particular kinds but the staying power of the stories, and the societal biases that lead certain stories to be transmitted and other stories to die without propagation.

It is at this juncture that I believe memetic and genetic mechanisms interact. The interest in conflict, antagonism, sexuality, violence, personal, and vivid stories is an interest created in the genetic disposition of audiences. These biases will affect what is replicated and what is not.

So the bottom line is that the news media tell a story of mistrust of persons and institutions that is partly true but resonates in the sense that it is selected and retained and retold by audiences. The news outlets are not in the business of lying; they are in the business of transmission. In making their decisions, the media become vehicles of the replication of the “mistrust meme” already existing in society. They don’t create mistrust, nor do they create the events upon which mistrust is based. But they circulate stories of mistrust, cynicism, and disengagement in forms that maximize their selection and retention. It is in this sense that the media must bear part of the blame for the cynicism and mistrust found in society.”

IPS BRINGS

# Al Hunt & Bob Kerrey to APPC

During the 2000–2001 academic year, APPC’s Institute for Public Service (IPS) hosted a series of national journalistic and political figures, including *Wall Street Journal* reporter Al Hunt, former Senator Bob Kerrey, and former Director of White House communications Ann Lewis.

During the spring semester, *The Wall Street Journal*’s Al Hunt taught a senior seminar at ASC on contemporary journalism, bringing to campus a series of prominent journalists and public officials to speak to students. Guest speakers included: David Shribman of the *Boston Globe*, Bill McInturff of Public Opinion Strategies, Bob Novak of Cable Network News

(CNN), Tim Russert of NBC’s “Meet the Press,” former White House Press Secretary Mike McCurry, Bob Woodward of the *Washington Post*, and Andrea Mitchell of NBC Nightly News. Hunt also led the class on a field trip to Washington, DC, where students met with Senator Edward M. Kennedy (D-MA), White House Spokesman Ari Fleischer, and Alan Greenspan, chairman of the Federal Reserve Board.

Also during the spring semester, Ann Lewis, formerly the director of White House communications, was a fellow at IPS, meeting a seminar on Women in National Politics on Tuesday nights. Lewis also brought prominent political people to campus to meet her class,

including Donna Brazile, campaign manager for Al Gore in 2000, and Chris Black of CNN.

At a special series of lectures organized by IPS in March and April, former Senator Bob Kerrey offered four presentations on the topic of Social Security. While in office, Senator Kerrey gained recognition as one of the leading experts in the Congress on entitlements and Social Security reform. In his first lecture, held March 2, Kerrey described the origins and philosophy of the Social Security program, while the following week he traced its evolution into the current program. He devoted the third and fourth sessions to projections, noting that without unforeseen demo-

graphic changes, Social Security is destined to be insolvent within three decades. Kerrey, who is currently president of the New School University in New York City, plans to work with graduate students there as well as at ASC to develop and publish his research on Social Security.

In April, former Congressman John Kasich addressed Dean Jamieson’s Communications 226 class, discussing his short-lived presidential campaign and the demands of public life. He was joined by his campaign director, Karen Johnson, who served as director of public liaison at the Republican National Convention in Philadelphia, and was a guest fellow at the Institute for Public Service from November to March.

Finally, former Congresswoman Marjorie Margolies Mezvinsky (D-PA) served as a fellow of IPS during the 2000–2001 year, assisting in the arrangements for Communication 427 (see accompanying story) and teaching a class in political organization for women.



Al Hunt



Senator Bob Kerrey speaks with an ASC student after his presentation.

## *IPS Organizes Summer Course on the* **Political Conventions**

The summer of 2000 presented ten ASC students with the unusual opportunity of studying political communication from front-row seats at the two premiere political venues of the year: the Republican and Democratic political conventions. A summer course on the conventions was taught for the first time by Dean Kathleen Hall Jamieson, Annenberg Public Policy Center Senior Fellow David Eisenhower, and former Democratic Congresswoman Marjorie Margolies-Mezvinsky. The class attended both the Republican National Convention in Philadelphia and the Democratic National Convention in Los Angeles. Students studied how parties operate and choose their candidate and platform, and learned how those functions are carried out under the auspices of the convention. They also examined how the press prepares and structures reporting of events such as conventions, and how news eventually appears. Finally, the course focused on what the public sees — how they



ASC students and Marjorie Margolies-Mezvinsky meet President Bill Clinton.

gather the information about conventions and how they use it in casting their ballots.

The class included ASC graduate students Rosa Gross, Kate Kenski, Kim Kirn, Dan Orr, Susan Sherr, and Claire Wardle. Undergraduate students in the course included Gemma Giantomasi, Dana Hork, Jocelyn Landau, and Josh Newcomer.

The participants in the course also took part in a novel partnership with Philly.com, Knight Ridder's Philadelphia-based Web site, in which the class produced

content for the site. Many of the students wrote analyses of the Republican National Convention and kept an ongoing "campaign diary." The students drew on their own observations, as well as on research of previous campaigns, to write pieces such as "What The Media Missed Tuesday Night," "The Role of Candidates' Wives in Presidential Campaigns," "Children as Political Symbol," "Why So Few Women Candidates," and "African Americans' Convention Appearances Not Rare."

In addition, Dean Jamieson offered real-time commentary on the acceptance speeches of George W. Bush and Richard Cheney, and responded to online questions from Philly.com readers all week, and David Eisenhower carried on a live Q. and A. session the day after the convention.

When the class traveled to Los Angeles for the Democratic National Convention, students met President Bill Clinton and First Lady Hillary Rodham Clinton, among others.

# Vartan Gregorian *Delivers* → THE ANNENBERG LECTURE



**O**n November 14, 2000, Vartan Gregorian, president of the Carnegie Corporation of New York and former president of Brown University, delivered the Walter and Leonore Annenberg Distinguished Lecture in Communication on the topic of “The

Role of Philanthropy in the Nation.” Gregorian presented an overview of philanthropy in the past, present, and future, highlighting Walter Annenberg’s innumerable gifts for education and other pursuits.

“It’s unlikely we’ll ever know the full extent of Annenberg’s philanthropy because he doesn’t seek publicity for his gifts and gives many anonymously,” Gregorian noted. Recalling the ambassador’s reaction to Oseola McCarty, an 87-year-old laundress who in 1995 gave her life savings of \$150,000 to the University of Mississippi for scholarships, he said, “[Walter Annenberg] believes that generosity spawns more generosity and philanthropy spawns more philanthropy. He sees it as mankind’s best hope. When he heard about [McCarty], he pounded his desk and exclaimed, ‘That’s the American spirit!’” Indeed, Gregorian emphasized that most Americans participate in philanthropy in some manner. In 1998, 56 percent of adults volunteered and 70 percent of households made contributions, for a total of \$138 billion in individual gifts and almost 20 billion volunteer work hours.

Gregorian also offered a historical account of philanthropy, from its colonial roots to now, “where it is an inseparable part of our vast nonprofit sector and a basic ingredient of American life.” However, he pointed out that it has certainly not been without obstacles. In his final congressional address, George Washington warned against potential harm by “unprincipled men” who could use new mutual aid organizations to usurp power.

Nevertheless, philanthropy became a symbol of enlightenment and the growth of a civil society by the eighteenth century. And by the twentieth century, new millionaires from

the Industrial Revolution had three choices: spend selfishly, donate to charity, or invest in long-term philanthropic pursuits. Gregorian named Andrew Carnegie, John D. Rockefeller, J. P. Morgan, and Andrew Mellon among the century’s pioneer philanthropists. Indeed, it was through their giving that many improvements were made to American higher education, including Carnegie’s Teachers Pension Fund in 1905. Through the work of these and other philanthropists, including Walter Annenberg, Gregorian said, standards have been raised in all American education institutions.

Gregorian closed his lecture by underscoring three challenges that philanthropy faces today. First, it is important to consider ever-changing taxation policies— specifically, how a reduction or repeal of estate taxes would affect giving. Second, philanthropies must not fall victim to demands for immediate solutions. “They should continue making long-term investments in the creation of knowledge,” said Gregorian. Finally, more efficient partnerships among philanthropies are needed in a time when resources are few and societal problems are many. Collaboration is a necessity.

“And let’s not forget that one of the best ingredients of our democracy is the nonprofit sector. Democracies need a foundation in civic society, and no foundation is as solid as ours, with its voluntary associations, nonprofits, and philanthropies,” Gregorian said. “I believe philanthropy ennobles us, brings out our best nature, allows us to embrace a higher being, a higher cause. Philanthropy is transcendent. It’s our way of transcending the limits of space, time, class, race, ethnicity, gender— and becoming part of the whole community.”



ASC students Laura Kordiak and Julia Chang join Gregorian and Julie Eisenhower.

# Judge Dolores Sloviter DELIVERS *Dean's Lecture*

The Second Annual Dean's Lecture was presented on March 29, 2001, by The Honorable Dolores K. Sloviter of the United States Court of Appeals for the Third Circuit. Judge Sloviter's topic was, "The First Amendment and News Gathering—Televising Court Proceedings: Use of Wiretap." Judge Sloviter was appointed a judge to the U.S. Court of Appeals for the Third Circuit in June of 1979 and was the first woman ever appointed to that court. She served as chief judge from 1991 to 1998.

In her lecture, Judge Sloviter pointed out that the First Amendment guarantees that Congress shall make no law "abridging the freedom of speech, or of the press" but that it is unclear whether the Framers of the Constitution intended the freedom of press clause to have a different scope from the freedom of speech clause. She noted that although the late Justice Potter Stewart voiced the opinion that the freedom of the press is greater than and distinct from the freedom of speech, his view has not generally been accepted. However, the judge said that a majority of the Supreme

Court has "scrupulously maintained the principle against enjoining publication," even when the government argues that news stories would be harmful to the national interest.

Judge Sloviter emphasized that although the Supreme Court has frequently spoken of the importance of an "untrammelled press," the First Amendment does not entitle the press to any special privileges under the law. Indeed, she said that the Court has "consistently held that the press has no constitutional right guaranteeing it access to government information beyond that available to the general public." It is that idea that the judge used as a point of departure to consider "whether there is anything in the First Amendment that supports a right to televise open court proceedings."

While she noted that the Sixth Amendment provides that "in all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial," the intention behind the language was to guarantee a right for the "accused," not for the press. In early cases where defendants asked that proceedings



be closed to the public and the press, the Court denied attendance to the public and media who relied on the Sixth Amendment. More recently, the right of public access to court proceedings has been established under the First Amendment.

Cameras in the courtroom, however, are a different matter, according to Judge Sloviter. She brought up the case of Billy Sol Estes, who in 1962 was tried and convicted of fraud in Texas State court. Estes's conviction was reversed by a plurality of the Supreme Court, in a ruling that cameras in the courtroom during parts of the trial deprived the defendant of a fair trial. While four of the justices dissented, Judge Sloviter said, "all of them

acknowledged that the decision would have to be revisited if in the future there were technological advances with television." Sixteen years later, the Court permitted televising under a Florida rule that authorized it under certain circumstances.

She concluded, "It is unlikely that these views expressed in cases decided more than a decade ago necessarily will be the last word in the debate. Some commentators are still arguing that the First Amendment requires access to the courtroom for electronic and television media, but it is reasonable at this time to say that based on the case law to date, televised trials are

{continued on page 24}

# 106th Congress : ONE OF THE MORE CIVIL

A recent report by the Annenberg Public Policy Center shows that the 106th Congress was one of the more civil Congresses in the last 15 years. Results of the study were released at the third bipartisan House Retreat in White Sulphur Springs, West Virginia, held March 9-10, 2001. According to Dean Kathleen Hall Jamieson, who directed the study with ASC doctoral student Erika Falk, “The 106th demonstrated that Members of Congress can disagree with-

are legitimate even if not correct.” APPC analyzed the rhetoric of the last eight Congresses (1985–2000) and found that civility is correlated with factors such as the number of seats that each party controls. For instance, when fewer numbers of seats change, civility tends to be higher. Thus, the relatively few seats changing party from the 105th to the 106th Congresses facilitated high levels of civility in 2000.

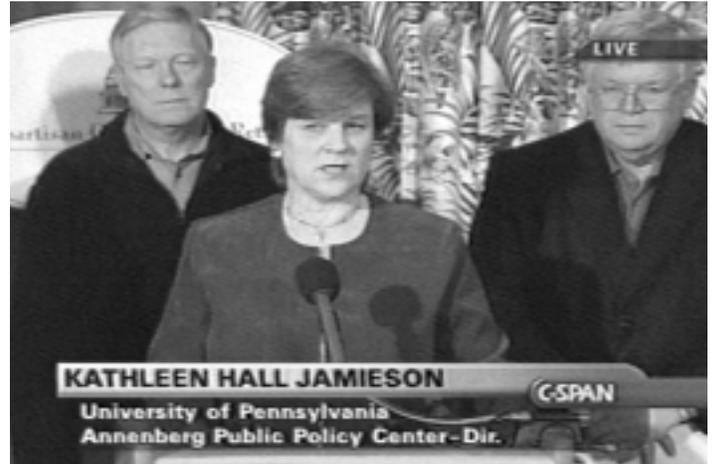
“Only four seats changed party leading up to

*“The 106th demonstrated that Members of Congress can disagree without being disagreeable and can express strong conviction without being uncivil.”*

out being disagreeable and can express strong conviction without being uncivil.”

Civility in Congress, according to the report, is “based on the norm of reciprocal courtesy and presupposes that the differences between Members and parties are philosophical not personal, that parties to a debate are entitled to the presumption that their views

the 106th Congress,” noted Dean Jamieson. “This low level of change directly correlated with a more civil Congress.” Furthermore, she said the study is cause to be optimistic about the conduct of the 107th Congress. “With the 2000 elections, even fewer seats changed hands leading to the 107th Congress. This bodes well for a more civil session.”



Dean Kathleen Hall Jamieson featured on C-SPAN coverage of the House Retreat, with House Minority Leader Richard Gephardt (D-MO) (left) and House Speaker J. Dennis Hastert (R-IL).

The report shows that the 106th Congress was one of five since 1985 and one of 21 since 1935 in which no words were ruled out of order and no requests to “take down” went into ruling. (Taking down occurs when a Member’s words are stricken from the record and the Member is prohibited from speaking for the rest of the day.) In contrast to the 104th Congress, perceived by Members and political observers to mark a decline in civility, the 106th Members tended to caution each other that words were about to be taken down rather than inflaming tempers by taking them down altogether.

The first two House retreats took place in

Hershey, Pennsylvania and were attended by Members, spouses, and children. All three were coordinated by the Aspen Institute and funded by grants from The Pew Charitable Trusts. Rep. Ray LaHood (R-IL) said before the third retreat, which took place in March, 2001, “We’ve proven in the past that these two previous bipartisan retreats have led to friendships and they can really end up helping solve the problems in Congress and pass legislation.”

For more information on the Civility in the House of Representatives report, go to the Annenberg Public Policy Center Web site, [www.appcpenn.org](http://www.appcpenn.org).

## MANY COMMUNICATION COMPANIES LACK

# Women *in* Leadership Roles

Women account for only 9 percent of the board members of the major media, telecom and e-companies, according to a new APPC report released in March. Women were also found to be underrepresented at the executive level, accounting for only 13 percent of the top executives in the companies.

“Even the newest media conglomerates and high-tech companies reflect old attitudes in their executive suites,” said APPC-Washington Director Lorie Slass (MA ’90), who supervised the study. “Women are rarely represented among top executives and boards of directors of media, telecommunications and e-companies, even as these same companies

compete fiercely for female viewers and users at home and at work.”

Only 4 percent of the board members of the largest e-companies are women and 12 of the e-companies analyzed had no women on their boards. Media and telecom companies have slightly higher female representation on their boards at 12 and 11 percent, respectively. Among the top executives only 10 percent of the media and telecommunication leaders are women. The number is higher for e-companies, where 20 percent of the top executives are women.

These numbers may in fact over-represent the influence of women executives. The figures drop dramatically when reviewed for ‘Clout Titles’— titles that signify real power within an organization. ‘Clout Titles’ include Chairman, Chief Executive Officer, Vice Chairman, President, Chief Operating Officer, Senior Executive Vice President and Executive Vice President, according to Catalyst, a non profit research and advisory organization working to advance women in business. Only 3 percent of the 757 execu-

tives (20 executives) from media, telecom, and e-companies were women with ‘Clout Titles.’

The APPC report offers concrete steps to advance more women to the top levels of these industries:

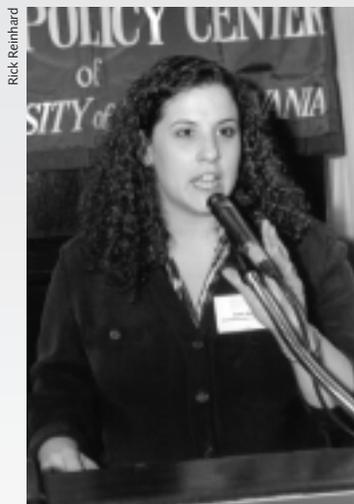
- 1 Companies and trade associations should do a thorough internal examination to determine whether they encourage or discourage women from advancing within their institutions and whether their corporate culture encourages retention of such executives.
- 2 Mentoring opportunities with senior executive women and men as well as board members should be encouraged.
- 3 Executive recruiters should be encouraged to identify qualified women for senior and top level jobs when searches are undertaken.
- 4 Trade associations and companies should identify successful training programs, both within and outside the industry, that could be used to train more women for top level positions, or to develop such programs where none now exist.

4 Trade associations should examine their convention and conference programming to ensure that executive women are featured on super-panels and as keynoters. Such recognition will help companies to identify talented women for other positions.

5 Companies filling board positions should work with executive recruiters with a demonstrated record of success in identifying qualified women for such placements.

“Women represent a larger and larger share of the target users and audience these companies are trying so hard to reach, but women’s talents and life experiences are still undervalued among their top decision makers,” added Slass. “Future-oriented companies need to bring the same new ideas, innovations, and energy they bring to their product-line and services to recognizing new sources of talent and leadership.”

The report is available online at [www.appcpenn.org](http://www.appcpenn.org).



Rick Reinhard

Lorie Slass

MOST CHILDREN'S WEB SITES

*do not follow spirit of* **Privacy Laws** →

One year after the Federal Trade Commission (FTC) rule implementing the Children's Online Privacy Protection Act (COPPA) took effect, most children's Web sites are not following all of the FTC requirements, according to a new APPC study released in March. The study is part of an ongoing research effort directed by Professor Joseph Turow that focuses on issues related to the Internet and the family.

The Annenberg researchers examined 162 sites with the highest percentage of child visitors and which appear to have particular appeal to children under age 13. One in ten (17) collected personal information from visitors but did not have a privacy policy link on the home page—a clear violation of the COPPA regulations. Fourteen of those had no privacy policies at all. Eighty-four percent (90) of the 107 children's sites that collected personal information did have a link from their home page to their

privacy policy, but almost half (47 percent) of those skirted the regulations by not prominently displaying them on the page.

Congress enacted COPPA in 1998 to regulate the collection, use and disclosure of personal identifiable information (for example, name, address, and email address) from children on

*“... Web sites targeting children seem not to be taking the FTC rules implementing the Children's Online Privacy Protection Act very seriously.”*

the Internet. COPPA requires operators of Web sites directed to children under age 13, and operators who knowingly collect personal information from children under age 13, to have a privacy policy that is accessible to parents and follows specific content and formatting guidelines.

“When it comes to their privacy policies, Web sites targeting children seem not to be taking the FTC rules implementing the Children's Online Privacy Protection Act very seriously,” said Turow. “One year after the passage of COPPA we found more sites skirting the COPPA requirements than following them carefully.”

The FTC COPPA rule encourages sites to include certain visual elements to make links to their privacy notices stand out. The Annenberg researchers found that only 44 percent of the children's sites with links follow the FTC suggestion that the privacy link's font style should be different from the style of the adjacent words. Only six percent of the sites with links had one in a different color from adjacent words, another COPPA suggestion. Fully

60 percent of the sites disregarded the FTC's specific caution not to place links at the bottom of the home page in small letters.

The Web sites are doing a mixed job of following FTC rules regarding content of the privacy policy itself. The majority of sites (91 percent) revealed the type of personal information they collect in the privacy policy and how the information may be used (96 percent). Far fewer told parents of their right to review their children's personal information (62 percent), of their right to ask that no further information be collected (51 percent), and of the law's provision that the site may only collect information “reasonably necessary” for the child to use the site (55 percent).

But even when this information existed in the privacy policies, it proved difficult to find. On average, it took researchers over nine minutes to read and understand how the information included in the privacy state-

ments related to COPPA. Researchers found the policies either too short and vague or too long and confusing to be read in a brief period of time, with the long policies often mixing legal jargon into a succession of disconnected paragraphs.

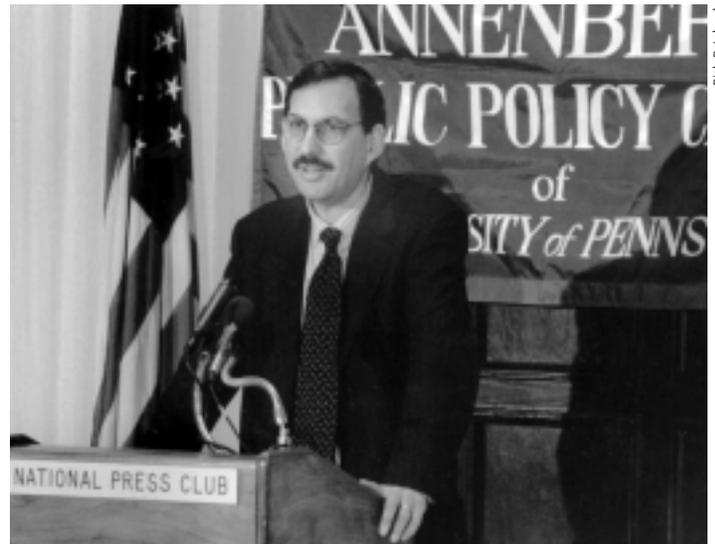
“The complexity of the statements raises the question of whether companies expect or even want parents to read their policies,” added Turow. “A few privacy policies, like those of Hasbrounteractive.com and Mamamedia.com, present all the required information clearly. If most sites were serious about helping parents make informed decisions about their rights, they would create notices that are easier to read and understand, and they would highlight the information mandated by the FTC.”

Turow added, “The difficulties that we found with these privacy policies underscore the importance of strong government restrictions on the collection and use of personal information without permission, for adults as well as for kids. But even when information collection does require permission, as COPPA does,

people still need to be able to make decisions based on privacy policies that they can understand before their eyes glaze over.”

The APPC study on children’s online privacy built on earlier research from May 2000, which found that American parents and youngsters are often of very different minds when it comes to giving personal information to Web sites.

In that study, also directed by Professor Turow, 77 percent of parents interviewed said that they are concerned about children giving out personal information online. However, children were not as cautious. In fact, many were willing to provide data about such things as their favorite stores (65 percent), where their parents shop (54 percent), how much allowance they receive (39 percent), and their parents’ political opinions (39 percent). Furthermore, the study revealed that kids seemed to be vulnerable to lures of free gifts and prizes. When tempted by such offers,



Joseph Turow

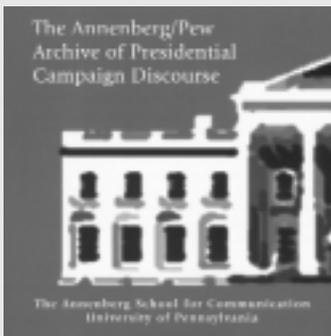
“kids will tell the most sensitive things, from how many workdays their parents miss and whether a family member has skin problems,” Turow noted.

The earlier report also showed that while both parents and children seem to be logging on more frequently, their views differ in terms of which information is appropriate to divulge online. In addition, they disagree as to when it is okay to give out information. “Eighty-four percent of kids say they’d give out information with their parent’s consent, but 72 percent admit they’d give it out anyway even though they’d be nervous about it,”

Turow noted. “The Internet allows an unprecedented amount of information to come into the home but it also can draw an unprecedented amount of information out of the home. Kids need to be engaged in serious discussions with their parents about privacy and sharing information.”

For more information on the “Internet and the Family” reports, visit the Annenberg Public Policy Center home page at [www.appcpenn.org](http://www.appcpenn.org).

# Presidential Campaign Discourse



The Annenberg School, with support from The Pew Charitable Trusts, the Carnegie Corporation of New York and the Ford Foundation, has produced a CD-ROM archive of presidential campaign discourse. The archive contains transcripts of speeches, television ads, and debates of twelve United States general

election presidential campaigns — 1952 through 1996. The Archive includes the work of the two major party nominees — with the exception of Barry Goldwater. (Unless third party candidates appear in debates with major party candidates, their rhetoric is not included in this edition.) The collection begins September 1 of each election year and ends on election eve or day. ASC Librarian/Archivist Sharon Black, who indexed the Archive, developed a “political savvy” quiz based on its contents, which appeared on Philly.com in conjunction with the 2000 Republican National Convention in Philadelphia. The following questions were included in the quiz.

Who misquoted the most famous poet of the day not once but twice? Who was the poet?

- George McGovern, Rod McKuen
- Lyndon B. Johnson, Robert Lowell
- John F. Kennedy, Robert Frost
- Bill Clinton, Maya Angelou

President Kennedy incorrectly cited Robert Frost in Troy, NY (September 29, 1960) and in Queens, NY (October 27, 1960).

Both times he recited:

*I will hitch my wagon to a mule*

*For I have promises to keep*

*And miles to go before I sleep.*

The first line comes from the poem “Civilization” by Ralph Waldo Emerson. The actual wording is “Hitch your wagon to a star.”

The last two lines Kennedy cites are from Frost’s famous poem “Stopping in the Woods on a Snowy Evening.”

Who is the only candidate who talked about O. J. Simpson?

- Bill Clinton
- Bob Dole
- George Bush
- Hubert Humphrey

Hubert Humphrey in Cleveland, OH, September 22, 1968:

“Well, I just want you to know that I am the O. J. Simpson of the Democratic Party.”

Name three party nominees who referred to football in their convention speeches.

- Ronald Reagan, Walter Mondale, Gerald Ford
- Dwight Eisenhower, Richard Nixon, George Bush
- Gerald Ford, George Bush, Bob Dole
- John F. Kennedy, Gerald Ford, Ronald Reagan

Dwight Eisenhower, August 23, 1956, San Francisco, CA: “One of my predecessors is said to have observed that in making his decisions, he had to operate like a football quarterback—he could not very well call the next play until he saw how the last play turned out. Well, that may be a good way to run a football team, but in these days it is no way to run a government.”

Richard Nixon (speaking about himself as a youth) August 8, 1968, Miami Beach, FL:

“A gentle Quaker mother, with a passionate concern for peace, quietly wept when he went to war, but she understood why he had to go. A great teacher, a remarkable football coach, an inspirational minister encouraged him on his way.”

George Bush, August 18, 1988, New Orleans, LA:

“Those were exciting days. Lived in a little shotgun house, one room for the three of us. Worked in the oil business, started my own. In time we had six children. Moved from the shotgun to a duplex apartment to a house. Lived the dream—high school football on Friday night, Little League, neighborhood barbecue.”

*A Note from*

# Hannah Kliger

ASSOCIATE DEAN OF GRADUATE STUDIES

This past year, the Annenberg School offered an array of new professional development activities for ASC graduate students. For example, we held several writing workshops, a lecture series on teaching techniques and issues related to college teaching, seminars on thesis planning and the preparation of a proposal, and a dissertation colloquium series featuring presentations by advanced doctoral students. In addition, there were discussions about submitting papers to academic conferences, career guidance, and a session on stress management tools.

Here is a sampling of some of the issues addressed in the 2000–2001 ASC graduate studies workshops:

- **Pathways to Thesis Preparation**, where students learned about the University's IRB guidelines for research with human subjects, and reviewed the various database resources available for thesis research.
- **Motivating Your Students: Lessons From and For the Classroom** provided an opportunity to meet the director of Penn's Center for Teaching and Learning and share insights and experiences regarding teaching strategies in the classroom.
- **Meeting Diversity in the Classroom** featured a presentation on the challenges that diversity brings and the opportunities that exist for enriching the learning experience when diversity is recognized and embraced.
- **Writing for Scholarly Publication** presented a two-part series on writing, revising, and publishing academic papers, from the vantage point of a seasoned author and an experienced journal editor.
- **Problem Solving Strategies for Writing** represented a two-part series on clarifying elements of the writing process, including recognizing trouble spots that need revision.
- **Active Learning: New Approaches for Effective Teaching** introduced some of the latest techniques utilized by successful classroom instructors.
- **Turning Your Idea into a Conference Presentation** presented a workshop on how to think strategically about conference presentations as part of a student's growth as a scholar.

## *In Memory* (1975–2001) C. NICOLE DICKERSON



C. Nicole Dickerson, ASC's Undergraduate Program Coordinator, died on July 15, 2001, with her family at her side. She was 25. Nicole, who received her master's degree from the

Annenberg School, was also a graduate of Northwestern University. In 1999, she took on an administrative role at ASC, advising undergraduate communication majors on their course selections, scheduling classes, and serving as the School's Registrar. She also organized the undergraduate graduation ceremonies, and in 2001, took on responsibilities for managing ASC's annual Career Day. In reflecting on Nicole's tenure as Undergraduate Coordinator Barbie Zelizer said, "Nicole's dedication to the undergraduate program — its curriculum and its students — will remain a longstanding tribute to her memory. She will be sorely missed."

In her memory, the Annenberg School has established the C. Nicole Dickerson Award for Community Service, to be presented annually at undergraduate graduation ceremonies to a student who has contributed outstanding service to the community.

**Bernadette Barker-Plummer** (PhD '97) has been promoted to Associate Professor with tenure at the University of San Francisco.

**Cathryn Borum** (MA '98) has become Program Officer for the Entertainment, Media, and Public Health Program at the Kaiser Family Foundation in Washington, DC.

**Bryon Colby** (MA '95) has joined a new wireless start-up company called SCAN, based in New York. He is Vice-President of Customer Acquisition and U.S. Founding Executive.

**George Custen** (MA '76, PhD '80) was appointed Director of the Film Program at the City University of New York Graduate Center.

**James Devitt** (MA '92, PhD '01) has been named Senior Public Affairs Officer at Columbia University.

**Stephanie Dyer** (MA '93) has been appointed Lecturer in the History Department at Princeton University.

**Peter Edwards** (MA '81) is President of Acorn Media Publishing, a Washington, DC-based distributor of high-quality special interest programming, including documentary, drama, comedy, travel, and children's titles. It is one of the largest suppliers of British programming to the North America video market.

**Fritz Friedman** (MA '82) has been promoted to Senior Vice President of Worldwide Publicity for Columbia TriStar Home Video.

**Ira Greenberg** (MA '83) is an Associate at The Center for Applied Research in Philadelphia.

**Amy Jordan** (MA '86, Ph.D. '90), Senior Research Investigator at the Annenberg Public Policy Center, received an award from the International Communication Association for the Most Important Applied/Public Policy Research Program. The award is given for a systematic body of research done for the betterment of society.

**Naomi Klayman** (MA '83) has become Account Executive for Migliara Kaplan Associates, a Philadelphia-based company that does market research for pharmaceutical companies.

**Marc Krones** (MA '85) has been promoted to Vice President at Bruno and Ridgway Research Associates in Lawrenceville, NJ.

**Lynne Lamberg** (MA '67) is co-author (with M. Smolensky) of *The Body Clock Guide to Better Health: How to Use Your Body's Natural Clock to Fight Illness and Achieve Maximum Health* (Henry Holt and Company).

**Joanna Lei** (MA '83, PhD '96) has become Chief Operating Officer of Pacific Broadband, a Taiwan-based cable broadband company serving 600,000 subscribers.

**John Lemberger** (MA '70) has become Director of Geriatric Administration of Maccabi Healthcare Services, Israel's second largest health maintenance organization.

**Bernadette McNulty** (MA '89 PhD '92) is Director of Foundation and Corporate Relations for the Jewish Employment and Vocational Service in Philadelphia, PA.

**Eleanor Novak** (MA '90, PhD '94), Assistant Professor in the Department of Communication at Monmouth University, has become director of the Hugh N. Boyd Minorities Journalism Workshop. The two-week residential summer program is meant to inspire talented minority high school students in New Jersey to pursue careers in journalism.

**William Novelli** (MA '64) has been named Executive Director of the American Association for Retired Persons (AARP).

**Tony Pals** (MA '95) has been named Director of Public Information at the National Association of Independent Colleges and Universities.

**David Perlmutter** (MA '91) has been promoted to Associate Professor at the Manship School of Mass Communication at Louisiana State University. He has just published *Policing the Media: Street Cops and Public Perceptions of Law Enforcement* (Sage, 2000). He was offered a visiting professorship for spring 2002 in the graduate program in Art History at Williams College.

**Stephen Prince** (MA '85, PhD '87) has published several books in the last year: *A New Pot of Gold: Hollywood Under the Electronic Rainbow, 1980-1989* (Scribner's), *Screening Violence* (Rutgers University Press), and *Movies and Meaning: An Introduction to Film, 2nd ed.* (Allyn and Bacon).

**June Woong Rhee** (PhD '97) has been appointed Assistant Professor of Communication Studies at Kwangwoon University in Seoul, Korea.

**Adrienne Schwartz Becker** (MA '94) has been appointed Director of Corporate Communications for USA Networks.

**Susan Sherr** (MA '97) was named Director of the Center for Civic Engagement and Political Participation at Rutgers University's Eagleton Institute of Politics.

**James Taylor** (PhD '78) has become Professor Emeritus in the Department of Communication at the University of Montreal. He recently taught a course on the computerization of work to a mixed class of telecommunications engineers and communication undergraduates at the University of Colorado at Boulder.

**Karen Wilkins** (MA '87, PhD '91) has been promoted to Associate Professor, with tenure, in the Department of Radio-TV-Film at the University of Texas, Austin.

**Yves Winkin** (MA '79) has been appointed Professor at the Ecole Normale Supérieure in Paris, where he is the head of the Department of Communication. He is also Visiting Professor in a new graduate communication program at the University of Geneva.

**Muyang Yim** (MA '98) is Data Analyst at Marketing Strategy and Planning in New York, NY.

**Eric Zimmer** (PhD '01) has accepted a tenure track position at Georgetown University's Communication, Culture and Technology Program. He will be teaching communication technology and public policy.

## A L U M N I

## ( N E W S )

*Undergraduate Communication Major*

**Patty Chang Anker** (BA '92) has become Senior Manager of Media Relations at *The New York Times* in New York.

**Judy Berkowitz** (BA '90) has become Project Manager at ORC Macro, a global social research firm located in Atlanta, GA.

**Barbara Berreski** (BA '87) is Deputy Attorney General for the State of New Jersey.

**Sarah Bolton** (BA '94) is Marketing Communications Manager for iSyndicate, a content syndication service on the Internet, based in San Francisco, CA.

**Elizabeth Camp** (BA '97) is Associate Account Executive at Ruder Finn/PTA New Media in New York, NY.

**Karen Cho** (BA '96) has been named Marketing Manager at *Time Inc.* Consumer Marketing in New York, NY.

**Andrew Deemer** (BA '96) is Executive Producer at ZDNet, an Internet site for learning about, buying and using digital music technology.

**Rachel Mudge Dorfman** (BA '93) has become a Web Producer at Phillips Publishing in Potomac, MD.

**Andrew Frankel** (BA '96) has been named Marketing Manager at Hasbro Toy Group in Pawtucket, RI.

**Robert Giacopetti** (BA '94) is Project Manager at CitySoft, Inc., a Web Site and Intranet developer.

**Maceo Grant** (BA '93) has become Associate Producer at Turner Sports in Atlanta, GA.

**Tina Horowitz** (BA '87) is Research Coordinator for Wharton Financial Institutions Center in Philadelphia, PA.

**Mindy Kramer** (BA '87) has become Director of Corporate Communications at Sirius Satellite Radio in New York, NY.

**Marian Lai** (BA '97) is Manager for Integrated Media and Marketing at News Corporation in New York, NY.

**Geoffrey Little** (BA '80) is Executive Producer at Tribe Pictures in New York, NY.

**Christine Messina** (BA '90) has been named Associate Account Manager at TN Media, an advertisement-buying firm in New York, NY.

**Meredith Pepper** (BA '96) has become Marketing Manager of Powerful Media, the parent company of Inside.com, an entertainment industry news Web site based in New York, NY.

**Dana Rice** (BA '96) is News Reporter for WRCB-TV, in Chattanooga, TN.

**Jennifer Rosenberg** (BA '96) has become Account Manager at DDB Digital in New York, NY.

**Steve Rosenberg** (BA '95) is Executive Producer at CNN Headline News in Atlanta, GA.

**David Rosenman** (BA '93) is a physician at the Indiana University Medical Center in Indianapolis.

**Larry Smith** (BA '91) is Executive Editor of Yahoo Internet Life.

**Nicole Snow** (BA '90) is Account Manager for *Sports Illustrated*.

**Edye Twer** (BA '83) has been appointed Senior Vice President of TNS Intersearch, an independent research firm.

**Michelle Vaserstein** (BA '95) is Manager for Program Planning of Singcast, an advertising network of digital displays based in Chicago, IL.

**Kimberly Verbonitz** (BA '91) is Product Manager at Selfcare.com, located in Emeryville, CA.

**Jason Vinikoor** (BA '97) has become Business Analyst for Fastwired, which provides business development services for early stage Internet companies.

**Jill Ward** (BA '91) has become Coordinator of the Violence Prevention Project for the Children's Defense Fund in Washington, DC.

**Arlene Weintraub** (BA '89) is Correspondent for *Business Week Magazine*, based in Los Angeles, CA.

**Jessica Yin** (BA '95) has become Producer, Music and Television, for Girls On/Oxygen Media in New York.

## ASC ALUMNI:

# Career Day 2001 →

### POST-DOCTORAL FELLOWSHIPS CAREER OPPORTUNITIES

---

**Amy Jordan** (MA '86, Ph.D. '90), Senior Research Investigator, Annenberg Public Policy Center

**Hannah Kliger** (MA '75, Ph.D. '85) Associate Dean of Graduate Studies, ASC

**Ronda Scantlin**, Annenberg Public Policy Center Research Fellow

### PUBLIC AND PRIVATE MEDIA

---

**Cory Allen** (MA '00), Assistant Director of PBS Research

**Doug Rivlin** (MA '95), Director of Communication, National Immigration Forum

**Susan Stone** (MA '94), Producer, National Public Radio

### PUBLIC INFORMATION

---

**James Devitt** (MA '92, PhD '01), Senior Public Affairs Officer, Columbia University

**Suzanne Morse** (MA '00) Staff Member, Presidential Appointee Initiative, Brookings

**Maggie Williams** (MA '92) President, Fenton Communications

### WORKING THE WEB

---

**Jennifer Musser**, Philly.com

**Jeffrey Stanger** (MA '96), President, NetCampaign

### FOUNDATIONS

---

**Jane Appleyard** (MA '00) Evaluation Projects Manager for the American Legacy Foundation

**Elaine Casey** (MA '97) Program Associate, The Pew Charitable Trusts

### ADVERTISING/MARKETING/ PUBLIC RELATIONS

---

**Donna Farrell** (BA '86) Broadcast & Media Specialist, Archdiocese of Philadelphia

**Patty Chang Anker** (BA '92) Senior Manager of Media Relations, *The New York Times*

**Alana Jacobs** (BA '00) Assistant Marketing Manager, Time, Inc.

**Joshua Rosenberg** (BA '99) Account Executive, Cone Interactive

### ENTERTAINMENT AND NEW MEDIA

---

**Sundeep Bhan** (BA '94) President & CEO of Medsite.com, Inc.

**Taryn Brill** (BA '00) Associate Producer, "Who Wants to be a Millionaire?"

**Jill Maglione** (BA '00) Associate Producer, "Court TV"

**Kieran Darcy** (BA '00) Assistant Editor, ESPN

### ACADEMIC POSITIONS: GETTING THEM, KEEPING THEM

---

**Lynne Edwards** (MA '92, Ph.D. '95) Assistant Professor in the Department of Communication Studies and Theatre, Ursinus College

**Sarah Sayeed** (MA '94, Ph.D. '98) Assistant Professor, Baruch College, City University of New York

**Emory Woodard** (MA '95, Ph.D. '98) Assistant Professor in the Department of Communication, Villanova University

### MARKETING/CORPORATE COMMUNICATIONS

---

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

**Mariaelena Bartesaghi** wrote entries on cancer, depression, and suicide for the *Encyclopedia of Contemporary American Culture* (McDonogh, Gregg and Wong, eds), Routledge, 2001.

**Courtney Bennett** delivered a paper on "Evaluation and Emotion: Influencing Public Health Policy Preferences Via Facial Affect," at the American Psychological Society Annual Convention, Toronto, Ontario, June 14-17, 2001. She won top student paper for "Eliciting Compassion: An Experimental Test of Message Elements That Produce Other-Directed Emotions," delivered at the ICA meetings in Washington D.C., May 2001.

**David Dutwin** wrote a review of *The Socratic Citizen* for *Public Opinion Quarterly* (Spring, 2001). He also wrote "Political Knowledge in the 2000 Presidential Primaries" in *Annals of the American Academy of Political and Social Science*, 2000. He presented a paper on "The Civic Identity, Participation in Deliberation, and the Character of Political Talk" at the 2001 conference of the American Association of Public Opinion Research, Montreal, May 18, 2001.

**Jessica Fishman** was awarded the Top Paper Award, Overall, for the Division of Popular Culture, of the International Communication Association Conference, Washington DC, May 2000, for her paper "Representing Death through Word and Image: The Ethics, Aesthetics, and Technology of News Reporting."

**David Gudelunas** delivered a paper on "Nosy Neighbors and Foot Fetishes: The Enduring Popularity of Advice Columns in American Journalism" at the May ICA Conference and at the Popular Culture Association Annual Conference, March 2001, in Philadelphia. He also delivered a paper on "Marketing the Movement: Selling the Gay and Lesbian Audience" at the UCLA Humanities Department QGrad Conference, held in November 2000 in Los Angeles.

**Chris Hunter** wrote a chapter, "A Brief History of Censorship," for *In Filters & Freedom: Free Speech Perspectives On Internet Content Controls* (2nd Edition, EPIC Press, 2001). He was also awarded a scholarship to attend the National Science Foundation's summer WebShop at the University of Maryland, June 10-23.

**Kate Kenski** published "Women and Political Knowledge During the 2000 Primaries" in the November 2000 *Annals of The American Academy of Political and Social Science*. In that same volume, she co-authored, with **Michael G. Hagen**, **Richard Johnston**, **Kathleen Hall Jamieson**, and **David Dutwin**, "Dynamics of the 2000 Republican Primaries." Kenski also delivered a paper on "The Prevalence of

Absentee and Early Voting in the 2000 General Election: How Often Are Individuals Voting Before Election Day?" at the American Association of Public Opinion Research in Montreal, Canada, May 18-20, 2001.



**Ron Nirenberg** gave a presentation on "Male Identity Transitions in Bodybuilding" at the National Body Culture on Campus Conference in Philadelphia, March 24. He also delivered three guest lectures at the University of Illinois-Urbana/Champaign on "Becoming a Bodybuilder" and "Build This Body!: An Analysis of Male Bodies as Memorials of Violent Masculinity and the Case of Weider Publications."

Nirenberg competed in the annual Mr. Penn bodybuilding competition in November and took home a silver medal for Middleweight Runner-up. His participation in the contest was part of the research for his MA thesis, an ethnography of bodybuilders. During his ongoing study, Nirenberg has found common patterns in the ways bodybuilders understand and explain their perceived changes in identity, physicality, and investment. In addition, Nirenberg's work considers the often-oppositional dialogue about masculinity in which the bodybuilding subculture and society participate. About the Mr. Penn experience, he said, "The competition was something I will never forget as a scholar and a bodybuilder. It was well worth the year of hard training and several more in education about the sport itself." You can see more pictures and read about Nirenberg's Mr. Penn diet and training strategy at [www.asc.upenn.edu/scrapbook/2000/mrpenn/](http://www.asc.upenn.edu/scrapbook/2000/mrpenn/).

**Daniel Orr** and **Josephine Ferrigno-Stack** co-authored "Childproofing on the World Wide Web," in *Jurimetrics*, June 2001.

**Anca Romantan** co-authored (with Bogdan Aldea) *Postmodernite et medias* (Echinox, 2000). She also delivered a paper on "Transylvanian 'Character' and National Ideology in Post-communist Romania" at a conference on "European Identity and Nationalism," held May 11-13, 2001 at Rutgers University's Center for Russian, Central and Eastern European Studies.

**Brian Southwell** presented two papers at the ICA meetings in Washington in May: "Net Differences: Parent and Youth Internet Use in the U.S." (with ASC students **Amalia Prado** and **Carlin Henry Barmada**) and "Estimating and Accounting for Exposure to Anti-Drug Advertising" (with ASC Professor **Robert C. Hornik** and ASC student **Carlin Henry Barmada**). He also published "Audience Construction and AIDS Education Efforts: Exploring Communication Assumptions of Public Health Interventions" in *Critical Public Health*, 2000.

# Judge Dolores Sloviter

{continued from page 13}

neither constitutionally prohibited in all instances nor are they constitutionally mandated in any instance.”

Judge Sloviter concluded by discussing the issue of wiretap. She raised the case of a local radio station in northeastern Pennsylvania, which received an audiotape of conversations between a local teachers’ union president and the chief negotiator for the union, in which threats of violence were made. She pointed out that the federal wiretapping statute makes it unlawful to intercept a wire, oral, or electronic communication, or to disclose it knowing or having reason to know that the information was obtained through such an interception. But, as she pointed out, “nobody connected with the station intercepted this conversation,” and the station personnel “didn’t know it was being done.”

The radio station played the tape and was sued, based on the federal wiretap statute that provides that persons who have been the subject of a prohibited interception or disclosure can sue for civil damages. The district court applied the statute and held that the plaintiffs were entitled to damages. However, the Third Circuit, by a two to one decision, held that applying the damages provision of the wiretap statute to the radio station, which had played no part in the interception of the conversation, violated the First Amendment. Judge Sloviter’s majority opinion in the case was that state and federal wiretap laws are unconstitutional if they are used against a news organization that played no role in the illegal interception of the cellular phone call.

On May 21, Judge Sloviter’s opinion was upheld by the U.S. Supreme Court in a ruling that the press may not be held liable for publishing illegally intercepted information as long as the subject is one of “public importance” and the press itself did not participate in the interception.

## ASC COLLOQUIUM SERIES 2000-2001

### OCTOBER 13

**Peter Simonson**, Assistant Professor of Communication, University of Pittsburgh, “The Passing of ‘Mass’ Democracy: Bodies, Texts and the Historical Transformation of U.S. Election Ritual”

### NOVEMBER 10

**Stanton E. F. Wortham**, Graduate School of Education, University of Pennsylvania, “Interactional Positioning on the News: A Semiotic Strategy For Research on Media Bias”

### NOVEMBER 17

**Greg Shaw**, APPC Visiting Fellow, Information & Society, “Internet Voting in the Wake of Florida’s Recount: Inevitable, Ineffectual or Both?”

### DECEMBER 1

**Tamar Katriel**, Visiting Professor, Rutgers University, “Cultural Idioms of Social Support on Israeli Radio”

### FEBRUARY 16

**Katelyn Y. A. McKenna**, Department of Psychology, New York University, “The Reality of the Virtual: Relationship Formation on the Internet”

### FEBRUARY 28

**Miriam R. Pelikan Pittenger**, University of Illinois, “Classical Rhetoric in Action: Triumph Debates”

### MARCH 23

**Jennifer L. Monahan**, Department of Speech Communication and the Institute for Behavioral Research, University of Georgia, “Drinking and Risk: How Alcohol Consumption Affects Women’s Perceptions of and Communication Behaviors toward Men in Romantic Situations”

### APRIL 20

**Cheryl Heulton**, President of the American Legacy Foundation, “Who’s Afraid of the Truth?”

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

### The Annenberg School Faculty:

Joseph Cappella  
Martin Fishbein  
Oscar Gandy, Jr.  
Larry Gross  
Robert Hornik  
John Jemmott III  
Elihu Katz  
Klaus Krippendorff  
Carolyn Marvin  
Paul Messaris  
Vincent Price  
Joseph Turow  
Charles R. Wright  
Barbie Zelizer

**Kathleen Hall Jamieson, Dean**

Phyllis Kaniss, PhD, Newslink Editor

Newslink Design: Dyad Communications

Photography: Kyle Cassidy (except as noted)