Monroe Price Launches ASC’s Project for Global Communication Studies

PGCS DIRECTOR PRICE IGNITES ANNENBERG’S LEADERSHIP ROLE IN глОBLАL COMMUNICATION

Visiting Professor Monroe E. Price has been in constant motion since he arrived at ASC last summer. Under his directorship, the Annenberg Project for Global Communication Studies (PGCS) has responded with remarkable vision and energy to an exploding international demand for communication knowledge and research.

During its first year, PGCS initiated a number of ongoing programs in Great Britain, Hungary, China, India, Russia, the Middle East, and Latin America; established collaborations with several international divisions within the University of Pennsylvania; hosted visiting lecturers and students from across the globe; sponsored internships and semesters abroad for ASC graduate students; and arranged Annenberg faculty lectures and workshops for university students in Great Britain and Hungary. To further these activities, Price has brought resources to bear from several sources including the Markle Foundation and the William and Flora Hewlett Foundation (see page 5). According to Price, PGCS has three primary objectives:

- to strengthen a network of international communication studies centers; and
- to build ties with scholars in other schools within the University of Pennsylvania doing research that overlaps with global communication studies.

ASC Dean Delli Carpini is excited about PGCS and its future: “Monroe has done an outstanding job with PGCS this year. His experience in global communication is high in quality and broad in scope, both of which are evident in the initiatives he has launched this year. We are very happy to have him leading PGCS and look forward to his future development of this important project.”

In addition to directing PGCS, Professor Price teaches graduate courses on media and international communication at ASC. He is also professor and former dean (1982–1991) at Cardozo School of Law in New York, the director of the Stanhope Centre for Communications Policy Research in London, and chair of the Center for Media and Communication Studies of the Central European University in Budapest.

For more information about Annenberg’s Project for Global Communication Studies, please visit the website at www.pgcs.asc.upenn.edu.
On October 26, 2004, the Annenberg Public Policy Center celebrated the 10th anniversary of its founding with a luncheon at the Inn at Penn followed by a full day of events commemorating a decade of exciting growth and achievement.

Distinguished guests, trustees, and friends of the Policy Center attended, including the Honorable Leonore Annenberg, University of Pennsylvania President Amy Gutmann, Sunnylands Trust Trustees Diane and Howard Deshong, and Annenberg Institute for Public Service Director David Eisenhower.

Vartan Gregorian, president of the Carnegie Corporation of New York, gave a keynote address on the impact of scholarship on policy. APPC Director Kathleen Hall Jamieson then announced that in honor of the 10th anniversary, the Annenberg Foundation had designated $2 million to endow a Vartan Gregorian Chair in the Humanities at Penn and an additional $500,000 for graduate student fellowships in the humanities.

Dr. Gregorian was founding dean of the Faculty of Arts and Sciences at the University of Pennsylvania in 1974 and its provost from 1978 to 1981. In addition to acting as advisor to the Annenberg Foundation, he is a close friend of the Annenbergs. “Vartan Gregorian is a scholar, a humanitarian and a truly remarkable individual, whose wisdom, leadership and counsel have benefitted several universities and important philanthropic endeavors,” said Leonore Annenberg, president of the Annenberg Foundation.

“This gift is one more example of the tremendous commitment Lee Annenberg and the Annenberg Foundation have made to higher education and we are extremely thankful for their generosity,” said President Gutmann. Dr. Jamieson added, “We are honored to have a chair in the humanities named for Vartan Gregorian, one of the outstanding leaders in higher education of our time. Vartan Gregorian’s leadership in civic education has guided the Policy Center’s work in that area for the past decade and will continue to do so in the future.”

The afternoon also included a panel discussion featuring accomplishments of the Policy Center over the last decade. Center Area Directors Dr. Joseph Turow (Information and Society), Dr. Martin Fishbein (Health Communication), Dr. Dan Romer (Adolescent Risk Communication), Dr. Diana Mutz (Political Communication), and Dr. Amy Jordan (Media and the Developing Child) represented their sectors of APPC, each discussing the research and policy challenges facing the nation in their areas.

Following the luncheon, anniversary festivities continued at the Harold Prince Theatre with a special taping of a Justice Talking program: “Are the media biased?” The debate featured Roger Aronoff, executive secretary of Accuracy in Media, and Victor Navasky, publisher and editorial director for The Nation.
Celebrates 10 Years of Public Service

Dr. Amy Gutmann, The Honorable Leonore Annenberg, and Dr. Kathleen Hall Jamieson

The day concluded at the Annenberg School for Communication with the 13th annual Walter and Leonore Annenberg Lecture in Communication where University of Pennsylvania President Dr. Amy Gutmann, this year’s invited guest lecturer, addressed the challenges that confront deliberation in education and the media.

Established in 1994, through the generous support of Walter and Leonore Annenberg, the Annenberg Public Policy Center of the University of Pennsylvania conducts and disseminates research, hosts lectures and conferences, and convenes roundtable discussions that highlight important questions about the intersection of media, communication, and public policy.

Diana Mutz, ISCAP Director and Professor of Political Science and Communication

Penn President Dr. Amy Gutmann speaks at the APCC 10th anniversary luncheon
Scholars Program
in Culture & Communication Debuts

In December of 2004, the Annenberg Scholars Program in Culture and Communication was established as a forum dedicated to thinking about critical social and scholarly issues that lie at the intersection of culture and communication. Under the directorship of Barbie Zelizer, the Program was envisioned to initiate a series of activities toward achieving that aim. They include academic classes and seminars, and public lectures that focus public attention on the critical role of culture and communication in shaping public life.

The Program has sponsored three lectures to date. The inaugural lecture, given by Lord Briggs of Lewes (Asa Briggs) on December 7, 2004, addressed “Culture and Communications in the 19th Century: A Long-Term Perspective.” Lord Briggs also gave a master class on “Doing Historical Inquiry.” A gala dinner which followed included ASC faculty, alumni, grad students, and Penn faculty from the Departments of History, History and Sociology of Science, Film Studies, Anthropology, Sociology, Education, and Comparative Literature. New York University’s Faye Ginsburg, the David B. Kriser Professor of Anthropology, gave a lecture on February 22, 2005 titled “Rethinking the Digital Age,” which was followed by a master class with graduate students on “Ethnography and the Media.” On March 29, 2005, Simon Frith, Professor of Film and Media Studies at Stirling University, Scotland, lectured on “The Problem of Choice.”

He also gave a master class with ASC grad students on “Researching the Music Industry.”

Other recent Scholars Program activities included:

• co-hosting a one-day seminar on April 1, 2005 with the Women’s Studies Program and the LGBT Center on the Gay Lesbian Market titled “Becoming Mighty Real: GLBT Music, Media, and Marketing Symposium,” which included Joshua Gamson, Howard Buford, Suzanne Walters, Larry Gross, Lisa Henderson, Charles Nero, and Bob Witeck;
• co-hosting an evening lecture and screening on April 12, 2005 with the Middle East Center and The Program for Cinema Studies of photojournalistic images of the resistance in Iraq by photojournalists Molly Bingham and Steve Connors titled “Meeting Resistance: Two Photographers Reveal the Reality Behind the Mask of Clandestine Iraqi Groups,” which detailed their experiences interviewing members of the Iraqi resistance during 10 months in 2003 and 2004; and
• funding for eight ASC students to present culture and communication papers at conferences in the United States and abroad.

Beginning in September 2005, the Program will host two scholars in residence each semester, who will offer graduate classes on topics related to culture and communication.

Annual Gerbner Lecture in Communication 2004–2005

In March 2004, Larry Gross, Director of the Annenberg School for Communication at USC, returned to the Annenberg School at Penn to present “From the Margins to the Mainstream [and Back]?” at the 2004 Gerbner Lecture. Professor Gross was deputy dean at the Annenberg School where he taught cultural communication for 35 years before accepting his current appointment at USC. Dr. Gross also co-directed the Cultural Indicators Project at ASC with George Gerbner from 1971 to 1991.

ASC Alumnus Professor Eleanor Novak (MA ’90, PhD ’94) returned to ASC as the guest speaker at the 2005 annual George Gerbner Lecture in April 2005. Dr. Novak, associate professor in the Department of Communication at Monmouth University in NJ, discussed the intrinsic value of journalism in repressive circumstances and her experiences organizing a newspaper entirely written and produced by inmates of a women’s prison in her presentation, “News from the joint: Reflections on conducting communication research in prison.”
The PGCS staff produced an impressive volume of work during its first year. A few of the highlights include:

- Three PhD students interned in Europe: Moira O’Keefe at the Stanhope Centre for Communications Policy Research, London; Jocelyn Landau at the Center for Media and Communication Studies, Budapest; and Nicola Simpson at the Programme in Comparative Media Law and Policy at the University of Oxford.

- Dean Michael Delli Carpini and Professors Monroe Price, Joseph Turow, Barbie Zelizer, Katherine Sender, and Carolyn Marvin lectured and gave public talks at Central European University.

- PhD students Bill Herman, Lee Shaker, Susan Haas, and Jocelyn Landau, along with Susan Abbott, senior research coordinator of PGCS, participated in a 2-week seminar, co-sponsored by PGCS, in June 2004 at CEU on intellectual property.

- ASC PhD students Kimberly Meltzer, Nicola Simpson, Chris Finlay, Amalia Prado, Moira O’Keefe, and Lokman Tsui, along with PGCS sr. research coordinator Susan Abbott, participated in The Media Law and Policy Global Foundation Programme at Oxford University, co-sponsored by PGCS, in August 2004.

- PGCS is currently working on projects and developing future ones with the University of Pennsylvania Law School, Center for Advanced Study of India, Middle East Center, American Institute for Pakistan Studies, and Department of South Asian Studies.

- PGCS is also developing programs in partnership with organizations across the globe. A few of these include: fostering a communication policy research center in Beijing at the Communication University of China with the Markle Foundation, developing training materials for journalists in Iraq with Internews, bolstering administrative efficiency of the freedom of information efforts in Mexico with the Hewlett Foundation, training journalists in East Africa with the Stanhope Centre for Communications in London, developing dialogue and scholarship related to international media issues with Oxford University’s Programme in Comparative Media Law and Policy, and studying the societal implications of the Internet in partnership with the Oxford Internet Institute (OII).
APPIC Hosts 2004 Election Debriefing

On Friday, December 3, and Monday, December 6, 2004, the Annenberg Public Policy Center gathered Democratic and Republican strategists for a debriefing of the 2004 presidential election.

The first day of the event was held at Annenberg School for Communication and featured presentations by the two presidential campaigns. Matthew Dowd, Mark McKinnon, Alex Castellanos, Elizabeth Cheney, Tucker Eskew, and Nicolle Devenish represented the Bush-Cheney campaign; Mary Beth Cahill, Michael Donilon, Bill Knapp, Mark Mellman, Bob Shrum, and Joe Lockhart represented the Kerry-Edwards campaign. The strategists reported on campaign organization and strategy, advertising, polling, debate strategy and effects, and the press/campaign relationship. Presentations were followed by questions from the other campaign consultants and the 80 scholars in attendance, including several ASC graduate students.

Day two of the debriefing was held in Washington, D.C. and focused on the campaign advertising of the independent political groups known as “527s.” Panel presentations by Republican-supporting groups included Brian McCabe, president of Progress for America Voter Fund, and Chris LaCivita, chief strategist of Swift Boat Veterans for Truth, and Democratic-supporting groups included Erik Smith, president of The Media Fund, and Bill Zimmerman, campaign manager of MoveOn.org Voter Fund. The panels were followed by questions from the 50 students and reporters in attendance.

The 2004 election debriefing was the fourth sponsored by APPIC. The first two, 1992 and 1996, were combined in a video digest and distributed to over 4000 colleges and universities throughout the country, at no charge, for use in communication, politics, and government courses. Several thousand complimentary copies of the 2000 transcript were also distributed to colleges and universities nationwide. Both the video and the book have received heavy classroom use and are scheduled for reissue in 2005 to meet increasing demand. A video of the 2004 election debriefing will be distributed to schools later this year.

Dean Delli Carpini Moderates Dean-Buchanan Debate

Annenberg School Dean
Michael X. Delli Carpini moderated a lively and cordial debate between former Vermont Governor Howard Dean and three-time Republican presidential hopeful Pat Buchanan at the Irvine Auditorium at Penn in October 2004. Issues of foreign policy, trade, immigration, and their impact on the coming election were the focus of the evening’s discussion. The sold-out event was sponsored by the Social Planning and Events Committee’s (SPEC) Connaissance branch, a University of Pennsylvania student organization.
ASC Co-hosts
THE 2004 ASSOCIATION OF OPINION PAGE EDITORS Convention

The Annenberg School and The Philadelphia Inquirer jointly hosted the 2004 annual Association of Opinion Page Editors convention at ASC in November. The two-day conference was attended by op-ed editors from all over the country, editorial cartoonists and other opinion leaders, and several Annenberg School students and faculty members.

In a provocative first session, Camille Paglia of the University of the Arts, commentator Jerry Long, and Inquirer reporter Larry Eichel assessed the performance of the media during the presidential election. Paglia asserted that the obvious leftward bias of the media was directly responsible for the rise of right-wing talk radio. The panel also noted a theme that characterized the entire convention: that reporters and the media need to redefine the notions of "fairness" and "objectivity" in light of obvious manipulation by presidential candidates and foreign governments.

During the two-day conference, editors attended panels on foreign affairs, the ethics and dynamics of readers and audience, and suburban strategy. In one of the first sessions, Student Voices Director Phyllis Kaniss and two staff members from her project, Arch Dumenigo and Mark Jolly-Ven Bodegraven, led a vigorous discussion on how to reach a younger, more diverse audience.

The final plenary session featured ASC Dean Michael Deli Carpini in a discussion about the changing face of informedness among Americans and Temple Mathematics Professor John Allen Paulos who talked about the use of numbers in newspapers.

Other presentations included a review of the present world situation by Fareed Zakaria, editor of Newsweek International, and a presentation by writer Chris Hedges of the New York Times. Hedges' assertion that "fairness" and "objectivity" are not the same as moral disengagement sparked the most passionate debate of the conference.

John Timpane, a member of the Association of Opinion Page Editors' Advisory Board and Commentary Editor for The Philadelphia Inquirer, coordinated the conference.

Tom Davis, Chairman of the House Government Reform Committee, talks with IPS Director David Eisenhower's class

Institute for Public Service expands course offerings and internship opportunities

The Institute for Public Service continued to expand its special course offerings as Kathryn Kolbert of Justice Talking offered a course in Supreme Court Advocacy in the fall. Albert Hunt and Peter Hart returned for another year to offer seminars in contemporary journalism and polling, respectively.

In addition to Presidential Communications, IPS Director David Eisenhower organized a seminar in cooperation with the Fels Institute of Government at Penn for a dozen graduate and undergraduate students on the 2004 elections. Seminar members traveled to the New York and Boston political conventions, attending caucuses, breakfasts, state delegation proceedings, and the four nightly sessions.

The Institute for Public Service also published two issues of Sound Politics during the 2004-2005 academic year.

Eisenhower, the magazine's advisor, plans to establish it as a publishing forum for ASC graduate and undergraduate students. Submissions should be sent to his attention at the IPS.

This spring, the first graduate of the Communication and Public Service program (COMPS), Scott Reich, will receive his diploma. In March 2005, the IPS formally established its summer internship program in Washington, D.C. The program will be in full operation by the summer of 2006 and will feature summer internships at Congressional, governmental lobbying and NGO entities, plus coursework at the APPC offices in D.C. Jen Stutsman will become the first participant this summer when she interns at the Democratic Congressional Campaign Committee in Washington, D.C.
NAES Results
Disseminated and Discussed Worldwide

During the 2004 presidential campaign, the Annenberg Public Policy Center conducted the largest academic survey in the nation on American attitudes toward the presidential candidates under the direction of Kathleen Hall Jamieson.

For 13 months, from October 7, 2003 through November 16, 2004, 81,422 adults completed the rolling cross section component of the 2004 National Annenberg Election Survey (NAE04). An additional 8,712 adults completed other components of NAES, including an oversample of New Hampshire residents around that state's primary, a groundbreaking survey of active military and their family members, a survey on deceptive advertising claims, and a final pre-inauguration survey conducted in the days leading up to President Bush's second inauguration. NAES staff also re-contacted over 12,000 adults who had completed the major survey prior to key campaign events: the national conventions, presidential debates, and the post-general election period. NAES contracted the Schulman Ronca and Bucuvitas firm to conduct 102,511 surveys in total. Most interviews averaged 30 minutes in length.

The results of NAES were disseminated widely throughout the campaign period. The NAES team produced over 80 press releases, which were picked up by major media outlets nationally and internationally. These reports can be found at the survey's website (http://www.naes04.org).

While media coverage helped place NAES among the most respected of the election polls, it is the continuing analysis of the survey that will demonstrate its greatest value. As with the 2000 NAES (full dataset available with the book Capturing Campaign Dynamics: The National Annenberg Election Survey, 2003, Oxford University Press), the APPC will release the 2004 NAES by the end of 2005.

Annenberg FactCheck to continue beyond the 2004 election

Though the 2004 presidential campaign has come to a close, the APPC's FactCheck.org is still monitoring the factual accuracy of the claims made by the major political players. Due to the initiative's success during the campaign, APPC has extended FactCheck.org into monitoring governance.

Throughout the campaign, FactCheck's staff, led by Director Brooks Jackson, examined the content of TV ads, debates, speeches, interviews, and news releases and then went to the candidates and other publicly available records to check the accuracy of those statements. The project's goal was to be a "consumer advocate" for voters, helping them cut through contradictory claims and reduce the level of deception and confusion in U.S. politics.

FactCheck.org's website traffic built steadily as the presidential campaign progressed and by the end of January 2004, it averaged more than 18,000 visits per day; by September 2004 the site reached an average of 29,000 visits per day. In his October debate with Senator John Edwards, Vice President Cheney cited FactCheck, sending nearly 380,000 visitors to the website in a single 24-hour period. The sudden increase in traffic overwhelmed the Annenberg server dedicated to the site, and forced the staff to shift to a commercial host with experience in high-volume sites. By Election Day a total of 73,000 persons had signed up to get updates emailed to them automatically, and the site was attracting between 100,000 and 200,000 visitors on days when new articles were posted.

On November 2, 2004 FactCheck.org announced that it would continue after the election, noting the importance of monitoring the claims made by elected officials.

To learn more about Annenberg FactCheck, visit http://www.factcheck.org.
Knowledge Held Hostage:
SCHOLARLY VERSUS CORPORATE RIGHTS IN THE DIGITAL AGE

The Annenberg Public Policy Center and Rice University in collaboration with the Center for the Public Domain and Public Knowledge held a conference on Friday, June 18, 2004 titled “Knowledge Held Hostage? Scholarly Versus Corporate Rights in the Digital Age.”

The impetus for the conference was a concern that scholars of all types are facing tighter controls over the copyrighted text, images, and video they use for research and teaching purposes. The action-oriented meeting brought together academics, librarians, legal thinkers, and activists from around the country to discuss the unique problems that scholars and their institutions face in the growing field of digital rights management.

The panelists represented the best minds in their diverse areas. Questions addressed included: What justifies fair use in a scholarly context? Do different kinds of institutional arrangements (large vs. small school vs. professional society, classroom vs. library) raise different fair use issues and needs? Are there new ways to approach copyright that may be more beneficial to academics than the status quo? And, what should scholars do in the meantime, while the wheels of change are turning?

A New York Times article on copyright issues, which included an interview with Professor Turow, announced the conference and its importance. More than 190 people attended, and others watched live on the web. Subsequent conferences at American University, the Ford Foundation, and other institutions have moved the Knowledge Held Hostage concerns forward.

For more information, visit the website http://knowledge-hostage.org/.

Above: Penn Law Professor Polk Wagner presents a keynote address
Left: Conference organizer Dr. Joseph Turow welcomes 190 attendees
The CECCR at the Annenberg School hosted a meeting of the four CECCRs in April 2004. Guests from the University of Wisconsin, University of Michigan, and St. Louis University as well as representatives from the National Cancer Institute participated in the conference.

In October 2004, CECCR hosted a one-day workshop on “Communicating Genetic Risk.” Conference co-organizers Joseph N. Cappella and Caryn Lerman organized the meeting, which brought together a small group of researchers studying the communication of genetic risk to present new research and new conceptualizations. The goal was to help chart a course for the next generation of research studies. Speakers included: Theresa Marceau, Ph.D., Colleen McBride, Ph.D., Roxanne Parrott, Ph.D., Celeste Condit, Ph.D. and Sheila Murphy, Ph.D. In addition to Drs. Cappella and Lerman.

**ARC1 to serve as NIMH Project Coordinator**

In a cooperative agreement with the NIMH, APPC’s Adolescent Risk Communication Institute will serve as the coordinator for four other research sites where AIDS interventions will be carried out. ARC1 will also be in charge of developing the media materials used for the project and will serve as the data coordinating and analysis site.

According to Dan Romer, director of the Institute, the project will be an appropriate way for ARC1 to help develop national strategies to reduce health risks to teens.

**Adolescent Risk Communication Institute Conference Update**

With support from the Sunnylands Trust, ARC1 sponsored the “Pragmatic Considerations of Culture in Preventing Suicide Workshop” at ASC in September 2004. Fifty researchers from across the country attended. The purpose of the meeting was to gain a better understanding of the role that culture plays within different ethnic groups in the U.S. in regard to preventing suicide and to advance the study of this important topic.

The workshop featured presentations from three researchers who have led the way in designing interventions to prevent suicide in underserved non-white communities: Dr. Sherry Molock of George Washington University, Dr. Luis Zayas of Washington University in St. Louis and Dr. Teresa LaFramboise of Stanford University.

Dr. Alex Crosby of the Centers for Disease Control and Prevention provided the group with an update of the latest efforts by the CDC to measure suicidal behavior and the challenges that cultural variation creates for this agenda. The conferences also discussed ways in which federally funded research on suicide prevention in underserved communities can be advanced, especially for younger investigators. A summary of the meeting’s proceedings is on the web at [http://www.nimh.nih.gov/scientificmeetings/suicideprevention2004.pdf](http://www.nimh.nih.gov/scientificmeetings/suicideprevention2004.pdf).
CECCR Inaugurates Speaker Series

The Center of Excellence in Cancer Communication Research launched its first Speaker Series in September 2004. The purpose of the Speaker Series is to bring nationally recognized scholars, including leaders in the cancer communication field, to the Effects of Public Information (EPIC) Center. This series has served to engage outside investigators and create new opportunities for collaboration with scholars from other universities and other departments within the Penn community. This year's series featured seven speakers and included the following presentations:

- "Why Would Cigarette Ads Make Kids Want to Smoke? Theoretical Perspectives and Preliminary Data."
  William Shadel, Ph.D., University of Pittsburgh

- "To Google or Not To Google: The Role of Skill in People's Web Use"
  Eszter Hargittai, Ph.D., Northwestern University

- "The Affect System: Feelings and Underlying Substrates"
  John T. Cacioppo, Ph.D., University of Chicago

- "Tailored Communications for Skin Cancer Prevention"
  Karen Glanz, Ph.D., M.P.H., Emory University

- "Narratives & Themes in Television Advertising of Prescription Drugs"
  Dominick Frosch, Ph.D., University of Pennsylvania

- "Transportation into Narrative Anti-Smoking Advertisements"
  Melanie Green, Ph.D., University of Pennsylvania

  Robert Aronowits, M.D., University of Pennsylvania

ANNENBERG FACULTIES AT USC AND PENN JOINTLY LAUNCH
Annenberg National Health Communication Survey

In January 2005, the faculties of the two Annenberg Schools jointly launched a continuing survey of the adult population of the United States, including questions about their exposure to various types of health communication, their health behaviors and the beliefs that underpin those behaviors, perceptions of various health policy issues, and confidence in health institutions. A representative national sample developed by Knowledge Networks responds to the survey online on a monthly basis, with an expected annual sample of 3600. The survey includes a continuing core, and provides opportunities to individual faculty and students to add modules reflecting their interests. The study is supported both by the Sunnyslanes Trust and ASC at Penn. Sheila Murphy and Michael Cody at USC work with Joseph Cappella and Robert Hornik at Penn to oversee the survey.

TTURC awarded $9.3 million from NCI for nicotine-dependency research

The University of Pennsylvania School of Medicine has been awarded a major grant from the National Cancer Institute (NCI) to support continued multi-disciplinary research on the treatment of nicotine dependence. This $9.3 million award is one of seven in the country that will support transdisciplinary research on nicotine dependence for the next 5 years.

The Transdisciplinary Tobacco Use Research Center (TTURC) is directed by Caryn Lerman Ph.D., Mary W. Calkins Professor in both the Department of Psychiatry and the Annenberg School for Communication.

The TTURC, beginning its sixth year of funding, is a collaboration among researchers from many disciplines, including the Annenberg School for Communication, Abramson Cancer Center, the Center for Neurobiology and Behavior, the Center for Studies of Addiction, and the Leonard Davis Institute of Health Economics.

With this award, TTURC investigators seek to translate discoveries in basic neuroscience, pharmacology, genetics and behavioral science to improve treatment for nicotine dependence.
Joseph Cappella and Caryn Lerman co-organized the "Communicating Genetic Risk" conference, hosted by the EPIC Center for Excellence in Cancer Communication Research at Annenberg School, in October 2004. The one-day workshop brought together a small group of researchers studying the communication of genetic risk to present new research and new conceptualizations. The goal was to help chart a course for the next generation of research studies.


Martin Fishbein presented the paper "A Reasoned Action Approach to Health Promotion" in February 2005 at the 9th annual John P. McGovern Lecture Series in Health Promotion at the University of Texas at Houston.

Oscar Gandy published "Whose Environmental Justice? Social Identity and Institutional Rationality" in the Journal of Environmental Law and Litigation (Jan 2005) with coauthor and ASC graduate student Michaela Popescu. Gandy was also a member of a 2004 ICA Conference panel on media policy discussing the role of academic researcher/activists in the policy process.

Kathleen Hall Jamieson provided regular media commentary throughout the 2004 presidential campaign, including regular appearances on The NewsHour with Jim Lehrer and Now with Bill Moyers.


Elihu Katz was a panelist in a plenary session to reconsider the future of mass communication research and the concept of "mass" at the 2004 ICA Conference. Two papers by Katz were ranked among the most frequently cited in a recent study released by the American Sociological Review. Dr. Katz is currently a member of a team researching Communications in the Jewish Diaspora sponsored by the Hebrew University’s Institute for Advanced Study. In June 2005, he will co-chair a conference (co-sponsored by ASC and the Hebrew University’s Smart Family Institute of Communications) inaugurating an international workshop to assess the long-lasting effects of television.

Klaus Krippendorff presented "Re-embodying Information Theory: Information and Cyberspace" at the 2004 ICA Conference. In August 2004 he delivered a keynote address at the American Society for Cybernetics meeting in Toronto titled "Space and the Furniture of Cyberspace." In addition, two articles were recently published about Krippendorff, including an interview on issues of intra-organizational conflict and the role of dialogue that appeared in Ternende Organization (Sept-Oct 2004). Dr. Krippendorff published "Measuring the Reliability of Qualitative Text Analysis Data" in Quality and Quantity (Dec 2004) and recently joined the editorial board of E-journal on constructivist (cognitive) science. In March 2005, he was invited to give a post-doctoral seminar on approaches to content analysis at the Columbia University’s Health & Society Scholars (H&SS) program, funded by the Robert Wood Johnson Foundation.

Deborah Linebarger received a sub-contracted portion of a federal grant in 2004 from the U.S. Department of Education to evaluate the effects of a literacy intervention featuring the PBS television series Between the Lions designed for American
Indian Head Start children. She also received funds from the University Research Foundation to evaluate the effects of repeatedly viewing an episode of a children’s educational TV show on young children’s attention and comprehension. Linebarger presented findings of a 3-year longitudinal study of infant and toddler language development in relation to their consumption of television at the 2004 ICA Conference and published them in a special issue of the American Behavioral Scientist (Jan 2005). In December 2004, she was invited to speak on the role of public television for young children’s learning at the University of Chicago Cultural Policy Center’s 2004 Arts and Humanities Public Life Conference on The Future of Public Television.


Vincent Price’s book, Public Opinion, was translated into Italian in December 2004 and contains a new final chapter on public opinion at the new millennium, coauthored with doctoral student Clarissa David. The Italian-language edition joins earlier published Spanish, Greek, and Korean translations. He also published “Confidence in Institutions before, during, and after ‘Indecision 2000’,” in the Journal of Politics, coauthored with ASC graduate Ana Romantau. “Framing Public Discussion of Gay Civil Unions,” coauthored with Professor Joseph Cappella and ASC graduate Lilach Nir will be published this summer in Public Opinion Quarterly. Dr. Price gave a number of recent invited addresses at universities around the country, including an October 2004 talk at USC Law School on political learning in the changing electoral communication environment, and a March 2005 talk at Princeton University’s Woodrow Wilson School about his current NSF project researching online political deliberation.


Joseph Turow was an invited speaker on issues of the media industry, copyright, fair use, and media images of doctors at several venues over the last year, including: the Ford Foundation; Central European University in Budapest; the Schoo of Journalism at Vilnius University in Lithuania; Haifa University in Israel; Ben Gurion University of the Negev in Beer Sheva, Israel; the Medical College of Philadelphia; American University’s Schools of Communication and Law; the Program on Media Studies of St. Galen University in Switzerland; and the University of South Florida’s College of Medicine. He also published several articles and chapters, including: “Audience Construction and Culture Production: Marketing Surveillance in the Digital Age” (The Annals of the American Academy of Political and Social Science); “The Answers Are Always in the Body: Forensic Pathology in U.S. Crime Programmes,” (The Lancet); and “Taken to Extremes: Newspapers and Kevorkian’s televised Euthanasia Incident,” (Cultural Studies: Medicine and Media). In September 2004, “Prime Time Doctors: Why Should You Care?” a multi-media essay on CD-ROM produced by Turow.
was distributed a second time to approximately 20,000 first-year U.S. medical students by the Robert Wood Johnson Foundation, which funded the project. Turow and Michael Hennessey collaborated on "Internet Privacy and Institutional Trust: Insights from a National Survey," a paper presented at the 2004 ICA Conference. In June 2004, Dr. Turow organized "Knowledge Held Hostage? Scholarly Versus Corporate Rights in the Digital Age," a conference sponsored by APPC and Rice University in collaboration with the Center for the Public Domain and Public Knowledge.

Charles Wright ranked among the most frequently cited authors in sociology in a recent study released by the American Sociological Review.

Barbie Zelizer spent the spring semester of 2004 as a Fellow at Harvard University’s Shorenstein Center on the Press, Politics and Public Policy. During the 2005 spring semester, she was a visiting professor at both Stockholm University and Central European University in Budapest. Over the past year, Zelizer presented "Images of Crisis, Crisis of Images," the opening lecture of the World Press Photo Association Exhibition in Los Angeles; "Visualizing the Holocaust," the opening lecture for a Holocaust film series at Old Dominion University; "On the Coming of Age of Cultural Studies," the closing plenary address for the Conference on the Pedagogical Boundaries of Cultural Studies at East Stroudsburg University; and the John Siegenthaler Lecture at Middle Tennessee State University. Zelizer also was an invited speaker at University of California at Riverside, USC's Visual Culture Project, Harvard University's Neiman Conference on Narrative Journalism, University of California at Berkeley’s Conference on Media and War, and at the International Conference on Journalism Research in Erfurt, Germany. Zelizer published a number of articles and book chapters, including "When Facts, Truth, and Reality Are God-Terms: On Journalism's Uneasy Place in Cultural Studies," in Communication and Critical/Cultural Studies (March 2004), "Journalism Through the Camera's Eye," in Stuart Allan (ed.) Journalism: Critical Issues (Open University Press, 2005), and "The Voice of the Visual in Memory," in Kendall Phillips (ed.) Framing Public Memory (University of Alabama Press, 2004). Zelizer also published columns on images and news for Online Journalism Review, Neiman Reports, and News Photographer Magazine.

Kathleen Hall Jamieson: 2005 Decade of Behavior Research Award
Kathleen Hall Jamieson received the award from the multi-disciplinary Decade of Behavior initiative, endorsed by over 70 national and international professional organizations, for her high caliber and uniqueness of her work, which bridges social science and the humanities.

Jaroslav Pelikan: 2005 John W. Kluge Prize for Lifetime Achievement in the Human Resources
Pelikan received the award, created by the Library of Congress last year to honor achievements in fields not covered by the Nobel Prize, for his unrivaled contributions to intellectual, cultural, and religious history.
Faculty Awards

Martin Fishbein: 2005 John P. McGovern Award for Health Promotion
Fishbein received the award, administered by the University of Texas, for distinguished research which has made outstanding contributions to the development, implementation, and evaluation of health promotion programs.

Klaus Krippendorff: 2004 Norbert Wiener-Hermann Schmidt Prize and the 2004 ICA Fellows Book Award
Krippendorff received the 2004 Norbert Wiener-Hermann Schmidt Prize for his lifetime contributions to cybernetics and education. He received the ICA Fellows Book Award for Content Analysis: An Introduction to Its Methodology, a bestselling communication text for 23 years. The award recognizes books that have made a substantial contribution to the field of communication scholarship and have withstood the test of time.

Elihu Katz: 2005 Marshall Skláre Memorial Award in Social Sciences
Katz received the award honoring Skláre, the author of Conservative Judaism, for a distinguished career of research in the social sciences and outstanding contributions to Jewish studies.

Justice Talking Wins Two 2005 Gracie Allen Awards
APPC’s Justice Talking, whose executive producer is Kathryn Kolbert, received two Gracie Allen Awards® again this year. The awards were presented by the American Women in Radio & Television for exemplary programming created for, by, and about women. The Justice Talking debate on Gender Discrimination in the Workplace won the national competition in the Best Public Affairs Program - Radio category and APPC’s civics education website, www.justicelearning.org, won Best Interactive Website.

Annenberg School for Communication Doctoral Programs Ranked #1 in National Communication Association Study
In November 2004, the National Communication Association released a report ranking Annenberg School for Communication as the number one doctoral program in four areas: Health Communication, Political Communication, Cultural Studies, and Mass Communication. The report is the result of a comprehensive review by NCA of the nation’s communication Ph.D. programs and the first study conducted by the NCA in almost 10 years.

Diana Mutz: APSA’s 2004 Doris Graber Outstanding Book Award
Mutz’s 1998 book, Impersonal Influence: How Perceptions of Mass Collectives Affect Political Attitudes, received the award from the American Political Science Association for the best book published on political communication in the last 10 years.
Taking Journalism Seriously: News from the Academy
by Barbie Zelizer
(SAGE Publications, 2004)
Professor Zelizer provides a critical mapping of the field of journalism studies and encourages academics to look at journalism from various disciplinary perspectives. Taking Journalism Seriously advocates a realignment of the ways in which journalism has traditionally been conceptualized and urges scholars to think anew about what journalism is as well as reflect on why they see it as they do.

Taking Journalism Seriously is designed for undergraduate and graduate students in advanced courses on Journalism and Journalism Studies. It will also be of interest to scholars, academics, and researchers in the fields of Journalism, Communication, Media Studies, Sociology, and Cultural Studies.

Content Analysis: An Introduction to Its Methodology (2nd Edition)
by Klaus Krippendorff
(SAGE Publications, Dec 2003)
Since the publication of the first edition of Content Analysis: An Introduction to Its Methodology 23 years ago, the textual fabric in which contemporary society functions has undergone a radical transformation — namely, the ongoing information revolution. Two decades ago, content analysis was largely known in journalism and communication research, and, to a lesser extent, in the social and psychological sciences. Today, content analysis has become an efficient alternative to public opinion research — a method of tracking markets, political leanings, and emerging ideas, a way to settle legal disputes, and an approach to explore individual human minds.

The second edition of Content Analysis is a definitive sourcebook of the history and core principles of content analysis as well as an essential resource for present and future studies.

by Katherine Sender
(Columbia University Press, 2004)
In a hard-hitting book that refutes conventional wisdom, Katherine Sender explores the connection between the business of marketing to gay consumers and the politics of gay rights and identity. She disputes some marketers' claims that marketing appeals to gay and lesbian consumers are a matter of "business, not politics" and that the business of gay marketing can be considered independently of the politics of gay rights, identity, and visibility.

"Katherine Sender's fascinating book makes an insightful case to activists, marketers, and scholars alike that it's time to move beyond the 'are we a movement or a market' debate. Sender gets behind the hype about the gay market to understand where this phenomenon came from and what it means." — Lee Badgett, Economist, University of Massachusetts Amherst; Author of Money, Myths, and Change: The Economic Lives of Lesbians and Gay Men

Reporting War: Journalism in Wartime
Edited by Stuart Allan and Barbie Zelizer
(Routledge, 2004)
Reporting War explores the social responsibilities of the journalist during times of military conflict. Each of this book's contributors challenges familiar assumptions about war reporting from a distinctive perspective. An array of pressing issues associated with conflicts over recent years are identified and critiqued, always with an eye to what they can tell us about improving journalism today. Such issues include: the influence of censorship and propaganda, "us" and "them" news narratives, access to sources, "24/7 rolling news" and the "CNN effect", military jargon (such as "friendly fire" and "collateral damage"), "embedded" and "unilateral" reporters, tensions between objectivity and patriotism. Special attention is devoted to considering recent changes in journalistic forms and practices, and the ways in which they are shaping the visual culture of war. Taken together, the book's chapters raise important questions about the very future of journalism during wartime, questions which demand public dialogue and debate.
Sunnylands Trust Publishes Institutions of American Democracy: Volumes I & II

The Press
Edited by Geneva Overholser and Kathleen Hall Jamieson
(Oxford Univ Press, 2005)

The Public Schools
Edited by Susan Fuhrman and Marvin Lazerson
(Oxford Univ Press, 2005)

The Institutions of American Democracy project released two volumes on the press and the public schools in May 2005. Over 30 scholars worked to produce each collection of essays, which focus on educating people about the history, current state, and challenges facing American institutions of democracy. The volume on the press was edited by Geneva Overholser and Kathleen Hall Jamieson and the public school's volume was edited by Susan Fuhrman and Marvin Lazerson. Similar books on the executive, judicial, and legislative branches are scheduled for release in fall 2005.

The public school volume will be accompanied by a book for the general public written by Patricia Graham, dean of the Graduate School of Education at Harvard University. The book traces the evolution of public schools in American democracy, illustrating how the public schools have responded to the nation's changing demography and its shifting emphasis on citizenship and how they face contemporary challenges in providing excellent education for the nation's children. The book will be available in September 2005. Books for the public on the other four institutions will also be released in 2005 and 2006.

Annenberg Plaza Dedication

The Annenberg Plaza was dedicated on June 17 with a ribbon cutting by the Honorable Leonore Annenberg and then Penn President Dr. Rodin, as Dean Michael X. Deli Carpi watched. With funding from the Annenberg Foundation, the plaza received an upgrade including handicapped access to the Annenberg Center, new granite paving, and landscaping to soften the appearance.

Annenberg grad students take ICA and NCA 2004 Conferences by storm

If Annenberg graduate students seemed to be everywhere to attendees of the 2004 ICA and NCA Conferences, it is because they were. Twenty-seven ASC students presented papers at the ICA Conference, with twelve students capturing a total of six top paper awards. A few months later, twenty-four graduate students presented additional papers at the NCA Conference!

THE ANNENBERG SUNNYLANDS' INSTITUTE IN METHODS AND STATISTICS (ASIMS)

Students from the Annenberg School at the University of Pennsylvania and the Annenberg School at the University of Southern California gathered in June 2005 for the Annenberg Sunnylands' Institute in Methods and Statistics (ASIMS). ASIMS was held in Palm Springs, California, and about 30 graduate students from each school studied topics such as textual analysis, regression and analysis of variance, the history of mass communication research, and focus group research.
Jatin Atre presented "Cowboys, Bullfrogs and Priceless Master Cards: Cognition of Creativity in Communication" and "Building America’s Agenda: Uses of Rap in Inner-City and Suburban Demographics" at the 2004 NCA Conference where he also co-chaired a panel on rap music with Christopher Finlay.


Matt Carlson presented "Recording Strife: The Media Industry’s Legal Reactions to VCR and DVR Technology" at the 2004 ICA Conference.


Ariel Chernin published an entry in the *Encyclopedia of Recreation and Leisure in America* (Charles Scribner’s Sons, 2004) with Professor Deborah Linebarger, titled "Television’s Impact on Youth and Children’s Play." She presented "Video Games and the ESRB: An Evaluation of Parental Beliefs about the Rating System," co-authored with Talia Jomini Stroud, at the 2004 ICA Conference where it received a Top Student Paper Award in Mass Communication.

Clarissa David presented "The Social Diffusion of Influence among Adolescents: Group Interaction in a Chatroom Environment about Anti-Drug Advertisements," co-authored with Professors Joseph Cappella and Martin Fishbein, at the 2004 ICA Conference. Another paper co-authored with Professor Vincent Price titled "Talking about Elections: A Study of Patterns in Citizen Deliberation Online" was presented by Dr. Price at the 2004 AAPOR Conference.

Paul Falzone’s documentary, "System Failure: Violence, Abuse and Neglect in the California Youth Authority," was nominated for a PASS Award and will be touring cities across the country for one year beginning in May 2005 as part of the 5th Annual Media that Matters Festival. Falzone also published "Transcendent Ethnography: Designing an Action Research Approach to Ethnographic Film within Cultures of Conflict" in *Action Research* (Sept 2004).

Kenneth Farrall co-authored with Cedric Laurant the formal comments by the Electronic Privacy Information Center (EPIC) to the Federal Trade Commission Workshop on “Radio Frequency Identification: Applications and Implications for Consumers” in June 2004. He also contributed to the writing of EPIC’s July 2004 testimony on “Radio Frequency Identification (RFID) Technology: What the Future Holds for Commerce, Security, and the Consumer,” before the U.S. House Committee on Energy and Commerce’s Subcommittee on Commerce, Trade, and Consumer Protection. Farrall presented “Cyberspace, the Web Graph and Political Deliberation on the Internet” with Michael Delli Carpini at the 2004 PISTA Conference and, was interviewed by MIT’s Technology Review magazine for an article on RFID technology. As the featured lecturer for Prospective Student’s Day at ASC, Farrall presented “Web Graph Analysis in Perspective: Description and Evaluation in Terms of Professor Klaus Krippendorff’s Book, Conceptual Framework for Content Analysis.”


Bill Herman presented “Scratching out Authorship: The DJ’s Shifting Role in the Electronic Music Industry” at the 2004 ICA Conference where it received a Top Student Paper Award in Popular Communication. Herman published “The New “I” Word: Indexed Out of the Election Debate” in Flow, an online journal sponsored by the Department of Radio-TV-Film at the University of Texas at Austin.

Alyssa Hersh presented “Speaking from Experience: the Effect of Anti-Marijuana Teen Testimonials on High Sensation-Seeking Individuals” at the 2004 ICA Conference. The paper was co-authored with Professor Joseph Cappella, Professor Martin Fishbein, Jane Appleyard (MA’00), and Daniel Barrett.

Lee Humphreys received the 2004 James D. Wood Award for outstanding teaching by a graduate student. Humphreys presented “Social Interaction in a Wireless Era” at the 2004 ICA Conference and two papers at the 2004 NCA in Chicago: “No Votes for Turn Coats: An Analysis of Bumper Stickers as Public Discourse,” co-authored with Kelli Lammie, and “Photographs are the Presentation of Self through Online Dating Services.”
Lela Jacobsohn presented “Examining Marijuana-Related News Coverage in the Context of the National Youth Anti-Drug Media Campaign” at the 2004 ICA Conference.

Yahui Kang presented “Viewer Gender as a Moderator of Sex Appeal Effects — Sex Appeal as a Multidimensional Construct,” at the 2004 ICA Conference. He also presented “The Role of Emotion and Individual Differences in Processing of Ad Sex Appeal” at the 2004 NCA Conference where the paper won the Top Student Paper Award in the Communication and Social Cognition Division.

Kate Kenski published “Of What is That Glass Ceiling Made?: A Study of Attitudes about Women and the Oval Office” in Women & Politics with ASC alumnus Erika Falk (PhD’01). Kenski and Dannagal Goldthwaite Young won the 2004 AAPOR Seymour Sudman Student Paper Competition for their paper titled “Policy-Based Evaluation or Projection?: The Formation of Public Opinion about Presidential Candidates during the 2000 Party Nominating Conventions.” Kenski presented “Connections between Internet Use and Political Efficacy, Knowledge, and Participation” at the 2004 ICA Conference. She recently accepted an appointment as Assistant Professor at University of Arizona where she will teach media and politics, social influence, and research methods.

Sonho Kim presented “Why Don’t You Love Me as Much as I Love You?: Unrequited Love and Construction of Korean Diaspora in the United States” at the 2004 ICA Conference.

Bethany Klein presented “Dancing about Architecture: Popular Music Criticism and the Negotiation of Authority” at the 2004 ICA Conference. The paper was also published in Popular Communication (Feb 2005).

Kelli Lammie published an article entitled “Questions About Hypotheticals and Details in Reporting on Anthrax,” co-authored with APPC Director Kathleen Hall Jamieson, Claire Wardle (PhD’04) and Susan Krutt (MA’02) in the Journal of Health Communication. She presented “Translating Dissatisfaction into Political Activity: An Examination of Age, Efficacy, and Perceived Government Relevance” at the 2004 ICA Conference, and “No Votes for Turncoats: An Analysis of Bumper Stickers as Public Discourse,” co-authored with Lee Humphreys, at the 2004 NCA Conference. Lammie also presented “Comedy Shows, Political News, and Belief Change,” co-authored with Professor Diana Mutz, at the 2005 MPSA Conference.

Zhan Li presented “Realizing Habermasian Public Sphere in China: Analysis of the Role of the Internet in China’s Democratization through a Case Study of a Human Rights Legislation Made under the Pressure of Online Public Opinion” at the 2004 IAMCR Conference.

Jody Madeira presented “(Re) Living Life through the Lens: The Execution as Image” at the 2004 ICA Conference.

Rosa Mikeal Martey was the 2005 recipient of the Outstanding Teaching by a Graduate Student Award from the Instructional and Developmental Division of the ICA.

Nicole Maurantonio presented “True Blue,” a video documentary, at the 2004 ICA Conference.

Kimberly Meltzer published “Engaging the Electronic Electorate” in the National Civic Review (Spring 2004), co-authored with Russ Tisinger and Brett Mueller (MA’02). The article was subsequently published in Conversations: Readings for Writing (April 2005, Longman Press) by Dominic Delli Carpini and Jack Selzer (Eds.). Meltzer and co-authors Russ Tisinger, Talia Jomini Stroud, Brett Mueller (MA’02) and Rachel Gans won a Top Student Paper Award in Political Communication at the 2004 ICA Conference for their paper, “Engaging the Electronic Electorate.” The paper will also appear in Knowledge, Technology and Policy (May 2005). Meltzer presented two papers at the 2004 NCA Conference in Chicago: “Public Input for a Public Space” and “Newspaper Endorsements of Political Candidates: Do the Perspectives of Editorial Board Members and Readers Match?”

Lilach Nir (MA’00, PhD’04) presented “Ambivalent Social Networks and Their Consequences for Participation” at the 2004 ICA Conference where it won the Top Student Paper Award in Political Communication. The paper will appear in the next issue of the International Journal of Public Opinion Research. Nir will join the faculty at Hebrew University, Jerusalem this fall as Assistant Professor with a joint-appointment in the Departments of Communication and Political Science.


Marci McCoy Roth presented “Communicating Ongoing Social Problems: A Case Study of Human Trafficking” at the 2004 ICA Conference.

Lee Shaker presented “Individuals Effecting Change via Communication Manipulation in Ancient and Modern Empires” at the 2004 IAMCR in the History Division.

Minsun Shim presented: “Korean Adolescents’ Participation in Online Class Communities as Associated with Alienation from Offline Classes” at the 2004 ICA Conference; “The Influences of Social Integration on Mental Well-Being: Consideration on Sub-Constructs of Social Integration and the Mechanism of Their Influence” at the 2004 NCA Conference; and “Cancer Information Scanning and Seeking Behavior is Associated with Knowledge, Lifestyle Choices, and Screening,” co-authored with Bridget Kelly and Professor Robert Hornik, at the 2005 HINTS (Health Information National Trends Survey) Data Users Conference.


Talia Jomini Stroud presented “Connections between Internet Use and Political Efficacy, Knowledge, and Participation” at the 2004 ICA Conference where she received a Top Student Paper Award in Political Communication for “Engaging the Electronic Electorate: The Effective Presentation of Online Political Information” and a Top Student Paper Award in Mass Communication for “Video Games and the ESRB: An Evaluation of Parental Beliefs about the Rating System,” co-authored with Ariel Chemin.


Magdalena Wojcieszak presented “Does Online Selectivity Create a Threat to Deliberative Democracy? Cyber Skepticism Reconsidered” at the 2005 International Conference on Technology, Knowledge and Society.

Dannagal Goldthwaite Young won the Seymour Sudman Student Paper Competition for “Policy-Based Evaluation or Projection?” with co-author Kate Kenski at the 2004 AAPOR Conference. She presented two papers at the 2004 APSA Conference: “Trends in Voter Policy Preferences during the 2000 Presidential Election and Issue Coverage in Media Content” with Kate Kenski and “The Counterargument-Disruption Model of Political Humor (CADIMO): An Experimental Exploration of the Effects of Late-Night Political Jokes on Cognitive Elaboration and the Conditional Effects of Partisanship.” Goldthwaite also presented two papers at the 2004 NCA Conference: “Late-Night Comedy: Substitute or Supplement? The Predictors of Exposure to Late-Night Comedy Programs and Comparative Rates of News Consumption among Avid Late-Night Consumers” with Russ Tisinger and “The Chicken or the Egg? Tracking Themes in Late-Night Jokes and Trends in Viewers’ Candidate Perceptions during the Primaries.”

Weiyu Zang presented “Promoting Subaltern Public Discourses: An Online Discussion Group and Its Interaction with the Offline World” at the 2004 ICA Conference.

Xiaoquan Zhao presented two papers at the 2004 ICA Conference: “From Optimistic Bias to Supporting Censorship: The Third-Person Effect Process in the Case of Internet Pornography,” with Xiaomei Cai, which won the Top Faculty Paper Award in the ICA Mass Communication Division, and “Targeting Norm-Related Beliefs about Marijuana,” with Joseph Cappella, Robert Hornik, Sarah Sayeed (MA’94, PhD’98) and R. Kirkland Ahern. Zhao also presented two papers at the 2004 NCA Conference: “The Agenda-Setting Function of the Internet: Does It Differ from That of Traditional News Media?” and “What Happens if Television or the Computer is Given Up?”
_Remembering Sam Maitin (1926–2004)_

Sam Maitin, internationally known painter, sculptor, and long-time friend of the Annenberg School for Communication, died December 23, 2004 at his Philadelphia home. Over 700 people from around the world remembered Sam at a memorial service in January at the Annenberg Center for Performing Arts.

Maitin graduated from the University of Pennsylvania in 1951 with a BFA in art history and was head of the Visual Graphics Communication Laboratory at the Annenberg School from 1965 to 1972.

His lifelong commitment to Penn and ASC is clearly shown across campus in an outstanding collection of his community-based art, including a three-dimensional mural in the lobby of Annenberg School, commissioned by Walter and Leonore Annenberg in 1975.

Sam’s legacy isn’t limited to the University of Pennsylvania campus, however. The impact of his art and humanitarian concerns is worldwide; it is an influence especially apparent in the Philadelphia area where the brilliant poster designs illustrating his interest in social and community action have become familiar landmarks and his murals enliven common areas citywide.

Maitin’s work is also displayed across the globe in the permanent collections at the Library of Congress and the National Gallery of Art at the Smithsonian Institution in Washington, D.C., the Museum of Modern Art in New York City, the Tate Gallery in London, the Klingspor Museum in Frankfurt, the Oakland Museum, California, the Philadelphia Academy of the Fine Arts, and the Philadelphia Museum of Art, among many others.

In addition to the permanent collections, his work has been presented in one-man shows at the Yoscko Gallery in Tokyo, the Curwen Gallery in London, the Fleischer Gallery of the Philadelphia Museum of Art, the Joanne Lyon Gallery in Aspen, the Frankfurt-on-Main in Germany, the Art Alliance in Philadelphia, and the Comsky Gallery in Los Angeles; and a retrospective covering more than four decades of his work was displayed recently at the Woodmere Art Museum in Philadelphia. In 2000, the Temple Judea Museum of Knesseth Israel in Elkins Park, PA held an exhibition of his biblical etchings and paintings.

Everyone who met Maitin responded to his optimism. He was gregarious and captivating, and his genuine love of people was apparent throughout his life as well as his work. Maitin was a living celebration of his art — of all art and its power to heal and unite. Sam believed that “the making of art is a humanizing and sensitizing process, which, unlike most other activities, including formal religion, never isolates, separates, or threatens people. Rather, it is an attempt to contribute to society, to people, to civilization, forging bonds, where none existed and creating a visual history that serves as an anchor for succeeding generations.” And that is exactly what Sam Maitin did—in a way only a master of both art and visual communication could have done.
Jane Appleyard (MA'00) is Assistant Director of Evaluation at the American Legacy Foundation in Washington, D.C.

Leah Binder (MA'95) of Farmington, ME, has been named V.P. of Franklin Community Health Network (FCHN).

Howard Burkat (MA'65) has become Marketing Director for Faith and Values Media in New York, NY.

Joann Cantor (MA'71), Professor Emerita of the University of Wisconsin-Madison, has written a children’s book, *Teddy's TV Troubles* (Goblin Fern Press, 2004), based on her research, to help children cope with frightening events covered by the media.

Edmond Chibeau (MA'92) has been promoted to Associate Professor in the Communication Department at Eastern Connecticut State University in Willimantic, CT.

Andrew Cutler (MA'93) is Strategic Communication Manager of the Greater Wellington Regional Council, Wellington, New Zealand.

Henrik Dahl (MA'88) has become Head of Development at Advice Analyse & Strategi in Copenhagen, Denmark.

Anthony Danna (MA'02) has a new position with Disney/ABC Cable Networks as the Launch Programming Head for Disney networks and will launch three Disney-branded networks in India.

Barry Dornfeld (MA'84, Ph.D'92) has a new position at CFAR, a management consulting firm.

Lynn Edwards (MA'92, Ph.D.'95) has been appointed Chair of the Media and Communication Studies Department of Ursinus College.

Nataacha Estebanez (MA'96) has become Series Producer — Children’s Programming at WGBH-TV in Reston, MA.

Tanya Giles (MA'95) is V.P., TV Land / Nick at Nite Research at MTV Networks in New York, NY.

Eva Goldfarb (MA'97) is Associate Professor, Health Professions, at Montclair State University in Upper Montclair, NJ.

Cindy Hink-Yuk (Ph.D.'97) has been promoted to Associate Professor in the Media Culture Department at CUNY-Staten Island in NY.

Lisa Judson (MA'82) has become Sr. V.P., Program Development, for AOL in Dulles, VA.

Andrea Kavanaugh (MA'85) is Assistant Director and Sr. Research Scientist at the Center of Human Computer Interaction in the Department of Computer Science at Virginia Tech in Blacksburg, VA.

Robin Kim (MA'94) has become Managing Director, EMEA, at Hill & Knowlton/WPP in Geneva, Switzerland.

Hannah Kliger (Petz) (MA'77, Ph.D.'85) is Associate Dean for Academic Affairs and Professor of Communication & Jewish Studies at Penn State Abington.

Christopher Koepke (MA'89, Ph.D.'95) is Deputy Director, Division of Beneficiary Analysis at the Centers for Medicare-Medicaid Services in Baltimore, MD.

Katherine Kopp (MA'92, Ph.D.'97) is Manager, Online Privacy, at American Express Interactive in New York, NY.
Susan Krutt (MA'02) has become Communications Associate at the Robert Wood Johnson Foundation.

Jessica Lilie (MA'86) is Director, Sales Development, at CNET Games and Entertainment Group, San Francisco, CA.

James Linton (MA'72) has become Professor Emeritus in the Dept of Communication Studies at the University of Windsor in Windsor, Ontario.

Ramona Lyons (MA'92, PhD'97) has been promoted to Director, Branch Strategy and Integration, for CIGNA Corporation in Philadelphia, PA.

Anne Marie Mabilangan-Ozaeta (MA'93) has become Managing Editor at F & B World Magazine in Metro Manila, Philippines.

Eileen Meehan (MA'75) has been appointed Chair in the Media & Political Economy Department at Manship School of Mass Communication at Louisiana State University, Baton Rouge, LA.

Oren Meyers (MA'99, PhD'04) won the Association for Israel Studies Ben Halpern Biennial Award for Best Doctoral Dissertation in the Study of the Yishuv, Zionism, and the State of Israel, as well as the Ladaat's (Israel's Media Watch organization) Yoav Prize for the most outstanding academic work in the field of communication criticism.

Bella Mody (MA'71) has been appointed Chair in the Global Media Studies Department at the School of Journalism & Mass Communication at Colorado University, Boulder, CO.

Martin Nisenholtz (MA'79) has been promoted to Sr. V.P., Digital Operations, New York Times Company.

Eleanor Novak (PhD'94) has been promoted to Associate Professor of Communication at Monmouth University.

Thomas Pagel (MA'63) has become Professor Emeritus at Western Michigan University in Kalamazoo, MI.

Seema Shrikhande (MA'89) is Assistant Professor of Communication at Oglethorpe University in Atlanta, GA.


Diane Umble (MA'86, PhD'91) is Acting Associate Dean, School of Humanities & Social Sciences, and Professor and Chair in the Department of Communication & Theater at Millersville University in Millersville, PA.

Haoming Denis Wu (MA'93) has been promoted to Associate Professor at Manship School of Mass Communication at Louisiana State University in Baton Rouge, LA.

Dolf Zillmann (PhD'69) has become Professor Emeritus at the University of Alabama, College of Communication in Tuscaloosa, AL.
Student Voices Project
BRINGING THE 2004 CAMPAIGN INTO HIGH SCHOOL CLASSROOMS

Thanks to the work of the Annenberg Public Policy Center’s Student Voices Project, the hotly contested U.S. senate races in Colorado, Illinois, and Oklahoma and the U.S. congressional race in Dallas featured an often ignored presence on the national political scene: high school students actively involved in candidate forums.

In Chicago, Student Voices participants had the opportunity to question the man who would become Illinois’ new senator in 2004, Barack Obama, and his opponent, Alan Keyes, in sessions broadcast locally on public television and nationally on C-SPAN.

In Tulsa, students were invited to a debate between Oklahoma’s senatorial candidates, Tom Coburn and Brad Carson. The event aired on CBS affiliates throughout Oklahoma and was rebroadcast nationwide by C-SPAN2.

In Dallas, students in the North Texas Student Voices project were able to question U.S. House candidates Pete Sessions and Martin Frost on the issues.

Similar scenes played out all over the country. In its fifth year, Student Voices brought thousands of high school students together with their elected officials and candidates for office in cities across the country as part of its civic engagement curriculum. The project was also involved in efforts to get more young people to register and vote in the 2004 election.

For example, Philadelphia Student Voices helped register nearly 1,000 Philadelphia high school students last year through voter registration assemblies at which students delivered speeches to spur their peers to register. The project produced a video called “18 and Voting!” that ran repeatedly on Philadelphia cable television.

Student Voices, which is funded by the Annenberg Foundation, is currently working in high schools in Chicago, Tulsa, Philadelphia, Washington, D.C., Seattle, Denver, the Greater Pittsburgh region, Newark, NJ, and North Texas, which includes Dallas. In fall 2004, Student Voices also piloted a statewide program in Pennsylvania thanks to funding from the Carnegie Corporation of New
Student Voices Receives $5 Million from Annenberg Foundation and Annenberg Foundation Trust at Sunnylands

The Student Voices project has been awarded a five-year $5 million grant from the Annenberg Foundation and the Annenberg Foundation Trust at Sunnylands to continue its work providing civic education resources in schools throughout the country. The grant, which will extend through 2010, will support the development of Student Voices curriculum resources, including website educational materials, as well as providing for teacher professional development in civics.

York. Each local program has its own unique website, which is updated daily with news and allows the students to research and give their take on the issues on a discussion board.

"There is a growing recognition throughout the country of the urgent need to improve civic education," said Phyllis Kaniss, national director of Student Voices at APPC. "More and more school districts, educational professionals and public officials are approaching us to see how they can bring Student Voices to their local area."

To learn more about Student Voices, visit www.student-voices.org.
Letters, phone calls, and emails poured in after the Annenberg Foundation Trust at Sunnylands provided over 20,000 schools with the volume *Our Documents: 100 Milestone Documents from the National Archives.*

The collection, gathered by the National Archives and published by Oxford University Press, is part of President Bush’s national initiative to promote public exploration and understanding of how the rights and responsibilities of Americans have taken shape over time. The book features documents including public laws, Supreme Court decisions, inaugural speeches, treaties, constitutional amendments, and other national artifacts that have guided American democracy.

The Sunnylands Trust disseminated the volume to foster participation, discussion, and debate on American history, civics, and service. Teachers also received a Civics @ Annenberg packet outlining the key components of the Annenberg civics program: Justice Learning, Student Voices, and Institutions of American Democracy. These resources offer an innovative approach to civics education, encouraging students to explore our democratic system through issues in the news as well as local political campaigns and elections.