

News



John Chancellor with
Award Donor Ira Lipman

CHANCELLOR JOURNALISM AWARD
ESTABLISHED AT ANNEBERG

A

ASC Awarded Talk Radio Grant

In 1988, when the National Association of Radio Talk Hosts held its first meeting, there were 75 members. By 1995, the group numbered 3000, and regular listeners of political talk radio programs represented almost one fifth of the American population. But with this phenomenal growth in the popularity of talk radio have come many questions about the role of the new medium in the political process. In particular, debate has focused on whether talk radio has helped to stimulate legitimate political involvement or distorted public perceptions of government and activated cynicism.

The influence of talk radio on political discourse will be the focus of a new study by the Annenberg School for Communication, supported by \$550,000 in grants from the Carnegie and Ford Foundations. Directed by Dean Kathleen Hall Jamieson and Professors Joseph Cappella and Joseph Turow, the study will assess the effects of talk radio on knowledge, political involvement, perceptions, and emotional reactions.

“Blanket condemnations of talk radio assume implicitly that it is monolithic — in rhetorical style, in extremism, and in its effects,” said Jamieson, in announcing the grants. “Our study will provide a more accurate sense of the range and impact of this important political form.”

The content of political talk radio will be evaluated in three “snapshots” of one day’s programming of the top 150 shows across the nation. The effects of talk radio will be assessed in three different ways. One study will evaluate how the mainstream news media refer to talk radio, its personalities, and its treatment of political issues. It will examine conditions under which talk radio’s treatment of a political topic resonates throughout the print and television news media.

Faculty News



Joseph Cappella presented an invited paper on "Rules for Robots" at a conference in Snowbird, Utah

(September 27-30, 1995) called "Life-Like Computer Characters." The paper concerned non-verbal interactions in humans and their implications for the design of animated robots and responsive computer agents.



Oscar Gandy delivered an invited paper entitled "Legitimate Business Interest. No End in Sight?" to the

University of Chicago Legal Forum as part of a symposium on the Law of Cyberspace held by the University of Chicago Law School, November 3-4, 1995.



Kathleen Hall Jamieson's November 3rd, 1995 lecture in Minneapolis on "The Media Climate, the Culture of

Cynicism, and the Minnesota Compact" was broadcast live on Minnesota Public Radio. She also spoke to the National Association of Health Care Consultants in Washington, DC, on October 27, 1995 on "What Do Americans Really Understand About Health Care Issues?"



Elihu Katz lectured on "Twenty Years of Television in Israel: Are There Long-run Effects?" at the University of

Texas, Austin, on November 9, 1995. He was the recipient of the University's Wayne Danielson Award for Distinguished Contributions to Communication Scholars.



Carolyn Marvin delivered a paper on "Making Rituals Out of Bodies" at a University of Illinois confer-

ence, "Across Disciplines and Beyond Boundaries: Tracking American Cultural Studies," on November 3, 1995. She was also featured on PBS's American Experience program "Edison's Miracle of Light," which aired October 23, 1995.



Paul Messaris gave the keynote address at the 12th Nordic Conference for Mass Communication Research held

in Elsinore, Denmark, on August 12, 1995. The topic of the address was "Visual Language: Cognition and Persuasion."



Joseph Turow has been appointed chair of the Mass Communication Division of the International Communication

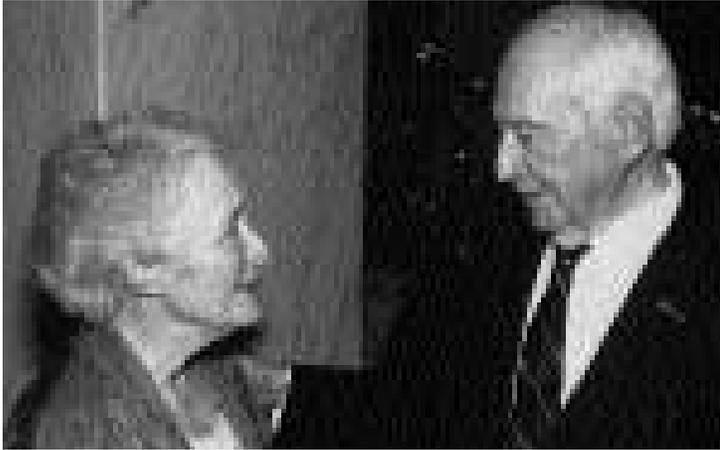
Association for 1995-96 and 1996-97. With over 900 members, it is the largest division of the association.

In a *New York Times* story (10/23/95) on the rising use of references to Nazism for political shock value, Dean Kathleen Hall Jamieson stated, "They have become an element of the normalization of hyperbole. The danger is that it exhausts the capacity of language to express outrage. When someone actually does act like Hitler now, we don't have the words anymore. Crying wolf doesn't work anymore."

Associate Professor Carolyn Marvin was quoted in a front page article in the *Wall Street Journal* (9/7/95), "Futurist Schlock: Today's Cyberhype has a Familiar Ring," saying, "Every period has its set of people who are saying 'There's never been any change like this before.' People forget all the predictions that didn't come true."

In an *Austin American-Statesman* story (9/6/95) about the negative advertising campaigns used by the long distance telephone companies, Professor Joseph Turow noted that AT&T and MCI run certain risks with their advertising. "The companies must believe their message is working, but in my mind they are canceling each other out and confusing the public," he said.

MARY DOUGLAS DELIVERS ANNEBERG LECTURE



Mary Douglas discusses her lecture with Walter Annenberg

ON NOVEMBER 15, 1995, Anthropologist Mary Douglas delivered the fourth annual Walter and Leonore Annenberg Distinguished Lecture in Communication, “Up, Down and Sideways: Space as the Message and as the Medium.” Douglas, long-time professor of Anthropology at the University College London, is the author of such books as *Lele of the Kasai*, *How Institutions Think*, *Natural Symbols in and Explorations in Cosmology*, and *Purity and Danger: An Analysis of Concepts of Pollution and Taboo*.

Douglas devoted a major part of her lecture to a comparison of the sociology of space with the early development of pictorial space, which she said was in recognition of the Annenbergs’ great interest in art. “As a Londoner I want to honor Ambassador Annenberg’s generous habit of opening his house to us, the English public, so that we could enjoy his superb collection of paintings,” she said.

Douglas pointed out that the artists in question were “wrestling with how to bring three-dimensional physical reality to terms with two-dimensional picture space. We have been wrestling with bringing multidimensional social reality to terms with three-dimensional physical space.”

Following the line of inquiry of Edward Hall’s book, *The Silent Language*, Douglas emphasized the need to give more attention to space as a means of communication and to the question of how different cultures distribute spatial rights. At the same time, she examined the question of perspective as it relates to different points of view.

“In the 1960s no one was prepared to say, ‘You must now see it from my point of view.’ And if such an intention to appropriate the viewer’s image was not acceptable in the 1960s, still less is it acceptable now. Any one view would be attacked as biased or interested.

“Looking back, I think that even in the early sixties an element of revolt accounted for parts of the academic research program. Certainly an interest in non-verbal communication inherently carries a subversive agenda against those who have been too literal, too inclined unthinkingly to exalt the written word, uphold the canon, ignore the quieter voices,” Douglas said. She added, “The interest in space as a means of communication was the beginning of a challenge that has rocked the established assumptions of academia.”

In concluding her lecture, Douglas cited the need for “a better theory of space in which it is more than a medium, more than a message. We need to understand that people’s relations to one another are actually constituted by the organization of physical space.”

space
message
medium

“The interest in space as a means of communication was the beginning of a challenge that has rocked the established assumptions of academia.”



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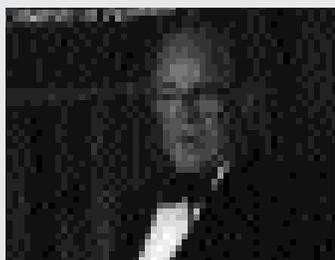
The December 14th dinner honored Chancellor's 45 years of distinguished reporting and commentary. President Bill Clinton sent a message to Chancellor, read at the dinner, stating "You understood early the extraordinary power of television to inform, and the corresponding responsibility to use that power wisely. With incisive intellect, a clear eye and a reassuring voice of reason, you enlightened us about and involved us in momentous events of our times, touching the minds and hearts of millions of Americans."

Chancellor's successor at NBC, anchor Tom Brokaw, sent a videotaped message of tribute: "When I think about your long and splendid career in this business it occurs to me that you may not realize what you meant to what I call the 'second wave,'" Brokaw said, "Those of us who were witness to this brave and daring new world of television and thought, 'God, words and pictures, the big issues, far away places — how do I get into that?' You made my generation understand that there was a place for more than the icons, the working reporter."

A number of other journalistic luminaries presented testimonials to Chancellor in person. Former NBC correspondent Sander Vanocur moderated the program, which included remarks by Robert MacNeil, recently retired co-host of PBS's MacNeil/Lehrer NewsHour; syndicated Washington columnists Jules Witcover of the *Baltimore Sun* and Lars-Erik Nelson of the *New York Daily News*; journalist and author David Halberstam; writer George J.W. Goodman, also known as "Adam Smith," and former NBC News head Reuven Frank.

MacNeil described how he had modelled his own reporting style on Chancellor's when they were both working in London. "What struck me about Jack," he said, "was how he delivered the news in this very conversational, reasonable style. He didn't declaim it or proclaim it or announce it, he simply told you what the news was in a very conversational and natural style. And I thought, that's the way I'd like to do it."

Halberstam paid tribute to Chancellor as a role model for today's electronic journalists. "The hallmark of his work was very simple and ought to be explained again, to so many of the younger people in television, particularly those on what are deemed to be magazines. It was a respect for the intelligence of the people you were broadcasting to, a respect for the intelligence of the people you were working with — a respect for the language you were working in, and most important of all, respect for the political process you were covering."



Sander Vanocur



Robert MacNeil

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A second study will include a three wave panel survey conducted during the height of the primary season. This survey will be accompanied by a content analysis of the top eight political talk radio programs. The study seeks to answer questions about talk radio's ability to predict what people think about (agenda-setting), how people think about issues (framing and media priming), what people think (attitude change and cynicism), and what people do politically (involvement and participation.) An oversample of political talk radio listeners will allow comparisons between them and a nationally representative sample of non-listeners.

The third study of effects will parallel the second with a field experiment using four groups: talk radio listeners and non-listeners who are ideologically more liberal or more conservative. These groups will be exposed to either conservative two-sided or conservative one-sided or to more liberal two-sided or liberal one-sided messages extracted from talk radio. The same outcomes as in the survey will be assessed.

In the summer of 1996, the ASC team will present a comprehensive written report of findings to the press and public in a conference on Talk Radio to be held at the Washington Annenberg Program site in the National Press Club in Washington, DC.

In addition to the \$300,000 grant from the Ford Foundation announced in the last Newslink, the School received \$250,000 from the Carnegie Corporation in support of the campaign mapping project. The project is being supervised by Annenberg Dean Kathleen Hall Jamieson and University of Texas Professor Rod Hart.

The Future of Fact

The 1996-97 ASC Scholars Program



On December 8, 1995, the Annenberg School hosted a meeting of the National Commission on Undergraduate Education at The Research University. The Commission was initiated by the late Ernest Boyer, who was President of the Carnegie Foundation on the Advancement of Teaching. At the meeting, the group discussed the undergraduate learning environment at research universities as well as the content of the learning experience, in preparation for the Commission's final report. Commission members include Annenberg School Dean Kathleen Hall Jamieson; Wayne Booth, Professor, University of Chicago; designer Milton Glaser; Stanley Ikenberry, President, University of Illinois; Shirley Strum Kenny, President, State University of New York at Stony Brook; Jaroslav Pelikan, Professor, Harvard University; Carolyn Reid-Wallace, Senior Vice President, Education and Programming, Corporation for Public Broadcasting; Chen Ning Yang, Professor, Institute for Theoretical Physics, State University of New York at Stony Brook; and Professor Robert O'Neil, Protection of Free Expression.

The Annenberg Scholars Program for 1996-97 will continue to address the contemporary concern over the blurring of fact and fiction. It will examine whether the distinction between fact and fiction is still tenable or whether the genres of fact and fiction are becoming interchangeable.

The focus of the program will also be on how readers "decode" fact and fiction and whether competition for audiences is blurring the boundaries between the two. How the truth-claims of factual genres can be validated and the role of methodology in the representation of facts will also be examined. Scholars will look at whether the information needs of citizens can be reconciled with the blurring of generic boundaries and the implications for programs of professional training and public literacy.

The Scholars program invites proposals for research on these questions. Applicants are asked to propose a project of research and writing that addresses the theme. Proposals should be concise but specific, and will be judged for their quality and feasibility. Preference will be given to projects informed by empirical observations and having implications for public policy. Rather than dwell on the obstacles, proposals should seek means for coping with them by producers, consumers and scholars of information and knowledge.

Scholars are offered a stipend of \$40,000 for the academic year and are expected to reside in the Philadelphia area during their appointment to the School. While at the School, they participate in the Program's weekly seminar and prepare a paper or monograph. In addition, some teach a one-semester undergraduate course.

ALUMNI

{ NEWS }

DAVID ANDRUSIA (MA '80), director of marketing for the Palm Beach International Film Festival, is the author of *Gay Europe* (Berkley Publishing Group, 1995.)

BARRY DORNFELD (PhD '92) had his documentary "Gandy Dancers," the story of Southern African-American railroad track laborers, air nationally on PBS in September, 1995.

T. OBINKARAM ECHEWA (MA '72), author of *I Saw the Sky Catch Fire*, published a new children's book, *The Ancestor Tree*.

LEE EISENBERG (MA '70) has been appointed editor for creative development at *Time Magazine*, working on the development of CD-ROM products.

FRITZ FRIEDMAN (MA '82) is vice president for worldwide publicity for Columbia Tristar Home Video in Culver City, California.

GWEN JACKAWAY (PhD '92) has been promoted to associate professor of communication at Fordham University. She recently published *Media at War: Radio's Challenge to the Newspapers, 1924-1939* (Praeger, 1995.)

JOHN MARGOLIES (MA '64) photographer and chronicler of American pop culture and design, is the author of *Home Away From Home: Motels in America* (Bulfinch Press/Little, Brown, 1995.)

NANCY MORRIS (PhD '92), lecturer in the Department of Film and Media Studies at the University of Stirling in Scotland, is the author of *Puerto Rico: Culture, Politics, and Identity* (Greenwood, 1995.)

MILTON MUELLER (PhD '89), assistant professor of communications at Rutgers University, was a visiting scholar in the Information Systems department of Hong Kong University of Science and Technology in the fall of 1995.

TOM NEWMAN (MA '75) received the Gold Summit Award for best interactive event from the International Interactive Communications Society for the television/multimedia educational program "Island Earth," produced for the Jason Foundation in 1995.

WILLIAM NOVELLI (MA '64) has left CARE to develop a media campaign for the FDA proposal to ban cigarette vending machines and reduce exposure of teenagers to cigarette ads.

WILL REED (MA '90) is a policy analyst and educational technology specialist for the Northeast and Islands Regional Laboratory for Educational Improvement in Andover, Massachusetts.

JOELLE MESZLER REIZES (MA '92) has been named assistant director of the National Mental Illness Screening Project in Wellesley Hills, Mass.

PAMELA SANKAR (PhD '92) has become research associate at the Center for Bioethics at the University of Pennsylvania Medical Center.

MARSHA SIEFERT (MA '89) has been appointed director of communication studies at the Central European University in Budapest.

SUSAN STONE (MA '94) is assistant editor of the National Public Radio Election Project in Washington, DC.



New Media

Reconciling Interactivity with Editorial Control

At a time when increasing numbers of newspapers are going online, the man responsible for guiding the *New York Times's* foray into the electronic future sees some important challenges in the new media arena. Martin Nisenholtz (MA '79), appointed last summer to head the New York Times Electronic Media Company, shared his insights with students at the Robert Lewis Shayon Colloquium, on October 27, 1995.

Nisenholtz assessed what he views as the electronic failures of the past and present. "In the early 1980s," he said, "newspapers all entered the interactive marketplace with product built on the notion that interactivity was best used in an on-demand capacity — a way to call-up news stories on a television screen — as opposed to an interpersonal communication medium. And today we see the same phenomenon, as the telephone and cable networks are configured to deliver video-on-demand.

But people wouldn't pay for on-demand shovelware then, and I have my doubts about how much it's worth to them now."

He also discussed CD-ROM technology, describing a 1987 Microsoft conference, where the first real video and sound were displayed on a computer, as "literally like a lesser version of the lunar landing." While he lauded advances in CD-ROM technology and impressive products such as MYST, the Living Books, and the Microsoft Art Gallery, he noted that "far more often, this marketplace has been a junkyard of useless shovelware, poorly designed interfaces, buggy programming and gutter content." He added, "And the consumer — after a brief honeymoon — appears to be waking up. We are beginning to see evidence that people are tired of spending \$40 or \$50 on titles that wear thin after a couple of hours."

Nisenholtz downplayed the notion that the future of interactivity lies in the "so-called convergence between Hollywood and Silicon Valley" (with the exception of the very profitable area of videogame development.) "And that's because," he

said, "the heart of the interactive problem has never been, will never be, about presentation alone." Rather he said, "the one area of interactivity that really has made a profound impact on some peoples' lives" is participation in electronic communities online.

However, there are many problems and issues concerning the emerging fascination with the Internet. Nisenholtz cited Clifford Stoll's criticism that much of what people experience on the Internet is "interactive junk." He quoted Stoll's reproach that "With everyone able to upload their works to the network, the Internet begins to resemble publishers' slush files. It's up to the reader to separate out the dregs. What's missing from the network are genuine editors."

And that, in a nutshell, is what Nisenholtz said he sees as the challenge to a newspaper like the *New York Times* as it enters the electronic arena. He said "pure business issues of revenues and profitability" were not for him the central question. Rather, the issue was whether the newspaper's fundamental principles — editorial integrity, fairness,

standards of decency and compassion — could be applied to online services. "The challenge, I think, is to reconcile the impetus toward true interactivity on the user's part, with the editor's traditional control over the message. When, and how, should we yield?"

Nisenholtz stressed that his job at the *Times* was not to "shovel newspaper content online." Rather, he said, "we have reasons to believe that there exists a constituency who would like the content of the newspaper in electronic form. We think this is a relatively small group, however, and we know that we must apply our principles to a fundamentally new experience online."

Although explorations of what that experience will be continue, Nisenholtz said that the *Times* was committed to combining three basic services: offering a view of the daily *New York Times* for those who want to read it online; providing an editorial overlay and annotation of the entire Internet; and maintaining the opportunity for discourse in which "you not only get our view, but provide your own view."

NEW YORK ALUMNI RECEPTION: NOVEMBER 9

THE TENTH FLOOR BALLROOM of the new Penn Club on West 44th Street in Manhattan was the setting for a lively reception for New York-area Annenberg School alumni, hosted by Dean Kathleen Hall Jamieson, on November 9, 1995. About forty ASC alumni, spanning over four decades at the School, gathered over plates of mushroom ravioli and chicken satay to catch up with fellow graduates who live and work in the Big Apple.

Professor Larry Gross was also on hand to greet alumni, most of whom had, at one time or another, passed through his classroom or office door in their time at Annenberg. There were, however, a few alumni who predated Gross's arrival, including **Edward Leeds** (MA '65) of Major Market Radio Sales and **Albert DeMarino** (MA '65) of the Concord Music Group. Leeds and DeMarino reminisced with **Barbara Spitzer** (MA '69) from Sudler and Hennessey and **Susan Bovet** (MA '70) of the Public Relations Society of America about what the School was like when they were students. Later, they cornered dentist **Joan Levine** (MA '74) to share a few jokes. Another sixties alum, **Arthur Plutzer** (MA '64) from the City University of New York, took the occasion to write out a check to the School, to create a fund for ASC students who need travel expenses to job interviews. He remembered fondly that when he was a student, then Dean Gilbert Seldes advanced him seventeen dollars so that he could take the train to New York City for a job interview.

Karen Harrison (MA '80) announced to those gathered that, as unlikely as it seemed, she had recently become the lifestyle reporter for the *New York Post*, leaving her former position at *Sassy* magazine. She arrived at the reception with **Leslie Saylor** (MA '94) who is working as a non-linear video editor with Jeff Meltzer Editorial. **Roseana Zanazzi** (MA '92) also had news of a new job to share. She has gone from working in strategic planning at Bozell Advertising to a new position at BBDO. Another recent graduate, **Vincenzo (James) Petretti** (MA '94), discussed the talk show wars he is witnessing as a market analyst for Kingworld Productions in Short Hills, NJ.

Cass Conrad (MA '95), who began work last summer as a corporate planning analyst for the New York Times Company, was delighted to have the opportunity to meet fellow ASC alum **Martin Nisenholtz** (MA '79) who has also

begun working at the *Times*, developing electronic media. Across the room, **Gale Kellogg** (MA '91) and **Kurt Miller** (MA '90) shared notes on working in communication in Asian markets. She's a New York-based producer of specials for TV Asahi in Japan, he's account executive for Cheil Communications, working extensively in Korea. **Jo Holz** (MA '76, PhD '81) from the Children's Television Workshop, came without her husband (interactive video producer **Tom Newman** (MA '75), who was recovering from the flu) but did have the chance to catch up with **Chien Joanna Lei** (MA '83) of Capital Cities Capital. Also representing the television industry were **Janet Boakes** (MA '83) from Showtime Networks and **Lisa Judson** (MA '82), vice president and creative director at Nickelodeon. **Doug Conn** (MA '89) from Citicorp Securities and analyst **Karen Nielsen** (MA '88) were also in attendance.

Representing the class of 1990 were **Laurie Silbersweig**, in communications at Mt. Sinai Medical Center, **Amanda Cramers**, account director at Cairns and Associates, and **Fan Zhou**, computer consultant for Pfizer. Annenberg's most recent alumni were well represented: **Bryon Colby** (MA '95) and **Adam Mackler** (MA '95) working in interactive communications, **Peter Ginsburg** (MA '94) from CBS sports, **Heather Hart** (MA '94), from NBC, **Ying Tong** (MA '92) of Young and Rubicam, **William Hoffman** (MA '91) from Sharp Electronics, **Adrienne Schwartz** (MA '94) of Osgood, O'Donnell and Walsh, as well as **David Greenberg** (MA '95) and **Janette Ballard** (MA '95), who are still on the job hunt.

Although delayed by heavy traffic heading into the Lincoln tunnel, Annenberg's Dean Jamieson warmly greeted the alumni when she arrived and encouraged them to stay in close communication with the School. She spoke about the importance of the new graduate mentoring program and encouraged alumni to support the program by enlisting their organizations for internships and by themselves serving as mentors.

Where Has the ASC Class of '95 Gone (*to Work*)?



Leah Binder is senior project adviser for the New York City Mayor's office of health services.



Tony Pals is the media relations program coordinator for the Council for Advancement and Support of Education (CASE) in Washington, DC.

Members of the class of '95 who entered the ASC doctoral program include: Sean Aday, Joe Borrell, David Gleason, Gangheong Lee, Melinda Schwenk, John Sullivan, Tom Timperio, and Emory Woodard IV.



Darya Braggs is public relations and marketing manager for Health Quest, a publication focusing on black health issues.



Cate Riegner has become director of account planning at Lai, Venuti, and Lai in Santa Clara, California, working in advertising and interactive media.



Bryon Colby is an international research associate for Delphi Internet Services in New York.



Doug Rivlin is a media associate at the Advocacy Institute in Washington, DC.



Cass Conrad is corporate planning analyst for the New York Times Company.



Christine Scoma is assistant account executive for Roska Direct, a direct response advertising agency in Montgomeryville, PA



Chris Ferris is coordinator of public information at the Kaiser Family Foundation in Washington, DC.



Nessim Watson is teaching in the Mass Communication Department at Westfield State College in Massachusetts.



Tanya Hands is a research analyst in the national television research department at CBS in New York.

James Woods III Dies at 32

Annenberg alumnus James D. Woods III (MA '88, PhD '92) died November 17, 1995, from complications of AIDS, at the age of 32. Woods was the author of *The Corporate Closet: The Professional Lives of Gay Men in America* (The Free Press, 1993), which won the Gustav Meyers Award for the Study of Human Rights. The book, which focuses on the strategies of self-presentation adopted by gay men working in corporate environments, was based on his doctoral dissertation at Annenberg. Since 1991, Woods taught at the City University of New York's College of Staten Island and also became the first non-tenured faculty member to be appointed to the Graduate Center of CUNY. At the time of his death he was collaborating with Professor Larry Gross in editing the Columbia Reader on Lesbians and Gay Men in American Media and Society, to be published by Columbia University Press.

"Jim Woods received his HIV diagnosis the day he began courses in graduate school, just before walking into his first Proseminar class" Gross said. "Jim went through graduate school — completing his master's and doctoral work in perfect time — while bearing the burden of this disease. Learning this only added to my admiration for his character and his abilities."

A fellow alumnus and faculty colleague at CUNY, George Custen (MA '76, PhD '80), described Woods's commitment to public institutions like City University. "The fact that Jim went into teaching at an often financially besieged public university," he said, "indicated that along with intellectual challenges, the political, the social, and the ethical were always the basis on which he made big decisions." He added, "The students immediately liked him and he always treated them with the profound respect and courtesy that were his natural way."

The James Woods Memorial Book Fund has been established at the Annenberg School Library in his memory. Contributions may be sent to Dr. Susan Williamson, Annenberg School Library, 3620 Walnut Street, Philadelphia PA, 19104-6220. (Checks should payable to the Trustees of the University of Pennsylvania: James Woods Fund.)

Speaking

AT ANNENBERG

Pollster Peter Hart On Public Opinion In '96

"IF BILL CLINTON ASKED ME TODAY, 'Come on into the Oval Office, talk to me about your latest *NBC/Wall Street Journal* poll, tell me what the situation is and what my strategy should be,' I would say: 'Mr. President, a clear majority of the American public is saying things are seriously off on the wrong track... If you're the incumbent, as you are, Mr. President, that's bad news.'"

Peter Hart, a political researcher and leading analyst of public opinion in Washington, has spent the last 25 years telling government officials, candidates for office, the media, corporations, and non-profit organizations what the public is thinking. On November 15, 1995, he shared his experiences and observations in a

lecture co-sponsored by the Annenberg Public Policy Center and the University of Pennsylvania's School of Social Work.

If he were to have a conversation with President Clinton, Hart told the audience, he would stress two points: first, that only small percentages of key voting blocs, such as white men, white fundamentalists, and Perot voters, have given him a positive job rating, and second, that overall, the President's job rating is "more dependent on events than a sense that you're shaping the destiny of what's going on." He did have some good news for the President — that his "report card is up" or as Hart put it, "it's off the detention list... but certainly a long way from

the honor roll." He said that public opinion surveys show the President's strengths are his accessibility and his sense of being compassionate, that he has "passing marks" in terms of standing up to pressure and being Commander-in-Chief.

"But for all that good news," Hart said, "I would tell you the fundamentals for re-election are not there. What I would tell you, Mr. President, is that the public hasn't made a final definitive choice. They're looking — you're not a finished product... In essence, if you're going to be re-elected, Mr. President, the voters have to see that you have improved, that you've grown and changed."

Hart noted that his polls show Clinton favored substantially more than Bob Dole ("the public see him as their mean uncle... the guy who married into the family and has got control of all the money") and that Newt Gingrich is "as unpopular as anyone in America," while Colin Powell was just the opposite ("you just dodged a bullet, Mr. President, when Colin Powell announced he was not going to run.")

Of great importance to the 1996 election, Hart said, was the public's changing reaction to the Republican agenda. "The public wants change," he said, "but the change they did not want is education being cut, environment being cut, Medicare being cut — and they were looking for compromise more than confrontation.

"AND WHAT'S FASCINATING — AND THIS IS FROM THE LATEST POLL — IS THAT PEOPLE OVER THE AGE OF 65 SAY THEY IDENTIFY WITH THE DEMOCRATIC PARTY BY A MARGIN OF 48 TO 32 PERCENT. LAST JULY, A MARGIN OF 43 TO 36 IDENTIFIED THEMSELVES AS REPUBLICANS. YOU WANT TO KNOW IF THE DYNAMICS OF 1996 ARE STARTING TO CHANGE? YOU BET THEY ARE."

The Colloquium Series: Autumn 1995

“And what’s fascinating — and this is from the latest poll — is that people over the age of 65 say they identify with the Democratic party by a margin of 48 to 32 percent. Last July, a margin of 43 to 36 identified themselves as Republicans. You want to know if the dynamics of 1996 are starting to change? You bet they are.”

Although Hart said he found that people blamed the Republicans more than the President for the budget impasse and closing down of government, he said that Clinton still has a “central problem — and that is that he plays constituency politics too much and doesn’t do enough what I would call talking to the nation. If I could get him to give a speech, simply put, it would showcase the message, we’re all in this together.”

In the question-and-answer session, Hart responded to a query about the tendency of many public opinion researchers to “pre-suppose the public view” about issues such as health care. Hart said that in his

1994 *Wall Street Journal* poll, his firm purposely set out to “get a sense of what the knowledge was, and to give them the option of saying, ‘no, I don’t have an opinion, and I don’t know that.’”

But, he said, “we get pressure from the journalism side saying, don’t do it... They say, we like two-part answers because all our graphs look prettier if there’s a red and blue, than if there’s a six-part spectrum. We say to the journalist, you’re not representing public opinion accurately. You’re forcing it into a journalistic box that will look good in *USA Today*. Certain questions they just won’t ask — and one of them is, how much do you know about that subject?”

KARLYN KOHRS CAMPBELL, Department of Speech Communication, University of Minnesota “Rambling Through Women’s Rhetoric: Amaterasu to Virginia Woolf” October 13, 1995

MARCIA JOHNSON, Psychology Department, Princeton University, “Fact and Fantasy: Reality-Monitoring and Public Policy” October 19, 1995

ERIC USLANDER, Department of Government and Politics, University of Maryland, College Park “Faith, Hope, and Charity: Social Capital, Trust, and Collective Action” October 20, 1995

ROBERT PUTNAM, Center for International Affairs, Harvard University “Tuning In, Tuning Out: The Strange Disappearance of Social Capital in America” October 23, 1995

ROHAN SAMARAJIVA, Department of Communication, Ohio State University “Space, Place, and Audience: Theory for ‘New Media’” October 26, 1995

MAXWELL MCCOMBS, Department of Journalism, University of Texas “The World Outside and the Pictures in Our Heads: Two Dimensions of Media Agenda Setting” November 3, 1995

JOSEPH GUSFIELD, Department of Sociology, University of California, San Diego “The Ownership of Public Facts: Cultural Authority and Metaphorical Models” November 16, 1995

DONALD KINDER, Departments of Political Science and Psychology, Institute for Social Research, University of Michigan “Regulating Racism” November 17, 1995

ROSEMARIE T. TRUGLIO, Department of Communication, Computing, and Technology in Education, Teachers College, Columbia University “Children, Television: Research and Policy Issues” December 1, 1995

JOSEPH MARGOLIS, Department of Philosophy, Temple University “Relativism and Pluralism” December 8, 1995

G R A D U A T E S T U D E N T
News

Bernadette Barker-Plummer published an article in *Critical Studies in Mass Communication* in September, 1995 on "News as a Political Resource: Media Strategies and Political Identity in the U.S. Women's Movement, 1966-1975."

Mariaelena Bartesaghi delivered a paper on "The Pursuit of Nonsense in the Making of Sense: The Politics and Aesthetics of Tabloid Bodies" at the conference on "Social Theory, Politics, and the Arts" in Santa Barbara in October, 1995.

Joseph Borrell presented two papers at the August 1995 conference of the Association for Education in Journalism and Mass Communication (AEJMC) in Washington, DC: "Satellite-delivered Radio Programming" and "Radio Station Characteristics and the Adoption of Satellite-delivered Radio Programming."

Katharina Kopp's paper on "The Role of Private Philanthropic Foundations in Communications Policy Making" received second place student paper honors in the Communications Technology and Policy Division of AEJMC at the 1995 conference.

Ramona Lyons presented a paper "Redefining the Biological Clock, or New Reproductive Technologies, Media Discourse, and the Institutional Maintenance of Nature," at the Southern Communication Association (SCA) meetings held in San Antonio, November 18-21, 1995.

Brigette Rouson participated in a panel discussion on "Asian/Black Relations" at the National Association of Black Journalists meeting in Philadelphia, August 17, 1995.

Shinichi Saito delivered two papers at the 1995 AEJMC meetings: "Cultivation Theory Revisited: Another Look at the Theory and Implications for Future Research" for the Communication Theory and Methodology Division and "Does Television Cultivate the Image of America in Japan?" for the International Communication division.

Melinda Schwenk presented a paper on "The Symbolic and Political Role of the Vietnam Veteran in American Film, 1967-73" at the conference on "Social Theory, Politics, and the Arts" in Santa Barbara.

Cindy Hing-Yuk Wong presented a paper "Community Video: Process, Text, and the Construction of Reality" at the American Anthropological Association meeting in Washington, DC, on November 15, 1995.

The proceedings of the following Annenberg School conferences and projects are now available on videotape:

"The 1992 Presidential Election De-briefing"; "Adwatching: News Coverage of Political Ads"; "The Great Health Care Debate with Bill Moyers: Health in America" (broadcast on PBS 10/7/94); "Women in Judging: Transforming the Image of Justice"; and "Families in the Media — What is the Role of Government?" The cost of each videotape, including shipping and handling, is \$15.00. Transcripts are also available for the following speeches in the Annenberg Public Policy Center Lecture Series: "Roadblocks to the Global Infobahn" by Anne Wells Branscomb, author of *Who Owns Information*; "Technology Policy for U.S. Economic Growth: A New Era of Business-Government Partnership" by U.S. Undersecretary for Technology Mary Good; "The Information Superhighway: The Year Ahead" by FCC Commissioner Susan Ness; "Look At Us: A Human Perspective on the Professions in the 21st Century" by author Anna Quindlen. Speeches are available at a cost of \$2.00.

To order, please return the order form with a check or money order payable to the Trustees of the University of Pennsylvania.

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Public Policy C E N T E R

Jamieson Moderates National Telecommunications Policy Panel

Dean Kathleen Hall Jamieson served as moderator of a panel on telecommunications policy at the fourth “Family Reunion” Conference hosted by Vice President Al Gore in Nashville, Tennessee, on July 10, 1995. The conference brought together 800 leaders of the media, the entertainment industry, advertising, new media technologies, religious groups, and family services to discuss the subject of children and media.

Participants in the telecommunications policy panel included: Reed Hundt, chairman of the Federal Communication Commission; Richard Heffner, former chairman of the board of the motion picture industry’s Film Classification and Rating Administration and professor of communications and public policy at Rutgers University; Newton Minow, former chairman of the Public Broadcasting Service and Annenberg Professor of Communications Law and Policy at Northwestern University; and Floyd Abrams, attorney and Visiting Professor of Law and Journalism at the Columbia Graduate School of Journalism.

The following are excerpts from their remarks:

Reed Hundt: “We want parents to have the power to choose and we want them to have something to choose... We can have rules that put {v-chips} in televisions. We can have rules that say to broadcasters, you want to use the public property of the airwaves, in return for using them for free, give us educational TV for kids — not all of the time, not even most of the time, but some of the time... We could have rules that say that broadcasters in public service announcements should make sure they meet the goal of advertising to persuade children to get education instead of just advertising to persuade children to persuade parents to buy things. These are not onerous rules. These rules are not different in kind from the rules that have always existed, but for the last twelve or thirteen years, in my judgment, the FCC has backed away from any kind of assertion of a public interest in broadcast TV and radio.”

Richard Heffner: “Given the increasingly in-your-home as well as in-your-face nature of newer media, the wishful notion that a rating system makes sense now and will solve the very real parental and societal problems relating to contemporary media content is totally fanciful or worse. The rating game today becomes just that — a game,



one with particularly high stakes but with no mechanisms of real enforcement to make them effective or meaningful... Indeed we Americans must question much more closely than ever before whether industry self-discipline, in short, voluntarism, can ever really work in the context of wildly competitive, totally unregulated, wholly market-driven for-profit media that deal their wares directly into our homes and upon our largely latchkey children. I think not.”

Newton Minow: “I think there are three great values we have in this country that have gotten out of balance. One is the protection of children. One is our devotion to free speech. And one is our belief in the market system. Those are the three great forces here that are colliding. I believe they have gotten out of balance where children are concerned, where the Information Highway is concerned. We pass laws in Congress requiring car seats for kids. We pass laws in Congress requiring a certain kind of bottle tops, so kids can’t open medicine... There is a role for Government... the V-chip is one excellent answer.”

Floyd Abrams: “My role here, I think, is to offer a few notes of warning, of caution about the role of the Government in this area... We’re talking here about speech that is protected under the First Amendment... we’re not talking about chemical plants, as one speaker suggested this morning. We throw out chemical plants that pollute the air. We put them out of business. We’re not allowed to put broadcasters out of business who are engaged in the promulgation of protected speech under the first amendment... I am {also} troubled by the idea of the V-chip which results in America’s parents sort of routinely tuning out... violence which is useful, violence which is important as a way of displaying, disclosing, dealing with, helping us to understand social problems.”

APPC

PROJECT ON INFORMED CONSENT



Philadelphia Mayor Edward G. Rendell and Republican mayoral candidate Joseph Rocks faced off in a debate held at the Annenberg Center's Harold Prince Theater on October 23, 1995. The debate, sponsored by the Annenberg Public Policy Center and the campus Young Republicans and Young Democrats, highlighted the two candidates' stands on the city's utilities, riverboat gambling, and labor-management relations.

THE ANNENBERG PUBLIC POLICY CENTER has begun work with the University of Pennsylvania's Center for Bioethics to conduct research on issues pertaining to informed consent in medicine and health care. The Center, under the direction of Dr. Arthur Caplan, will assemble an interdisciplinary group of scholars and researchers to design innovative empirical projects examining the changing role of informed consent in both clinical and research settings.

In fall 1995, the project brought several speakers to campus, including: Dr. Susan Gold, general internist at the University of Michigan, who discussed the informed consent process (or lack of one) in purchasing health insurance; Dr. Debra Roter, professor of health policy and management and associate chair of the Faculty of Social and Behavioral Sciences at Johns Hopkins University, who described her research on the dynamics of doctor-patient communications; and Dr. Ronald Bayer, professor in the division of sociomedical sciences in Columbia University's School of Public Health, who spoke on the ethics of AIDS research. Slated to speak in the coming year are: Dr. James Tulsky, of Duke University, discussing his observational study of advanced directive conversations and Dr. Noam Zohar, of Bar Ilan University, discussing marital dilemmas concerning donor insemination.

On November 10, 1995, APPC sponsored a conference entitled: "Informed Consent: Who Really Decides?" which drew over 125 physicians, nurses, academicians, and others to explore the nature of informed consent in clinical settings. The conference began with an exploration of issues by Paul Roote Wolpe and Peter Ubel, co-directors of the project. Invited speakers included: Raisa Deber, of the University of Toronto, who spoke about the role of patients in clinical decision-making and informed consent; Haavi Morreim, of the University of Tennessee, who discussed the role of economics in physicians' decisions; Norm Levinsky, of Boston University, who examined how health care systems influence decision-making; and James Childress, of the University of Virginia who wrapped up the conference with a look at the role of patient autonomy in modern conceptions of informed consent.

The project's next conference, "Protecting the Vulnerable: Ethical Issues in Human Research" will be held April 12, 1996. In addition, there have regular meetings of a distinguished panel of nationally-recognized bioethicists to formulate a set of comprehensive policy recommendations for ethical consent in human subjects research. These recommendation will be presented to legislative bodies and public policy institutes to aid in their development of guidelines for such research. Topics presented so far include research with the terminally ill, the mentally ill, young children and women.