Remembering Dr. George Gerbner

"HE LOVED THE ACADEMY AND PASSED ON TO ALL OF US AN ENDURING BELIEF IN THE UNIVERSAL VALUE OF SCHOLARSHIP AND THE SEARCH FOR TRUTH. HE WAS A TIRELESS, DYNAMIC AND EFFECTIVE ACADEMIC LEADER."

— Stewart M. Hoover, ASC M.A. 1981, Ph.D. 1985
In December, the Annenberg School lost one of its greatest visionaries. Dr. George Gerbner, the School's Dean from 1964 to 1989, passed away at the age of 86.

During his years as dean, Dr. Gerbner spearheaded efforts to make the Annenberg School a national leader in Communication research. He expanded the School's academic reputation, developing the school's Ph.D. and undergraduate degree programs. He built a world-class faculty, renowned for their research and teaching.

Dr. Gerbner made significant and lasting contributions to the Communication field. In 1967, Gerbner launched the Cultural Indicators Project—a sweeping 22-year study of the content of network television and its effects on American society. Through the project, Gerbner and his colleagues conducted an in-depth study of television content and its effect on Americans. Along with his work as dean, teacher and researcher, Dr. Gerbner served as Editor and Executive Editor of the Journal of Communication, and was instrumental in establishing it as an internationally renowned publication.

Dr. Larry Gross served as a faculty member of the Annenberg School at Penn from 1968 to 2003, where he also served as co-director of the Cultural Indicators Project. In his writings about Dr. Gerbner, Gross remarks, "In an era dominated by simplified assumptions about the impact of television violence, Gerbner insisted on a broader perspective and a sharper analysis, arguing that the primary impact of the media was to reinforce, not to challenge the structure of power. At the heart of Gerbner's approach to understanding media and culture was the importance of story telling as the defining human attribute, and he argued that the function of story telling in any society is to fit reality to the social order."

On April 8, the Annenberg School worked closely with the Gerbner family to host a public memorial service for Dr. Gerbner. At the service, former students, friends and colleagues spoke about his extraordinary life and accomplishments, remembering him as a teacher, scholar, editor, colleague and dean. Speakers included Penn President Amy Gutmann, Annenberg School Dean Michael Delli Carpini, Annenberg faculty members, former students, friends, colleagues and Dr. Gerbner's family.

Despite cold, rainy weather, over 100 attended the service. The voices of those who knew him well echoed across the room, demonstrating Dr. Gerbner's tremendous contributions to his students and his work, with a legacy that will inspire and influence for generations to come.

The service concluded with a video presentation, highlighting the life and work of Dr. Gerbner and remembrances from former students and colleagues.

More information on Dr. Gerbner's life and work can be found at www.georgegerbner.net.
generous gifts from the Annenberg Foundation

The Annenberg School recently received a $10 million endowment from the Annenberg Foundation to support the Project for Global Communication Studies (PGCS), according to a February announcement by Penn President Amy Gutmann.

Expanding efforts to “think globally,” the endowment will enhance the project’s research, as the Annenberg School looks to understand the role of the media and communication policies in emerging and established democracies.

“Once again, the Annenberg School for Communication is deeply indebted to Mrs. Annenberg and the Annenberg Foundation for its generous support,” said Annenberg School Dean Michael Delli Carpini. “Like most aspects of social life, understanding the impact of communication in the 21st century increasingly requires thinking globally. My goal is nothing short of making the Annenberg School a world leader in teaching and research in this emerging field. The Annenberg family has given us the opportunity to make this a reality.”

PGCS conducts and facilitates research, coordinates faculty and student exchanges, organizes conferences, provides consulting and advisory assistance to academic, non-profit and governmental institutions, and builds formal and informal networks among individuals and organizations working in the area of global communication.

Graduate students working with PGCS have opportunities for research and internships in cities worldwide, including Beijing, Budapest, London and Moscow.

“The University of Pennsylvania has become ever more committed to fostering exchanges of ideas among an internationally diverse community of scholars that lead to deeper understanding and effective solutions to the pressing global issues of our time,” President Gutmann commented. “The Annenberg Foundation’s ongoing support of Communication research has propelled Penn to eminence in cross-cultural contacts and analysis. This extraordinarily generous gift from the Annenberg family will play an essential role in expanding our innovative work in Global Communication studies at the Annenberg School while also strengthening the University’s global perspective.”

Monroe Price, Director of PGCS, also commented, “With this gift, we can deepen and broaden our vision. Each day, a hundred times, we see the importance of media systems and communication policy. Political processes, individual dreams, the growth of trade—all of these are tied inextricably to global communication.”

More information about the Project for Global Communication Studies can be found at www.pgcs.asc.upenn.edu.

[See page 7 for an article about the events and projects PGCS completed this spring.]

in memory of Dr. Gerbrner…

The Annenberg Foundation generously contributed $2.5 million to the Annenberg School, in memory of Dr. Gerbrner. The permanent endowment will establish and support the “George Gerbrner Post-Doctoral Fellowship Program” at ASC.

Penn President Amy Gutmann announced the gift at the memorial service for Dr. Gerbrner in April. She remarked, “What a beautiful way to honor a great life devoted so faithfully to the pursuit of scholarly perfection in communication studies.”

Dean Michael Delli Carpini commented, “The George Gerbrner Fellows will both honor and continue Dr. Gerbrner’s far-reaching influence on the Annenberg School and the field of communication studies. The Annenberg School for Communication is extremely grateful to Mrs. Annenberg and the Annenberg Foundation for this generous gift.”

Ph.D. graduates from the Annenberg School at Penn and the Annenberg School at the University of Southern California will be eligible for selection to residencies.
The fall and spring semesters have been extremely successful for the Scholars Program in Culture & Communication.

In December of 2004, the Annenberg Scholars Program in Culture and Communication was established by ASC Professor Barbie Zelizer as a forum dedicated to thinking about critical social and scholarly issues at the intersection of culture and communication.

Fall 2005 brought the first visiting scholars, hosted by the program, to the Annenberg School. Professor Daniel Dayan, Directeur de Recherches in Media Sociology at the Centre National de la Recherche Scientifique and l'Ecole des Hautes Etudes en Sciences Sociales, Paris, taught a semester-long graduate class on Expression and Monstration in the Public Sphere. Professor Kevin Robins, Professor of Sociology at City University in London, taught a semester-long graduate class on Transnational Media and Cultures.

During the semester residency, each of the visiting scholars gives a public lecture on an issue relevant to their work. Dr. Dayan's public lecture, "A Systematic Approach to Expressive Events," focused his attention on the kind(s) of television "information" that cannot be considered "news," but function rather, as expressive events or social performances. Dr. Robins' lecture "Transnational Communication and Transcultural Studies," addressed the cultural significance of new technologies on transnational communities.

During the fall semester, Scholars program director Dr. Zelizer, in cooperation with David Knut Projects, worked together to bring "Body Maps," an exhibit of 21 life-size panels illustrating the stories, thoughts and hopes of HIV-positive women in South Africa, to the Annenberg School. They also sponsored a lecture and event to commemorate World AIDS Day.

The spring semester brought a second pair of visiting scholars. Professor Len Ang, Professor of Cultural Studies and the Director of the Centre for Cultural Research at the University of Western Sydney, Australia, taught a graduate course on Cultural Complexity. In her public lecture, "Engaged Scholarship in the 21st Century," Dr. Ang argued that a productive way of dealing with crisis (though not resolving it) is to conceive of cultural studies as a socially cosmopolitan research practice that is committed to "community engagement."

One of the life-size panels from the "Body Maps" exhibit illustrating the stories, thoughts, and hopes of HIV-positive women in South Africa.

Dr. Len Ang

continued on page 5
George Gerbner was a regular attendee of the lectures, on one occasion, unexpectedly delivering the lecture himself. In 2001, the 2006 George Gerbner Lecture in Communication on April 6 featured Annenberg School alumnus Christopher Koepke, ASC M.A. 1989, Ph.D. 1995.

In a talk entitled "Medicare Communications: It's About Choice," Chris discussed his work as deputy director for the Centers for Medicare & Medicaid Services. He highlighted the variety of coverage options available to those using the Medicare program, and how his office attempts to ensure this information is accessible by the public.

Koepke noted, "At a time when choice is a key word in health care, much of Medicare's communication is designed to help people make decisions on everything from choosing a prescription drug plan to using quality information to choose a health care provider. [Information] we've learned from the consumer research is used to direct Medicare's efforts in communicating choice."

Koepke received his Ph.D. from the Annenberg School in 1995. His dissertation, "The Role of Communication in Childhood Vaccinations," was completed under the supervision and guid-

"At a time when choice is a key word in health care, much of Medicare's communication is designed to help people make decisions on everything from choosing a prescription drug plan to using quality information to choose a health care provider."

—Christopher Koepke

The George Gerbner Lecture in Communication was established in 1988 to honor Dr. Gerbner before his retirement in the spring of 1988. The annual event usually features an Annenberg School alumnus.

George Gerbner was a regular attendee of the lectures, on one occasion, unexpectedly delivering the lecture himself. In 2001, scheduled lecturer Stephen Prince's flight was cancelled at the last minute and was unable to make it to Philadelphia in time for the lecture. Prince was rescheduled for the following year. Dr. Gerbner graciously stepped in and gave an impromptu lecture on his work, past and present.

Past lecturers have included Eleanor Novak, Ph.D. '94; former ASC faculty member Larry Gross; Dona B. Schwartz, ASC, MA '79, Ph.D. '83; Stephen Prince, ASC, MA '85, Ph.D. '87; and others.

Dr. Slavko Splichal, Professor of Communication at the Faculty of Social Sciences, University of Ljubljana, Slovenia, also visited in the spring. Dr. Splichal taught a graduate course on the Culture of Public Opinion. In his public lecture, "In Search of a Strong European Public Sphere," Dr. Splichal discussed the European public sphere—a notion that expresses dissatisfaction with neoliberal domination of economic over political issues and which is seen as essential for democratic citizenship in the "New Europe."

In addition, the Scholars program hosted two additional lectures this spring. Frank Lindh, the father of John Walker Lindh, spoke about the trial and imprisonment of his son, the young American accused of providing aid to the Taliban, in a presentation entitled "John Walker Lindh: Constitutional and Human Rights Implications of an Extraordinary Case." Elizabeth Jelin, Director of the Graduate Program in Social Sciences, Universidad de General Sarmiento-IDES, Buenos Aires, Argentina, spoke in April on "Memories of State Violence: The Past in the Present," about political repression and state terror in South America.

In the fall 2006 semester, the Scholars program will bring Anna McCarthy, Associate Professor of Cinema Studies, New York University, to teach a graduate seminar, titled "Media, Culture & Citizenship: History, Debates, Paradigms," as well as James Curran, Professor of Communications, Goldsmiths College, University of London, who will teach a seminar on "Journalism, Entertainment and Society."

For more information on the Scholars Program, visit their website, scholars.asc.upenn.edu.
Prediction and Change of Behavior:
*a symposium in honor of Martin Fishbein*

The Annenberg School for Communication organized and hosted “Prediction and Change of Behavior—A Symposium in Honor of Martin Fishbein,” convened to recognize Dr. Fishbein's significant achievements and contributions to the Communication field on his 70th birthday.

Martin Fishbein became the Harry C. Coles Jr. Distinguished Professor in Communication, and Director of the Health Communication Program in the Public Policy Center of the Annenberg School in 1997. He is also the Director of the Theory and Methods Core of the EPIC Center.

Over 130 attended the two day conference, featuring presentations and discussions on Attitudes and Behavior, and Health Promotion. The papers presented illustrated the breadth and depth of the Theory of Reasoned Action, pioneered by Martin Fishbein and Ick Ajzen, Dr. Fishbein's long-time colleague and collaborator from the University of Massachusetts. The symposium was divided into two sections: one dealing with theoretical issues surrounding the reasoned action approach, and the other to report applications of this approach in the health domain.

Annenberg School faculty members, Dr. Joseph Cappella, Dr. Robert Hornik and Dr. John Kemnott, presented papers and projects to exemplify major aspects of Dr. Fishbein's contributions to Communication research, through concepts, applications and thousands of studies that address his work across many substantive areas.

Drs. Hornik and Cappella gave a presentation entitled “Two Extensions of the Theory of Reasoned Action and its Successors: Discrete Emotions and Multiple Behavior Interventions.” Dr. John Kemnott and Dr. Loretta Sweet Kemnott discussed "Applying the Theory of Reasoned Action to HIV Risk Reduction Behavioral Interventions.”

Other presenters included Fishbein's long-time colleague and collaborator Ick Ajzen, of the University of Massachusetts, and Dolores Albaracin, University of Florida, (both of whom worked with Dr. Hornik of the Annenberg School to organize the symposium). Ajzen and Albaracin discussed the reasoned action approach as “the dominant conceptual framework for the prediction, explanation, and modification of human social behavior.”

Presenters also included David Trafimow from New Mexico State University, James Jaccard from Florida International University, Hart Blanton from Texas A&M, Marco Yzer from University of Minnesota, Daniel Monnako and Dominus Kasprzyk from Battelle Seattle Research Center, Susan Middlestadt from Indiana University, Richard Wolitski of the Centers for Disease Control, Cornelis Rietmeijer from the Denver Public Health Department, Susan Pinc from National University of Mexico.

Guests from across North America traveled to the Annenberg School to participate in the symposium.

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Dr. Robert Hornik (left, above),
Dr. Martin Fishbein (second from left, above)
and guests at the Fishbein symposium
The Project for Global Communication Studies has undertaken many events and projects this spring, spanning international borders and cultures.

With the support of the Hewlett Foundation, PGCS prepared a report on the Federal Institute for Access to Public Information (IFAI) and Mexico's Culture of Transparency. The final report was released on February 20, 2006.

The goals of the study were to:

- explore the sustainability of autonomy and independence of IFAI, with a view that it serves as a model institution for other countries, but also to offer some strategies to guarantee its independence;
- help IFAI identify its gaps and weaknesses and trigger public debate on any needed changes;
- assess IFAI's relationship with other cultural institutions; and
- evaluate IFAI's internal effectiveness.

The report examined these factors, making recommendations to buttress the positive influences of IFAI and render it more likely that IFAI can extend and deepen its many functions with respect to government and government services.

But this is only a small sample of the work PGCS has done on campus and across the world.

In March, PGCS hosted “Collaborative and Networked Approaches to Global Communications Policy Research and Reform,” at the Rockefeller Foundation Bellagio Study and Conference Center in

Photos from top to bottom: Sandra Schulberg, Project Director and co-curator of Selling Democracy; Participants learn about public diplomacy for the Marshall Plan at the Selling Democracy discussions; Iraqi media expert Ibrahim Al-Marashi
In 2005–2006 year, the Annenberg School featured a Colloquium Series inviting experts on a variety of communication issues, to discuss their work and research interests with faculty, students, staff and guests.

This year’s speakers included:

- Annenberg Public Policy Center Director Kathleen Hall Jamieson presented examples of the Center’s work to increase the quality of civic education in high school classrooms, with emphasis on the Constitution.

- Author and syndicated columnist Richard Reeves discussed the lives of John F. Kennedy, Richard Nixon, and Ronald Reagan, with unique and expert perspective of their struggles, their successes and how these individuals helped to shape the 20th century. Reeves is a Visiting Professor of Journalism at the Annenberg School for Communication at the University of Southern California, while continuing to write a weekly syndicated column.

- Professor Jay Rosen discussed the influence of bloggers on democracy and the print media. Rosen is a press critic and writer whose primary focus is the media’s role in a democracy. A member of the faculty since 1986, he teaches courses in media criticism, cultural journalism, press ethics and the journalistic tradition, among other subjects.

- Yaron Deckel, the Israel Broadcasting Authority’s Washington Bureau Chief, provided an insider’s analysis of political turmoil in the Middle East, and discussed future directions and possible outcomes for the region. Deckel is one of Israel’s top political reporters and commentators, covering Middle East politics since 1985.

- Howard Tumber, Professor of Sociology in the Department of Sociology at City University spoke about his recent work. He is the author of seven books and has published widely in the field of the sociology of news and journalism. His recent work concerns the role of journalists and the reporting of international conflict. He is the founder and co-editor of the journal Journalism: Theory, Practice and Criticism. He is currently Visiting Professor in the Graduate School of Journalism, Columbia University, New York.

- Professor Jeremy Bailenson, of Stanford University’s Department of Communication, discussed findings of the Virtual Human Information Lab’s current projects dealing with social interaction when using digital communication technology. Dr. Bailenson presented examples illustrating how social interaction and communication could change in a virtual environment.

The School plans to continue this successful colloquium series in 2006–2007. For more information about upcoming Annenberg School events, visit www.asc.upenn.edu.
Re-reading Personal Influence: Retrospects and Prospects 50 Years Later

The Annenberg School, in cooperation with Columbia University’s Institute for Social and Economic Research and Policy (ISERP), and its Department of Sociology, sponsored “Re-Reading Personal Influence: Retrospects and Prospects 50 Years Later,” in October 2005 at Columbia.

The conference commemorated the 50th anniversary of the publication of Personal Influence: The Part Played by People in the Flow of Mass Communications, by ASC faculty member Elihu Katz and Paul F. Lazarsfeld.

At the opening of the conference, ISERP director Peter Bearman remarked, “It’s not often that we have an opportunity to hold an author-meets-critic session 50 years after a book’s publication.”

Nearly 200 Communication scholars from North America and Europe attended the conference, featuring the presentation of 15 papers and 5 panel discussions. Sessions covered relevant historical contexts of 1940s and 1950s, charting the book’s influence on thinking and research afterward. Paper presentations and discussions extended Katz and Lazarsfeld’s ideas into contemporary discussions of politics, social networks, and influence.

Speakers included Dean Michael Delli Carpini, Elihu Katz, Robert Hornik, and Diana Mutz from the Annenberg School, Charles Kadushin from Brandeis University, Kurt and Gladys Lang from the University of Washington, Michael Schudson from the University of California—San Diego, and Duncan Watts from Columbia University, among others.

Elihu Katz made concluding remarks, thanking participants and reflecting on the impact of Personal Influence in the decades following its publication.

In addition to the conference, Transaction Publishers reissued Personal Influence in 2005, noting that the text “made a splash in the world of mass media and communication studies, by showing that most people are not directly impacted by messages from the mass media. Instead, they are influenced by a two-step process wherein “opinion leaders” receive messages from the media, which they in turn pass on to others in their personal networks. This was a radical change in thinking about how people make decisions on topics such as which movies to watch, which fashions to wear, which products to buy, and which political opinions and candidates to support.”

A collection of the papers presented at the conference will be released in the coming year in the Annals of the American Academy of Political and Social Science. Sage Publishers will also release a paperback edition of the collection.

A 30-minute documentary following the conference is also being produced by Professor Peter Simonson of the University of Pittsburgh, in collaboration with Jason and Glenda Balas of New Mexico. The documentary features oral history interviews of conference attendees.
Communication Technology and Social Policy in the Digital Age: Expanding Access, Redefining Control

This March, the Annenberg Foundation Trust at Sunnylands sponsored “Communication Technology and Social Policy in the Digital Age: Expanding Access, Redefining Control,” a joint conference for the Annenberg Schools at Penn and USC.

The conference featured six panels, allowing scholars and researchers to discuss their work on national and international media policy.

Technological innovations are rapidly changing local, national and global communication environments, adding new and complicated layers to long-standing issues of access and control. Whether these new environments will enhance or erode the prospects for democracy depends in part on the formal and informal policies governing their contours. The conference critically assessed issues of access to and control of the technology, infrastructure and content of mass communication in the digital age, hoping to facilitate the following goals:

- Produce high quality scholarly work that also is of value to students, policymakers, and practitioners.
- Invigorate inquiry into policy issues within communication studies.
- Further links among scholars and institutions nationally and transnationally.
- Bring new and diverse voices into the scholarly discussion of technology and communication policy.
- Create a new generation of scholars able to add to public debate on pressing issues of communication policy in the 21st century.

The conference began on Thursday evening, March 9 2005 and concluded in the afternoon of Saturday March 11.

Scholars from around the world traveled to California to present their work on policy issues and expanding technology. Presenters included Ingrid Voltmer from the University of Otago, New Zealand, Jack Linchuan Qui from The Chinese University of Hong Kong, Paula Chakravarty from the University of Massachusetts Amherst, Ruth Craufurd Smith from Edinburgh Law School, Scotland, Rick Maxwell from CUNY, ASC faculty members Oscar Gandy and Monroe Price, among others.

Annenberg School Dean Michael Delli Carpini and Annenberg School at USC Director Larry Gross, delivered opening and closing remarks for the two-day conference. Annenberg School at Penn participants included faculty members Oscar Gandy, Monroe Price, Joseph Turow and Barbie Zelizer, and Ph.D. students Bill Herman, Nicola Simpson, and Lokman Tsui.

National Health Communication Survey Conference

Annenberg School faculty and students recently participated in the first National Health Communication Survey Conference on February 10 at the University of Southern California campus.

The National Health Communication Survey (NHCS) is cosponsored by the Annenberg School and the Annenberg Foundation Trust at Sunnylands, and conducted by the Annenberg Schools at Penn and USC.

The survey is administered to 3,600 adults per year through 2005 and 2006. The questionnaire includes sections about exposure to health communication, as well as selected cancer-related and other health behaviors, knowledge and beliefs about health behavior, health system confidence, and a variety of other measures reflecting particular research interests.

With opportunities to add focused modules for short periods of time, and incorporate online experiments, the NHCS is an exceptional tool for meeting research interests of different faculty, post-docs, and students.

The survey also provides a unique opportunity for collaboration between the Annenberg Schools at Penn and USC. This spring's conference provided faculty and students at both Schools a chance to share their work and research, strengthened by data gained from the NHCS.

Sessions on Terrorism, Public Policy, Television, Direct to Consumer Advertising, Information Seeking and Media Use, Cancer, Obesity, and Methodological Issues allowed participants to discuss their work, and their use of data collected from the survey.
laugh and learn

The Yes Men Visit Annenberg

Andy Bichlbaum and Mike Bonano, also known as “The Yes Men,” visited the Annenberg School in March, speaking to an audience of over 120.

The Yes Men are a small group of individuals who have impersonated CEOs, multinational corporations, and public officials in hopes to affect changes and reform of business and government. Their pranks have resulted in international media attention and recognition for their work, raising significant concerns about ethics and practices of the companies and organizations they have targeted.

Practicing what they refer to as “identity correction,” The Yes Men slogan is to “change the world, one prank at a time.” They have successfully assumed identities of some of the world’s most powerful government and business leaders at conferences, on the web, and on television, smuggling out stories to expose the behind-the-scenes world of big business. Their growing membership has impersonated the World Trade Organization, Dow Chemical Corporation, and Bush administration spokesmen, with more projects underway.

"Yes Man" Bichlbaum, who has been known through his work as Dr. Andreas Bichlauer, Hank Hardy Unruh, Erastus Hamm, and Jude Finisterra, spoke extensively about the work of The Yes Men. He showed clips from the Yes Men’s recently released self-titled documentary. He and co-founder Mike Bonano answered audience questions, giving some insight into how the group began, and explaining how the Yes Men established themselves as political pranksters, using the media as a tool for advocacy and social change around the world.

Media Tank co-sponsored the event.

Annenberg Students Visit U.S. Supreme Court

Kathryn Kolbert, executive producer of “Justice Talking,” took students from her Supreme Court Advocacy course to Washington, D.C. this spring to witness the High Court’s judicial process first-hand.

Kolbert and 15 of her students traveled to the United States Supreme Court, to hear the oral arguments for Rumsfeld v. Forum for Academic and Institutional Rights. Arriving at 4 a.m., the group waited for several hours outside the Court to hear the challenge to the “Solomon Amendment,” federal legislation requiring the U.S. Department of Defense to deny federal funding to institutions of higher education that prohibit or prevent ROTC or military recruitment on campus.

The students then had the chance to meet with Richard McEwen, an activist who helped to research and prepare for the case, as well as organize opposition to military recruitment during his time at N.Y.U. Law School.

The Supreme Court Advocacy course gives Annenberg School students the opportunity to study the rhetorical practices of the United States Supreme Court. Students learn how cases come before the High Court, constraints on judicial decision-making and how Justices are selected. By following a current Supreme Court case, students examine petitions for certiorari, main and amicus briefs, oral arguments and judicial decisions, and learn persuasion and argumentation skills.
This academic year, more than 8,000 Philadelphia public school students are participating in Student Voices, the civic engagement program that is now part of the core curriculum in the city’s 59 high schools.

In February, the School District of Philadelphia, the University of Pennsylvania, Pew Charitable Trusts and the Comcast Foundation announced a partnership to train the 150 social studies teachers utilizing Student Voices. Funds also are being made available to help students produce videos about civic issues in their neighborhoods.

Student Voices, created in 1999 by the Annenberg Public Policy Center to educate youngsters about the importance of informed participation in government and elections, is offered in 13 major U.S. cities and is used by teachers throughout Pennsylvania and New Jersey. New research conducted by the Annenberg Public Policy Center shows that students who have taken two semesters of Student Voices retain an interest in politics after they have left school. (See related article.)

To help educators make the best use of the Student Voices curriculum—which relies on current events, not traditional textbooks—the Pew Charitable Trusts will provide Student Voices with $300,000 over three years to offer teacher training. The money also will be used to measure student progress and create a model that can be replicated in other school districts.

In addition, the Comcast Foundation has awarded $25,000 to train student producers of "Student Voices on PSTV," which has been airing since October on Channel 52, the school district's cable station. New half-hour videos will be broadcast monthly. Part of the money also will be used to purchase digital video equipment and software for student use.

Front, from left to right: Jenny Mejia, 12th grade, Mastbaum High School; Chamaine McCall, 12th grade, Mastbaum High School; Ahsan Merchant, 12th grade, Central High School; Melissa Pasquella, 12th grade, Central High School; Dionne Jones (in Student Voices T-shirt), Social Science teacher, Mastbaum High School; Sylvester Johnson, Philadelphia Police Commissioner.

Back, from left to right: Mike Horvits, Social Science teacher, Central High School; Elizabeth Mathew, Student Voices on PSTV Host; Donna Reed Miller, Philadelphia City Councilwoman, 8th district.

Teacher interest in the Student Voices curriculum was demonstrated in January when more than 100 city educators gathered at the National Constitution Center for a one-day training workshop—the largest turnout in the program’s seven-year history. (Participation was enhanced by the grant from the Pew Charitable Trusts, which underwrote the cost of providing substitute teachers for those participating in the session.) Teachers were trained in using 2004 election data and introduced to the online Speak Out discussions about local issues.
Survey Shows That Two Semesters of the Student Voices Program Produces Significant Results

Philadelphia high school pupils who participated in two semesters of the Annenberg School’s Student Voices program remained engaged and interested in politics after the conclusion of the classroom civics training, new research has found.

Although previous studies have confirmed the benefits of the curriculum in raising interest in current political issues and events, the new findings are the first measure of the program’s carry-over value. “We now know that a brief civic education program can sustain involvement in politics over the long-term among urban and minority youth. That is an extremely critical audience,” said Daniel Romer of APPC, who led the survey.

In late fall 2004, shortly after the presidential election, researchers located and surveyed 586 students from the 2002–2003 school year. Of that number, 397 had taken at least one semester of the Student Voices curriculum; 234 had taken both semesters, and the remaining 189 students had not participated in Student Voices. The students were asked questions in five categories: “Interest in the presidential election,” “Newspaper use for political information,” “Television use for political information,” “Knowledge of presidential candidate positions,” and “Governmental cynicism.”

Students with two semesters of Student Voices showed “significantly more political interest” than the other groups. They told interviewers that they were following the news, relying especially on the Internet (versus newspapers or television) for political information. They disagreed with the statement that politics is too complicated to understand. The two-semester group also was better informed about candidate positions.

Students exposed to Student Voices for one semester showed minimal differences from the control group in both levels of knowledge and interest.

Researchers were unable to identify which specific curriculum components produced the long-term gains that carry over to an entirely new election cycle. (A report of the findings is available online at www.annenbergpublicpolicycenter.org.)

Although previous research has indicated that non-white students tend to score lower on measures of political knowledge and participation, the new study showed no differences among ethnic groups. The School District of Philadelphia, the eighth largest in the country, has now formally adopted the curriculum for use in the city’s 59 high schools.

On April 10, 2006, the Annenberg School launched a newly redesigned website. Gaining collective input from faculty, students, and staff, the new site was designed to reflect the School’s wide range of research and work, give the site a fresh appearance, and expand Annenberg School resources available on the web. Rotating images at the top of the pages reflect the School’s major areas of work: media institutions, health communication, visual communication, political communication, children and media, new information and technology, and culture, society and communication.

The development of the new site was managed by Communications Coordinator Mandy Fleisher, with the support of information and technology staff, and professional involvement of SolutionMedia.

The site features information for prospective and current students, scholars and researchers, journalists, and others interested in the Annenberg School. Curricular information, student homepages, news and upcoming events, the ASC library, the School’s Centers and Projects, can be found on the new site.

Features currently under construction include special sections for Alumni, a history of the School, an online media library as well as a virtual tour. Look for these features this summer and fall!

Visit the website at www.asc.upenn.edu.
New Position for Phyllis Kaniss

Former Newslink Editor and Alumni Liaison Phyllis Kaniss Named Executive Director of the American Academy of Political and Social Science

Phyllis Kaniss, former ASC Assistant Dean and director of the Annenberg Public Policy Center's Student Voices Project, has left the Policy Center to become Executive Director of the American Academy of Political and Social Science, based at the Fels Institute of Government at Penn. She will also be teaching an undergraduate course at the Annenberg School in the fall of 2006 on the Future of News and the Young Audience.

Dr. Kaniss came to Annenberg in 1986, creating the School's undergraduate internship program and teaching courses on the role of the local news media in urban politics and policy. She is the author of Making Local News (University of Chicago Press, 1991) and The Media and the Mayor's Race: The Failure of Urban Political Reporting (Indiana University Press, 1995.)

In 1991, Dr. Kaniss was named Assistant Dean of the Annenberg School and created the School's alumni newsletter, Newslink, serving as its editor for the next 13 years. She established the School's annual Career Day, inviting graduate and undergraduate alumni back to the School to give career advice to students, and continued to teach and advise undergraduate students.

In Memoriam

Barry Cole


He has been the co-recipient of two national book-of-the-year awards: one for Reluctant Regulators: The FCC and the Broadcast Audience; the other for Federal Funding of Children's Television Programming. His edited volume, Television Today have been widely used in communications courses.

He served as founding deputy director and later as scholar-in-residence of the Washington Program of the Annenberg School, as well as a consultant to two FCC Chairmen, Dean Burch and Richard Wiley, the House Subcommittee on Telecommunications, and other federal agencies.

Ilona Gerbner

In December 2005, Ilona Gerbner passed away. She was the wife of former Dean George Gerbner, and served for over 25 years as a lecturer and senior lecturer at the Annenberg School. She taught the undergraduate Theatre Lab, and directed many plays produced at the University of Pennsylvania.

John Massi

John Massi, manager of television services and audio/visual technician at the Annenberg School from 1965 to 1996, passed away in 2005. Before coming to Annenberg, Massi worked as a cameraman for the Philadelphia area's major network affiliates, notably serving as a cameraman for "American Bandstand."
Annenberg Classroom Provides New Resources for Teachers

Annenberg Classroom, a new online hub containing the educational resources of the Annenberg Public Policy Center, launched this spring. The site (www.annenbergclassroom.org) offers lesson plans in various subjects, video and audio programs on current events and civic engagement, interactive features that encourage students to engage in conversations with their peers around the country, and online professional development tools for educators, including discussions with national experts.

Contributing content to Annenberg Classroom are familiar APPC programs including Student Voices, Justice Talking, Justice Learning, FactCheck.org and Cope.Care.Deal. Material will be searchable by topic and grade level. As the site evolves, many resources will be searchable by state standards as well.

The new website was developed with the assistance of high school teachers in Columbus, Ohio, who were participating in the Annenberg Civic Education Initiative.

Visit the Annenberg Classroom at www.annenbergclassroom.org. More information about the Annenberg Public Policy Center can be found at www.annenbergpublicpolicycenter.org.

Annenberg Classroom Lesson Plan Contest

Annenberg Classroom will also feature lesson plans created by teachers from Annenberg Public Policy Center materials. To help introduce educators to the new site, as it expands during summer months, Annenberg Classroom is sponsoring the Annenberg Classroom Lesson Plan Contest. Teachers are encouraged to submit plans focused on one of eight specific subject areas—health, science and technology, history, government, the constitution, elections, language arts or current events/issues, using Annenberg Classroom materials.

To enter, teachers may go to the Annenberg Classroom website, click on “Lesson Plan Contest,” fill out an entry form and upload their lesson plan, or enter by mail (see the website for details). Deadline for submissions is June 15, 2006 and winners will be notified in August.

Up to eight first-place winners (one in each subject category) will receive $250 for the purpose of enriching their classrooms, along with 10 copies of the newly published volume, Our Constitution, by Donald K. Ritchie and JusticeLearning.org.
Faculty books, awards, and grants

Adolescent Mental Health Initiative Publication Receives High Acclaim

_Treating and Preventing Adolescent Mental Health Disorders, What We Know and What We Don't Know_ has been named the best book in clinical medicine published in 2005 by the Association of American Publishers, the principal trade association of the book publishing industry. The announcement was made at the association's annual meeting in February.

The book, aimed at mental health practitioners and researchers, is a project of the Adolescent Mental Health Initiative of the Annenberg Foundation Trust at Sunnylands and the Annenberg Public Policy Center at the University of Pennsylvania. Oxford University Press is the publisher.

_Treating and Preventing Adolescent Mental Health Disorders_ is the collaborative effort of more than 100 internationally respected scholars and scientists at Penn and around the nation. A recent review in the _Journal of the American Medical Association_ called it "a scholarly, thorough and ambitious work."

University of Pennsylvania President Amy Gutmann heralded the collaboration of scholars and scientists from Penn and around the nation. "By combining the knowledge and experience of many people in many disciplines, we have created a valuable tool that will benefit a large segment of our population, young people."

The Flora Family Foundation

The Flora Family Foundation has given $300,000 to create FactCheckED.org, a new web resource to teach high-school students how to make discriminating judgments about political and commercial speech.

The two-year grant will allow hiring of a new educational coordinator for FactCheck.org, part of the Annenberg Public Policy Center. The new staff member will work from APPC's office in Washington, D.C., and will be responsible for creating educational materials such as lesson plans for teachers and articles written especially for high school juniors and seniors.

FactCheckED.org will be linked to FactCheck.org on the web, and also to Student Voices and JusticeLearning.org, other APPC-based programs geared to school students.

Established by the family of William and Flora Lamson Hewlett, the Flora Family Foundation is the philanthropic arm for the Hewlett descendants.

During the two-year funding period, FactCheckED.org will become operational and be evaluated for future financial support. The grant should allow FactCheck.org to expand what is already a sizable classroom base. A user survey in December 2004 revealed that 10 percent of the FactCheck subscribers who responded said they were teachers. One-quarter of those teach grades 10–12, roughly coinciding with the target group for FactCheckED.org. Of those high school teachers, 43 percent said they used FactCheck.org articles in class.

APPC aims to have the new educational coordinator on the job by July 1.

New Books

Klaus Krippendorff recently published _The Semantic Turn: A New Foundation for Design_, 349 pages. London: Taylor & Francis Group, LLC. Clarifying how the semantic turn goes beyond product semantics and differs from other approaches to meaning, Krippendorff develops four new theories of how artifacts make sense and presents a series of meaning-sensitive design methods, illustrated by examples, and evaluative techniques that radically depart from the functionalist and technology-centered tradition in design.

Diana Mutz recently published _Hearing the Other Side: Deliberative Versus Participatory Democracy_, Cambridge University Press, 2006. "Hearing the Other Side" examines this theme in the context of the contemporary United States. It is unique in its effort to link political theory with empirical research. Drawing on her empirical work, Mutz suggests that it is doubtful that an extremely activist political culture can also be a heavily deliberative one.

See the Faculty Notes section for additional publishing accomplishments of ASC faculty.
The Annenberg School for Communication welcomes John Jackson, Jr., who will be joining the Annenberg faculty on July 1, 2006 as an Associate Professor of Communication.

Dr. Jackson will be the University's first Penn Integrates Knowledge (PIK) Professor. As part of this program, Dr. Jackson will hold the title of Rickard Perry University Associate Professor of Communication and Anthropology, and will have a joint appointment in the School of Arts and Sciences and the Annenberg School.

PIK is a University-wide initiative, launched by President Amy Gutmann in 2005. The initiative is designed to recruit exceptional faculty members to Penn whose research and teaching exemplify the integration of knowledge across disciplines.

Dr. Jackson is currently a Fellow with the National Humanities Center. At Duke University, he is an Associate Professor in the Department of Cultural Anthropology, with a secondary appointment in African and African American Studies since 2002. From 1999 to 2002, he was a Junior Fellow in the Society of Fellows at Harvard University.

He is the recipient of numerous grants and awards including the Woodrow Wilson Career Enhancement Award (2005–2006); the Lilly Endowment Fellowship, National Humanities Center (2005–2006); the William F. Milton Fund, Harvard Medical School (2000–2002); and the National Science Foundation Predoctoral Fellowship (1995–1997). As a filmmaker, he has also produced a nationally-distributed documentary, several internationally-screened film-shorts, and an award-winning 16mm feature film.

Dr. Jackson's Harlemworld: Doing Race and Class in Contemporary Black America (University of Chicago Press, 2001), examines the interconnectedness between racial identity and socioeconomic status that define the lives of black folks today. In addition to this Harlem research, he has conducted three years of field-work in Crown Heights, Brooklyn, and published several “experimental essays” based on this research, including "Ethnophysicsical, or an Ethnography of Some Body" in Soul: Black Power, Politics and Pleasure (NYU Press, 1997) and "The Solos of Black Folk: These Reeboks Were Made for Runnin' from the White Man" in Race Consciousness: African American Studies in the Next Century (NYU Press, 1996).

Dr. Jackson received his Ph.D. (with distinction) in Anthropology from Columbia University in 2000. He graduated from Howard University summa cum laude with a BA in Communications in 1993.

Joseph Cappella was named a 2005 Distinguished Scholar by the National Communication Association.

Michael X. Delli Carpini, Dean of the Annenberg School, published three book chapters released in 2005, and the coauthored book, A New Engagement: Political Participation, Civic Life, and the Changing American Citizen (Oxford University Press, 2006). He also gave talks or presented papers at Central European University in Budapest, the University of Texas, and the Midwest Political Science Association in Chicago.

Martin Fishbein was awarded the John P. Mcgovern Award in Health Promotion at the University of Texas in 2005.


Annenberg Public Policy Center Director Kathleen Hall Jamieson delivered the 2006 Decade of Behavior Lecture at the annual meeting of the American Educational Research Association in San Francisco in April. Jamieson was awarded the association's 2005 Decade of Behavior Research Award for the quality and originality of her work, which bridges social science and the humanities.

Dr. John B. Jemmott III was awarded the annual Red Ribbon Award to recognize outstanding contributions by policy makers and researchers in the battle against HIV/AIDS by the Center For Aids Research, as part of the 2005 commemoration of World AIDS Day.

Amy Jordan co-chaired an expert panel on children, television viewing and weight status on April 26–27 in Atlanta. The event is convened by the Centers for Disease Control and Prevention. The panel identified gaps, prioritized research questions and developed interventions to better understand the connection between children's heavy television viewing and childhood obesity.
Faculty notes (continued)


Dr. Katherine Sender recently received a Trustees' Council of Penn Women Faculty Summer Research Fellowship. Her current research focuses on media and communication issues involved with reality TV makeover shows.

Joseph Turow has been awarded a $50,000 grant from the Robert Wood Johnson Foundation to create a second edition of "Prime Time Doctors: Why Should You Care?" The original multi-media essay on CD has been distributed to approximately 20,000 first-year U.S. medical students each of the past three summers. The purpose of the CD is to sensitize medical students to the preconceptions their patients may have about physicians and the medical system. The essay has also been used in medical school classes to explore ethical issues in physician-patient relations.

Dr. Turow also appeared on Reuters television this spring, discussing media and the Academy Awards. He has been quoted frequently in major national newspapers.


Project for Global Communications Studies Spring 2006
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Italy, an international conference of leading academics, and leaders of industry, civic society and the public policy sector. Communication experts from five continents discussed new initiatives for improving global communication policy, creating an alliance to provide increased opportunity for international collaboration, and creation of new global communication resources.

In April, PGCS hosted Nusrat Durrani, General Manager/SVP of MTV World, for "The South Asian Influence on Global and American Pop Culture." Durrani's work involves launching new MTV-branded channels that serve emerging bi-cultural audiences in the U.S.

Upcoming projects include a long-term collaborative research project on thinking about the impact and implications that the 2008 Olympics will have on China's media policy; a study of the future of media systems in the Middle East; among numerous others.

More information about PGCS can be found at pgcs.upenn.edu.

Calling all alumni

The Annenberg School's newly redesigned website includes a special area for Annenberg alumni: www.asc.upenn.edu/alumni.

In this new section, alumni will have the opportunity to update information using the University of Pennsylvania's alumni network. Other new features include Alumni News; Alumni Spotlight, highlighting the current work of an ASC alumnus; a chance to sign up for news and event e-mail alerts; and more opportunities to stay connected with the Annenberg School.

Alumni News

New job? Promotion? New book? Other special news? Contact Communications Coordinator (and Newslink editor) Mandy Fleisher (mfleisher@asc.upenn.edu) to have your information appear in the Alumni News section of the site.

New Editor For Newslink

The Annenberg School welcomes Communications Coordinator Mandy Fleisher. Mandy has overseen the development of the new Annenberg website, and coordinates all website content. In addition, Mandy is the editor of Newslink and other Annenberg School publications, and serves as a liaison to Annenberg School alumni and media. Contact her at mfleisher@asc.upenn.edu.

Mandy is a graduate of Saint Joseph's University in Philadelphia, and comes to Annenberg from the Pennsylvania Humanities Council, a statewide non-profit where she served as Development Associate, working on communications, legislative affairs and fundraising activities.
Graduate student news


Mariadlena Bartesaghi, PhD. won the 2005 Language and Social Interaction Division Dissertation Award from the National Communication Association. Dr. Bartesaghi graduated with a Ph.D. from Annenberg in December 2004. She’s currently Assistant Professor of Communication at University of South Florida.

Dan Berger had two books appear this school year: in November, a book he co-edited with Chesa Boudin and Kenyon Farrow, Letters From Young Activists, was published in Nation Books and is already in its third printing. (More info at www.lettersfromyoungactivists.org.) In February, Berger’s Outlaws of America: The Weather Underground and the Politics of Solidarity came out with AK Press. Since November, Berger has spoken at conferences, universities, bookstores, and community centers throughout the country. He has also presented papers at academic conferences in Boston, Budapest and Goshen, Indiana.

Mary Bock and Bruce Hardy were selected by the International Communications Association’s (ICA) Political Communication Division to have papers included in ICA’s 2006 conference in a session “Top Student Papers in Political Communication.” Mary’s paper is entitled, “Gates Wide Open: Video Feeds, Camera Pools, and Political Image Regulation.” Bruce’s paper is entitled, “The Attribute Agenda-Setting Function of Political Advertisements During the 2004 Campaign.”

Matt Carlson was recently published in the February 2006 issue of New Media & Society with an article titled, “Tapping into TiVo: Digital Video Recorders and the Transition From Schedules to Surveillance in Television.”

Paul Falzone will be published in the next issue of Western Folklore (v. 64 #3–4) with an article titled, “The Final Frontier is Queer: Polysemic Perversity, Narrative Edgeplay and Audience Generated Folklore in K/S Slashfiction.”

In October 2005, Paul Falzone traveled to Budapest, Hungary to deliver a paper at the “Re:Activism: Re-drawing the Boundaries of Activism in New Media Environment” conference, called “Truth and Reconciliation, Activism and Celebrity: A Case Study of Media and Stakeholder Dynamics in the Sierra Leone Peace Process.”


Bruce W. Hardy, and Annenberg Public Policy Center Director Kathleen Hall Jamieson, were recently published in Public Opinion Quarterly with a piece entitled “Can a Poll Affect Perception of Candidate Traits?”

Bill Herman was recently published in Popular Communication, “Scratching Out Authorship: Representations of the Electronic Music DJ at the Turn of the 21st Century.” Bill was also published on April 15 as the featured article at PhillyMC.org, “Our Internet, Not Theirs: Why We Need Net Neutrality Legislation Now.” Herman argues independent voices such as the Indymedia centers may be silenced or unfairly slowed.


Yahui Kang presented three papers at the National Communication Association Annual Convention in Boston, November 2005.


Kimberly Meltzer has accepted a tenure-track assistant professorship in the Journalism and Communication Department at Lehigh University for next year. Kimberly was recently published in Kaleidoscope: A Graduate Journal of Qualitative Communication Research with a piece “Public Input for a Public Space.” Vol. 4, Fall 2005: pp. 49–70.


Ji Hoon Park is the winner of the student paper competition in the Minorities and Communication division at 2005 AEJMC convention. His article (with Chernin and Gabbadon) appeared in the March issue of the Journal of Communication. Park will start his career as assistant professor at Hope College in Fall 2006.


Lee Shaker was published in the April issue of First Monday for an article entitled, “In Google We Trust: Information Integrity in the Digital Age.”
Adrienne Shaw presented "Women on Women: Lesbian Identity in Comics Written by Lesbians" at the Media and Sexual Minorities conference at Plymouth State University, April 21–23. She will also be presenting "Playing Through Gender" at the Association for Cultural Studies Crossroads Conference at Istanbul Bili University, July 20–23.

Minsun Shim presented "Photoblogging and Socio-communicative Orientation" at the 2005 AOIR Conference and "Digital Divide and Knowledge of Cancer" (with Yuhui Kang) at the 2005 NCA conference. At the Annenberg Health Conference, her works on the effects of DTCA employing genetic cues (collaborated with Professor Cappella) and the development of the Health Confidence Index (with Professors Cappella and Price) were presented. Her paper "Cancer Information Scanning and Seeking Behavior is Associated With Knowledge, Lifestyle Choices and Screening" coauthored with Bridget Kelly and Professor Hornik will appear in the forthcoming issue of *Journal of Health Communication*.


Lokman Tsui is the guest editor of the latest *China Information* (Vol. 19, Issue 2, July 2005). The issue includes an introduction by Lokman, "The Sociopolitical Internet in China."

Research by Kenneth Winneg, Kate Kenski, and Annenberg Public Policy Center Director Kathleen Hall Jamieson appears in a recent issue of the *American Behavioral Scientist*. Their article "Detecting the Effects of Deceptive Presidential Advertisements in the Spring of 2004" appears in Vol. 49, No. 1, 2005: pp. 114–129.

Magdalena Wojcieszak received an honorable mention at the 2005 Washington-Baltimore Chapter of the American Association for Public Opinion Research's Student Paper Competition, for a paper entitled, "What About the People: Impact of Ideologically Homogeneous Groups on Pluralistic Ignorance." Her work was one of only two selected as an honorable mention out of a field of highly competitive papers, and will be mentioned as part of the general award announcement.

Magdalena Wojcieszak also received the 2005 Annual Prize for Excellence for the best paper submitted to the *International Journal of Technology, Knowledge and Society*, for a piece entitled "Does Online Selectivity Create a Threat to Deliberate Democracy?: Cyber Skepticism Reconsidered." It was selected from the ten top-ranked papers on the basis of its contribution to new thinking in the field.

Magdalena Wojcieszak also received the 2006 American Association for Public Opinion Research (AAPOR) Seymour Sudman Student Paper Competition for her submission "What about the People? Impact of Ideologically Homogeneous Groups on False Consensus."

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**New Building for Annenberg Public Policy Center**

Building plans for the new Annenberg Public Policy Center await final approval of the Annenberg Foundation and the Annenberg Foundation Trust at Sunnylands, which have contributed $30 million for the facility. Architect for the project is Pelli Clarke Pelli of Tokyo, winner of the Pritzker Architecture Prize.

Demolition work is set to begin this summer at the site on the 36th Street walk, adjacent to the Annenberg School for Communication.

Completion date for the construction is 2008, at which time the APC will move to the Penn campus from its current offices at 3535 Market Street.
Alumni news

Bruce Abell (M.A. ’62) was named President of Santa Fe Associates International.

Courtney Bennett (Ph.D. ’01) has become the Program Initiatives Research Analyst for the University of California.

Catherine Boggs (M.A. ’81) has become a Research Communications Coordinator for the Center for Information Technology and Society at the University of California Santa Barbara.

Idil Cakim (M.A. ’98) is Director of Knowledge Development at public relations agency Burson-Marsteller, working on Internet and other technology-related studies with a focus is online public opinion leaders.

Kristen L. Conrad (M.A. ’81) is an account manager for LHK Partners Incorporated.

Alissa Delman (M.A. ’99) has become the Director of Market Research for Weightwatchers.com, in New York.

Lynne Edwards (M.A. ’92, Ph.D. ’95) has become Associate Professor and Chair of the Department of Media and Communication Studies at Ursinus College.

Lee Eisenberg (M.A. ’71) recently released a book entitled The Number: A Completely Different Way to Think About the Rest of Your Life.

Richard Flood (M.A. ’67) has become Chief Curator at the New Museum of Contemporary Art in New York City.

Cindy Gold (M.A. ’01) has become Manager of Primary Research for NBC.

Jerry Good (M.A. ’62) is a Professor Emeritus at Ryerson University in Toronto, Canada. Recently he has done volunteer work in Latvia, Bulgaria and Armenia. He and his family are returning to Katmandu, Nepal, where Jerry teaches at Malpi International College.

Michael Grant (M.A. ’94) recently released a novel titled Daylight Come, the story of an orphan coming of age at a time of the second World War. Grant recently moved to Jamaica after working for ABC and Dow Jones.

Jessica Lilie (M.A. ’86) has become Director of Research of BabyCenter in San Francisco, CA.

Sandra Cuttler Lotner (M.A. ’75) is an attorney in Intellectual Property & Computer Law for Earthlink in Atlanta, GA.

Mary Ellen Mark (M.A. ’64) released a new book in April 2006 entitled Falkland Road: Prostitutes of Bombay (Steidl Publishing).


Martin Nisenholz (M.A. ’79) has become Senior Vice President of Digital Operations for the New York Times Company.

Marc Ostfield (Ph.D. ’01) was named Senior Advisor—Bioterrorism/Biodefense for the U.S. Department of State.

Anca Romantoi (Ph.D. ’04) is Director of Development for the Center for Excellence in Cancer Communication Research at the Annenberg School.

Gary Sragow (M.A. ’68) has become a partner at Sonnenschein Nath & Rosenthal, LLP in Los Angeles, CA.

Thomas Timperio (M.A. ’95) is Program Manager for Sacramento Municipal Utility District.

Edmund Weiss (M.A. ’65) is a Principal at Cooper Road Communications in Voorhees, NJ.

Clement York-kee So (Ph.D. ’99) has become Director of the School of Journalism & Communication at the Chinese University of Hong Kong.
Alumni spotlight

Joanna Lei

Dr. Chien Joanna Lei, ASC M.A. 1983, Ph.D. 1996, was sworn in as Legislator (Senator) in the Legislative Yuan, Republic of China in February 2005. Before entering public service, she had over twenty years of experience in media, telecommunications and information technology industries in the United States and in the Asia Pacific region.

In her first term as a lawmaker, Joanna dedicated her effort to passing legislation to create a media and communication regulatory organization, the National Communications Commission, fashioned broadly after the FCC of the United States. In addition, drawing from her extensive business and financial experiences, she serves as a influential figure in promoting proper financial reform following free market principles. Her work in this field is often quoted in the country’s major business columns and political talk programs.

As a citizen, Joanna takes pride in her work to form Hope Agent Corps (HAC), a non-profit organization dedicated to promoting college volunteerism and bridging digital divide. HAC’s signature program is “Digital Little Hero.” Bringing college student volunteers to remote aboriginal village schools to teach computer and internet related skills, HAC has effectively connected these villages to a broad network of knowledge and exchange. Each team of “Digital Little Hero” is charged with a mission to document its own culture and heritage through a website, and HAC has witnessed strong self discovery and culture awareness across the service area.

Prior to returning to Taiwan in 2000, she held many high level executive positions. Most noted was her 10-year tenure at Capital Cities/ABC, Inc., from 1987–1996. Though she started in an entry level position at the Broadcast Standards and Practices Department, Joanna was promoted to Vice President/Director in just seven years. Her responsibilities in Capital Cities/ABC, Inc. spanned public policy and social research, news and prime time program marketing, development, scheduling research, and corporate investment in new media.

At the Annenberg School, Joanna completed a Master’s Thesis, “Communication Behavior and Beliefs About American Social Norms: An Acculturation Study of Southwest Asian Refugees in West Philadelphia,” with the supervision and guidance of Dr. Robert Hornik and Dr. Charles Wright.

Her dissertation, “Political Orientations and the Influence of Cohort Membership and Time: Patterns of Change in Tolerance, Confidence, and the Strength of Party Affiliation,” was completed with the supervision and guidance of Dr. Charles Wright.
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Scholars Program in Culture & Communication
One of the life-size panels from the "Body Maps" exhibit illustrating the stories, thoughts, and hopes of HIV-positive women in South Africa
See article on page 4.

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