Honoring the Annenbergs

National Intelligence Director Delivers First Annual Leonore Annenberg Lecture

The Annenberg Public Policy Center, the Trustees of the University of Pennsylvania, University President Amy Gutmann, and the Annenberg School's Institute for Public Service sponsored the First Annual Leonore Annenberg Lecture in Public Service and Global Understanding. John D. Negroponte, Director of National Intelligence, delivered the lecture, titled "The World of the 21st Century: International Careers in Public Service" in October, before an audience of nearly 200.

The annual event was established to recognize Mrs. Annenberg's generosity and service throughout the world, as well as to the University and its many educational and policy institutions.

Penn President Amy Gutmann made welcoming remarks, recognizing Mrs. Annenberg for her support. "[W]e are joined by the woman whose generosity and vision touches our great University and our world in so many ways every...

continued on page 2

15th Annual Walter and Leonore Annenberg Distinguished Lecture in Communication

In a witty and compelling address, Tharoor discussed the United Nations' commitment to the universal right to receive and impart information, in the context of the Universal Declaration of Human Rights of 1948.

This November, Annenberg faculty, students, alumni and invited guests attended the 15th Annual Walter and Leonore Annenberg Distinguished Lecture in Communication. Dr. Shashi Tharoor, Under-Secretary-General for Communication and Public Information for the United Nations, spoke about the changing technological global climate in a lecture titled, "The Information Revolution: Where Do We Go From Here?"

continued on page 4

Dr. Shashi Tharoor, Under-Secretary-General for Communication and Public Information for the United Nations
day. That makes us grateful. Three years from now, this annual lecture will be delivered in our gleaming new home for the Annenberg Public Policy Center. The lecture will advance our understanding of the forces at work in our world while inspiring the best and brightest Penn minds to devote their lives to public service in the international arena. In other words, it will have the mark of Lee Annenberg written all over it.”

Negroponte cited Mrs. Annenberg’s involvement in furthering global understanding, saying, “Very few Americans have done as much for her country—and the world—as Leonore Annenberg. As Chief of Protocol, as a philanthropist, as a director of educational and cultural institutions, Leonore Annenberg has embodied the civic spirit upon which the United States was founded and depends on to this day. If there is wonder that so many divergent perspectives were not integrated into actionable intelligence.

“That must change and is changing. Now our intelligence professionals, from the front line to the front office, are developing a perspective that is multi-organizational, multi-national, multi-cultural, even multispectral. We don’t want groupthink, of course. What we want is ‘multi-think’—an individual and collective ability to really work a problem from every conceivable perspective. How does one acquire such a broad frame of reference? In our case, through something called ‘joint duty.’ That’s a term that comes from the Pentagon, where far-sighted senior leaders concluded in the 1980’s that future wars could not be fought and won by the military services acting separately. Now, as a matter of law,

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— JOHN D. NEGROPONTE

one aspect of the United States that I consistently have heard people of other countries praise over the years, it is the freedom and passion with which our private citizens engage in public life.”

In his lecture, Negroponte discussed the importance of public service. “One of the 9/11 Commission’s most striking conclusions was that America’s intelligence services simply failed to ‘connect the dots’—in large part because of the organizational, technological and cultural stovepipes that existed at the time. Every agency had its own way of looking at the world, distinctive preoccupations and information control practices. No you cannot become a general officer without having completed at least one ‘joint tour’—that is, service in an organization where the color and cut of the uniforms around you differs from your own. For promotion to the senior ranks of the Intelligence Community, we are putting a similar policy in place.

“I don’t suggest that every American should become a public servant, but I do think every American should support public service and understand its in calculable contributions around the world... This is a century sorely in need of your skill, imagination, and good will.”

“We are joined by the woman whose generosity and vision touches our great University and our world in so many ways every day. That makes us grateful.”

Penn President Amy Gutmann
Institute for Public Service Director David Eisenhower gives a toast to the achievements of Mrs. Annenberg

John D. Negroponte, Director of National Intelligence with Annenberg Ph.D. student Antonio Lambino

"I don't suggest that every American should become a public servant, but I do think every American should support public service and understand its incalculable contributions around the world... This is a century sorely in need of your skill, imagination, and good will."

— John D. Negroponte
Shashi Tharoor has led the United Nations' Department of Public Information (DPI) since January 2001. He is in charge of the organization's communications strategy, with particular responsibility for ensuring the coherence and effectiveness of the United Nations' external message. In 1998, he was named by the World Economic Forum in Davos, Switzerland, as a "Global Leader of Tomorrow." This year, Tharoor was India's nominee for Secretary-General of the United Nations, to replace Kofi Annan.

In a witty and compelling address, Tharoor discussed the United Nations' commitment to the universal right to receive and impart information, in the context of the Universal Declaration of Human Rights of 1948:

"In 1948, the U.N. General Assembly adopted the Universal Declaration of Human Rights—a declaration that promised many things including, in Article 19, that 'Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.'

"You will note that in this Declaration, States promised everyone a right to receive and impart information—not an insignificant commitment, given that it was made immediately after two decades in which freedom of information was suppressed in developed and formerly democratic European countries like Italy, Germany, and Spain."

He re-examined the evolution of this right to information with regard to the advantages and challenges of technology in the 21st Century, along with the emergence of freedom of information laws passed in an increasing number of countries. He highlighted the problems of the "digital divide" and the importance of creating information access for all people.

"The prospective benefits of the information age are clear; in a nutshell, we now have a powerful tool to address the disadvantages of under-development, of isolation, of poverty and of the lack of political accountability and political freedom," said Tharoor.

"But these benefits will only be made manifest when the entrances and exits to the information superhighway are open to everyone, when they are mapped and signposted in such a way as to allow everyone to know where they need to go, and when the road itself is suitable for all manner of vehicles, from sports cars to trams, and from Mack trucks to bicycles."

The evening also included a dinner with the speaker, at which Annenberg School alumna Kate Kenski, Ph.D. 2006, gave a toast to the Annenberg family to close the evening:

"It is an honor to be here and represent the over 700 alumni who have earned their master's degrees and over 150 alumni who have earned their doctorates here at the Annenberg School for Communication. I left Philadelphia 16 months ago to teach at the University of Arizona. Despite being far from the Annenberg School, I am continuously impressed by the pervasiveness of the Annenberg legacy. I hear the Annenberg name quite frequently on NPR, which I listen to as I drive to and from work each day.

And, this past summer, after having attended the International Communication Association conference in Dresden, which was dominated by Annenberg faculty, students, and alumni, I spent some time in France with my mother. At the beginning of our tour of the gardens at Giverny, we went through an underpass. Our tour guide, who was French, stopped at a plaque and explained that several of the renovations were made possible through the generosity of Walter Annenberg. It is one thing to be a well-known person or in this case, well-known couple, but it is quite another feat to make such an impact upon the world that one's family name comes to represent more than the person but rather the values that the person embodies. For
the general public, the Annenberg name has come to embody the values which Ambassador and Mrs. Annenberg represent: excellence, vision, innovation, and opportunity.

On behalf of the alumni, I want to thank Mrs. Annenberg and the Annenberg family for their continuing support and innovative development of the Annenberg legacy, a legacy that has expanded well beyond the vision of Walter Annenberg when he founded the Annenberg School in 1959 and keenly observed that 'Every human advancement or reversal can be understood through communication.' As a student at the Annenberg School, I can attest that the faculty at this great institution have taken seriously the Ambassador's mission statement and underscored to those of us fortunate enough to study with them the importance of the rights of free communication and the responsibilities that such rights require. As alumni of the Annenberg legacy, we carry the School’s mission in our hearts and work to convey and enact these principles through our research and teaching.

Please join me in raising your glasses to the Annenberg family—your past demonstrated extraordinary vision, your present shows on-going excellence, and we look forward to your future, which will undoubtedly hold new and innovative ways of changing this world for the better.”

Established in 1992 to honor Ambassadors Walter and Leonore Annenberg, this annual event brings alumni, faculty and graduate students together to hear a new, innovative perspective on a timely Communication issue. Past lecturers include Annenberg professor and alumnus Oscar H. Gandy Jr.; former Librarian of Congress Daniel J. Boorstin; Rebeccia Rímel, President of The Pew Charitable Trusts; historian Jaroslav Pelikan; among many other distinguished speakers.
Annenberg School Dedications Portraits of Former Deans: preserving our history

Gilbert Seldes

Gilbert Seldes served as Dean of the Annenberg School from 1959 to 1963. Under his leadership, the School's curriculum focused on the techniques and creative processes of communications, as well as the organization and interrelation of the mass media, its relationship to society and culture, as well as its problems and responsibilities. Courses consisted of production workshops, traditional lectures, and courses in other departments. In the founding years of the School, graduate students were also required to keep individual journals on topics in the field, and to be active members of the community, contributing regularly to community publications such as University City News.

Dean Seldes taught courses on the mass media and the public. He represented the School in printed materials about the School, and at major events, including the dedication of the Annenberg School building in 1962.

Kathleen Hall Jamieson

Kathleen Hall Jamieson served as Dean of the Annenberg School from 1989 to 2003. She is the Elizabeth Ware Packard Professor of Communication at the Annenberg School for Communication and Walter and Leonore Annenberg Director of the Annenberg Public Policy Center at the University of Pennsylvania.

An expert on political campaigns, Dr. Jamieson has received numerous teaching and service awards including the Christian R. and Mary F. Lindback Award. She is the recipient of many fellowships and grants including support from The Pew Charitable Trusts, The Ford Foundation, The Robert Wood Johnson Foundation, The MacArthur Foundation and The Carnegie Corporation of New York. Dr. Jamieson is a Fellow of the American Academy of Arts and Sciences and a

George Gerbner

George Gerbner served as the School’s Dean from 1964 to 1989. 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 the 1970s, Gerbner implemented the Cultural Indicators Project. 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.

More information on Dr. Gerbner’s life and work can be found at www.georgegerbner.net.

Dr. George Gerbner
"On Behalf of Journalism: A Manifesto for Change" was released by the Annenberg Public Policy Center in October. The report was written by Geneva Overholser, writer, critic, and current Curtis B. Harley Chair in Public Affairs Reporting, at the Missouri School of Journalism, Washington, D.C., bureau. A copy of the full report, as well as an interview with Geneva Overholser is available on the Annenberg Public Policy Center website (www.annenbergpublicpolicycenter.org).

A project of the Annenberg Foundation Trust at Sunnylands in partnership with the Annenberg Public Policy Center, the report is the result of more than a year's worth of research and interviews. The project grew out of a June 2005 conference at the Annenberg School that brought together 40 journalists, scholars and news executives to discuss the role of the press in a democracy and what might be done to enhance it.

In the process, topics such as the growing financial pressures on newspapers, the benefits of public vs. private ownership, credentialing of journalists, the role of government in a free press, and new forms of media were discussed. At the conclusion of the conference, Overholser conducted additional analysis of media problems and potential solutions before writing the report.

She also created a list of “action steps”—recommendations designed to keep the nation's media vigorous and independent, while recognizing a dramatically different information landscape.

"The story of American journalism is undergoing a dramatic rewrite. The pace of change makes many anxious, and denunciations are lobbed from all sides—and from within," Overholser writes. "It's easy to overlook the promise of the many possibilities that lie before us. Our focus here is on those possibilities."

"We are not lacking for ways to deliver information," she concludes. "What we are lacking, increasingly, is the particular kind of information that keeps free people free. The first step toward solving this challenge is understanding its magnitude. Then will come necessary actions from many different constituencies. We intend to pursue these solutions vigorously, in the fine company of others working on behalf of journalism."
More than 175 bloggers, web entrepreneurs, researchers, designers, marketers and scholars gathered in June at the Annenberg School to explore “The Hyperlinked Society.” Panel and audience members discussed the evolving concept and use of the website link as a means of sharing information, mapping the web and its users, economics and global access to ideas and new technology.

The day-long event, sponsored by the Annenberg Public Policy Center with support from the John D. and Catherine T. MacArthur Foundation, was organized by Annenberg Professor Joseph Turow, who convened leaders and innovators from a variety of fields to explore the effects of digital links on people’s ability to understand and care about their larger society.

Several members of the audience blogged about the event throughout the day, including Jeff Jarvis of BuzzMachine.com and Jonathan Taplin from PublicKnowledge.org. The audience also included members of the web and print media.

Saul Hansell, who writes about digital media for The New York Times, chaired the conference panel, “Linking in Web 2.0” consisting of his Times colleague ASC alumnus Martin Nisenholtz, who heads the paper’s digital operations; Nicholas Carr, author, blogger and former editor of the Harvard Business Review; Jimmy Wales, founder of Wikipedia; and Ethan Zuckerman of Harvard University who co-founded Global Voices, an international community of bloggers and citizen journalists. This panel drew national attention in the media and blogosphere for Wales’ comments discouraging academic use of Wikipedia.

Another panel discussed the new field of mapping web influences, and the processes by which small blogs become popular sites, thus attracting larger audiences and advertising. “How do new voices get heard?” asked an audience member. Tony Conrad, chief executive officer of Sphere, a blog search engine, advised: “Be the first to raise topical issues and your commentary will soon be picked up by other bloggers.”

“Social and political blogs are the most popular,” noted Matthew Hurst of Nielsen BuzzMetrics.

Other topics addressed during the conference included web cartography, digital advertising, internet access, privacy and new digital media.

Annenberg Faculty Succeed in Protecting Educational Use of Media

Annenberg Professor Katherine Sender, along with Dean Michael X. Delli Carpini and Penn Professor of Cinema Studies Peter Decherney, recently filed a request for an exemption to the Digital Millennium Copyright Act that was accepted in late November by the Librarian of Congress. In the spring, Professors Sender and Decherney, along with Annenberg Ph.D. candidate Bill Herman, gave testimony at a Library of Congress hearing, explaining the importance of professors’ use of digital clips in lectures.

Section 1201 of the Digital Millennium Copyright Act of 1998 (DMCA) prohibits the circumvention of encryption on all digital media. It is violation of the DMCA, for example, to make a digital copy of a DVD, because doing so would require breaking the copy protection.

The Librarian of Congress has the power to create exemptions to section 1201 in order to protect fair use. Every three years, the Copyright Office reviews requests for exemptions and makes recommendations to the Librarian of Congress.

As a result of the 2006 round of exemption requests, the Librarian of Congress created an exemption for film and media studies professors who need to create clips for use in their classes. The exemption applies to any media stored in the library of a film or media studies department.

The official exemption is for:

Audiovisual works included in the educational library of a college or university’s film or media studies department, when circumvention is accomplished for the purpose of making compilations of portions of those works for educational use in the classroom by media studies or film professors.

This exemption will remain in effect from November 27, 2006—October 27, 2009.

For more information about the exemption and the Digital Millennium Copyright Act, visit www.asc.upenn.edu/dmca.
The Center for Global Communication Studies (formerly the Project for Global Communication Studies) at the Annenberg School held “Global Framing of Democracy: International Perspectives on Civil Society, Communications, Globalization and Democracy” on November 2–3, 2006. The workshop was co-organized by the Centre for the Study of Global Governance (CSGG) at the London School of Economics and Political Science. The conference was co-sponsored by The Westminster Foundation for Democracy, The Middle East Center, and The Christopher H. Browne Center for International Politics, University of Pennsylvania.

Over 60 participants from six continents traveled to Annenberg for the two-day workshop. An Iranian filmmaker and representatives from a Pakistani NGO, University of Delhi, Queensland University of Technology, Goldsmiths College—University of London, Internex Europe, Media Institute of Southern Africa, and many others attended.

Participants discussed the implications of communication for the meaning and spread of democracy, global engagement, the changing meaning of democracy and the role of civil society through a variety of panel discussions and open discussions.

Sessions included:

• “Democracy/Liberty” as a Global Political Project?
• Revolutions and Transformations and Their Aftermath
• Governments, Intermediaries and the Production of Civil Society: Democracy Assistance, Development and Capacity Building
• Creating a Networked Civil Society: Transforming Interconnections
• Politicization, Alternative Media, and Social Mobilization
• Cultural Opposition and Cultural Conformity
• Reconfiguring the Media: Global Patterns, Regional Responses

The workshop also featured the United States launch of the London School of Economics Global Civil Society Yearbook (2006/7 edition). Now in its sixth year of publication, the yearbook brings together leading social scientists and civil society actors around the world in order to chart and analyze the terrain of global civil society.

The 2006/7 volume explores the complex relationship between violence, civil society and legitimacy in a unique dialogue that crosses political, cultural and religious boundaries. This edition of the Yearbook also includes new research on economic and social rights, the politics of war, and football.

This fall, in recognition of the Annenberg Foundation’s gift of a $10 million endowment, the Project for Global Communication Studies was renamed the Center for Global Communication Studies. Learn more about their work at www.global.asc.upenn.edu.
The Effects of Public Information in Cancer Center in cancer communication research

"You are given a lot of responsibilities, working in the center. I've been able to work on my project from beginning to end, which is so valuable at the early stage of my career. Even at the very beginning I felt like an important member of a team, getting to experience how what we do here can fit into making a difference in the world."

Susana Ramirez, Ph.D. student

The Effects of Public Information in Cancer Center of Excellence in Cancer Communication Research (EPIC CECCR) was established at the Annenberg School in 2003, with funding from the National Cancer Institute (NCI). The EPIC Center brings together a multidisciplinary team of researchers from the University’s School of Medicine, the Abramson Cancer Center, the Wharton School of Business and the Annenberg School to study the complex public information environment around cancer, and how this environment affects people’s choices and attitudes about cancer.

Drawing from this broad range of disciplinary backgrounds, the EPIC Center seeks new knowledge about cancer communication and develops and tests interventions to better understand cancer-related behavior. Annenberg's CECCR is one of four Centers of Excellence in Cancer Communication Research funded by the National Cancer Institute. The three additional centers are located at the University of Michigan, St. Louis University, and the University of Wisconsin. NCI funded the CECCR initiative as a means for harnessing the power of the information revolution to extend the research, improve the effectiveness, and increase the efficiency of cancer communication.

The EPIC Center at the Annenberg School focuses on three primary research projects:

- The first, led by Annenberg professor and CECCR director Dr. Robert Hornik, seeks to explore how people make sense of media and other public health information sources to make decisions about cancer prevention, screening and treatment related to colon, breast and prostate cancer. The study involves both in-depth interviews and surveys with about 2,000 cancer patients and 2,400 40–70 year olds in which their information seeking and scanning is related to the decisions they have made related to cancer.

- The second, led by Caryn Lerman, Deputy Director of the Abramson Cancer Center and professor of Psychiatry, evaluates cognitive and physiological responses to public service announcements designed to encourage adults to quit smoking. The goal of this project is to explore the arguments and message design techniques that may influence PSA effectiveness and to study the influence that viewing PSAs might have on treatment-seeking behavior or intentions to quit smoking.

- The third project, led by Annenberg professor Joseph Cappella, assesses how genetic information is presented in the media, in light of a new interest in genetics by the news media. The study, which focuses on genetic risks of tobacco addiction, asks whether the public will assume that genetic susceptibility to disease or behavior means they have lost control of their lives. The project questions whether particular ways that media frame genetic stories affects belief in this assumption, or can empower the public to gain control over their smoking. The project expects to offer guidance to journalists about how to write about genetics without undermining people's willingness to seek treatment.

In addition to the primary projects, the EPIC Center fosters collaboration between faculty, students and research staff, and has offered funding for innovative project ideas relevant to the EPIC mission, which has led to over 20 pilot projects and spin-off research studies.

One pilot study, "Functional MRI of Brain Response to Anti-Smoking Advertisements," conducted by principal investigator Daniel Langlois, MD, Assistant Professor of Psychiatry, evaluates the feasibility of using functional Magnetic Resonance Imaging (fMRI) to study brain response to anti-smoking PSAs. The goal of the study was to test the impact of the sensation value of a standard anti-smoking 30-second public service announcement (PSA) on brain activity and the degree to which the content of a high vs low sensation value (SV) PSA is retained in short-term memory. This pilot study takes an important
first step towards exploring the feasibility of using fMRI results to measure cognitive (e.g. attention) and emotional (e.g. arousal) responses to different PSAIs. Results from this pilot study would allow interpretation of the brain response to a PSA.

A second recently completed study examined the impact of framing on Americans' intention to request the HPV vaccine. In June, the FDA approved a vaccine to prevent HPV, the most common sexually transmitted infection in the United States and the leading cause of cervical cancer. The vaccine was approved for females as young as nine years old. Its success in disease prevention depends largely on parents' and individuals' willingness to request the vaccine. Through the Annenberg National Health Communication Survey, researchers surveyed a representative sample of 635 American adults, 49 percent of who were women. The sample was randomly assigned to read one of three slightly different paragraphs about the vaccine, and were then surveyed about their intentions to vaccinate. When women in the survey read that the vaccine protects only against cervical cancer, 63 percent indicated that they were "very likely" or "somewhat likely" to get the vaccine compared to 43 percent of women who read that the vaccine protects against cervical cancer and a sexually transmitted infection.

"Despite high levels of exposure to and awareness of the newly approved HPV vaccine, intentions to vaccinate are mixed," said Amy Leader, research director of the Center. "Trends indicate that intentions are highest when the vaccine is framed to solely prevent cervical cancer. Intentions are lowest when the vaccine is framed to prevent both cervical cancer and a sexually transmitted infection indicating that people may feel the need for an STI vaccine is personally unnecessary."

The American Association for Cancer Research (AACR) selected this research as one of 3 studies featured at a press conference at its Fifth Annual Frontiers in Cancer Prevention Research Conference held in Boston, Massachusetts. The press conference, titled "New vaccines to prevent cancer," was held on November 12, 2006. Following the press conference, the study was featured on over 40 websites and was reported in the Washington Post.

In addition to the Center's research activities, the EPIC Center is committed to training a new generation of researchers in rigorous approaches to cancer communication. The EPIC Center has been involved in training over 30 pre and post-doctoral trainees in the field of cancer communication. Sandy Schwartz of the School of Medicine and Joseph Cappella of Annenberg co-direct the training core of the EPICC. The Center provides innovative training opportunities for ASC graduate students, research staff, and post-doctoral fellows. Through hands-on participation in EPICC research projects and support for their dissertation research on cancer and health communication, Ph.D. students at the Annenberg School are able to gain valuable research experience, and learn how to run large-scale projects from communication experts. "You are given a lot of responsibilities, working in the center," said Ph.D. student Susana Ramirez. "I've been able to work on my project from beginning to end, which is so valuable at the early stage of my career. Even at the very beginning I felt like an important member of a team, getting to experience how what we do here can fit into making a difference in the world."

With the wide range of resources available through the program, students' work on EPICC-related projects can lead to dissertation topics in a related field. Ph.D. graduate Jeffrey Niederepoe commented, "The EPICC had a large impact on my studies at Annenberg, providing me with resources to conduct my dissertation research project. I benefited from the opportunity to present and receive feedback on my dissertation proposal at a bi-weekly EPICC data meeting, and used data collected as part of the grant for one of three dissertation studies. In addition, Dr. Hornik's weekly research team meetings provided countless opportunities for me to share, receive feedback on, and refine ideas that became central to my dissertation research. Overall, my experiences with the EPICC grant were a central part of my doctoral education and will continue to shape my research in the future."

This spring, the faculty and staff of the EPICC will bring leading scholars to present their research at Annenberg and will host a workshop on message exposure. To learn more about the Cancer Center of Excellence in Cancer Communication Research and upcoming events, visit their website: http://cecccasc.upenn.edu.
scholars program
in culture & communication

Fall 2006 Scholars

During the fall, the Annenberg Scholars Program in Culture & Communication encouraged examination of the media through a variety of approaches. Topics included reality TV and its role on social consciousness; “Sex and the City” and gender stereotyping; democracy, public interest and the media; and psychological responses to images of torture.

Each semester, the Program invites two Communication scholars to spend a term as Scholars-in-Residence at the Annenberg School. This fall James Curran, founding head of the Department of Media and Communications at Goldsmiths College, University of London, and Anna McCarthy, Associate Professor in the Department of Cinema Studies at New York University lent their experience and expertise to the Annenberg community through teaching, informal presentations and public lectures.

Dr. Curran taught a graduate-level seminar titled, “Journalism, Entertainment and Society,” considering alternative normative approaches to understanding the role of the media in society, as suggested in history, sociology, cultural studies and democratic theory, as well as how recent changes in the organization and practice of journalism are affecting the welfare of society. His public lecture, “Journalism, Entertainment and Democracy,” also elaborated on these concepts.

In a November colloquium, Curran spoke on the subject of the popular HBO series “Sex and the City,” addressing the question of whether the show should be viewed as an unrealistic fable about Manhattan mating habits or as an intelligent exploration of what it is to be a contemporary woman.


Anna McCarthy, in her graduate seminar, “Media, Culture and Citizenship: Histories, Debates, Paradigms,” focused on the ways that civic and cultural discourses emesh across a range of sites, including media texts and realms of production, distribution, and reception. Her public lecture, “Reality TV and the Neoliberal Theater of Suffering,” took place in September.

Dr. McCarthy also presented “Factory Films and Postwar Economic Citizenship,” a colloquium presenting clips of documentary films made for television by the AFL-CIO and the National Association of Manufacturers in the 1950s. She linked the production of the films to two specific contexts: the submerged tensions that characterized postwar industrial relations, and debates about economic policy in the framework of the cold war.

McCarthy is the author of *Ambient Television: Visual Culture and Public Space* (Duke, 2001) and co-editor, with Nick Couldry, (London School of Economics) of *Media/Space: Place, Scale and Culture in a Media Age* (Routledge, 2004). She has published over a dozen articles in her career, the most recent being “Television and Public Service in the United States: Writing the History of a Problem” in *Ilha do Desterro: A Journal of English Language, Literatures in English, and Cultural Studies* (2006).
She is the author of an essay on the television comedy show "Blue Collar TV" published in New Labor Forum in 2006 and has received numerous fellowships and grants, including the Predoctoral Fellowship of the Smithsonian Institution in 1955, the competitive Stephen Charney Vladeck Junior Faculty Fellowship at NYU in 2001, the J. Walter Thompson Company Research Grant at Duke University in 2002, and most recently the Tisch School of the Arts Faculty Development Grant in 2004.

In November the Scholars Program welcomed Dr. David Freedberg, Professor of Art History, Columbia University, to deliver a lecture titled, "Images of Torture: Representation, Empathy and Indifference." Freedberg examined the neural correlates of images of torture. Introducing a multimedia presentation of both contemporary and historical examples, he presented his theory about how scientific experiments can measure and have measured neural responses to images. Freedberg presented a thesis declaring that there are universal responses to the types of images he had chosen, regardless of context, that range from indifference to empathy. This thesis was met with interest and pointed questions by the audience, resulting in a lively discussion after the lecture.

On December 1st, the Scholar Program presented a Symposium in collaboration with the Graduate Working Group in History and Communication. The day-long event, titled "Back to the Future: Explorations in Communication and History," involved presentations by an array of distinguished scholars in the fields of history, journalism, media history, media technology, and media and culture. A more detailed report of the Symposium proceedings will appear in the Spring issue of Newslink.

For Spring 2007, the Scholars program will host Dr. Marwan Kraidy from American University in Washington, D.C. and Dr. Robin Wagner-Pacifici from Swarthmore University. For more information about the Scholars Program in Culture & Communication, visit http://scholars.asc.upenn.edu.

SAVE THE DATE!

May 11, 2007 • 5:00 p.m.

Alumni Weekend Event at the Annenberg School

Join Annenberg alumni, faculty and current students to hear from alumnus Martin Nisenholtz, M.A. '79, Senior Vice President, Digital Operations for the New York Times Company. The talk will be followed by a reception.

Martin Nisenholtz was named senior vice president, digital operations for The New York Times Company in February 2005. He is responsible for the strategy development, operations and management of The New York Times Company's digital properties, including About.com, whose acquisition was announced in February 2005. Nisenholtz received a bachelor's degree in psychology from the University of Pennsylvania in 1977 and a master's degree from the Annenberg School for Communication in 1979.

Alumni Weekend takes place May 11–13 on Penn's campus. Information regarding all activities will be distributed in the spring.

Questions? Contact Mandy Fleisher at mfleisher@asc.upenn.edu or 215.746.1798.

For more information, check the Annenberg website at www.asc.upenn.edu/alumni.
on exhibit
at annenberg

CRISES

To commemorate the anniversaries of 9/11 and Hurricane Katrina, the Annenberg School for Communication sponsored “CRISES,” a multichannel installation of film, digital video and experimental multimedia. The exhibit, curated by Annenberg Ph.D. Candidate Paul Falzone, was displayed in the School’s Plaza Lobby from September through November 2006.

The exhibit included a large pile of televisions ranging from old sets from the 1970s to newer, more modern screens, the nine “Channel” installation was a commentary on the media as both product and omnipresence. Collectively the works deal with a variety of natural and/or manmade disasters and with their social and political implications. The contributors comprise a cross section of video and multimedia artists at both the established and emerging stages of their careers. Their exhibitions, screenings and collections include The Library of Congress, Human Rights Watch International Film Festival, Woman Made Gallery, Institute for Contemporary Art, Philadelphia, Vox Populi, Nexus Gallery, The Franklin Institute, Black Maria Film Festival, Hallwalls Contemporary Art Center and the Museum of Modern Art.

Channel 1
Philadelphia/Buffalo based video collective Termite TV contributes an eclectic collection of short videos which represents the work of dozens of video artists, producers and collaborators. You might not agree with everything they have to say, but that’s sort of the point.

Channel 2
Video artist EL’s “A Sleeplessness” is a poetic reflection on memory, violence and Post Traumatic Stress Disorder.

Channel 3
Jody Sweitzer’s “My Guardian Angel Wears Rubber Boots” is an intensely personal, visually lyrical and boldly performative video created shortly after the events of 9/11.

Channel 4
Walida Ibarisha’s “Finding Common Ground in New Orleans” is an award winning documentary that explores issues of racism, activism and the failed government response to the aftermath of Hurricane Katrina.

Channel 5
Tadashi Moriyama’s “Flight Home” is a striking animated piece that is whimsical, affecting and very much open to interpretation.

Channel 6
Lucinda Luvaa’s “Running Through History I and II” is a 9/11 inspired somatic journey through history as a chain of disasters, both natural and man made. Her shorter piece “In the Core” utilizes the grammar of clipart to create a hypnotic visual memorial about 9/11.

Channel 7
Matt Frock’s “War Cheer” is a music video inspired pastiche that explores the American psyche via war nuclear bombs, politics, and pin ups. Its genius lies in the fact that it knows just how far is appropriate and then goes one step further.

Channel 8
Thematically, Eli Kessler’s “No Man’s Land” is the odd duck in the installation, and we are proud to include it. Filmed at the India/Pakistan border, it doesn’t document a disaster, but a disaster waiting to happen.

Channel 9
This channel explores the line between video art and still photography and features three pieces that travel and, in some cases, transgress that line. Nancy Agati’s “Channeling Dark Waters” is comprised of news photographs from Katrina’s aftermath digitally altered to look aged and interspersed with live action footage of flowing water. New Orleans native Kristen Catalano created a compilation of her own photographs from before and after the disaster, exploring the division between the post-Katrina media representation of New Orleans and the “actual” New Orleans, and illustrating the division through music. Lynn Rossi created a large scale installation of photographs, sound recordings, and found objects gathered onsite in New Orleans. Her piece “Homesick” is a four minute video snapshot of this larger body of work.
Reporting, Art and the Law: Justices of the United States Supreme Court

This fall, the Annenberg School exhibited “Reporting, Art, and the Law: Justices of the United States Supreme Court,” on the first floor of the School. Supreme Court Justices, attorneys, witnesses and defendants who helped shape our laws and Constitutional rights were depicted in the ten-piece exhibition. The drawings were displayed through the end of the fall semester.

The sketches were produced by Philadelphia native Freda Reiter, sketch artist for the American Broadcasting Company from 1966–1986. As a member of the media, Freda’s sketches gave American audiences a glimpse into the courtrooms where some of the nation’s most sensational cases were decided. She received a Television News Emmy for her work on the Iran Hostage Crisis. Her art is on permanent display at the National Portrait Gallery, and in private collections, including those of former and current members of Congress, lawyers of individuals whose trials she covered and many of her former colleagues at ABC.

Annenberg alumnus Ed Robertson, loaned the drawings for the exhibition. Ed graduated from Annenberg with a Master’s degree in 1964, and went on to teach in the Philadelphia School district from 1965 to 2004. He has been collecting art throughout his life, and acquired this collection of sketches based on his interest in government, law and the media, as well as the fact that the artist, Freda Reiter, is also a Philadelphian.

An important part of the exhibit is the display of the statement by Philadelphia County Judge Eugene V. Alessandroni, regarding the approval of the Articles of Incorporation for the Annenberg School:

“I DO NOT THINK IT IS THE COURT’S FUNCTION TO EXPRESS ANY OPINION EXCEPT IN VERY RARE CASES. HOWEVER, I CANNOT RESIST THE TEMPTATION TO COMMEND YOU GENTLEMEN ON THIS GREAT ENTERPRISE. IT CERTAINLY TAKES A GREAT DEAL OF IMAGINATION AND FORESIGHT TO GO FORWARD WITH SUCH A PROGRAM.”

— Eugene V. Alessandroni, Philadelphia County Judge
Annenberg Washington Summer Internship Program Launches in 2006

This summer, the new Annenberg Washington Summer Internship Program (AWSIP), created by the Institute of Public Service at Annenberg Director David Eisenhower, helped sixteen ambitious undergraduate students secure communication and public service internships in the Washington, D.C. area.

The program was designed primarily for Communication majors participating in the Communication and Public Service program (COMPS), and focuses on finding internship opportunities for Penn undergraduates in government, political, non-profit, advocacy, media and private organizations. Students accepted into the Summer 2006 program by the Institute for Public Service at the Annenberg School worked full time within a given organization, typically for 12 weeks, developing a broad skill and knowledge base in the public service field. Students were provided with housing; those students with non-paying internships were also provided a stipend for their summer work. Annenberg arranged for these undergraduates to work in political offices including those of Senator Hillary Rodham Clinton and Congressman Michael N. Castle and for major media organizations such as ABC News, Dateline NBC and USA Today.

In addition to helping Penn students find worthwhile internship opportunities, AWSIP was actively involved in maximizing its participants' exposure to the School's many resources in the Washington area. The Annenberg Public Policy Center's D.C. office broadened the students' understanding of Communication and Public Service by hosting periodic talks by public officials, journalists and leaders in the public service community. The fortunate students selected for AWSIP were also paired with an on-site mentor; a Penn alum living in the Washington, D.C. area who worked in the field in which the student had interest.

A unique aspect of the AWSIP program was the interactive seminar taught by Albert Hunt, Executive Editor of Bloomberg News. According to David Eisenhower, the seminar, for which the students received academic credit, allowed students to "stand outside their experiences and approach it as an academic exercise."

David Eisenhower introduced AWSIP as an opportunity for undergraduate communication majors last year, and believes it will have "measureless effects on the [students'] experience at Annenberg."

The Annenberg program not only affords undergraduate students the opportunity to intern in Washington for academic credit, but with the help of the internship coordinator of the School of Arts and Sciences, Deirdre Martinez, AWSIP also actively helps locate the internship opportunity perfectly suited to each student's interests. This program provides a tremendous service to its students by introducing them to internship opportunities and future positions they might not have otherwise encountered. David Eisenhower says of AWSIP "Someone can build a future in Washington." He adds, "That's the philosophy of the program."

"The main prerequisite of the program," says David Eisenhower, "is pure enthusiasm."

Awards for FactCheck.org and Justice Talking

This fall, two of the Annenberg Public Policy Center's most successful and visible programs, FactCheck.org and Justice Talking, received international attention for their excellence.

FactCheck.org's success as a watchdog of campaign advertising honesty and accuracy was recognized on two continents in October.

At an awards ceremony in France, FactCheck, which operates from the Annenberg Public Policy Center's Washington office, was selected one of the "Top 10 Who Are Changing the World of Internet and Politics" in an international competition. The award was presented at the World E-Gov Forum held at Isay-les-Moulineaux, outside Paris. The event was co-sponsored by PoliticsOnline.

The seventh annual international competition honors "the innovators and pioneers, the dreamers and doers who bring democracy online." The 10 award winners received the most votes among 20 nominees, which included Web sites from the U.S., Venezuela, Greece, Australia, Korea, Northern Ireland and Germany.

Here at home, FactCheck earned praise from The New York Times. In an editorial entitled "It's Voter-Fooling Time in America," the Times noted that "the homestretch of the campaign season historically puts treacherous distortions of truth before the voters..."

As a warning to duplicitous politicians, the head of Google told the Times that "truth predictor" software is in the works, which will allow voters to check on the

continued on page 17
Alumni spotlight

Emerson Coleman

As Vice President, Programming for Hearst-Argyle Television, Emerson Coleman has been one of the leading voices in the rapidly changing world of media. Among the industry’s most highly regarded programming executives, he directs the Company’s program development, production, acquisitions and negotiations.

An Emmy Award-winning producer, Emerson has overseen international television projects in Italy, Switzerland, Spain, Brazil, India, China, Israel, Australia, West-Africa and throughout the Caribbean. Coleman, who began his career as a writer and filmmaker, served as Senior Producer for WBZ in Boston, Executive in Charge of Local Programming at WJZ in Baltimore and later joined Hearst’s WBAL-TV as Director of Broadcast Operations. Emerson has been honored with national and regional awards from numerous organizations including the National Association of Broadcasters, the National Association of Television Program Executives and the National Academy of Television Arts and Sciences. Coleman has produced and developed several nationally-syndicated specials and is the creator of the award winning Remarkable Journey series.

Among his industry responsibilities, Emerson serves as Co-Chairman of the National Association of Television Programming Executives and on the board of the National Association of Minority Media Executives. He received an A.B. from Brown University and an M.A. from the Annenberg School.

Recently, Emerson delivered an address in the Time Warner Seminar Series at Howard University and completed two one-hour documentaries, Song for New Orleans and Seven Days that Changed New Orleans, serving as Executive in charge of Production. Hearst-Argyle Television, one of the largest U.S. television groups, is majority-owned by the Hearst Corporation, one of the largest diversified communications companies in the world with major interests in magazines, newspapers, business publishing and the internet. Hearst is a part owner of A&E, Lifetime, The History Channel, and the ESPN cable channels.
New Books

Dean Michael X. Delia Carpini recently co-authored *A New Engagement: Political Participation, Civic Life, and the Changing American Citizen* (Oxford University Press, 2006). *A New Engagement* challenges the conventional wisdom that today’s youth is plagued by a severe case of political apathy. While many indeed forgo traditional forms of political participation, young people may be participating differently rather than less. Using the results from an original set of surveys on civic engagement and other surveys tracking participation over the past 50 years, the authors conclude that young people do not lag behind in volunteering or community activism, and are flexing the economic muscle of consumerism. The authors conclude with prescriptions for increasing citizen engagement and a vision of how things might differ if a larger group and variety of citizens were to become engaged.

Elili Katz recently published *Media Events: The Live Broadcasting of History* (Harvard University Press, 2006). Constructing a new television genre, live broadcasts of “historic” events have become world rituals which, according to Daniel Dayan (co-author) and Katz, have the potential for transforming societies even as they transfix viewers around the globe. Analyzing such public spectacles as the Olympic games, the wedding of Prince Charles and Lady Diana, John F. Kennedy’s funeral, the moon landing, and Pope John II’s visits to Poland, they offer an ethnography of how media events are scripted, negotiated, performed, celebrated, shamanized, and reviewed.

Paul Messaris recently published *Digital Media: Transformations in Human Communication* (Peter Lang Publishing, Inc., 2006), with Ph.D. candidate Lee Humphreys. In this must-have new anthology, top media scholars explore the leading edge of digital media studies to provide a broad, authoritative survey of the study of the field and a compelling preview of future developments. This book is divided into five key areas: video games, digital images, the electronic word, computers and music, and new digital media—and offers an invaluable guide for students and scholars alike.

Diana Mutz recently published *Impersonal Influence* (Cambridge University Press, 2006.) The book describes how people are affected by their perceptions of the collective opinions or experiences of others—things such as the well-publicized results of opinion polls (in the case of others’ opinions), or media’s coverage of the collective experiences of others (such as the extent to which others are experiencing financial problems or are being victimized by crimes). Media content is particularly well suited to serving as a credible channel of information about large-scale collective phenomena. Coverage of the collective opinions (in the case of perceptions of social problems such as crime or unemployment) alters people’s political attitudes in surprising, yet subtle ways. These kinds of effects have important implications for the quality of public opinion and the accountability of political leaders in a mass mediated democracy.

Joseph Turow recently published *Niche Envy: Marketing Discrimination in the Digital Age* (The MIT Press, 2006) examining the emergence of databases as marketing tools and the implications this may have for media, advertising, and society. If the new goal of marketing is to customize commercial announcements according to a buyer’s preferences and spending history—or even by race, gender, and political opinions—what does this mean for the twentieth-century tradition of equal access to product information, and how does it affect civic life?
Joseph Cappella appeared on *Justice Talking* in August, on an edition examining student drug testing. Dr. Cappella discussed his research around the Office of National Drug Control Policy’s anti-drug campaigns. He explained the dangers of exaggeration, pointing to an advertisement depicting marijuana as a gateway drug which actually increased the desire to use marijuana in high-risk students.

Dean Michael X. Delli Carpini appeared on BBC News’ Midterm Election Coverage November 7, discussing issues surrounding this year’s elections, and the importance of Pennsylvania to the national results. The coverage aired on BBC News in the U.K. In mid-November, Dean Delli Carpini participated in a discussion on America’s political climate during a Roundtable at the National Archives in Washington, DC in November. Dean Delli Carpini was featured in the Currents section of the October 1, 2006 edition of the *Philadelphia Inquirer*. The piece, “When art purports to show truth, and fails miserably,” discussed the recent docudrama “The Path to 9/11.” On September 12, Dean Delli Carpini also appeared on PBS NewsHour with Jim Lehrer, commenting on a segment about the docudrama.

Oscar Gandy, who retired in summer 2006, was honored in June by the Annenberg School for Communication. At a party in his honor, over 100 attended to celebrate the professor’s years of service to the ASC, and to wish him well in his retirement. A study done by Dr. Gandy and Chul-Joo Lee about the published photographs of New Orleans after Katrina was referenced in a September 8th article in *The Jurist* on the aftermath of the hurricane.

Keith Hampton was quoted in the *Boston Globe* and the *Birmingham News* about the benefits of web-based communication in neighborhoods.

John Jackson joined the Annenberg School for Communication faculty on July 1st as Associate Professor of Communication. He was featured in the May 5th issue of the *Chronicle of Higher Education* and was also featured in the May 2nd issue of the *University of Pennsylvania Almanac*. Dr. Jackson was the University’s first Penn Integrates Knowledge (PIK) Professor. As part of this program, Dr. Jackson holds the title of Richard Perry University Associate Professor of Communication and Anthropology, and has a joint appointment in the Annenberg School and the School of Arts and Sciences.

Kathleen Hall Jamieson, Professor of Communication and Director of the Annenberg Public Policy Center, received an honorary degree from Ursinus College. She was honored with a doctor of humane letters degree at a May 13 ceremony, in which she delivered a commencement address. Dr. Jamieson’s remarks about Michael J. Fox’s recent television ad supporting stem-cell research and Missouri’s Democratic candidate for Senate, Claire McCaskill were quoted by CNN, NBC News, ABC News, FOX News, the Pittsburgh Channel, the Sacramento Union, the Jackson Hole Star Tribune, the Seattle Times, the Boston Channel, the Naples Daily News and others. Her comments on President Bush’s recent comments to reporters about their dress were also quoted by Los Angeles Times on October 12th and the Electric New Paper Singapore on October 14th.

John Jenmott published “A Setback in AIDS fight” this May in the *Philadelphia Inquirer*. He was quoted in the August 9th issue of infoZine concerning the decline in risky sexual behavior in Hispanic youths when exposed to HIV Prevention Programs. Dr. Jenmott also recently led a study on sexual education and condom use in adolescents. Stories were published about the study in August by Canada.com, MedIndia, and the Monitor.

Amy Jordan published two op-ed articles in September. The *Newark Star-Ledger* and the *San Francisco Chronicle* printed her commentary on the dangers of “data-mining” by marketers on the popular MySpace and Facebook websites. The *Philadelphia Inquirer* printed another Jordan op-ed, urging a gloves-off approach to the language of obesity and food.

Klaus Krippendorff, who has been with the Annenberg School for Communication for 42 years, was recognized for his work in a service recognition celebration as part of the University of Pennsylvania Service Recognition Program. He also gave the final keynote address to the International Conference on Participatory Design, August 1st to 5th in Trento, Italy. The title of the talk was “Meaning, Participation, and Dialogue.” Dr. Krippendorff also recently published “The Dialogical Reality of Meaning” in the American Journal of Semiotics and “An Exploration of Artificiality” in the Artifact.

In September, Caryn Lerman was named Deputy Director of the Abramson Cancer Center, at the University of Pennsylvania’s School of Medicine. Dr. Lerman is the Mary W. Calkins Professor in the Department of Psychiatry, with a secondary appointment the Annenberg School. She is the Director of the NIH-funded Transdisciplinary Tobacco Use Research Center at the University of Pennsylvania and is Principal Investigator for studies examining the role of genetic factors in response to pharmacotherapy for smoking cessation. Dr. Lerman is also Co-Director of the Center of Excellence in Cancer Communication Research and Principal Investigator for studies to evaluate anti-tobacco PSAs.
Carolyn Marvin published an op-ed in the September 1st issue of the Philadelphia Inquirer on the National Park Service’s attempt to construct a security fence around Independence Square in downtown Philadelphia. Drawing from experiences gained on a recent trip to China, Dr. Marvin used examples from Independence Park and Tiananmen Square to discuss American and Chinese uses of public space.

Diana Mutz, Director of the Institute for the Study of Citizens and Politics at the Annenberg Public Policy Center and Professor of Communication and Political Science at the Annenberg School, appeared on ABC’s 20/20 June 30th to discuss the growing political divide in this country. Dr. Mutz described the role of the media in feeding the divide between conservatives and liberals in this country. Dr. Mutz is also the author of “Hearing the Other Side: Deliberative vs. Participatory Democracy,” published in March by Cambridge University Press.

Vincent Price delivered an invited lecture at Harvard University’s John F. Kennedy School in Cambridge, MA on Monday, November 13. Price spoke about his research examining online public deliberations over health care reform, as a guest of the Kennedy School’s Program on Networked Governance, the Cambridge Colloquium on Complexity and Social Networks, and the Dubai Initiative. Dr. Price was recently named to the Board of Overseers of the American National Election Studies (ANES). Established by the National Science Foundation as a national research resource in 1977, the ANES is charged with extending the time-series of survey election data gathered since 1952, pertaining to citizen’s electoral participation, social backgrounds, underlying values, political preferences, and opinions on questions of public policy. Dr. Price has joined an International Working Group on Online Consultation and Public Policy Making. The Working Group, headed up by Peter Shane of Ohio State University, and Stephen Coleman of the University of Leeds, UK, is funded by the National Science Foundation as part of an effort aimed at sustaining global digital-government research community.

Dr. Katherine Sender, hosted a screening of her newly released documentary “Further Off the Straight and Narrow: New Gay Visibility on Television” at the Annenberg School in November. The documentary addresses the explosion of gay visibility on television in the last ten years. Dr. Sender received a Trustees’ Council of Penn Women Faculty Summer Research Fellowship, as she conducted research on media and communication issues surrounding makeover shows.

Joseph Turow’s book, Niche Envy: Marketing Discrimination in the Digital Age, was reviewed in several publications including Publishers Weekly, Financial Times and The Chronicle of Higher Education. Powell’s Technical Books also published a Q & A with Professor Turow about the book. Dr. Turow was quoted in the Daily Pennsylvanian on October 27th in an article about his book Niche Envy. He was also quoted in Knowledge@Wharton on October 18th in an article about radio stations’ attempts to cut down advertisement length and in the Christian Science Monitor on October 12th about placing advertisements in textbooks, thus making them free. This August, Dr. Turow co-wrote an essay published in the Annual Review of Sociology about the onset of new television technology and also wrote an article in the Boston Globe on August 27th about the affects of new media technology on consumers as well as marketers.

On September 2nd, Dr. Turow was quoted in the South Bend Tribune in an article about the prominence of cable television and was later quoted in Market Watch on September 8th in an article about Katie Couric’s move to “CBS Evening News” and network’s attempt to attract a broader audience.

Graduate student news

Jatin Atre, coauthored and directed a play called “Cover Letter Required.” It was staged on April 14th and 15th, 2006 at the Iron Gate Theatre.


Jasmine Cobb was awarded a one-month Andrew W. Mellon Foundation Fellowship at the Library Company of Philadelphia and the Historical Society of Pennsylvania.

Mary Bock received Top Divisional Paper Honors at this year’s International Communication Association conference in Dresden, Germany for “Gates Wide Open: Video Feeds, Camera Pools, and Political Image Regulation.”

Paul Falzone displayed an exhibit in the School’s Plaza Lobby from September to December called “CRISES.” The Annenberg School for Communication sponsored “CRISES,” a multi-channel installation of film, digital video and experimental multimedia to commemorate the anniversaries of 9/11 and Hurricane Katrina. Paul also published an article entitled “The Final Frontier is Queer: Aberrancy, Archetype and Audience Generated Folklore in K/S Slashfiction” in Western Folklore this July.

In September, Christopher presented “When Martin Luther King Jr. uses the ‘N-Word’: The disparate reactions of fans and the popular press to The Boondocks’ "Return of the King" television episode” at the CRESC Media Change and Social Theory Conference in Oxford, England. In June, he received the Young Scholar’s Award from the International Society for the Study and Prevention of Infant Death for the paper, “Forever Remembered in Cyberspace: Online SIDS Memorials”, which he co-wrote and presented with Simon Fraser University Ph.D student Guenther Krueger at the 9th SIDS International Conference in Yokohama, Japan.


Bruce Hardy received Top Divisional Paper Honors at this year’s International Communication Association conference in Dresden, Germany for “Priming ‘Strong Leader: The Attribute Agenda-Setting Function of Political Advertisements During the 2004 Campaign.” Bruce also published an entry this July in the Encyclopedia of Digital Government, vol. III, titled, “New Media and Democratic Citizenship.”

Bill Herman published an article in September in Cardozo Arts & Entertainment Law Journal with Annenberg Professor Emeritus Oscar Gandy, Jr. The article, “Catch 1201: A Legislative History and Content Analysis of the DMCA Exemption Analysis of the DMCA Exemption Proceedings,” was a critique of the U.S. Copyright Office’s implementation of a key portion of the Digital Millennium Copyright Act. Bill was also quoted recently in U.S. Congressional testimony. Public Knowledge

President Gigi B. Sohn cited him in her testimony before the Senate Judiciary Committee on June 21, defending the right to make analog copies of digital media content.

Lee Humphreys was awarded a 2006 Research Incentive Grant from the Urban Communication Foundation to conduct a study on mobile social networking. She also travelled to the Central European University in Budapest with the Center for Global Communication Studies to explore research collaboration opportunities.

Kelli Lammie has accepted a position as visiting instructor at Fairfield University for Spring 2007. She also presented papers on celebrity endorsements of political candidates at the annual meetings of the American Political Science Association and the National Communication Association.

Josh Lauer received Top Student Paper Honors from the Critical and Cultural Studies Division of the National Communication Association in October for his work, “From Rumor to Written Record: Credit Reporting and the Textualization of Social Surveillance in Nineteenth-Century America.”

Oren Livio received Top Divisional Paper Honors at this year’s International Communication Association conference in Dresden, Germany for “Reds, White and Blue: Dialectically Constructing Zionism through the Communist Other in the Israeli Press.”

Jeffrey Niederdeppe received Top Divisional Paper Honors at this year’s International Communication Association conference in Dresden, Germany for “Stylistic Features, Need for Sensation, and Confirmed Recall of National Anti-Tobacco Media Campaign Advertisements.”
Graduate student news (continued)

Ji Hoon Park received Top Student Paper Honors in the Japan-U.S. Division of the National Communication Association for his paper, “Remembering a Haven from Shame: History and Memory of Seabrook.”


Lee Shaker published in the April issue of First Monday an article entitled, “In Google We Trust: Information Integrity in the Digital Age.” The paper considers information safety and accuracy in the digital age using Google as an entry point.

Minsun Shim and Bridget Kelly, along with Professor Robert Hornik, published in the Journal of Health Communication their article entitled “Cancer information scanning and seeking behavior is associated with knowledge, lifestyle choices, and screening” in May. Minsun also received Top Student Paper Honors from the Health Communication Division of the National Communication Association this October for her work, “Digital Divide in Cancer Communication: Findings from 2003 and 2005 National Surveys.”

Jessica Taylor-Piotrowski received Top Student Paper Honors from the Media Studies Division of the National Communication Association in October for her work, “The Time-Crunched Family & Preschool Television: Is 24-Hour Television the Answer?”

Keren Tenenboim Weinblatt received Top Student Paper Honors from the Visual Communication Division of the National Communication Association for her work, “We Will Get Through This Together: Journalism, Trauma, and the Israeli Disengagement from the Gaza Strip.”


Alumni news

Robert Aibel (Ph.D. '84) was honored by KYW Newradio 1060 as one of 40 Local Legends for his internationally recognized Moderne Gallery and his role in developing First Friday in Old City, Philadelphia. With his wife, Chris, he recently opened a boutique in Chestnut Hill, offering everything for Yoga aficionados: clothing, gear, jewelry, books, music, etc.

Emerson Coleman (M.A. '78) Vice President of Programming for Hearst-Argyle, was elected Co-Chairman of the National Association of Television Program Executives. He recently completed the jazz documentary "Song for New Orleans" to be released on the anniversary of Hurricane Katrina.

Tanya (Hands) Giles (M.A. '95) was promoted to Senior Vice President, TV Land/Nick at Nite Research and Planning.

Rachel Greenberg (M.A. '72) has established her own consulting practice in Washington, DC, providing social marketing and health communications services to public and private sector clients.

Jo Holz (M.A. '76, Ph.D. '81) is now Vice President, Research for iN DEMAND Networks.

Merry (Bloch) Jones (M.A. '72) recently released her eighth and ninth books. The first book in a new mystery series, The Nanny Murders, was released in paperback in August 2006. The second book in the series, The River Killings, was released in September.

An article in southern New Jersey's Courier-Post newspaper recently described Anne Scaccia Klein (M.A. '65) as "one of the nation's most respected crisis communications counsellors."

On July 22, Michael Lupu (M.A. '78) was awarded the Literary Managers and Dramaturgs of the Americas' Highest Honor, the Lessing Award. The award, rarely given, recognizes outstanding achievement in the field of dramaturgy and literary management. There have only been two previous recipients: Anne Cattaneo and Arthur Ballet.

Tom Madden (M.A. '70) founder and CEO of TransMedia Group (www.transmediagroup.com), the largest and fastest-growing independent PR firm in South Florida, is busy with a number of major projects including arranging the First Annual Latin CEO Summit, April 19–22, 2007, at the Boca Raton Resort and Club (www.latinceointernational.com); introducing Kablooei Mail, the new self-destruct email service (www.kablooei-mail.com); producing a TV series "Winning In America," hosted by Sy Sperling and doing publicity for more than 30 companies, from McCormick & Schmick's restaurants to commercial real estate titan Trammell Crow.

Mary Ellen Mark (M.A. '64) received the 2006 Visionary Woman Award from Moore College of Art & Design. Moore College of Art & Design's Visionary Woman Awards celebrate women who have made a lasting contribution to the visual arts and are leaders in their fields. Along with Mark, this year Visionary Woman Awards also were presented to feminist art historian Linda Nochlin, and educator Thora Jacobson.

Brett A. Mueller (M.A. '02) moved to the Committee of Concerned Journalists: a consortium of reporters, editors, managers, and educators concerned about the future of the journalism profession. He worked in a research capacity at CCJ for 3 years and in July became CCJ's website manager. The new website launched in September at www.ConcernedJournalists.org which occasionally features APPC content, as well as linked to a white paper by Geneva Overholser that was released by the APPC earlier this week.

On October 24, Larry Ott (ASC '85) presented a talk entitled "Understanding Cuban Consumers" at the 22nd Conference of Broadcasters' Audience Research Services (CIBAR) in Melbourne, Australia.

Yariv Tsfati (Ph.D. '02) was recently granted tenure at the University of Haifa. Yariv's interests revolve around political communication, audience trust in the media, media effects, and the third-person effect.

In August, Nancy Vineberg (M.A. '92) received an MBA summa cum laude from the Simmons Graduate School of Management, where she was the recipient of the school's inaugural Leadership Scholar Award. This fall she is serving as a Coleman Fellow in the Simmons MBA Certificate Program in Entrepreneurship and consulting on customer experience in the Parent Marketing Division of Bright Horizons Family Solutions.

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On Exhibit at Annenberg

To commemorate the anniversaries of 9/11 and Hurricane Katrina, the Annenberg School for Communication sponsored “CRISES,” a multichannel installation of film, digital video and experimental multimedia.

See article on page 14.

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