Scholars Program in Culture and Communication: A Broader View of the World
Dear Friends of Annenberg:

We take pride in the accomplishments of our faculty. So much so that, from time to time I am accused of overly promoting them. To be honest, I must plead guilty to leading the cheer.

After all, it is hard not to brag when you can look at your faculty's accomplishments and see that, in the past academic year, they collectively:
- Published 12 books, over 75 book chapters, and over 75 scholarly articles in refereed journals.
- Gave over 200 invited lectures or paper presentations at national and international conferences.
- Won eight major awards.
- Provided testimony, consulting or research reports to government and non-governmental organizations including the U.S. Congress federal courts, the U.S. Copyright Office, the U.S. Department of Education, the Public Broadcasting System, the Disney Corporation, and Microsoft, to name but a few.
- Received over $14 million in government and foundation grants and consultancies.

The faculty's accomplishments are highlighted beginning on page 18 of News Link. But there are two faculty members that I want to mention in particular.

Earlier this year Professor Robert Hornik, Ph.D., the Willard Schramm Professor of Communication and Director of the Center for Excellence in Cancer Communication, was awarded the 2008 Lindback Award for distinguished teaching. Since 1961, Lindback Awards have been given to Penn faculty who epitomize the very best of teaching and mentoring at our university. Bob's accomplishments are impressive and well deserving of this award. One of his students, Bridget Kelly, during her graduation in May, cited Bob as a model of ethics, fairness, creativity, and scientific rigor. Knowing Bob as we all do at Annenberg, I couldn't agree more.

Additionally, earlier this year Professor Barbie Zelizer, Ph.D., the Raymond Williams Professor of Communication and Director of the Scholars Program in Culture and Communication, was elected to be the next president of the International Communication Association (ICA), our field's most important professional association. Barbie becomes the third Annenberg faculty member — following in the footsteps of Professors Joseph Cappella and Klaus Krippendorff — to lead ICA, yet another testimony to the high quality of the Annenberg faculty.

The message behind all this good news is simple but powerful: whether one focuses on research, teaching or service, the Annenberg faculty is recognized as leaders in field of Communication.

Of course our field has many outstanding scholars and teachers, and at Annenberg we realize that learning from and collaborating with our colleagues is crucial to our mission. That realization played a key role in the creation of the Scholars Program in Culture and Communication, which Barbie Zelizer leads. A profile on the Scholars Program, as we call it, begins on page 20 of this issue of News Link.

Additionally, I am proud to mention the remarkable accomplishments of our students. This past academic year was another successful one in terms of recruitment of new students; the large number of conference papers they presented, articles, book chapters and books they published and awards they garnered; and placement of our new Ph.D.'s in high quality and exciting new research and/or teaching positions. More information on their accomplishments can be found on page 24.

Less visible but every bit as important to the ongoing success of our School is the incredible staff we have working at Annenberg. Two members of our staff — Joanne Murray and Tejas "TJ" Patel — were named finalists in Penn's "Models of Excellence" award competition. The award recognizes those members of the staff throughout the University whose work consistently goes above and beyond the call of duty.

Joanne, who splits her time between graduate student recruitment, admissions, and alumni relations, was nominated for work her work on the Doctoral Programs Assessment Team, which collected a large and complex set of data required for Penn's contribution to the National Research Council's Assessment of Doctoral Programs. TJ, who everyone at Annenberg knows from his dedication toward helping us maintain one of the for the most reliable IT infrastructures on the campus, was nominated for establishing a robust and secure technology infrastructure and moving Annenberg toward a virtual computing environment. Congratulations to both.

Last but not least, the ongoing accomplishments of our alumni continue to make us proud. To acknowledge this we are attempting to expand the amount of alumni news we include both in News Link and our e-mail newsletter, Annenberg In Touch. Please forward any news of your own career achievements to Joe Diorio (jdiioro@asc.upenn.edu).

Michael X. Deli Carpinii, Ph.D.
Walter H. Annenberg Dean of the Annenberg School for Communication
Making academia less insular

Professor Barbie Zelizer’s personal and professional background is one that comprises a rather broad view. Trained as a journalist, she spent much of her journalistic career covering stories in the Middle East and elsewhere in the world. It is safe to say that she came away from that experience with a strong view of the world as a global community.

Small wonder, then, that the Scholars Program in Culture and Communication, which Dr. Zelizer runs, has become the go to point at Annenberg for hearing perspectives and viewpoints from scholars throughout the world.

The program has hosted visiting scholars and lecturers from the US, Sweden, Slovenia, the United Kingdom, Hong Kong, Portugal, Argentina, and Australia, to name just a few.

And that’s just been the past four years. “The academic world can become very insular as people are pocketed into their own disciplines,” says Dr. Zelizer. “Our goal is to break apart these pockets by making people aware of their shared interests around communication and culture.”

Established in 2004, the program bridges disciplines as it fulfills its mission to examine the “critical and social issues that lie at the intersection of culture and communication.” It encourages and promotes dialogue between varieties of academics whose scholarly interests range from human rights to the geography of public places ... to the significance of Bratz dolls in popular culture. It also makes its events regularly open to the public, who look forward to the opportunity to engage with leading scholars on a variety of issues.

“Many of our visiting scholars are not in communication fields,” notes Zelizer. “But communication is a background noise to their studies. We give scholars a chance to get people involved and thinking about communication beyond that noise.”

Along with lectures, colloquia, and classes, the Scholars Program creates other kinds of settings for thinking about culture and communication. It regularly brings in outside academics to present Master Classes to graduate students. These smaller, more intimate seminars give students a chance to interact with important professors in their field, who may critique their work, offer career advice, or discuss project proposals. The program also hosts film screenings, talk-backs and art exhibits, so as to create additional ways to think about culture and communication. And each fall it organizes a one day symposium on an issue central to inquiry in the field: the first year it probed the intersection between communication and history; the second it focused on the changing faces of journalism.

In keeping with the internationalization of the Annenberg School, the Scholars Program also sponsors and funds SummerCulture, a two-week immersion program of intensive cross-cultural study. The experience gives faculty and graduate students opportunities to examine situations where culture comes into conflict from political, religious, economic, or social quarters. Annenberg students join graduate students or new Ph.D.s from a host university that facilitates engagement with the challenges faced by a culture in a particular locale.

In summer 2007, students and faculty traveled to Lisbon, Portugal; summer
2008 brings them to Tampere, Finland to investigate the state of “in-betweeness” at it takes shape in the Finnish context.

“We feel it is a benefit for the Penn community and for the communication field to have a voice out there in the world,” says Dr. Zelizer. “Our ability to insure a platform to further unique and important viewpoints around cultural and communication issues has proved enormously fruitful.”

It also has been beneficial to Annenberg as a whole. One visiting scholar from the Spring of 2007 was Dr. Marwan Kraidy, who was visiting from American University in Washington, D.C. Dr. Kraidy is now a full-time faculty member with Annenberg. Dr. Kraidy is recognized worldwide for his expertise in Middle East media.

“Communication is an explicit part of life and is regularly discussed in a variety of disciplines; we try to get people together to facilitate the conversation,” says Dr. Zelizer.

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The Scholars Program Big Event – The Changing Faces of Journalism: Tradition, Tabloidization, Technology and Truthiness

Every year the Scholars Program in Culture and Communication takes its academic model of encouraging aspects and viewpoints from an array of experts and delves deep into a given subject – far more than a 90-minute colloquium or lecture. In November 2007, that subject was “The Changing Faces of Journalism: Tradition, Tabloidization, Technology and Truthiness.”

Nearly 100 academics and guests came to Annenberg for an all-day seminar at the Annenberg School for Communication. In her welcoming remarks, Dr. Zelizer challenged the gathered scholars and educators to adapt to the new journalistic realities. She noted that in the new global environment of journalistic practice, the point of origin of the news had become increasingly irrelevant; it was no longer necessary that the news – i.e., the American press – be linked to a particular nation or state. The idea of a single platform for news also now lacked credibility – with the onslaught of blogs, wikis and non-traditional sources of information, news could pop up everywhere. With these seismic shifts, Zelizer added that old terms for referencing the news also required re-examination.

The first panel – “Tabloidization” – discussed the pros and cons of the tabloidization, or “dumbing down” of the news product to reach a larger audience (and, in turn, turn a larger profit through increased circulation and advertising rates). Scholars discussed the nation’s growing fascination with disaster as a source of news, and whether or not that is a long-term or even viable survival tactic of journalism. Panelists included Herbert Gans from Columbia University, Carolyn Kilch from Temple University, and S. Elizabeth Bird from the University of South Florida.

Panel two – “Technology” – covered how advances in technology have created a transparent news environment, where information can be immediately known and constantly updated. While these technological transformations have increased access to the news, they have also had a profound impact on how news is gathered, the amount and types of media competing for the immediate attention of the audience, and the role of the individual reporter.

Panelists included Pablo Bockowski from Northwestern University, Julianne Newton from the University of Oregon, and Mark Deuze from Indiana University and Leiden University in The Netherlands.

Panel three – “Truthiness” – grew out of a phrase popularized by political satirist Stephen Colbert, who uses the term to describe things that a person claims to know intuitively or “from the gut” with no regard for evidence or logic. The panel argued that, despite years of the Bush Administration using “truthiness” for spin, facts still matter, although they can sometimes be vulnerable to the power of the Presidency. Members of this panel included Michael Schudson from the University of California, San Diego and Columbia University; James Ettema from Northwestern University; and Jeffrey Jones from Old Dominion University.
Visiting Scholars for Fall 2008

The Annenberg School for Communication’s Scholars Program in Culture & Communication will welcome two visiting scholars for the Fall 2008 term.

**Nick Couldry** is Professor of Media and Communications at Goldsmiths University of London and Director of the Centre for the Study of Global Media and Democracy. Professor Couldry joined the Media and Communications Department from the London School of Economics, where he had been teaching since 2001, after undertaking his MA, Ph.D. and first teaching post at Goldsmiths. He is the author or editor of seven books including most recently *Listening Beyond the Echoes: Media, Ethics and Agency in an Uncertain World* (Paradigm Books, 2006) and (with Sonia Livingstone and Tim Markham) *Media Conspiration and Public Engagement: Beyond the Premise of Attention* (Palgrave Macmillan 2007) as well as *The Place of Media Power: Pilgrims and Witnesses of the Media Age* (Routledge 2000), *Inside Culture* (Sage 2000), *Media Rituals: A Critical Approach* (Routledge 2003), *Contesting Media Power: Alternative Media in a Networked World* (Rowman and Littlefield 2003; co-edited with James Curran).

**Mark Anthony Neal** is Professor of Black Popular Culture in the Department of African and African-American Studies and Director of the Institute of Critical U.S. Studies at Duke University. He holds a Doctorate in American Studies from the State University of New York at Buffalo.


**MARK ANTHONY NEAL**

**(IL) ELIGIBLE BLACKNESS**

The racial stereotypes that circulate in American culture in relation to black bodies (the bodies of those of African descent) are premised, in part, on the idea that said black bodies are legible to the average American. Thus black bodies represent sites of certain presumptions about those embodied in blackness—and given the realities of racial and gendered bias and homophobia—those presumptions are rarely rooted in progressive notions of black humanity.

The course “*(IL) Eligible Blackness*” will complicate readings of blackness (as embodied in various popular performances) by rendering “legible” performances of blackness—black criminality and black sexuality for example—as illegible, while also identifying so-called “illegible” performances of blackness—hardcore rappers as cosmopolitan queer, for instance—and rendering them legible. In order to engage in acts that render blackness legible and illegible, the course will examine contemporary and emergent theorists and practitioners of black aesthetics including Fred Moten, Darius James, Kara Walker, Burckley L. Hendricks, Gwendolyn DuBois Shaw, Judith Halberstam, Robert Reid-Pharr, Michael Ray Charles, John L. Jackson, Jr., Verhsaw Young, Tommy Shelby, E. Patrick Johnson, Kimberly Benton, Roderick Ferguson, Meshell Ndegeocello, Jay Z, the DeepDickollectives, Danny Hoch, and Dave Chappelle.

**Their courses for the fall term**

**NICK COULDRY**

**EXPLORATIONS IN GLOBAL MEDIA ETHICS**

This course will have two aims: first, to explore the philosophical resources from which a framework for ethical debate can be built about the media process, as it operates on all scales up to and including the global; and second, on the basis of those resources, to review the ethical questions raised by some specific aspects of contemporary media. The philosophical resources explored will include materials from the Aristotelian and Kantian traditions, the work of Emmanuel Levinas and Paul Ricoeur, and the Christian humanist tradition reflected in Clifford Christians’ work on media ethics. The specific aspects of contemporary media selected for detailed ethical review will be chosen jointly by the course leader and those attending the course, but will include the areas of reality television, media coverage of private life, and media representations of religious and cultural difference.
Save the Dates: Upcoming Events for Annenberg Scholars Program in Culture & Communication

The Scholars Program in Culture & Communication in the Annenberg School for Communication has announced a full schedule of lectures, colloquium, and events for the fall term. More details and registration will be posted on the Annenberg website. For now, here are dates to mark on your calendars.

**Tuesday, September 15 from 5:15 to 7:30 p.m. in the Forum Area and Room 109** - Reception and Lecture by visiting scholar Nestor Garcia Canclini, a member of the Universidad Autonoma Metropolitana in Mexico City, Mexico. (Reception from 5:15 to 6:15 p.m./Lecture from 6:15 to 7:30 p.m.).

**Wednesday, September 17 from noon to 1:30 p.m. in Room 300** - Colloquium by Nestor Garcia Canclini. (Annenberg only)

**Tuesday, October 7 from 5:15 to 7:30 p.m. in the Forum Area and Room 109** - Reception and Lecture by visiting scholar Mark Anthony Neal, Professor of African & African-American Studies and the Director of The Institute of Critical U.S. Studies at Duke University. (Reception from 5:15 to 6:15 p.m./Lecture from 6:15 to 7:30 p.m.).

**Wednesday, October 22 from noon to 1:30 p.m. in Room 300** - Colloquium by Nick Couldry of the London School of Economics and Political Science. (Annenberg only)

**Wednesday, November 12 from noon to 1:30 p.m. in Room 300** - Colloquium by visiting scholar Mark Anthony Neal, Professor of African & African-American Studies and the Director of The Institute of Critical U.S. Studies at Duke University. (Annenberg only)

**Tuesday, November 18 from 5:15 to 7:30 p.m., Forum Area and Room 109** - Lecture by Nick Couldry of the London School of Economics and Political Science. (Reception from 5:15 to 6:15 p.m./Lecture from 6:15 to 7:30 p.m.)

**Friday, December 5 from 8:30 a.m. until 6:30 p.m., Forum Area and Room 109** - All-day symposium on Reality Television. Details to come.
Exploring the Future of Investigative Journalism with Former Editor of The Wall Street Journal

"...there is a crisis in the business of news...but we have not reached the bottom yet..."

Are the days of fighting Fido next-door for the morning newspaper over? Sure, it’s 2008 and you can email your cousin in Brazil, send a high-resolution picture to a co-worker and text your mother “Happy Birthday” all while faxing a memo to a client on the same device the size of a credit card. But in this age of instantaneous communication, have we really reached the point where ‘Sally’s Metaphysical BlogWorld’ is referenced more often than a David Brooks op-ed in The New York Times?

At the 16th Annual Walter and Leonore Annenberg Distinguished Lecture in Communication held at the Annenberg School of Communication in Philadelphia, Pennsylvania on Tuesday, April 1st, Paul E. Steiger, the former managing editor of The Wall Street Journal and founder of the groundbreaking website, ProPublica, addressed such questions in his presentation: Journalism's Rocky Path to the Future.

Referring to the public technology revolution, Steiger does not dismiss the calamitous transformation that has enveloped the publishing industry. “There is a crisis in the business of news. And the inherent cyclical nature of advertising in the news business — especially during the economy’s current recession — is deepening the crisis significantly,” says Steiger. As revenues decline and more and more industry employees are being laid off or facing various curtailments, a sense of urgency in confronting the issues is necessary and developing innovative strategic solutions is paramount.

“There has been an explosion of coverage on the internet, nearly all free and by far greater breadth than was ever available in newspapers and magazines,” says Steiger, discussing the boundless reach of information provided in a web-savvy era. “I sometimes imagine we’re headed for an America in which the Associated Press becomes the sole source of news for a nation of three hundred million bloggers.” Analogous with Steiger’s observation, retrieving news via the internet is becoming an increasingly popular method for newshounds and gossips alike, but on the topic of authenticity and the future of news as a business, two very ominous questions begin to surface: first, is print journalism sailing straight into an inevitable extinction and secondly, given the fact that just about any opinionated individual with a computer and internet connection can publish a blog, just how verifiable are the facts and information we’re allowing ourselves to imbibe?

“Sources of opinion are proliferating,” notes Steiger. “But sources of fact on which those opinions are based are shrinking.” According to Steiger, the challenge of restoring quality journalism then becomes finding ways to reinvigorate it. Posing three different ways to address these issues that have evolved during journalism’s Kafkaesque transformation, Steiger breaks it down in three very simplified terms: specialization, subsidy, and creativity.

If utilizing the specialization method, Steiger advises local and metro newspapers to focus their print and web services on local interests such as high school sports, book clubs and community events. “They can cut costs and stimulate revenues sufficiently for restoring profit growth.” Singling out one’s specialization can be arduous but nonetheless beneficial in a society smothered by promises, free offers and glistening guarantees. ProPublica, where Steiger is Editor-In-Chief and works with a team of 26 dedicated journalists, exemplifies specialization by focusing solely on important stories. “Our investigative reporting shines the light on abuses of power, or — as we call our stories — stories with ‘moral force.’” Because this news operation offers a superior grade of exclusivity it will ultimately expand its public appeal and contribution interests.

His second tactic for journalistic revival pertains to subsidization. “Perhaps the fastest growing live news organization in the world is Bloomberg which makes the bulk of its money through the investment industry. It has 2,000 journalists and the capacity to cover stories on a global scale, thus adding to the Bloomberg appeal.” Subsidies can be obtained directly from government and philanthropic contributors; however, they can also be acquired indirectly by thinking ‘out of the box’. Steiger suggests that more conventional news outlets may reinvent themselves via subsidized web-
Editor’s Note: Each year prior to the private dinner that follows the Annenberg Lecture, an alumni offers a toast to the Annenbergs to thank them for their continued support for the school. This year’s toast was delivered by alumna Lela Jacobsohn (06). The transcript of her honor to the Annenbergs follows:

When I graduated with my Masters several years ago, I wrote the Honorable Leonore Annenberg and Ambassador Walter Annenberg a letter attempting to fully express my tremendous gratitude. I thanked them for the prized education they’d given me at the Annenberg School, the immense opportunities they provided me in my professional life, and most of all, the invaluable empowerment to truly make a difference through communication in the world in which we live. It was a heart-felt note filled with a description of what their generosity and vision have meant to me personally and detailing the enormous impact of the experience at Annenberg on my life. I was then and, a Ph.D. program and post-doctoral fellowship later, continue to be now overwhelmed with humble gratitude.

But my focus in this letter was on my individual experience. What I really want to highlight and toast to tonight is the collective influence of all of these individual experiences — or if you will, the meta-impact of the Annenbergs’ generosity and vision for this school — in addition to so many other educational institutions. I think about myself as one of hundreds of Annenberg alumni, faculty, and employees who have been so positively and dramatically enabled by their own Annenberg experience. Each of us in our individual careers will draw on and apply this experience to make a difference in our own area of focus, in our forum — taking with us all we have learned and all that our training equipped us with, all of the benefits and honors afforded to us by our Annenberg experience. And shaped by this time, we will carry on the Annenberg legacy by making our own impact, extending our vision, leaving our own mark in our particular walk of life — be it on a university faculty or on the ground in a developing country, be it on camera on major network news or evaluating the effects of news content on public health and civic engagement, be it working in and making thrive arts and cultural organizations or studying and commenting on their important social role in society, be it running for office and working in federal government or being the renowned expert in presidential races and holding political campaigns to the truth through factcheck.org…

... Be it through any walk of life, any arena of culture, society, and our global community and an Annenberg alum, faculty, or employee has been there, is there now or one day will be there — and every mark of their own that they leave is genuinely and ultimately the mark of the Annenbergs and their outstanding vision and generosity. This is the ripple effect we honor in tonight’s lecture, the powerful meta-impact that the Annenbergs have created and that we are all fortunate to be part of and have a responsibility to help sustain. With great admiration and thanks, and dedication to creating my part of the ripple, I offer a heartfelt toast to the Honorable Leonore Annenberg and the late Ambassador Walter Annenberg. ***
Annenberg alumni Bill Novelli maps Baby Boomers ‘Longevity Benefit’

After delivering a speech in Kentucky recently, Bill Novelli (Penn ’63, ASC ’64) said a woman came up to him and said, “Did you know women live longer than men?” Novelli politely responded that he did. “Well,” the woman said, “what are you going to do about it??”

» The story was meant to elicit a chuckle, which it did when Novelli told it to a gathering of Annenberg faculty, students, staff, and Penn Alumni on May 17 during Penn’s Alumni Weekend. But the reality is that Novelli, as CEO of AARP, is uniquely positioned to actually do something about the longevity in life that Americans — men and women — enjoy.

As CEO of AARP, Novelli leads a 40-million member organization committed to helping older Americans enjoy what he calls the “longevity bonus” of life.

“If you are 50-years-old in the United States, you have half your adult life ahead of you,” Novelli said. “When asked what was the personal best part of their lives, most ‘Baby Boomers’ say they have reached their peak, and they believe their best years are ahead of them.

“Many of us see our older years as a time to apply their talents to new adventures. Many people still work — full or part-time. Some stay in their jobs, while others go on to less demanding occupations. Some become ‘snow birds,’ working at a Borders bookstore in the South during the winter, and in a Borders in the North during the summer.”

Novelli said many AARP members volunteer their time. Volunteerism, he said, plays a significant part in how older Americans want to spend their time. Novelli cited studies showing a 32 percent increase in volunteerism between 1989 and 2005. “Our own studies show that our members feel a personal responsibility to (volunteer) and that doing so makes their own lives more satisfying,” he said.

“People are not necessarily looking for the ‘next best thing’ in their lives, as much as they seek their next best self.”

Despite the ability and opportunities to continue working and volunteer, Novelli cited what he called “dark clouds” on the horizon. While many older Americans are indeed working, a significant number are doing so because they have to. “There are two issues facing us as we enter the longevity benefit years — healthcare and America’s lack of financial security.

He discussed the objectives of a bipartisan effort — “Divided We Fail” — which comprises the Business Roundtable (comprising the CEO’s of America’s largest
corporations), the Service Employees
International Union (the fastest-growing
trade union in North America), the
National Federation of Independent
Business, and AARP. The organization
works for a national health policy,
and economic programs that put all
Americans on sound financial footing.

"These are strange bedfellows," Novelli
said. "We don't always agree on
everything, but we have come to realize
in our own ways that we are facing
common problems in healthcare and
financial security and, more importantly,
we realize that only by coming together
to solve these common problems can
each organization achieve its own goals."

On the day of his speech, alumnus Bill Novelli (Penn '63, ASC '64) was presented with the Leonore Annenberg Award for Distinguished Graduates. Mr. Novelli is currently CEO of AARP. The award is given to an Annenberg alumni who has demonstrated a commitment to help others and who has made significant contributions to the community and the nation. Shown with him in the photo is Michael X. Delli Carpini, Ph.D., Walter H. Annenberg Dean of the Annenberg School for Communication.
New Ph.D. Graduates Thank Annenberg, Families

Eleven students were graduated from the Annenberg School for Communication on Monday, May 19. After participating in Penn's main graduation ceremony at Franklin Field, they were honored with a luncheon and ceremony at the Annenberg School building. Their dissertation titles, and thoughts on Annenberg can be found on the Annenberg web site (visit the "Audio Video News Library" link from the home page).

Matthew Carlson
Dissertation: "On the Condition of Anonymity: Unnamed Sources and Journalistic Authority."

Presently a member of the faculty at Saint Louis University. "What strikes me most is that getting a Ph.D. takes a lot of hands," Dr. Carlson said. He thanked everyone who made his Ph.D. possible.

Ariel Chernin
Dissertation: "The Relationship Between Children's Knowledge of Persuasive Intent and Persuasion: The Case of Televised Food Marketing."

"At Annenberg, without really realizing it, I became a lot more confident...I still don't love public speaking but I don't let it stop me now and that's what I learned at Annenberg. (I learned) that I could do the things that scared me and I could accomplish things that seemed impossible."

Paul Falzone
Dissertation: "Documentary for Change"

Falzone noted that the students at Annenberg "had mentoring at every step of the way by professors at the top of their fields. We have the means and obligations to repay what has been given to us."
Eran Ben-Porath

Dissertation: "Codes of Professionalism; Norms of Conversation: How Political News Interviews Shape Attitudes About Journalists."

"Without Michael Deli Carpini, I would still be thinking about my dissertation," Dr. Ben Porath said. He thanked the Dean for all his help with his dissertation and research, noting that the Dean traveled with him during his dissertation research, moderating focus groups.

Lauren Feldman

Dissertation: "To Opine or Not to Opine: The Consequences of Opinionated News for Information Processing, Attitudes, and Knowledge."

"I don’t think there was any way to know five years ago just how enriching – personally, intellectually, and professionally – the Annenberg experience would be."

Bridget Kelly

Dissertation: "Effects of Benefit-Target Framing on Intentions to Engage in Avian Flu Vaccination and Other Health Behavior."

To her advisor, Professor Robert Hornik, Ph.D., Kelly said, "You are a model of ethics, fairness, creativity, and scientific rigor. If I could apply even half the lessons you taught me, I would have a career to be proud of."

Lee Shaker

Dissertation: "Local Politics in the New Media Environment: A Case Study of the 2007 Philadelphia Mayoral Race"

"I feel really blessed to have this five year period where having to be an adult and earning a living was lifted from my shoulders."
Rohit Chattopadhyay

Dissertation: Cultural Influences on Indian Television Commercials: A Qualitative Analysis

Dr. Chattopadhyay was unable to attend the ceremony (he is working in India). His Dissertation Supervisor, Paul Messaris, Ph.D., lauded Dr. Chattopadhyay's work, noting that the dissertation was done entirely via e-mail. "This is an example of a dissertation that would never have happened 15 years ago," Dr. Messaris said. "His research was made possible by digital media."

Minsun Shim


"I remember the day five years ago when I took a flight from Korea to Philadelphia for the first time; it was a feeling of excitement and anxiety. It was challenging, but more often it was rewarding."

Jason Tocci

Dissertation: "Geek Cultures: Media and Identity in the Digital Age"

Jason thanked numerous members of the faculty and staff at Annenberg, and offered thanks to "Katherine Sender for teaching me about ethnography and convincing me to turn a paper topic into a dissertation ... and I wish to thank everyone for helping me become the kind of professor I'd like to be."

Weiyu Zhang

Dissertation - "eDeliberation and the Disempowered: Access, Experience, and Influence."

"If academia is a lonely battle, then my advisor, Dr. Vincent Price, is a general who never hesitates to send his soldiers to the front. But I thank you for helping me come back safely every time."
full interview can be viewed by visiting the ASC web page (www.asc.upenn.edu) and clicking on the "Audio Video News Library" link.)

Annenberg Washington Series combines expertise from both coasts

Joe Turow is concerned about your privacy.

Mind you, he is no crusader. Rather Dr. Turow, the Robert Lewis Shayan Professor of Communication at Annenberg who studies marketing and the new media world, sees the potential for mega companies to not only tell stories about consumers with heretofore unheard-of levels of details and accuracy, but also with the potential to exert an unacceptable level of control over what kinds of marketing or other messages we receive.

It is that potential that led him to last year brief staff members who work for U.S. Senators on the Senate Judiciary Committee on the pros and cons of Google's acquisition of a small Internet company called DoubleClick. His position on that deal was spelled out in an op ed that appeared in the San Francisco Chronicle: "... the great proportion of (online) ads we receive, tailored to us across a wide range of media, will be based on what Google thinks about us," Dr. Turow said in the piece.

"There are serious implications of the new database marketing, with which corporations delve deeply into customers' personal histories and interests using digital surveillance technology," he said.

It was the same concern over digital marketing in the new world that prompted him — at the urging of colleagues with the Center for Digital Democracy — to issue a press statement against the proposed purchase of Internet search engine Yahoo.

John Jackson Talks Imus

Pre-on air levity — John L. Jackson, Jr., Ph.D., the Richard Perry University Associate Professor of Communication and Anthropology, shares a laugh with a camera technician from CN8, the Comcast Network, prior to a live interview with host of the CN8 program, Art Fennell Reports. Dr. Jackson appeared on the program to discuss radio "shock jock" Don Imus' return to the airways after being fired for uttering a racial slur on live radio. (Editor's note: The
by software giant Microsoft, saying the proposed deal was "... further evidenced that, despite the appearance of unlimited choice in the new media environment, people's online activities will be tracked and shaped by a very small number of companies who care far more about surveillance and targeted advertising than the public interest. The Federal Government, which should have been the guardian of the public interest, has dropped the ball." His comments were reported by the Associated Press and appeared in more than 200 publications around the world.

Dr. Turow is further pursuing this issue, bringing it to the nation's capital. In April, he chaired a panel at the National Press Club in Washington, D.C. on privacy in the digital age. Under the title "Can Privacy Education Help Consumers," the event brought together experts from Annenberg, the Center for Digital Democracy, the Electronic Privacy Information Center, as well as privacy executives from Google and America Online.

This event was part of a series of information sessions being run in Washington this year by the Annenberg schools at Penn and the University of Southern California. Under the heading "Two Annenbergs - One Powerful Communication Resource," the panels bring together experts from both Annenberg institutions to discuss communication issues of the day.

The April session on online privacy can be viewed by visiting the Annenberg web page (www.asc.upenn.edu) and clicking on the "Audio Video News Library" link. Also, visit www.AnnenbergWashingtonSeries.com for information on future sessions.

Learning about media in Budapest, a group of media executives and lawyers from Middle East states pose outside of the Parliament building in Budapest, Hungary. They were visiting the country as part of a Center for Global Communication Studies (CGCS) event. This two-week tour of Budapest and Vienna is part of the CGCS Jordan Media Strengthening Program. Its aim is to expose Middle Eastern media professionals to the urgency of a new media model in Central Europe.

Mayor Nutter Visit

Nutter on the News - Sharing some insight on dealing with the press Philadelphia Mayor Michael Nutter (Wharton '79) talks to students from the Comm 336 class, "Local News Media and Urban Policy," during a visit to Annenberg this spring. Nutter discussed the challenges of being mayor of a major city when one is covered 24/7 by the news media.
In Memoriam

Robert Lewis Shayon, 95, Is Dead; Elevated Radio

By BRUCE WEBER

Robert Lewis Shayon, who wrote and produced groundbreaking radio programs in the 1940s, including the "You Are There" series for CBS, and who later became a longtime television critic for the Saturday Review and an Ivy League professor — all without a college education of his own — died at his home in Frankfort, Ky., on June 28. He was 95.

The cause was pneumonia, said his wife, Nash Cox.

A voracious reader and autodidact who became a booster of television’s educational possibilities, Mr. Shayon, whether writing for radio, television or print, was always informed by meticulous research and had a style that was a pleasing amalgam of modesty and erudition.

"The series carries the usual bag of space-fiction hard- and software — lasers, telepathy, time warps, etc." he wrote in the 1960s about a new show. "Star Trek." Courting the comic-strip values is the image of an integrated crew representing diverse races — albeit the captain is an American and the known space system seems to be under the benevolent hegemony of a Pax Americana.

In the postwar 1940s, working in the radio documentary unit at CBS with Edward R. Murrow, Mr. Shayon wrote and directed two specials that helped elevate the medium.

The first, "Operation Crossroads," aired in the spring of 1946, less than a year after the bombings of Hiroshima and Nagasaki. It was a survey of public knowledge and opinion about atomic energy and featured an interview with Albert Einstein. Jack Gould, writing in The New York Times, said the program "expanded the horizon of American radio more than any other single broadcast has done in recent years."

The second, in 1947, was "The Eagle's Breed," about the spread of juvenile delinquency in the United States. Mr. Shayon wrote its script after a 9,000-mile, 52,000-mile coast-to-coast tour of U.S. slums and prisons. "Time" magazine reported at the time: "What I saw," says Shayon, "hit me between the eyes. His script, as radio rarely does, hit listeners between the ears."

Mr. Shayon went on to produce and direct the "You Are There" series for CBS, which melded history and technology by telling the stories of historical events — the storming of the Bastille, the discovery of America by Columbus — as if they were being covered live on the air. The first episode, on July 7, 1947, about the assassination of Abraham Lincoln, was written by Mr. Shayon. The program aired for three years and was made into a television series with Walter Cronkite as the host.

Mr. Shayon was born in Brooklyn on Aug. 15, 1912. His mother died when he was 6, and his father, an insurance salesman, later married a woman with other children, leaving Robert adrift.

"He left school at 15 or 16 and never looked back," Ms. Cox said in an interview Thursday.

Wanting to be an actor, he ended up, in the late 1930s, sleeping on a park bench, taking odd jobs in theaters and occasionally reading poetry on the radio. It was in a radio studio that he met a woman who changed his life, an Australian opera singer named Leah Frances Russell, who became his mentor and benefactor. Not only did she give him a place to sleep, but she introduced him to his daughter, Sheila, whom he eventually wed. Their marriage lasted 47 years, until she died in 1983. Mrs. Russell lived with them throughout the marriage, and the two women died within a month of each other.

In addition to his wife — Ms. Cox, whom he married in 1934 — Mr. Shayon is survived by two daughters, Diane Shayon of Westport, Conn., and Sheila Shayon of Manhattan, and three grandchildren.

Mr. Shayon was laid off at CBS in 1950, the year his name appeared in an anti-Communist pamphlet, "Red Channels: The Report of Communist Influence in Radio and Television," and he was blacklisted by the broadcasting industry.

Turning to the print media, he became the first television critic for The Christian Science Monitor before joining The Saturday Review, where he remained for more than 20 years.

He was the author of several books, including "Television and Our Children," which was published in 1951 and was one of the first considerations of the impact of the new medium on young people. In 1965 he joined the faculty of the Annenberg School for Communication at the University of Pennsylvania. He retired in 1990.

Joe Turow remembers Robert Lewis Shayon

Joseph Turow, Ph.D., is the first Penn professor to hold the title of "Robert Lewis Shayon Chair in Communication." He remembers Professor Shayon well. It was during his days as a graduate student at Penn in the 1970s when Dr. Turow was a research assistant to Professor Shayon.

"Bob Shayon was kind, friendly, and always eager to get his students thinking beyond the obvious," said Dr. Turow. "His 'three beat' approach to criticism which he expounded in his book, Open to Criticism, and in his 'Media Criticism' course was emphasized a dialectical exercise in which reflecting initial critical reactions to a media situation weren't sufficient. In Bob Shayon's scheme, the challenge was to work with the initial reflection, challenge it, and come up with a deeper insight that would stimulate the audience to think deeply on the subject.

"One of my great memories of taking courses with Bob Shayon is of the media executives he brought to our small, seminar-like classes. Having a opus to listen to, engage with, and even directly criticize such powerful TV programming executives such as Michael Dann and Fred Silverman was eye-opening and exhilarating. As Bob Shayon's research assistant, I had the privilege of working with Doran Tiver (ASC '76) to create a computer index of all his Christian Science Monitor and Saturday Review television critiques. Reading these two decades of virtually weekly writings on the medium amounted to my witnessing a careful observer's close, intelligent interrogation of TV's early history. It was a vivid experience that has stayed with me."
Racial Paranoia: The Unintended Consequences of Political Correctness

by John L. Jackson, Jr.
from amazon.com

The Civil War put an end to slavery, and the civil rights movement put an end to legalized segregation. Crimes motivated by racism are punished with particular severity, and Americans are more sensitive than ever about the words they choose when talking about race. And yet America remains divided along the color line.

Annenberg’s John L. Jackson, Jr., identifies a new paradigm of race relations that has emerged in the wake of the legal victories of the civil rights era: racial paranoia. We live in an age of racial equality punctuated by galling examples of ongoing discrimination—from the federal government’s inadequate efforts to protect the predominantly black population of New Orleans to Michael Richards’ outrageous outburst. Not surprisingly, African-Americans distrust the rhetoric of political correctness, and see instead the threat of racism lurking below every white surface. Conspiracy theories abound and racial reconciliation seems near impossible. In Racial Paranoia, Jackson explains how this paranoia is cultivated, transferred, and exaggerated; how it shapes our nation and undermines the goal of racial equality; and what can be done to fight it.

The Hyperlinked Society: Questioning Connections in the Digital Age
by Joseph Turow and Lokman Tsui
from amazon.com

“Links” are among the most basic—and most unexamined—features of online life. Bringing together a prominent array of thinkers from industry and the academy, The Hyperlinked Society addresses a provocative series of questions about the ways in which hyperlinks organize behavior online. How do media producers’ considerations of links change the way they approach their work, and how do these considerations in turn affect the ways that audiences consume news and entertainment? What role do economic and political considerations play in information producers’ creation of links? How do links shape the size and scope of the public sphere in the digital age? Are hyperlinks “bridging” mechanisms that encourage people to see beyond their personal beliefs to a broader and more diverse world? Or do they simply reinforce existing biases by encouraging people to ignore social and political perspectives that conflict with their existing interests and beliefs?

“This collection provides a broad and deep examination of the social, political, and economic implications of the evolving, web-based media environment. The Hyperlinked Society will be a very useful contribution to the scholarly debate about the role of the internet in modern society, and especially about the interaction between the internet and other media systems in modern society.”

—Charles Steinfield, Professor and Chairperson, Department of Telecommunication, Information Studies, and Media, Michigan State University

Owning the Olympics: Narratives of the New China
edited by Monroe E. Price and Daniel Dayan
from University of Michigan Press

From the moment they were announced, the Beijing Games were a major media event and the focus of intense scrutiny and speculation. In contrast to earlier such events, however, the Beijing Games are also unfolding in a newly volatile global media environment that is no longer monopolized by broadcast media. The dramatic expansion of media outlets and the growth of mobile communications technology have changed the nature of media events, making it significantly more difficult to regulate them or control their meaning. This volatility is reflected in the multiple, well-publicized controversies characterizing the run-up to Beijing 2008. According to many Western commentators, the People’s Republic of China seized the Olympics as an opportunity to reinvent itself as the “New China” — a global leader in economics, technology, and environmental issues, with an improving human-rights record. But China’s maneuverings have also been hotly contested by diverse global voices, including prominent human-rights advocates, all seeking to displace the official story of the Games.

Bringing together a distinguished group of scholars from Chinese studies, human rights, media studies, law, and other fields, Owning the Olympics reveals how multiple entities — including the Chinese Communist Party itself — seek to influence and control the narratives through which the Beijing Games will be understood.
Broadcasting, Voice, and Accountability: A Public Interest Approach to Policy, Law, and Regulation

by Steve Bucklety, Kreszentia Duer, Toby Mendel, Sean O. Socofru, with Monroe E. Price and Marc Raboy
from University of Michigan Press

Participatory development and government accountability depend in part on the existence of media that provide broad access to information from varied sources and that equip and encourage people to raise and debate issues and develop public opinion. Conductive policies, laws, and regulations are essential for media to develop that are independent and widely accessible and that enable the expression of diverse perspectives and sources of information. The book presents a framework to inform analysis of existing policies and support the development of a vigorous media sector, with a particular emphasis on broadcasting. It focuses on broadcasting because that is the medium with the greatest potential to reach and involve society at large, including the most disadvantaged and illiterate segments of society in developing countries. Information on good practices in broadcasting policy is in demand in countries of every region—particularly in countries that are opening their economies, democratizing, and decentralizing public service delivery.

Echo Chamber: Rush Limbaugh and the Conservative Media Establishment

By Kathleen Hall Jamieson and Joseph N. Cappella
from Amazon.com:

Rupert Murdoch’s recent multibillion-dollar purchase of The Wall Street Journal made international news. Yet it is but one more chapter in an untold story: the rise of an integrated conservative media machine that all began with Rush Limbaugh in the 1980s.

Now Kathleen Hall Jamieson and Joseph Cappella—two of the nation’s foremost experts on politics and communications—offer a searching analysis of the conservative media establishment, from talk radio to Fox News to the editorial page of The Wall Street Journal. Indeed, here is the first serious account of how the conservative media arose, what it consists of, and how it operates. To show how this influential segment of the media works, the authors examine the uproar that followed when Senator Trent Lott seemed to endorse Strom Thurmond’s segregationist past. Limbaugh called the remarks “utterly indefensible,” but added that a “double standard” was in play. That signaled a broad counterattack by the conservative media establishment, charging the mainstream media with hypocrisy (yet using its reports when convenient), creating a knowledge base (a set of facts or allegations for partisans to draw upon), and fostering an in-group identity. By analyzing such cases, together with survey data, Jamieson and Cappella find that Limbaugh, Fox News, and The Wall Street Journal opinion pages create a self-protective enclave for conservatives, shielding them from other information sources, and promoting strongly negative associations with political opponents. Limbaugh in particular, they write, fuses the roles of party leader and opinion leader in a fashion reminiscent of the nineteenth century’s partisan newspapers editions.

The rise of conservative media has fundamentally changed American politics. This thoughtful study offers the most authoritative and insightful account of this revolutionary phenomenon available today.

Armed America: Portraits of Gun Owners in their Homes

by Kyle Cassidy
Annenberg staff member Kyle Cassidy spent two years and traveled 15,000 miles around the country to ask gun owners one simple question: Why do you own a gun? What came out of that is a fascinating piece of journalism; a simple straightforward look at gun ownership in America. The book has been described as a rarity in that it has been praised by both pro- and anti-gun ownership corners of the political spectrum.

The Leaders We Deserved (and a few we didn’t)

by Al Felzenberg, adjunct faculty member, Annenberg School for Communication from Pursuas Books Group

It’s a perennial pastime to rate U.S. presidents on an all-time ranking: Certain presidents were “Great,” others were “Near-Great,” and so on down to “Failures” and “Unmitigated Disasters.” (OK, we made that last category up.) But as Alvin Felzenberg points out, there are many flaws with these rating systems. Despite reams of new historical information, the rankings never seem to change very much. They all favor a certain kind of president—those who tended to increase executive power. That aside, the idea of rating presidential performance on a simple linear scale is absurd. The Leaders We Deserved (and a Few We Didn’t) breaks presidential performance into easily understandable categories—character, vision, competence, foreign policy, economic policy, human rights, and legacy—and assesses, for each category, the best and worst. The result is a surprisingly fresh look at how the various presidents stack up against each other, with some of the “greats” coming off far worse than their supposedly mediocre colleagues.

...
a mixture of kudos, diplomatic critique, and suggestions for how to take the research to the next level.”

Sharrona Pearl Joins ASC Faculty

Lecturer and transdisciplinary scholar, Sharrona Pearl, Ph.D. from Harvard University has joined the faculty at Annenberg as an Assistant Professor of Communication.

Most recently a lecturer in History and Literature and the Department of the History of Science at Harvard University, Dr. Pearl offers instruction in a multitude of academic areas. At Annenberg, she will add to the school’s expertise in its Culture and Communications focus.

Combining the methodology of the history of science and visual studies with a cultural studies sensibility, Dr. Pearl’s doctoral research explored physiognomy – the study of facial features and their relationship to character traits – as a means to examine the relationship between entertainment and culture, and the formation and communication of ideas. She is presently revising her dissertation, As Plain as the Nose on Your Face: Physiognomy in Nineteenth-Century England, into a book to be published by Harvard University Press. More broadly, Dr. Pearl is interested in the relationship between science and media, and is currently working on theatre and self-fashioning in the British Empire.

“We are extremely pleased that Dr. Sharrona Pearl has agreed to teach at Annenberg,” said Michael X. Delli Carpini, Ph.D., the Walter H. Annenberg Dean of the Annenberg School for Communication. “She comes to us from an exciting, interdisciplinary background and brings the same respect and responsibility to educating students in the area of communications that we emphatically foster here at Annenberg.”

Katherine Sender promoted, granted tenure

Annenberg faculty member Katherine Sender, Ph.D., has been promoted to Associate Professor of Communication, with tenure.


Faculty News Highlights

(Details available at www.asc.upenn.edu)

Michael X. Delli Carpini, Ph.D., the Walter H. Annenberg Dean, Annenberg School for Communication

Making News

Appears in an installment of “Dan Rather Reports” discussing the Barack Obama Presidential Campaign.

Appeared on CN8 program “Art Fennell Reports” to discuss the youth vote in the 2008 Presidential Campaign.


Barrie Zelizer, Ph.D., the Raymond Williams Professor of Communication

Accomplishments

Named President-Elect-Select of the International Communication Association (ICA).

Publications


Published in Memory Studies (Vol. 1, No. 1, 79 – 87, 2008, SAGE Publications), with an article titled “Why memory’s work on journalism does not reflect journalism’s work on memory.”

Presentations

Delivered the kickoff lecture for Hamilton College’s The Age of Information series of academic lectures on August 30, 2007 in Clinton, NY. Professor Zelizer, a former journalist, presented: “When Reporting War Is More Imagined Than Real.”

Making News

Interviewed by the BBC in February for a story about the impact of Iraq war images.

John L. Jackson, Jr., Ph.D., the Richard Perry University Associate Professor of Communication and Anthropology

Making News

Interviewed by CN8 regarding Don Imus’ return to television.

Interviewed by CN8 regarding the controversial LeBron James photo on the cover of Vogue magazine (April 2008).


Keith N. Hampton, Ph.D., Assistant Professor of Communication

Accomplishments

Honored by the American Sociological Association section on Communication and Information Technologies for his i-neighbors project.

Making News

i-neighbors covered in the Bay City (MI) Times in December 2007 in a story discussing how the program helps keep neighbors informed of important community events.

Interviewed by The New York Times for an October 22, 2007 article, citing the growth of his i-neighbors.org project, and again in January 2007 for a Times story of redesigning sites “to allow people to reveal different aspects of their identity to different users.”
genes, disease, and genetics research as it takes shape through public discourse and deliberation. The transdisciplinary research will involve researchers at the University of Pennsylvania from genetic medicine, bioethics, behavioral genetics, psychiatry and law.

Publications

Dr. Cappella, along with Kathleen Hall Jamieson, Ph.D., the Elizabeth Ware Packard Professor of Communication and Director of the Annenberg Public Policy Center, published *Echo Chambers: Rush Limbaugh and the Conservative Media Establishment.* (See page 17)


Making News

Dr. Cappella was interviewed by U.S. News & World Report magazine for an article on the impact of the movie “Sicko,” (September 2007). Discussing popular opinion about healthcare reform in the article, Professor Cappella said, “The movie and the surrounding media coverage can have the effect of keeping the topic active for a long period of time.”

Communication titled “Race, Ethnicity, and Global Communication Studies.”


Wrote a chapter in *Global Communications: Toward a Transcultural Political Economy,* Lanham, MD, Rowan and Littlefield titled “Critical Transculturalism and Arab Reality Television: A Preliminary Theoretical Exploration” (pp. 189-200).

Presentations

Participated in a panel discussion, “Al Jazeera English in Southeast Asia: Prospects and Impacts.” The event, which took place at the Woodrow Wilson International Center for Scholars in Washington, D.C., brought together scholars from Ohio University, the University of Southern California, and representatives from Middle East television outlets.

Making News

Discussed television and politics in French on Radio Charnpennes Tonkin, Lyon, France.

Marwan M. Kraidy, Ph.D., Associate Professor of Communication

Publications

Published a review essay in the December 2007 issue of *Global Media and Communication*
Joseph Turow, Ph.D., the Robert Lewis Shroyer Professor of Communication

Publications

Op-ed in the October 3, 2007 edition of San Francisco Chronicle. Commenting on the Google/DoubleClick merger, Professor Turow discusses Google’s decision to purchase 'little-known DoubleClick' and how it will affect the 'future of American media and the way advertisers tell stories about you and me.'


Presentations


Making News

Quoted extensively in news outlets throughout the country regarding the proposed takeover of Yahoo by Microsoft.

Discussing the Google/DoubleClick Merger further, Professor Turow was quoted in a New York Times article in December 2007, saying, “Why do you give the store to the top company? Why do you give it to the 5,000-pound gorilla? Let that gorilla create its own company.”

Professor John B. Jemmott III, Ph.D., the Kenneth B. Clark Professor of Communication, and Professor of Communication in Psychiatry, Director of the Center for Health Behavior and Communication Research, Department of Psychiatry, School of Medicine

Accomplishments

With the University of Botswana (UB) in Africa, launched an Adolescent Research and Capacity Building on HIV/AIDS, a partnership between UB, Penn, and the U.S. government.

Making News

Discusses HIV/AIDS education efforts during an interview with National Public Radio.

With Professor Loretta Sweet Jemmott, profiled in the Philadelphia Daily News.

Martin Fishbein, Ph.D., the Harry C. Coles, Jr. Distinguished Professor of Communication

Publications

Edited special issue of Communication Methods and Measures on Measuring Exposure Papers from the Annenberg Media Exposure Workshop.


With Michael Hennessey, Ph.D., Amy Bleakley, Staff Research Specialist at Annenberg and Amy Jordan, Ph.D., Senior Research Investigator at Annenberg, published an article in Aids and Behavior (8, 321-31, 2008) titled “Validating an Adolescent Sexual Behavior Index Using Psychosocial Theory and Social Trait Correlates.”

Robert C. Hernik, Ph.D., the Wilbur Schramm Professor of Communication

Publications


Publications

New Book, with Professor Joseph N. Cappella, Echo Chamber: Rush Limbaugh and the Conservative Media Establishment (see page 17).

Kathleen Hall Jamieson, Ph.D., Elizabeth Ware Packard Professor of Communication and the Walter and Leonore Annenberg Director of the Annenberg Public Policy Center

Making News

Contributed to an op-ed in the November 11 edition of The New York Times, publishing the findings of a study that essentially “got inside voters’ brains.”

Regular participant on “Bill Moyers Journal” throughout the 2008 Presidential primaries, where she provided insight and thoughts on the 2008 Presidential Campaign.

Several appearances on “News Hour with Jim Lehrer,” where she provided commentary on the Presidential campaign.

Regularity interviewed by dozens of media outlets, including MSNBC (executive pay), Newsday (about potential Presidential running mates), The New York Times (provided commentary on Hillary Clinton’s failed campaign), The Washington Post (where she coined the term “Czickocracy,” referring to a new form of Internet democracy), The Philadelphia Inquirer and The Allentown Morning Call (on the Presidential Campaign), The Boston Globe (in a story about humor on the campaign trail), The Toronto Star (on speeches by Presidential candidates), and the Sacramento Bee (on politicians crying in public), to name but a few.

Appeared on “The Colbert Report” when that show was being filmed on Penn’s campus earlier this year.

Klaus Krippendorf, Ph.D., the Gregory Bateson Professor of Communication

Presentations

In January, served as a keynote speaker at The Second International Conference on Design Principles and Practices.

In June, delivered a special lecture at the “Kulturwissenschaftliches Forschungskolleg Medienumbruche” of the University Siegen, Germany.

Publications

With Annenberg Ph.D. candidate Mary Bock, published The Content Analysis Reader.
Deborah Linebarger, Assistant Professor of Communication

Making News
Talked about age appropriate media during an interview on CN8’s “Art Fennell Reports.”
Explained what makes good children’s media in an article that appeared in Newsweek magazine.

Carolyn Marvin, Ph.D., the Frances Yates Professor of Communication

Making News
With Ph.D. candidate Christopher J. Finlay, interviewed on CCTV International (CCTV9), the English-language channel of the Chinese state broadcaster about the Beijing Olympics.

Monroe E. Price, Adjunct Full Professor and Director of the Center for Global Communication Studies

Making News
Appeared on “Your Morning,” a CN8 regional morning news program to discuss China and the Beijing Olympics.
Appeared on Wisconsin public radio to discuss China and the Beijing Olympics.
Regularly publishes a blog in The Huffington Post.

Publications
New books, Owning the Olympics, and Broadcast, Voice, and Accountability (see page 16). ***

Diana Mutz, Ph.D., the Samuel A. Stouffer Professor of Communication and Politics

Making News
Discussed politics, voter involvement, what makes people go to the polls, and what challenges confront Americans each election with a film crew from www.icitizenforum.com.
Talked about the 2008 Presidential Elections on WHYY’s “Voices in the Family” radio program.
A public service announcement (PSA) on managing debt that was written, filmed, and edited by Angel Ho was named best in competition among competitive PSAs submitted by students throughout the country. The contest, sponsored by the Service Employees International Union (SEIU) and the League of Young Voters (LYV), was titled “Keep it in Your Pants,” and was designed to help young people avoid what the SEIU and LYV call “Debt Disease.” (April 2008)

Brittany Griebling’s work received top honors from the National Communication Association. The paper, titled Whence the Protestant ethic? The Tension between competing economies of worth in Christian writings on business and economics was submitted to the NCA’s Rhetorical and Communication Theory division. (April 2008)

Ken Winne, Ph.D. candidate and managing director of the National Annenberg Election Survey at the Annenberg Public Policy Center (APPC), and Adam Clymer, former reporter for The New York Times and a former political director with the APPC, contributed a chapter to a new book on swing voters’ titled The Swing Voter in American Politics, William G. Mayer (ed.), Washington, DC: Brookings Institution Press. (February 2008)


Khadijah White was a member of a delegation of seven journalists who traveled to Senegal from Dec. 1-9 to cover key issues affecting the African nation, including the fight against malaria and HIV/AIDS, the impact of climate change, the improvement of education, and the efforts to close the digital divide. White attended the trip as a representative of NOW on PBS, New York. (December 2007)


Eran M. Ben-Porath’s research into the effectiveness of televised political debates was published in the October issue of Communication Quarterly (Vol. 55, Issue 5, pages 375 – 396) in an article titled “Question Bias and Violations of Comparability in Intraparty Debates: Iowa and New Hampshire, 2004.” (November 2007)

Robin Stambaugh-Stevens, Shawnika J. Hull, Angel Ho, and Michael Serazio – were finalists for the 2007 Donald P. Cushman Memorial Award, presented at the National Communication Association conference Nov. 15 – 18 in Chicago. The award honors the top-ranked student-authored paper from all NCA units that competitively rank papers for programming at NCA. (November 2007)

Ashley H. Sanders-Jackson was one of five co-authors on an article in the current edition of Media Psychology, (2007, Vol. 10, No. 3, Pages 317 – 338). The article is titled “Cognition and in TV Message Processing: How Valence, Arousing Content, Structural Complexity, and Information Density Affect the Availability of Cognitive Resources.” (October 2007)

Lokman Tsai was the author of an article in a theme issue of the journal Global Dialogue (volume 9, number 1-2, winter/spring 2007). The theme is “The Rise of China” and his article is titled “An Inadequate Metaphor: The Great Firewall and Chinese Internet Censorship” (September 2007). He also published a new book, The Hyperlinked Society, with Joseph Turow,
Ph.D., the Robert Lewis Shayon Professor of Communication.

Bruce W. Hardy co-authored an article in the Journal of Broadcasting & Electronic Media on the influence of daytime talk shows on how people form opinions. "When Oprah intervenes: Political correlates of daytime talk show viewing." Journal of Broadcasting & Electronic Media, 51, 2, 228-244 (September 2007). Hardy also co-authored a chapter in the new book The Politics of News: The News of Politics, (2nd Edition), (pp. 117-138), Washington DC: CQ Press. The chapter is titled, "Unmasking deception: The capacity, disposition, and challenges facing the press." He was co-author with Kathleen Hall Jamieson, Ph.D., the Elizabeth Ware Packard Professor of Communication and Walter and Leonore Annenberg Director of the Annenberg Public Policy Center.

Annenberg Ph.D. candidate Kenneth Farrall was recently interviewed by the Australian Broadcasting Corporation's pan Asian radio program, "The Media Report." In the interview, which aired on August 9th, Ken discusses the similarities between state surveillance programs in the United States and China. (August 2007)

Anne-Katrin Arnold is the lead article in the current issue of Javnost – The Public, an interdisciplinary peer-reviewed social and cultural science journal published by the European Institute for Communication and Culture in association with the Faculty of Social Sciences, University of Ljubljana. The article is titled "Tönnies' concept of public opinion and its utility for the academic field." (July 2007) ***

In Memoriam

Anca Romanian: 1975-2008

Annenberg alumna Anca Romanian died April 14, 2008 at her home in Massachusetts after struggling with lung cancer for 18 months. She was 32 years old.

Anca was born in and grew up in Romania and completed her undergraduate and Masters degree at Babe-Bolyai University in Cluj. Anca came to Annenberg in 2000 and she finished her Ph.D. in 2004. She was Research Director for the Center of Excellence in Cancer Communication Research (CECCR) at Annenberg for two years and joined the Communication Department at the University of Massachusetts Amherst as Assistant Professor in September 2006.

Anca was a beloved friend, mentor, student, co-worker and scholar. Her infectious personality, charm and brilliance will be greatly missed by all of us who knew her. A dedicated teacher, Anca was in the classroom the week before her death. Anca was a thoughtful and sophisticated scholar and a wonderful person.

A celebration of Anca's life was held at the Annenberg School on May 19, 2008. We extend our sympathies to her loving and extraordinarily supportive husband Cornel, who cared for her throughout her illness, and to her family.

Stories and photos are being gathered through a memorial website and will be compiled into a book for her family. The memorial website can be accessed at: http://sharepoint.asc.upenn.edu/memorial/anca. We continue to welcome submissions for the memorial book.
Alumni PROFILE

In the late 1940's Bob Ryan and Bill Strong grew up within shouting distance of each other on Valley View Road in Merion Station, PA. Both graduated from Lower Merion High. After high school their paths temporarily split; Bill attended Amherst in a pre-law program, while Bob went to Gettysburg College to study English and History.

The two men caught up with each other in a way after their undergraduate studies. They both received Master's Degrees from the Annenberg School for Communication (Bob in 1964 and Bill in 1967). Their paths continued on a similar vein after college when both men went into the business of sports. Bill Strong has enjoyed a long career in sports marketing, while Bob Ryan spent nearly 40 years with NFL Films. Their stories follow.

Bob Ryan
One little nickname...

When Robert Ryan (ASC '64) coined the nickname “Americas Team” for the Dallas Cowboys of the National Football League (NFL), he thought the moniker might have some staying power.

Boy, oh boy did it have staying power.

Twenty-nine years after Ryan came up with the name, virtually every team in every organized professional sport, pines to be known as “America's Team.”

And to think it all started because Ryan needed some extra copy on a package for a video highlight reel.

In 1979 Ryan, then the vice president and editor-in-chief of NFL Films, wanted to come up with a title for a highlight film of the 1978 Cowboys team, who had just won the National Football Conference championship and had lost an exciting Super Bowl to the Pittsburgh Steelers.

According to a Ryan quote in Wikipedia: “I wanted to come up with a different twist on their team highlight film. I noticed then, and had noticed earlier, that wherever the Cowboys played, you saw people in the stands with Cowboys jerseys and hats and pennants. Plus they were always the national game on television.”

The package for the highlight video was called “The Dallas Cowboys: The Complete History of America's Team.” The term was used by a television broadcaster for Dallas' first game of the 1979 season, and it stuck.

Google the term “Americas Team” and you get just under one-million entries. Other professional sport teams lay claim to the name or have had it conferred upon them.

“When the Cowboys are playing well, the nickname comes up again,” Ryan, now retired from NFL Films (but still consulting with them) said. “It’s probably one of the most high profile nicknames for a team in history.”

Ryan, originally from Lower Merion, PA and who now lives in New Jersey, says he does not mind being associated with the name. “I’m fine with it, really. I love the name.”

While Ryan has been interviewed countless times about the nickname, he admits it is not the one thing he would like to be remembered for. Rather than the name, Ryan would like people to realize he is the winner of 18 Emmy Awards, the most recent coming in April of 2008, when he was recognized by the National Academy of Television Arts & Sciences for a series of films he did called, coincidentally, “America’s Game,” a history of the Super Bowl.

Ryan came to Annenberg by way of Gettysburg College, where he majored in History and English. “I always thought I’d write for a magazine or go into advertising,” he said.

It was after graduating that he took a job with NFL Films, which was being run by a lifelong friend, Steve Sabol, and his father.

“I had to learn how to become a film maker, but found I had an aptitude for it.”

Ryan currently provides consulting services to NFL Films. “I find I get to do what I love most, which is making films.” He spends his time between his home in Moorestown, New Jersey and the Jersey Shore.

Bill Strong
Although he may not have known it at the time, Bill Strong's father's dream of seeing his son become a lawyer ended the summer before Bill ever set foot in law school.

It was during the summer of 1963 when Strong (MAC '67), fresh from receiving his undergraduate degree from Amherst College, went to work at the U.S. Information Agency (USIA) in Washington, D.C. as a summer intern.

“It was an amazing experience,” says Strong, who add the opportunity to manage a news desk and rub elbows with luminaries like Edward R. Murrow, the former CBS newsmen and first head of USIA.

Two months later, Strong found himself in a classroom full of potential lawyers at Penn Law. “I was a fish out of water,” he says upon reflection. “After working for USIA, this just wasn’t for me.”

Still having nearly three years left on a scholarship, Strong decided to build upon his experience at USIA by obtaining his graduate degree from Annenberg. After graduation, he joined Westinghouse and worked at Westinghouse broadcast properties in Philadelphia (KYW), San Francisco (KPIX), Pittsburgh (KDKA), and in advertising sales positions in Chicago and New York.

In 1982 he became the vice president of communications and sales for the Pittsburgh Penguins of the National Hockey League. “I was attempting to obtain their broadcast
rights for the company I was with at the
time, and they instead asked me to work for
them.”

The Penguins weren’t a particularly
successful team at that time, but new
ownership helped create a core of hockey
stars that not only propelled the Penguins
into the upper echelon of the NHL, but
helped raise the profile of everyone in the
organization. That, in turn, led to an
opportunity in 1993 to join the Dallas Stars
NHL franchise, which was relocating from
Minnesota.

His professional time in Dallas has been
spent between negotiating and managing
broadcast and advertising rights for several
professional sports operations: the Stars, the
Texas Rangers of Major League Baseball,
and Mesquite Championship Rodeo.

“There aren’t a lot of people in the sports
marketing business who are my age,”
said. “It’s a crazy business that defies
logic in a lot of ways. Many professional
sports teams don’t make very much money,
and become increasingly dependent on
advertising revenue. But with technologies
like TiVo, sports operations have had to
continually think outside the box as to how
and where they place their sponsorship
messages. “

He noted that, in his early days with the
Pittsburgh Penguins, it was almost unheard
of to place a sponsor’s advertisement on the
skating rink ice. Now, entire arenas are
festooned with sponsorship messages.
He talked about a television interview he
watched between a sports reporter and a
NASCAR driver. “The racer kept changing
baseball hats during the interview,” Strong
said. “Each hat had a different corporate
logo on it.

“a NASCAR marketing official once said
‘less is more’ when it comes to advertising.
That gave me a laugh; I want to do less is
more like they do!”

Alumni in the news

(More details available at www.asc.upenn.edu)

James DePrest (MAC ’61) selected to lead Cascade Music Festival in Bend, OR
(December 2007).

Anne Secia Klein (MAC ’65) named Woman Business Owner of the Year by the
Southern New Jersey chapter of the National Association of Women Business Owners
(December 2007).

Yves Winkel (MAC ’79) received honors from East China Normal University (June
2008).

Milton Mueller (MAC ’86, Ph.D. ’89) accepted chair position at Delft University of
Technology in the Netherlands (January 2008).

Pablo Halpern (GR ’92) joined ASC Alumni Advisory Board (November 2007).

Margaret Ann “Maggie” Williams (MAC ’92) tapped to manage Presidential
Campaign for Sen. Hillary Clinton (February 2008).

Linus Abraham (Ph.D. ’98) named dean of the College of Communications at
African University in Ghana (April 2008).

Erika Falk (Ph.D. ’01) published book on female presidential candidates “Women
for President: Media Bias in Eight Campaigns” (February 2008).

Yariv Tsafir (Ph.D. ’02) published in Journal of Communication with an article titled
“Hostile Media Perceptions, Presumed Media Influence, and Minority Alienation: The
Case of Arabs in Israel” (January 2008).

David Gudelunas (MAC ’01, Ph.D. ’04) published book, “Confidential to America:
Newspaper Advice Columns and Sexual Education,” based on his Ph.D. dissertation
(October 2007).

Oren Meyers (Ph.D. ’04) published article in Journal of Communication under the
title “Memory in Journalism and the Memory of Journalism: Israeli Journalists and the
Constructed Legacy of Haolam Hazeh (January 2008).

Natalie Jomini Stroud (Ph.D. ’06) co-authored article, “From Agenda Setting to
Refusal Setting: Survey Nonresponse as a Function of Media Coverage Across the

Ariel Chernin (Ph.D. ’07), authored study on advertising affects on young children
in the Annals of the American Academy of Political and Social Science Journal
(January 2008).

Lee Humphreys (Ph.D. ’07) wrote an article on mobile social network systems for
the Journal of Computer-Mediated Communication (December 2007).
An alumni speaks out regarding Bill Novelli’s appearance

To the Editor:

That AARP CEO Bill Novelli’s (ASC ’63) May Alumni Weekend lecture went otherwise unprotested by the ASC community is, to my mind, testament to the persuasive powers of public relations, Mr. Novelli’s specialty. AARP quite successfully presents itself in a light that belies its agenda.

AARP’s mission statement (from aarp.org) makes no mention of selling insurance but does mention “a wide range of unique benefits, special products, and services for our members;” that AARP leads with “positive social change and… information, advocacy and service.”

Make no mistake: first and foremost, AARP is in the business of selling insurance. But beyond an insurance broker masquerading as an advocacy organization, AARP singularly stabbed America in the back with its 11th hour tipping-point endorsement of the malevolent 2003 Medicare drug bill. Consequently, any post drug bill AARP presentation – in this case, one professing to “give meaning and purpose to the best time of your life” – is suspect in its motivation, a duplicitous insult to intellectual integrity and this institution.

Once, primarily, a service organization advocating for seniors’ rights, AARP has aligned itself so singularly with the pharmaceutical and insurance industries as to effectively pit itself against its own membership. It is widely acknowledged that the neoconservative economic agenda is to “starve the beast” (Grover Norquist). “The beast” includes Medicare, Medicaid and Social Security. For the special interests it serves and the anti-citizen provisions it contains (“doughnut holes,” etc.), the 2003 Medicare drug bill that AARP’s endorsement enabled is a thick nail in the beast’s coffin. AARP, more than any one entity, is to be credited for that legislation’s passage.

In such high regard did I once hold AARP that, in my mid 40’s, I became an associate member, becoming a full member at 50. That membership lasted a few short months: I cancelled it, so disgusted was I by AARP’s 11th hour endorsement of that malevolent Medicare drug bill. AARP’s endorsement remains widely credited with its passage.

One need only search ‘AARP’ and ‘Medicare Drug Bill’ online – or pick up a copy of Dale Van Atta’s Trust Betrayed: Inside the AARP – for a far more comprehensive, under-the-PR-radar understanding of today’s AARP than what space allows here.

More than a month prior to Mr. Novelli’s presentation, I protested its legitimacy and relevance to the ASC community with appropriate ASC staff, including Dean Delli Carpini, only to have been met with polite indifference. I remain appalled by AARP’s disingenuous representation of itself and disappointed by ASC’s tacit endorsement and legitimization of AARP’s agenda.

Ken Karp
M.A., ASC ’77

AARP’s Bill Novelli Responds

To the Editor:

Mr. Karp’s letter protesting my May Alumni Weekend lecture misses the point of what AARP is all about. He is correct, however, in stating that our mission

...makes no mention of selling insurance. The reason is simple: selling insurance is not our mission.

We were founded 50 years ago by a retired high school principal from California, Dr. Ethel Percy Andrus. On a visit to a former teacher friend of hers, she found the woman living in an old chicken coop in poor health and unable to afford medical care. Ethel got mad, and she got organized. After helping her friend, she turned her efforts to helping others through a campaign to get fairly priced medical insurance for retired teachers. She soon discovered that many other older Americans needed help as well, and in 1958, she founded AARP. Dr. Andrus also believed that aging Americans could maintain their personal dignity and continue their social usefulness through a commitment to service. She gave us the motto that still guides us today: “To serve, not to be served.”

Our mission is to help our members make the most of life after 50 and to enhance the quality of life for all as we age. And like Dr. Andrus, we are committed to championing the future of our members and the future of all generations. We do this by focusing on the five core needs that every generation shares: the need for health and financial security; the need to not only feel connected to your family and community, but also to give something back; and the need to simply enjoy life.

We measure our success with a triple bottom line which tells us how we are doing in leading positive social change, providing value to members and generating revenue to fund the enterprise.

Mr. Karp credits AARP with leadership in helping to pass the Medicare Modernization Act of 2003, and we’re proud to accept that credit. While Mr. Karp may not like the law, a study by the Kaiser Family Foundation reported that approximately 80 percent of the more than 22.5 million beneficiaries enrolled in Part D plans are happy with it. And, the average enrollee is saving about $1,200 a year on their prescription drugs.
Medicare Part D is meeting a vital need, and millions of people are benefiting from it. At the same time, we’re continuing to advocate for improvements in the law.

Perhaps the greatest shortcoming of Mr. Karp’s letter is his failure to recognize that AARP is much more than a Washington, DC-based lobbying organization. Dr. Andrus used to refer to AARP as an “army of useful citizens” who had the ability, the experience and the desire to promote and enhance the public good. Today, nearly 40 million members make up that army. That gives us a tremendous opportunity to improve our own lives, our communities and our country. As we say at AARP, we have the power to make it better.

Bill Novelli (ASC ’63)
Chief Executive Officer, AARP

From the editor: We welcome views and opinions from all readers of News Link. Please address your correspondence to News Link, ATTN: Joseph J. Diorio, University of Pennsylvania, Annenberg School for Communication, 3620 Walnut Street, Philadelphia, PA 19104 or e-mail to jdiorio@asc.upenn.edu. ***
APPIC Topping Off Ceremony

The final beam set - A construction worker steadies the final steel beam of the Annenberg Public Policy Center, only this piece of steel bears the signatures of Penn President Amy Gutmann; Gail Levin, Ph.D., Executive Director of the Annenberg Foundation; and Michael X. Deli Carpini, Ph.D., the Walter H. Annenberg Dean of the Annenberg School for Communication. This "topping off" ceremony marked the end of the steel framing stage of construction for the $42 million building, which is set to open in the Fall of 2009.